YOUR LOGO

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BRAND IDENTITY PROPOSAL

Brand Identity System for Summit

Prepared for Summit Outdoor Gear Co. · Boulder, Colorado · 18 November 2026

INVESTMENT	TIMELINE	TEAM	KICK-OFF
$10,550.00	6 weeks	Creative director + 2 designers	Discovery workshop, week 1

01 The opportunity

Summit is ready to grow from a local favourite into a national outdoor brand. We will build an identity that looks as good on a trail map as on a retail shelf: strategy first, then a flexible logo suite, a colour and type system and guidelines your team can use without us.

02 Project phases

PHASE	DELIVERABLES	WEEK
1. Discover	Workshop, competitor audit, moodboards	**1**
2. Design	3 logo routes, refine chosen route	**2-3**
3. System	Colours, type, icons, patterns	**4**
4. Deliver	Guidelines, templates, file pack	**5-6**

03 Investment breakdown

DELIVERABLE	QTY	RATE	AMOUNT
Discovery workshop & brand strategy	1 phase	$1,800.00	**$1,800.00**
Logo suite - primary, secondary, icon	1 phase	$3,200.00	**$3,200.00**
Colour palette & typography system	1 phase	$900.00	**$900.00**
Brand guidelines (24 pages)	1 phase	$1,600.00	**$1,600.00**
Packaging label system (3 SKUs)	3 SKU	$650.00	**$1,950.00**
Stationery & social templates	1 phase	$1,100.00	**$1,100.00**

Subtotal	$10,550.00
Tax (0%)	$0.00
TOTAL	**$10,550.00**

04 Terms

a) Two rounds of revisions included; further rounds billed at the hourly rate.

b) Final files (AI, EPS, SVG, PNG, PDF) delivered after final payment.

c) Copyright in the final approved design transfers to the client on full payment.

d) 50% deposit to start; balance before final files are released.

05 Acceptance

Client signature & date

For North & Pine Creative