

# Logo Design Proposal

*Private and Confidential*

Prepared by ("Designer")

Prepared for ("Client")

## 1. Project Overview

At \_\_\_\_\_, we specialize in creating strong and memorable brand identities through custom logo design. With experience in branding, graphic design and creative strategy, we aim to provide logos that are not only visually appealing but also strategically aligned with a client's market positioning and long-term brand vision. Our approach balances creativity with functionality, ensuring your logo works across print, digital, and merchandising platforms.

This proposal outlines the approach, deliverables, timeline, fees, and terms for the creation of a custom logo for \_\_\_\_\_.

The logo will be designed to reflect your brand's vision, values, and target audience, and will be delivered in digital formats suitable for both print and online use.

## 2. Scope of Work and Timeline

Phase	Explanation	Schedule
Research and Discovery	Review of your brand goals, target market, competitors, and creative direction.	
Concept Development	Creation of at least five initial logo concepts.	
Revisions	Revisions on the selected concept.	
Final Deliverables	Delivery of the final logo design in multiple formats, including vector files, high-resolution raster files (.PNG, .JPG), Black-and-white and full-color variations, Transparent background versions.	

### 3. Fees and Payment Terms

**Total Project Fee:** \_\_\_\_\_

**Deposit:** \_\_\_\_\_ % due upon acceptance of this proposal.

**Balance:** Remaining \_\_\_\_\_ % due upon completion and before release of final files.

Additional deliverables, such as a logo usage guide, stationery design, or social media kit, shall be charged separately. Payment can be made by bank transfer or by check. Late payments may incur \_\_\_\_\_ % monthly interest.

### 4. Terms And Conditions

#### 4.1. Intellectual Property

Upon receipt of full and final payment, all rights, title, and interest in and to the final approved logo design shall transfer from the Designer to the Client. This transfer shall include copyright and all associated intellectual property rights, enabling the Client to use the logo freely in connection with its business, branding, marketing, and related purposes. Until such payment is received, all rights shall remain the exclusive property of the Designer, and the Client shall have no right to exploit, reproduce, or otherwise use the logo beyond draft and review purposes.

The Designer shall retain ownership of all preliminary sketches, draft files, and any unused concepts that were presented during the design process but not selected by the Client. These materials remain the intellectual property of the Designer and may not be used, licensed, or shared by the Client in any form without the Designer's written consent. Furthermore, the Designer reserves the right to display both the final logo and any non-selected concepts in the Designer's portfolio, website, or marketing materials, provided such use is not misleading or harmful to the Client's reputation.

#### 4.2. Digital Assets

The Designer shall deliver the final approved logo in industry-standard file formats suitable for both print and digital applications, including but not limited to vector files (such as AI, EPS, or SVG) and raster files (such as PNG and JPEG). The logo will be provided in multiple variations, including full-color, black-and-white, and transparent background versions. The Designer shall maintain a backup copy of the final logo for a period of 3 years following delivery.

### **4.3. Client Responsibilities**

The Client agrees to provide all necessary information, brand materials, and feedback required for the completion of the project in a timely and efficient manner. Delays in providing such information or approvals may result in corresponding delays in the delivery of the logo. The Designer shall not be held responsible for any missed deadlines caused by the Client's failure to provide input or feedback as agreed.

The Client further represents and warrants that any materials provided to the Designer, including text, imagery, or branding assets, do not infringe upon the rights of any third party. The Client agrees to indemnify and hold harmless the Designer against any claims, losses, or damages that may arise from the use of such materials.

### **4.4. Warranties and Liability**

The Designer warrants that the final approved logo is an original creation and, to the best of the Designer's knowledge, does not infringe upon the intellectual property rights of any third party. The Designer does not, however, warrant against independent third-party claims that may arise after the transfer of ownership.

Except as expressly provided in this Agreement, no other warranties, express or implied, are given by the Designer, including warranties of merchantability, fitness for a particular purpose, or suitability for commercial use. The Client acknowledges that it is solely responsible for determining whether the final logo meets its business objectives.

### **4.5. Termination**

The Client may terminate this Agreement at any time by providing written notice to the Designer. In the event of termination, the deposit shall be non-refundable, and the Client shall remain liable for payment of all work completed up to the date of termination. In such circumstances, no transfer of intellectual property rights shall occur unless full payment has been received.

The Designer reserves the right to terminate this Agreement if the Client materially breaches its obligations, including but not limited to failure to provide timely feedback or failure to make payments as agreed. In such an event, the Designer shall provide written notice, and the Client shall have \_\_\_\_\_ days to cure the breach. If the breach is not remedied, the Agreement shall terminate, and the Designer shall retain ownership of all design work created to that point.

#### **4.6. Confidentiality**

Both Parties acknowledge that in the course of this Agreement, confidential and proprietary information may be disclosed, including but not limited to business strategies, marketing plans, or trade secrets. Each Party agrees to maintain the confidentiality of such information and to use it solely for the purpose of fulfilling its obligations under this Agreement.

Neither Party shall disclose confidential information to any third party without the prior written consent of the other Party, except where required by law or in connection with enforcing the terms of this Agreement. The obligation of confidentiality shall survive the termination or completion of this Agreement.

#### **4.7. Governing Law and Jurisdiction**

This Agreement shall be governed by and construed in accordance with the laws of \_\_\_\_\_ .The Parties agree to first attempt to resolve any disputes through good-faith negotiation. If such efforts fail, the dispute shall be submitted to mediation, conducted by a mutually agreed mediator. Should mediation not resolve the matter, the issue shall be brought the competent courts of \_\_\_\_\_ .

### **5. ACCEPTANCE**

By signing below, the Client acknowledges acceptance of this Proposal and its Terms & Conditions, and authorizes Designer to proceed with the project.

**Designer**

**Name**

**Date**

**Signature**

\_\_\_\_\_

**Client**

**Name**

**Date**

**Signature**

\_\_\_\_\_



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