



# Coleen Lochabay

## COMPANY BRANDING PROPOSAL

### ABOUT THE PROJECT

---

An edible bug company needs branding for their products, which by nature, people may be hesitant to try. It offers a wide variety of bug-based products, from liquid coffees to candies.

### THE PROBLEM

Consumers may not be receptive to eating a chocolate-dipped-cricket or eat a cookie baked with ant flour. Many of the products still take the form of a whole bug's body, and the concept that bugs are not edible foods are what is top of the mind to customers.

By using a creative logo and packaging, we can convey that bugs are healthy, fun snacks and food additives, and encourage people to try bug products and generate repeat/growth of sales.

### OUR VISION

---

There will be five phases of the brand development:

- Brand Research—understanding client and industry expectations
- Design—sketching and concepting brand ideas
- Development—turning ideas into tangible, refined designs
- Testing and Revising—fine tuning and minor revisions
- Production—final product deliverables

Each phase will have a defined cost after it has been determined the number of assets that will be required to complete each phase of the branding project.

### DELIVERABLES

---

The following will be considered as our recommendations for the final print and packaging deliverables for the company branding package:

- Company Name \_\_\_\_\_ \$200
- Logo \_\_\_\_\_ \$300
- Packaging (labels, bottles, boxes) \_\_\_\_\_ \$8000
- Product photography \_\_\_\_\_ \$500

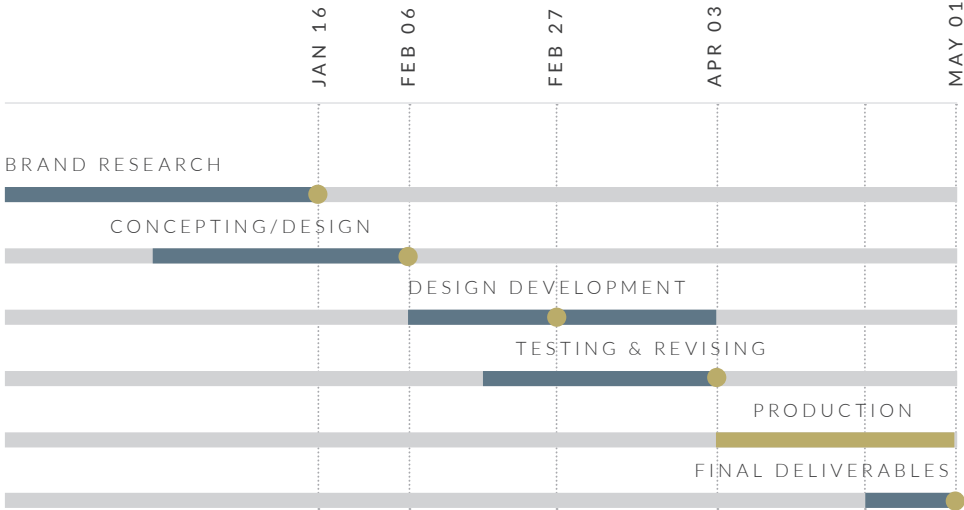
### ASSETS

---

Coleen Lochabay retains full ownership of design concepts and assets it creates. Once a final concept is delivered to the client and full payment is received, complete ownership rights to the final assets transfer to the client. Unused concepts remain the property of Coleen Lochabay.

## TIMELINE

The graph below indicates the timeline of all five phases of the brand development and final deliverable date..



## TERMS

Agreement to work with and approval of a branding proposal, and payment of a deposit to Coleen Lochabay constitutes agreement to these terms and conditions.

A 50% deposit of the quoted amount is required to start work, with the balance payable prior to delivery. Once research or design work has begun on a project, this deposit is non-refundable. A payment of the remainder of the balance is required prior to release of final deliverables to the client.

## REVISIONS

A series of three revisions are initially offered in the design project, and are accepted until the product has reached the production phase. No changes are accepted once designs have been signed off for production. If additional revisions are requested by the client before the production phase, a pre-determined fee will be charged per additional revision.

## EXCESS WORK

If the client requires extra design requirements during a project, or extra files upon completion of a project, the client will be charged a fee of \$30 per hour. Estimation of hours will be given prior to the charge and agreed to by the client before work commences. These fees must be paid in full in advance of work.

