

Desworks.

by BIZONGO

Branding & Graphic Design

In collaboration with



Proposal Document

BDW101037R3

Date: 11-01-2024

POC: Harshita (+91-9920715703)

Contents

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

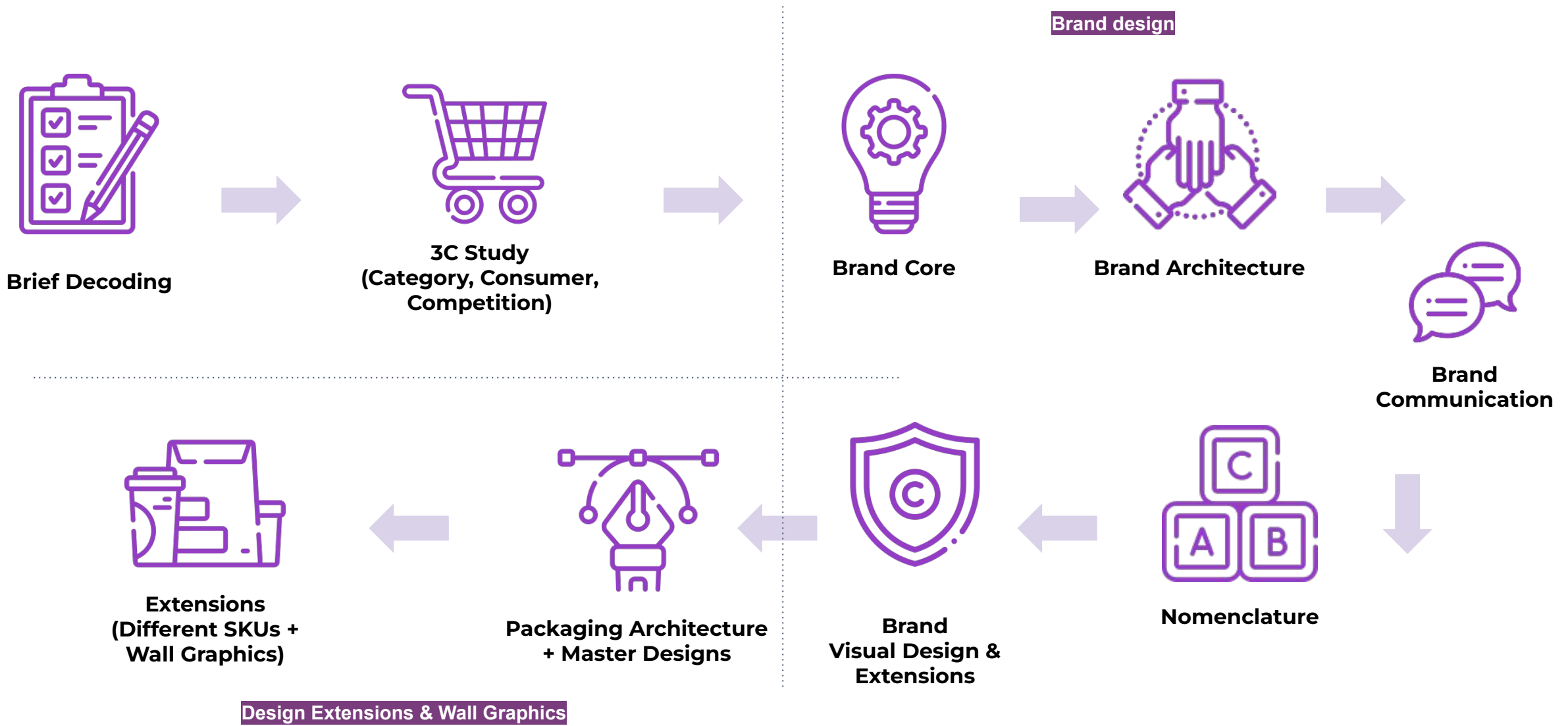


The Brief

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	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-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 Workflow



MAIN BRAND



Branding & Graphics - Main Brand

D.

Phases .	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines
1	Research & Brand Narrative	<ul style="list-style-type: none"> 3C Study (Research on category, consumers, competition) Creation of brand story as per the brand positioning 2 options will be presented with one option to be shortlisted for further iteration. The Narrative will be upto 200 words One round of iteration is considered in the proposal. 	2 creative directions with brand story	2.5 Weeks
2	Brand Nomenclature	<ul style="list-style-type: none"> Creation of brand name basis the brief provided by the client Explorative ideas for the name from "Hello Mercato" The brand name suggested will be checked for availability online in the categories mentioned by the client. A total of 4-5 brand names, will be suggested with two rounds of iteration on the shortlisted name. <u>Trademark check is not a part of this service</u> 	4-5 Brand Naming suggestions with options to "Mercato" in the name.	1.5 Weeks
3	Brand Visual Design (Logo + Colours + Fonts + Images Styles), Guideline book	<ul style="list-style-type: none"> Creation of brand/ sub brand identity & visual language basis the finalized brand strategy and nomenclature in the previous phases. 2 design options in total. Followed by shortlisting of one design unit. Two rounds of iterations are considered on the shortlisted design route. Putting out a brand guideline manual <ul style="list-style-type: none"> Colour Palettes - Primary and Secondary Typography & Fonts Do's & Don't Forms & Usages - in different proportions - horizontal / vertical 	1 finalized design (1 Brand/ Sub-brand Logo, Colour Palettes and Design Elements)- in .ai file Brand guide book as a final submission	2 Weeks
			Total	6 Weeks

Collateral extensions - Main Brand / Common Designs

Phases	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines
1	Master Design (for collaterals)	<ul style="list-style-type: none"> Creation of master design themes 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)	1.5 Weeks
SKUS	Design Extensions	<ul style="list-style-type: none"> Take Away Packaging: Sticker, Bag, Tape Tent Cards - Offers, Specials, Festives Common Tray Liner, Common Tissue Paper Uniform Signage <u>Content for all the touchpoints to be shared by the client along with the sizes & KLDs.</u> <u>Content writing is not a part of scope here.</u> 	Extensions to the said collaterals with 2 options in each design.	3 Weeks *upto 10 SKUS
			Total	~ 5 Weeks

Note:

1. KLD for all skus to be shared by the client.
2. Uniform design is not in scope. Only colors & logo representation on the selected uniform in scope
3. Engineering & Fabrication of signage not in scope. Final body of the signage to be shared for visual design adaptation
4. SKU prioritization to be shared by the client.

Multi_outlets



Multi-Outlets : Branding & Visual design

D.

Sl. no.	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines
1	Cuisine Brand Naming	<ul style="list-style-type: none">• Creation of brand name basis the brief provided by the client• The brand names would be specific to the kind of cuisines represented for that outlet & would be generalized.• 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	3 Options for the cuisine brand names that would be generalized	1 week per brand
2	Brand Visual Design (Logo + Colours + Fonts + Images Styles)	<ul style="list-style-type: none">• Creation of brand/ sub brand identity & visual language basis the finalized nomenclature in the previous phases.• 2 design options in total. Followed by shortlisting of one design unit. Two rounds of iterations are considered on the shortlisted design route.	1 finalized design (1 Brand/ Sub-brand Logo, Colour Palettes and Design Elements)- in .ai file	2 Weeks
			Total	~4 Weeks / brand

Collateral extensions - Multi-Outlets

Phases	Sub-Items	Description/Deliverables	Outcome	Tentative Timelines
1	Master Design (for collaterals)	<ul style="list-style-type: none"> Creation of master design themes 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) (This would be the signature graphic for each outlet)	1.5 Weeks
SKUS	Design Extensions (Major)	<ul style="list-style-type: none"> Take Away sleeve Food Bar + Menu Design 1 Unique plate design 1 unique glass design Signage <u>Content for all the touchpoints to be shared by the client along with the sizes & KLDs.</u> <u>Content writing is not a part of scope here.</u> 	Extensions to the said collaterals with 2 options in each design.	3 Weeks *upto 5 SKUS
			Total	~ 5 Weeks

Note:

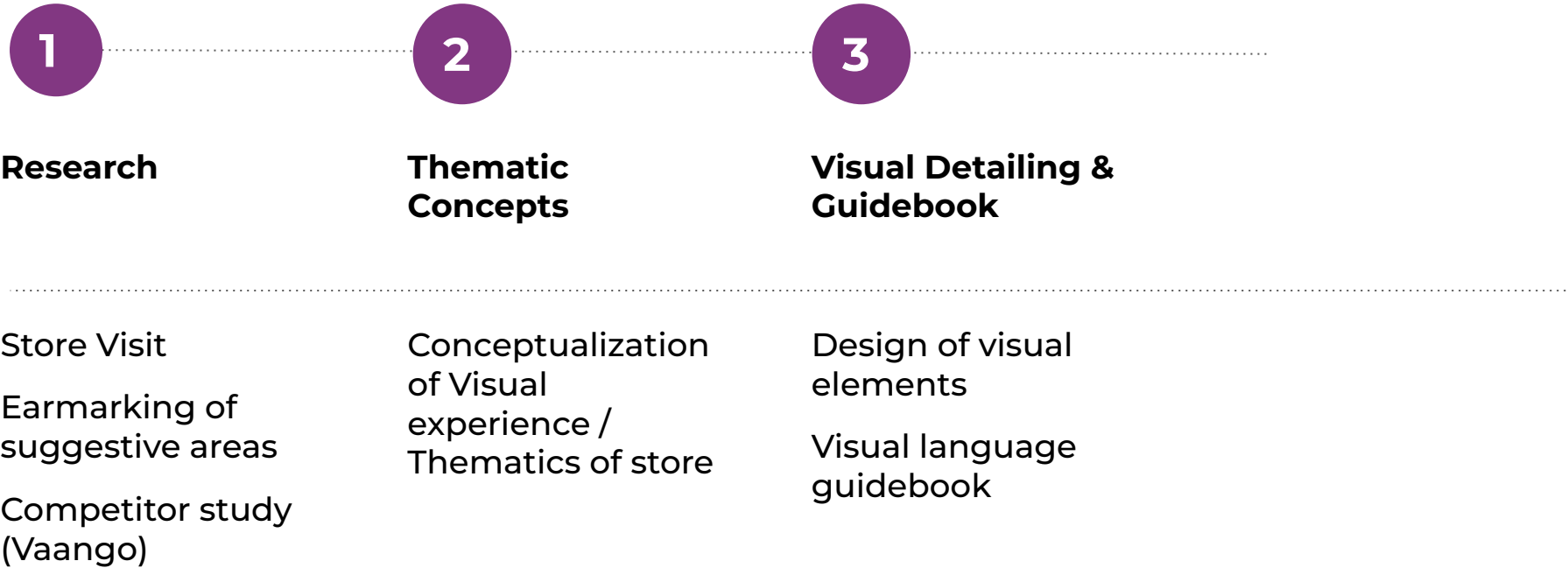
1. KLD for all skus to be shared by the client.
2. Uniform design is not in scope. Only colors & logo representation on the selected uniform in scope
3. Engineering & Fabrication of signage not in scope. Final body of the signage to be shared for visual design adaptation
4. SKU prioritization to be shared by the client.



Each touchpoint in a physical space is an opportunity to convey a message, a memory and a feeling

Workflow- Wall Graphics

The scope of the proposal is to **Visual Design of** Space and Experience touchpoints keeping in mind customer centricity.



What's not Included:

- Any civil, fabrication and interior designing is not part of the scope.
- Any behind the service counter process design is not in scope.
- Space allocation, Furniture design, relaying of space and operational decisions is not part of the scope.

Note:

- Client has to share the dimensions of the store and other design elements.
- Adaption to other store layouts/sizes will be charged additional.

Multi-Outlets: Wall Graphics

Phase	Scope	Description	Deliverable	Outcome	Timelines
Phase-1	Research	<ul style="list-style-type: none"> Store Visit to gain an understanding of the space and user journey Earmarking of suggestive areas Competitor study - up to 2 competitors as suggested by the client 	Research & insights in pdf format	Design Insights	1 week
Phase-2	Visual Designing	<ul style="list-style-type: none"> Conceptualization of two design directions for overall Visual experience / Thematics of store 	Conceptualisation and Layout blueprint in pdf format - 2 Concept options (<i>Basic 2D layout shall be presented for representation purposes only</i>).	Selection of one option for detailing.	3 Weeks
	Visual Detailing & Guidebook	<ul style="list-style-type: none"> Design of Visual Elements- Outlet Design (Wall Graphics, Counters, Pillars), Barricade design) etc Visual language guidebook 	Visual design guidebook.	Guidebook (pdf file)	

Note:

- Any additional touch point adaptation will be charged

Commercials

Scope		1 Brand + 1 Multi Outlet	Total 1 Main Brand + 4 multi-outlet brand design
Main Brand Design	As per scope	3,30,000	3,30,000
Multi-outlet brand designs	As per scope	70,000	2,80,000
	Total	4,00,000	6,10,000
Wall Graphics	As per scope	55,000	2,20,000
Total		4,55,000	8,30,000
Main Brand- Extensions	As per scope - 10 Nos	10,000	1,00,000
Outlets- Extensions - 4 brands	As per scope- 5 Nos each Total - 20 Nos	5,000	1,00,000

Notes, Exclusions & Pre-Requisites

D.

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

D.

- 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, KLD drawings, 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

Desworks.

by BIZONGO

Copyright Notice

This document contains proprietary material of Desworks by Bizongo and Smart Paddle Technology Pvt. Ltd. and/or its suppliers. All rights reserved. All information, text, drawings and concepts are strictly confidential and may not be copied or multiplied in anyway shape or form without the prior consent of Bizongo. Notwithstanding, Bizongo authorized members, agents are authorized to view, make available material within their own organizations as may be reasonably necessary for the purpose for which it is supplied, unmodified or unaltered in anyway shape or form. Users are restricted from reselling, redistributing or creating derivative works for commercial purposes without the written consent of Bizongo. Any and all rights, including title, ownership rights, copyrights, trademark, patents, and other intellectual property rights of whatever nature, in the services or products described herein, remain the sole and exclusive property of Bizongo and/or its suppliers, whatever the case may be.

www.desworks.bizongo.com