

Desworks.

by BIZONGO

Branding & Graphic Design

In collaboration with



Proposal Document

BDW101090

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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 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 <i>(as of now Lucknow Street)</i>	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) 1. Kebab Counter 2. Pan + Retail (frozen items) Counter 3. Chhat Counter	Sub-brand Name	Digital Screen Menu	1 Unique Plate Design
	Logo	Space Graphic for walls	1 Unique glass Design
	Wall / Signature Graphics	Coaster	Signage
	Food Menu + Food Tags Template	Packaging - Takeaway, tray, box (sandwich, burger, Cups)	
Common Designs	Brand Colour System	Take Away Packaging:	Common Tray Liner
	Brand Typography	Sticker, Bag and Tape	Common Tissue Paper
	Food Tags	Tent Cards:	Common Plate
	Uniforms: Chef + Server	Offer, Specials, Festive	Signage

Project Scope- Branding & Graphics

D.

Sl. no.	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines	Commercial (INR)	
1	Research	<ul style="list-style-type: none"> Studying upto 3 competitor as suggested by the client Studying the brand identity & colours. 	Findings in PDF format	1 week	3,50,000	
2	Brand Nomenclature	<ul style="list-style-type: none"> Creation of brand name basis the brief provided by the client The brand name suggested will be checked for availability online in the categories mentioned by the client. A total of 3 brand names, will be suggested with two rounds of iteration on the shortlisted name. Trademark check is not a part of this service 	Brand Name	1.5 Weeks		
3	Brand Identity Design	<ul style="list-style-type: none"> Creation of brand logo basis the finalized nomenclature in the previous stage. 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. 	One finalized identity (Brand Logo, Colour Palette)	2 Weeks		
4	Master Design (for collaterals)	<ul style="list-style-type: none"> Creation of master design in adherence to the brand identity. 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. 	One final master artwork file that would be extendable to all product line (.ai file)	2 Weeks		
5	Design Extensions (Major)	<ul style="list-style-type: none"> 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 & KLDs. Content writing is not a part of scope here. 	Extensions to the said collaterals - 37	3-4 days per extension		8,000 per extension
6	Design Extensions (Minor)	<ul style="list-style-type: none"> 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

Project Scope- Branding & Graphics

D.

Sl. no.	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines	Commercial (INR)
7	Sub-Brand Name	<ul style="list-style-type: none"> • Creation of sub-brand name basis the brief provided by the client • The sub- brand name suggested will be checked for availability online in the categories mentioned by the client. • A total of 3 sub brand names, will be suggested with two rounds of iteration on the shortlisted name. • Trademark check is not a part of this service 	Sub-Brand Name	1 week per sub brand	50,000 per sub brand name
8	Sub-Brand Logo	<ul style="list-style-type: none"> • Creation of sub-brand logo basis the finalized nomenclature in the previous stage. • 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. 	Sub-Brand Logo	2 weeks per sub brand	50,000 per sub brand logo
9	Brand Guidelines	<ul style="list-style-type: none"> • Creation of brand guidelines document basis the finalized identity • The brand guidebook will have the following: <ul style="list-style-type: none"> ○ Colour Palettes - Primary and Secondary ○ Typography & Fonts ○ Do's & Don't ○ Forms & Usages - in different proportions - horizontal /vertical 	Final guidebook in pdf format.	1 week	50,000

Total Commercials

D.

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

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



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Packaging Executive
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