

Project Proposal

Brand Identity for T1 Delhi Food Market

Cost Exclusions: Third party costs e.g., research, media buying, print and photography production, DTP, font licenses, 3D rendering, technical drawings, illustrations, video and audio production, stock videos/images, motion graphics and travel expenses, GST (18%).
50% Advance | 25% on approval of logo, 25% balance

Brand Naming	Brand Naming Brainstorm Shortlist	Brand Name Presentation Revisions	Output Final Brand Name	INR 300,000 + gst
Visual Identity	Logo Explorations Logo Shortlisting	Logo Finalisation and Refinement Visual Language System	Output Presentations	
Common Designs	Brand Colour System Brand Typography Food Tags Uniforms: Chef + Server	Take Away Packaging: Sticker, Bag and Tape Tent Cards: Offer, Specials, Festive	Common Tray Liner Common Tissue Paper Common Plate Signage	
Unique Designs X 4	Sub-brand Name Logo Signature Graphic Food + Bar Menu Template	Digital Screen Menu Space Graphic Coaster Takeaway Sleeve	1 Unique Plate Design 1 Unique glass Design Signage	INR 700,000 + gst