## Desworks. by Bizongo



## **Branding & Graphic Design**

### In collaboration with

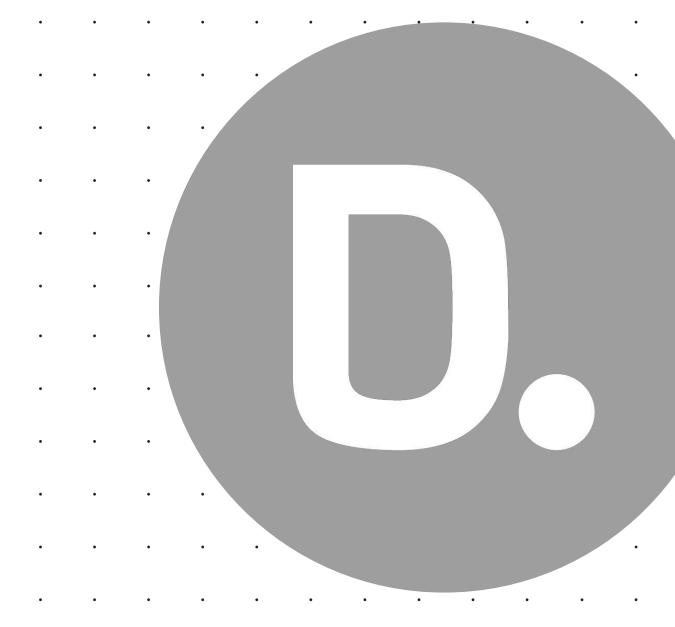


#### **Proposal Document**

BDW101090 Date: 12/03/2024 POC: Harshita (+91-9920715703)

## Contents

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



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## The Brief

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

Brand Identity for Lucknow Mini Food Hall			Output	
Main - Brand Naming (as of now Lucknow Streat)	Name Suggestion with concept note	Brand Name Presentation	Final Brand Name	
Visual Identity	Logo Explorations	Logo Finalisation and Refinement	Presentations	
	Logo Shortlisting	Visual Language System		
Unique Designs x 3 (Sub-concept)	Sub-brand Name	Digital Screen Menu	1 Unique Plate Design	
1. Kebab Counter	Logo	Space Graphic for walls	1 Unique glass Design	
2. Pan + Retail (frozen items) Counter 3. Chhat Counter	Wall / Signature Graphics	Coaster	Signage	
	Food Menu + Food Tags Template	Packaging - Takeaway, tray, box (sandwich, burger, Cups)		
	Brand Colour System	Take Away Packaging:	Common Tray Liner	
Common Davisor	Brand Typography	Sticker, Bag and Tape	Common Tissue Paper	
Common Designs	Food Tags	Tent Cards:	Common Plate	
	Uniforms: Chef + Server	Offer, Specials, Festive	Signage	

### **Project Scope-** Branding & Graphics

SI. no.	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines	Commercial (INR)
1	Research	<ul> <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	3,50,000
2	Brand Nomenclature	<ul> <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	1.5 Weeks	
3	Brand Identity Design	<ul> <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	Master Design (for collaterals)	<ul> <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)	2 Weeks	
5	Design Extensions (Major)	<ul> <li>Extension of the master to other touch points -glass (4), plate (5), uniform (2),bag (1), signange (4), tent cards (3).digital screen menu (3), space graphic (3), Food Menu (3), Takeaway Box (3), Takeaway Cup (3), Takeaway Tray (3)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 - 37	3-4 days per extension	8,000 per extension
6	Design Extensions (Minor)	• Extension of the master to other touch points - food tag (2), sticker (1),tape (1), basic tray liner-minimal content (1), tissue paper (1), & coaster (3). Content for all the touchpoints to be shared by the client along with the sizes & KLDs. Content writing is not a part of scope here.	Extensions to the said collaterals - 9	2-3 days per extension	5000 per extension
<u>.</u>	DESWORKS	Company Confidentia		GST @18% is	additional

### **Project Scope-** Branding & Graphics

SI. no.	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines	Commercial (INR)
7	Sub-Brand Name	<ul> <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	50,000 per sub brand name
8	Sub-Brand Logo	<ul> <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	50,000 per sub brand logo
9	Brand Guidelines	<ul> <li>Creation of brand guidelines document basis the finalized identity</li> <li>The brand guidebook will have the following:         <ul> <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</li></ul></li></ul>	Final guidebook in pdf format.	1 week	50,000

#### Projects Sr no. No .of Units Cost Brand Nomenclature 1 1 Brand Identity 3,50,000 2 1 Master Design for Collaterals 3 1 2,96,000 Design Extensions (Major) 28 (8,000 x 37) 4 45,000 Design Extensions (Minor) 13 (5,000 x 9) 1,50,000 5 Sub Brand Name (50,000 x 3) 4 1,50,000 Sub Brand Logo 6 4 (50,000 x 3) 7 Brand Guidelines 50,000 1 Total 10,41,000

### **Total Commercials**

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### Notes, Exclusions & Pre-Requisites

#### Notes, Exclusions:

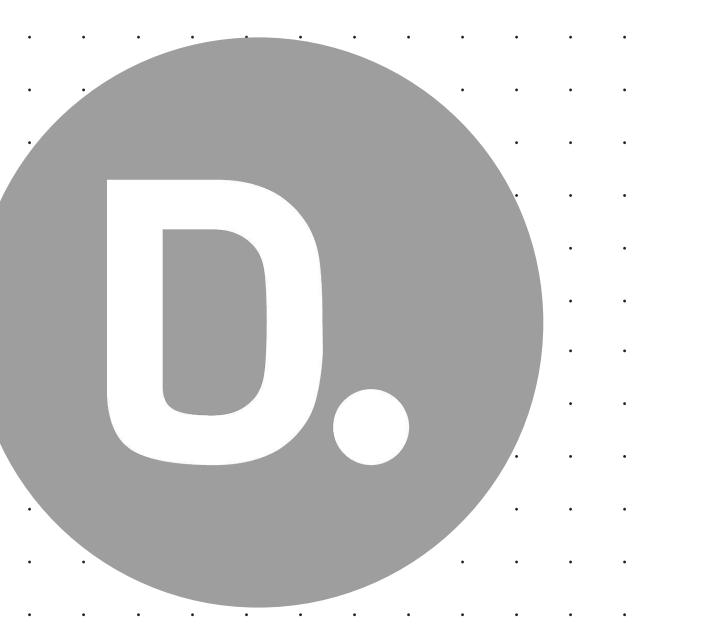
- 1. Client to provide the content and legal mandates.
- 2. The proposal does not include image, font purchase and renderings or photography of products.

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

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#### Company Confidential

## **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.

BUSINESS DEVELOPMENT

**BRAND** & GRAPHICS



Arjita Director IIT Bombay



Anusha **Business Head** Ex - Tata Elxsi



Specialist - Sales Ex - The Minimalist

Devika

Manager



Shrushti

Sr. Graphic Designer

Saksham Consultant Ex - Byju's



Ex - Hexa



limit Demand Generation Ex - Nova Benefits



Graphic Designer Ex - The Design People





Srishti Manipal Institute



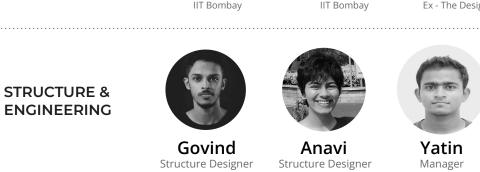








Soham Ir. Graphic Designer Ex - Deseno Media



**Ex - IFB Appliances** Ex - Better By Design



Subodh Packaging Executive **Ex-Parksons** 





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