

Creating a **Design Proposal** Template that Makes an **Impact.**



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WHAT ARE DESIGN PROPOSALS?

What are Design Proposals?

So, you've snared a new lead. Good work! But you still have some time before you can celebrate, because your client-to-be is yet to say yes and sign on with your agency.

How do you convince this lead to stick with you?

With a well-prepared and persuasive design proposal!

The design proposal presents prospective clients with an idea of the kind of work you're capable of. It showcases how you're different from your competitors and gives you the chance to make an impactful first impression on your client. The better you become at making an effective design proposal, the more clients, projects and revenue are going to fall in your lap.

The first step to making a design proposal is talking with the client and figuring out what they want. Then research them to the point of exhaustion to find out what their brand, product and services are all about. You're now ready to start writing the proposal!

Some Points to Consider when Developing a Design Proposal:

- **Never surprise the client.**

This should never be the first time you're connecting with the client. The design proposal follows the information gathering meetings you have with the client.

- **The design proposal builds up trust before you seal the deal.**

Don't directly rush at making the sales pitch. Use breaks to start with introducing yourself and then slowly transition into how you'll help the client reach their goal/objective.

- **Use the design proposal to create a memorable impression.**

The proposal distinguishes you from the clutter of proposals the client is going through. So keep your message direct, friendly, and to the point.

Creating Your Design Proposal Template

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**DESIGN PROPOSAL
COVER PAGE**

Design Proposal Cover Page

The cover page is what your client will first lay eyes upon in your proposal. And this means it should have a strong, effective visual design here that sets you apart from your competition. Use brand colors, and showcase your design skills to the fullest. It should visually be reflective of your client's brand aesthetic (that's where all that research you did on the client comes in handy!)

Don't shy away from flexing here. Hook them onto your proposal from this point onward



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DESIGN PROPOSAL COVER LETTER

Design Proposal – Cover Letter

Dear [Name of Client],

In line with our previous conversation, here's our proposal to help you revitalize your brand image and connect more deeply with your audience.

We understand that the demographics of your ideal customer lie within the following parameters:

- Undergrads living in London
- Constantly on the move, so they need easily portable items
- Value comfort and durability over fashion
- Preference for water-resistance and other functionalities
- Have a budget of \$150
- Strongly receptive to discount coupons

We've come up with a plan that will create that impact that you've been looking for. [Name of Company] has been rebranding companies expanding to new locations for a while now. If you're interested in learning about some of our prior clients, visit the case studies below:

Case Study One - [Hyperlinked URL of CaseStudy from your website]	Case Study Two - [Hyperlinked URL of Case Study from your website]	Case Study Three - [Hyperlinked URL of CaseStudy from your website]
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In this part of the proposal, introduce yourself in a brisk and interesting two to three lines. Use this as an anchor point to connect with the client. Carry the conversation forward from the call/meeting you've already had with them to help them build a strong connection with you.

This is the point of impact, your chance to create that first impression you've been meaning to make. Make it matter.



PROJECT OVERVIEW

Project Overview

Here you're going to talk about what your company stands for - its mission and values along with the fresh perspective of your design sense.

This project aims to formulate an entire brand design, comprising both digital and tangible assets. This includes choosing colors that represent your target audience in London, as well as developing your brand style guide.

Note: *Remember that this isn't the first time you're talking with the potential client. You should already have had "that conversation" with them before proceeding to send a design proposal.*

On the digital front, we propose auditing your online properties (website, webpages, social media channels) and enhancing your overall web presence. We'll be using the same properties, but will plan out a relaunch to keep your current audience engaged and updated.

For the physical marketing aspect, we plan to relaunch your products with new packaging. This new launch should be inclusive of your current customers. Hence, we'll be giving select loyal customers and bloggers a pleasant surprise in the form of personalized gift bags, before letting them know that your company is coming to Victoria Street, Westminster, London.

The next important part here is to explain why you're the best candidate for the job. This is an opportunity for you to explain how it's down to "your" unique design sense to craft the right message for the proposed client's audience. Insights greatly help here, so do some research and explain how recent trends are changing - and how your kind of work is in line with that.

We'll consistently measure this relaunch using key metrics to ensure that your brand gets the buzz it needs. You'll receive bi-monthly reports on how your online web presence is growing and how quickly it meets the expected hype. Through regular meetings, my team will keep you updated on the upcoming plans and our methodology.

In this space, you could showcase any previous work here that's relevant to the prospective client, so they can see some proof of the impact you claim to create.



OBJECTIVES

Objectives

This is where you'll break down the specific services you offer, along with your unique specialities and sensibilities. Explain how your services would enhance different aspects of the project.

Cost of your competitors would capitalize on this opportunity to showcase their work and impress the client. So what can you do that's different? Well, connect with the prospective client by relating your services to the conversation you've had with them earlier. This helps them retain an interest in the services that you're offering, as they'll now understand how you're adding value to their company,

Goal 1:

Increase brand reach through website traffic and create 2000 impressions by January 2021.

Goal 2:

Increase raincoat sales revenue by 30% by 2021.

Goal 3:

Improve brand recall by upgrading product packaging and taking feedback from a sample of 2000 people.

Goal 3:

Hit five hundred thousand likes across Facebook and Instagram within three months.



PRICING PLANS

Pricing Plans

This section is extremely important as the pricing you place here will determine whether your prospective client goes to the next page or not. Ideally, you'd want to position yourself as a value proposition rather than just selling services. So get creative with your pricing; place your pricing here as a bundle of services instead of a grocery list of items.

Going for a New Look?

- **Price: USD 35,000**
 - ◊ Brand Redesign
 - ◊ Digital Website Relaunch
 - ◊ Digital / Print Redesign
 - ◊ Refresh Website and Social Media Content

Customize Your Plan – Pick and Choose

- Create/ Refresh Your Brand Identity
- Create Content
- Design a Campaign
- Design a Product
- Design a Product Package
- Create Digital Assets
- Create Print Material
- Design Signage
- Build an Environment for your Exhibition
- Create Engaging Videos

Not sure what you're looking for?



Give us a Call



Send us an Email



PROJECT TIMELINE

Project Timeline

Here you'll be mentioning the services you provide along with the estimated deadlines for delivering projects. The best practice is to mention the deliverable in weeks, such as two weeks from project initiation, or two weeks from delivering the first draft.

We'll provide you with the proposed deliverables according to this timeline.

	October	November	December	January	February
Brand Audit	Week 2	Week 2			
Marketing Plan		Week 3			
Visual Identity		Week 1	Week 2	Week 3	
Product Photography				Week 1	
Execution					Week 3

Use visuals to depict this data through timeline graphs as it helps save space and gives a holistic view of the overall project in question. Start with the core deliverables and then leave enough room to plan and execute addons that you'll use to sweeten the deal for your client.



PROJECT SCOPE

Project Scope

Use this section to highlight the prerequisites of the project so it's clear between you and your client. This is important as it displays your professional approach to your projects

We will develop the content to be placed on the website.

In case of usage of stock images, the payment will be added to the total bill or will be inclusive to the entire project plan.

Stage two of the project will not initiate until the first stage is completed and the client has approved project deliverables.



PITCH DECK

Pitch Deck

This is the meatiest part of your project. Here you'll highlight all the deliverables you'll provide to the client. This section will also include mockups and concepts of how the deliverable asset would look, though this reveal is optional.

Detail the project plans and explain the impact of each asset you deliver. It's advisable to break these down into the core deliverables and then extend these to additional services like social media marketing activities, running Google ads, SEO optimization, and more.



Keep this section as visually engaging as possible so your client retains an interest in your services. You can also link this part to your website so your client can view your work in a more interactive way.

Ideally, your focus here should be on identifying the problem statement (from the goals) and highlighting how you plan on solving this problem. Design agencies often use presentations, videos, and interactive websites to show how they can send a message out and solve the problem.

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TERMS & CONDITIONS

Terms and Conditions

This section is a vital part that should not be missed in the design proposal. Use it to mention policies regarding payments, commitments, liabilities, usage rights, and scenarios like sharing some of this work on your website as part of your portfolio.

Consult a legal advisor to draw a standard proposal contract and provide a downloadable pdf of this legal documentation. Your terms and conditions should include the following sections, among others.

Pricing and Payment Terms and Conditions

State any terms and conditions pertaining to payment in easy to understand terms. You can add these as bullet points to help keep the terms concise and to the point. For instance, you can add the means by which you're accepting payments (PayPal, Visa, MasterCard, or Google Pay for example.) Furthermore, you should also consider adding points like a 50% advance payment prior to the initiation of the project.

1. Any fee estimate for the whole or part of the project as set out in the fee proposal will remain valid for 3 months. All estimates are provided in good faith but should be viewed as an estimate only.
2. All invoices are payable within fifteen (15) net days of receipt. A monthly service charge of 1.5 percent is payable on all overdue balances. Where the contract is quoted in stages then each stage shall be undertaken in accordance with these conditions. (Company Name) will invoice the relevant fees on completion of each stage.
3. Any invoice queries must be submitted by email within 14 days of the invoice date.
4. If payments are made in currencies other than GBP, (Company Name) will expect any additional bank charges to be covered by the Client. Before payment is made in any other currency other than GBP (Company Name) will advise on an appropriate exchange rate.
5. Payments may be made by online transfer, credit card (Visa, Mastercard) or debit card.

6. Please note, we will assume that you are in agreement with our payment terms unless we agree to other terms. We charge compensation fees and interest on overdue payments, as recommended by the Late Payment of Commercial Debts (Interest) Act, 1998, modified 2002.

Intellectual Property

1. In case of an unsuccessful pitch the Client will not use any ideas, concepts, designs, documents, or information provided as part of the pitch and will return all pitch materials delivered to them.
2. The Client will own copyright and title to use any property or intellectual property in the chosen final design only when the full fees as agreed in the proposal have been paid.
3. (Our Company) will not infringe the Client's rights or claims in the final graphic design, but reserves exclusive right to use all other ideas, designs, software, or concepts developed during the course of the project.

Omissions and Changes

If the Client wishes to change the scope of work from the agreed fee proposal in any way, then the Client shall pay additional fees based on (Our Company's) normal charging rates together with any additional expenditure incurred.

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OUR PREVIOUS WORK

Our Previous Work

Consult a legal advisor to draw a standard proposal contract and provide a downloadable pdf of this legal documentation. Your terms and conditions should include the following sections, among others.

Picture of previous work that's relevant to this design proposal	Picture of previous work that's relevant to this design proposal	Picture of previous work that's relevant to this design proposal
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You can compound that work with other projects that picked up traction, and present how you manage to achieve this traction. It would be wise to link this to your website as well so your client can find out more details about that project, or connect with you better in order to make that closing call.

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