

**Desworks.**

**by BIZONGO**

# Branding & Graphic Design

In collaboration with



## Proposal Document

BDW101037

Date: 27/12/2023

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- Design Brief & Scope of work
- Timelines And Commercials
- Terms & conditions



# The Brief

TFS is looking at creating a brand nomenclature, identity, its guidelines and graphic design for collaterals for T1 Delhi. Desworks has to help with the mentioned activities of branding and graphics for the same.

Brand Identity for T1 Delhi Food Market			Output
Main - Brand Naming	Brand Naming Brainstorm Shortlist	Brand Name Presentation Revisions	Final Brand Name
Visual Identity	Logo Explorations Logo Shortlisting	Logo Finalisation and Refinement Visual Language System	Presentations
Common Designs	Brand Colour System Brand Typography Food Tags Uniforms: Chef + Server	<b>Take Away Packaging:</b> Sticker, Bag and Tape <b>Tent Cards:</b> Offer, Specials, Festive	Common Tray Liner Common Tissue Paper Common Plate Signage
Unique Designs x 4 (Sub-brands)	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

# Project Scope- Branding & Graphics

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Sl. no.	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines	Commercial (INR)	
1	<b>Research</b>	<ul style="list-style-type: none"> <li>Studying upto 3 competitor as suggested by the client</li> <li>Studying the brand identity &amp; colours.</li> </ul>	Findings in PDF format	1 week	2,00,000	
2	<b>Brand Nomenclature</b>	<ul style="list-style-type: none"> <li>Creation of brand name basis the brief provided by the client</li> <li>The brand name suggested will be checked for availability online in the categories mentioned by the client.</li> <li>A total of 3 brand names, will be suggested with two rounds of iteration on the shortlisted name.</li> <li>Trademark check is not a part of this service</li> </ul>	Brand Name	1 Week		
3	<b>Brand Identity Design</b>	<ul style="list-style-type: none"> <li>Creation of brand logo basis the finalized nomenclature in the previous stage.</li> <li>3 design options will be presented in total. Followed by shortlisting of one design unit. Two rounds of iterations are considered on the shortlisted design route.</li> </ul>	One finalized dentity (Brand Logo, Colour Palette)	2 Weeks		
4	<b>Master Design (for collaterals)</b>	<ul style="list-style-type: none"> <li>Creation of master design in adherence to the brand identity.</li> <li>Two concept design options would be presented, followed by shortlisting of one design unit. One round of iteration is considered on the shortlisted design route.</li> </ul>	One final master artwork file that would be extendable to all product line (.ai file)	1.5 Weeks		
5	<b>Design Extensions (Major)</b>	<ul style="list-style-type: none"> <li>Extension of the master to other touch points -box packs (1), glass (4), plate (5), uniform (1),bag (1), signange (5), tent cards (3).digital screen menu (4), space graphic (4).Content for all the touchpoints to be shared by the client along with the sizes &amp; KLDs. Content writing is not a part of scope here.</li> </ul>	Extensions to the said collaterals - 28	3-4 days per extension		5,000 per extension
6	<b>Design Extensions (Minor)</b>	<ul style="list-style-type: none"> <li>Extension of the master to other touch points - food tag (1), sticker (1),tape (1), basic tray liner-minimal content (1), tissue paper (1), takeaway sleeve (4) &amp; coaster (4). Content for all the touchpoints to be shared by the client along with the sizes &amp; KLDs. Content writing is not a part of scope here.</li> </ul>	Extensions to the said collaterals - 13	2-3 days per extension		2,500 per extension

# Project Scope- Branding & Graphics

D.

Sl. no.	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines	Commercial (INR)
7	<b>Sub-Brand Name</b>	<ul style="list-style-type: none"> <li>• Creation of sub-brand name basis the brief provided by the client</li> <li>• The sub- brand name suggested will be checked for availability online in the categories mentioned by the client.</li> <li>• A total of 3 sub brand names, will be suggested with two rounds of iteration on the shortlisted name.</li> <li>• Trademark check is not a part of this service</li> </ul>	Sub-Brand Name	1 week per sub brand	30,000 per sub brand name
8	<b>Sub-Brand Logo</b>	<ul style="list-style-type: none"> <li>• Creation of sub-brand logo basis the finalized nomenclature in the previous stage.</li> <li>• 3 design options will be presented in total. Followed by shortlisting of one design unit. Two rounds of iterations are considered on the shortlisted design route.</li> </ul>	Sub-Brand Logo	2 weeks per sub brand	30,000 per sub brand logo
9	<b>Brand Guidelines</b>	<ul style="list-style-type: none"> <li>• Creation of brand guidelines document basis the finalized identity</li> <li>• The brand guidebook will have the following:               <ul style="list-style-type: none"> <li>○ Colour Palettes - Primary and Secondary</li> <li>○ Typography &amp; Fonts</li> <li>○ Do's &amp; Don't</li> <li>○ Forms &amp; Usages - in different proportions - horizontal /vertical</li> </ul> </li> </ul>	Final guidebook in pdf format.	1 week	25,000

# Total Commercials

D.

Sr no.	Projects	No .of Units	Cost
1	Brand Nomenclature	1	2,00,000
2	Brand Identity	1	
3	Master Design for Collaterals	1	
4	Design Extensions (Major)	28	1,40,000 (5,000 x 28)
	Design Extensions (Minor)	13	32,500 (2,500 x 13)
5	Sub Brand Name	4	1,20,000 (30,000 x 4)
6	Sub Brand Logo	4	1,20,000 (30,000 x 4)
7	Brand Guidelines	1	25,000
<b>Total</b>			<b>6,37,500</b>

# Notes, Exclusions & Pre-Requisites

## Notes, Exclusions:

1. Client **to provide the content** and legal mandates.
2. The proposal does not include image, font purchase and renderings or photography of products.

## Pre Requisites for packaging design:

- KLD (Key Line Drawing) in 1:1 scale (ai or pdf)
- Content for the FOP (with hierarchy mentioned) & BOP
- Minimum text size for mandatory information
- Open file of existing artwork
- Open file of logo
- Brand guidelines
- Photo of the packaging structure, collaterals
- Photo of the product
- 3D render of the structure (preferably white)
- Substrate details
- Number of colours that can be printed / Printing limitations
- Number of print finishes that can be explored
- Samples sent to office

## Pre-requisites for brand/ product identity:

- Tagline if any
- Details of target audience
- Details of competitor brands & products
- Core messaging & positioning document
- Price point of products/services (mass / masstige / premium / luxury)





# Way Forward

- Acceptance of Terms & Conditions
- PO
- Questionnaire/Prerequisites
- 50% advance payment

# Terms & Conditions

- 1) We propose to have a kick off meeting/discussions with the client/team prior start of the project.
- 2) Project would commence on a written email sign off and within 3 days of PO whichever is earlier.
- 3) Payment terms are as follows-
  - a) 50% advance payment
  - b) 50% on completion of project
  - c) GST as applicable shall be charged separately
  - d) Payment: Advance payments immediate & balance payments before final release or 15 days of invoice submission whichever earlier.
- 4) Proposal has 2 rounds of iteration covered. Any additional iteration would be charged at 2500/iteration for minor iterations & 7500/iteration for major rework. The subjectivity of major or minor relies with Bizongo to justify the quantum of work.
- 5) Charges for travel, lodging and boarding by any representative towards presentations or discussions (including vendor visits) will be charged as per actual expenses incurred.
- 6) This proposal does not include charges towards Structure design, Mock-up/prototypes. buying stock-images, renders, photo-shoot, translation, type-setting etc if required will be charged extra as applicable.
- 7) Bizongo is not responsible for patent research.
- 8) All design data will remain with Bizongo till the time the final payment for the total project is done, after which the design rights for the selected one concept will be transferred to the client. All the proprietary rights including the intellectual property rights in the final design shall be owned by the Client and Bizongo shall have no title or interests in such Designs.
- 9) Only after obtaining prior consent from client in writing or the launch of the product whichever earlier, Bizongo shall publish (social media, print, magazine, website etc) the final design for intended marketing purposes.
- 10) In no event shall either party be liable to the other for any special, incidental, consequential or punitive damages or losses that may be suffered by either of them with respect to the subject matter hereof.

# Meet our team of creators, designers & problem solvers.



**Arjita**  
Director  
IIT Bombay



**Anusha**  
Business Head  
Ex - Tata Elxsi

**BUSINESS DEVELOPMENT**



**Harshita**  
Specialist - Sales  
Ex - The Minimalist



**Saksham**  
Consultant  
Ex - Byju's



**Aniket**  
Sales Executive  
Ex - Hexa



**Jimit**  
Demand Generation  
Ex - Nova Benefits

**BRAND & GRAPHICS**



**Devika**  
Manager  
IIT Bombay



**Shrushti**  
Sr. Graphic Designer  
IIT Bombay



**Manasi**  
Graphic Designer  
Ex - The Design People



**Hardeep**  
Graphic Designer  
Ex - The Design People



**Manorika**  
Jr. Graphic Designer  
Srishti Manipal Institute



**Soham**  
Jr. Graphic Designer  
Ex - Deseno Media

**STRUCTURE & ENGINEERING**



**Govind**  
Structure Designer  
Ex - IFB Appliances



**Anavi**  
Structure Designer  
Ex - Better By Design



**Yatin**  
Manager  
Ex - Kisan Mouldings



**Subodh**  
Packaging Executive  
Ex-Parksons

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