



# PROPOSAL

The **BERMOR** Book

DESIGN

BERMOR DESIGN  
JODU.

BERMOR

# Proposal

## **Social Media Goals:**

**Increase Traffic . Increase Engagement . Increase Sales**

## **Scope of Work:**

Content creation and curation

Creating a social media content calendar

Designing Posters

Photography and photo editing

Shooting and editing video

Writing captions

Curating industry-related content

## **Platform selection**

Instagram / YouTube / Facebook / Twitter / Pinterest / LinkedIn

## **Posting schedule**

Find out best times to post on social media

**New (and better) ideas for content** that may resonate with your audience (or that, conversely, does NOT resonate, and which you might want to avoid)

**Identify influencers and brand advocates** that you might want to partner with

Launch inspirational **social media campaigns**



# Proposal

**Check in on your branding:**  
**Create a list of all your social media accounts**  
**Improve Local SEO**  
**Security**

## **Profile and cover images**

Make sure your images reflect your current branding and adhere to each social network's image size requirements.

## **Profile/bio text**

Are all fields filled in accurately? Does the copy match your tone and voice guidelines?

## **Username**

Try to use the same username across all social channels. Having more than one account per network is okay if they serve different purposes.

## **Links**

The URL in your profile go to the correct website or landing page

## **Pinned posts**

Evaluate your pinned posts to ensure they're still appropriate and up-to-date.

## **Verification**

Your account verified with a blue checkmark badge



# Proposal

## **Brand monitoring**

**Relevant keywords** (i.e., which keywords you might want to use in the future to expand your reach)

**Social share of voice** (i.e. what percentage of the conversation is about you, as opposed to being about your competitors)

**Trends** (i.e., what new ideas, aesthetics or memes are popping up, are the platforms offering new tools and services, etc.)

## **Competitor analysis**

Identify your competitive keywords and hashtags

Check who appears in social searches for those keywords

Find out what similar brands your audience follows

What social networks are they on?

## **Engagement and community**

An understanding of how to communicate with your audience on certain platforms (i.e., casually or formally)

An understanding of the potential customer pain points

## **Review meetings**

Schedule regular catch-ups to with team review overall performance and exchange ideas.





# Proposal

## **Brand Identity:**

### **Brand Identity Objectives**

- Create a distinctive and recognizable image in the minds of the audience.
- Increase brand credibility and trust.
- Establish consistency across all brand touchpoints.
- Facilitate brand development across various media and platforms.
- Create a unified visual and verbal language for audience communication.

### **Core Brand Elements**

#### **Logo**

- Design the primary brand mark based on the brand's values, personality, and positioning.
- Design different logo versions for various applications.
- Define logo usage standards.
- Establish clear space requirements and minimum usable dimensions.

#### **Custom Typography**

- Select or design a typeface aligned with the brand's personality.
- Define typography usage across different media.

#### **Corporate Stationery**

- Required corporate stationery design.
- Create harmony between official documents and the brand identity.

#### **Brand Visual Guidelines**

- Develop standards for the use of brand identity elements.
- Provide implementation guidelines to maintain brand consistency.



# Proposal

## **Brand Strategy & Verbal Identity**

### **Naming**

- Analyze brand positioning and target market.
- Develop names aligned with the brand strategy.
- Evaluate scalability and longevity of the name.

### **Tagline**

- Create a concise and distinctive brand message.
- Communicate the brand's value proposition to the audience.
- Increase brand recall and recognition.

### **Tone of Voice**

- Define how the brand communicates with its audience.
- Establish communication frameworks across different media.
- Create consistency across content, advertising, and brand communications.



# Proposal

## Extended Visual Identity

### Character & Mascot Design

- Design a unique brand character.
- Increase brand memorability.

### Graphic Patterns & Elements

- Design supporting visual identity elements.
- Increase brand recognizability across different media.

### Color Palette

- Select primary and secondary brand colors.
- Define the application of each color in brand communications.
- Ensure visual consistency across all outputs.

### Typography & Font System

- Define primary and secondary fonts.
- Establish typographic hierarchy.
- Standardize text usage across different media.

### Custom Icon Design

- Design a dedicated set of brand icons.
- Ensure alignment with the brand's visual language.
- Enhance user experience and visual communication.

### Logo Motion

- Design an animated version of the logo.
- Use in videos, promotional teasers, and social media content.



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## **Graphic Design**

### **Graphic Design Objectives**

- Establish effective and professional communication between the brand and its audience.
- Enhance visual appeal and message delivery.
- Ensure consistency across all print and digital materials.

## **Print Design**

### **Advertising & Marketing Materials**

- Design posters, brochures, and catalogs aligned with marketing objectives.
- Communicate brand messages through structured and professional design.

### **Outdoor Advertising & Exhibition Design**

- Design billboards, street and public transportation advertisements.
- Design signage for stores, offices, and commercial spaces.
- Design exhibition booths and promotional stands.

### **Publications & Printed Materials**

- Design magazines, publications, and corporate reports.
- Design books, booklets, and printed documentation.
- Design calendars, planners, and promotional gifts.
- Maintain brand identity consistency across all printed materials.

### **Holograms & Security Elements**

- Design two dimensional and three dimensional holograms.
- Enhance product authenticity and credibility.
- Develop visual solutions to prevent counterfeiting and duplication.



# Proposal

## **Packaging & Retail Design**

### **Product Packaging & Labels**

- Design packaging aligned with the target market and brand positioning.
- Design product labels and stickers.
- Increase product appeal at the point of sale.
- Enhance customer experience through professional design.

### **Retail Materials**

- Design communication materials for retail environments.
- Design product display systems and retail assets.
- Increase customer engagement with the brand at the point of sale.

### **Custom Stickers, Labels & Stamps**

- Design complementary brand identity elements.
- Create consistency across packaging and brand communications.
- Improve brand recognition in everyday interactions.



# Proposal

## Digital Design

### Digital Advertising

- Design online advertising banners.
- Design video covers and thumbnails.
- Optimize designs for various digital platforms.
- Increase engagement and click through rates in advertising campaigns.

### Illustration & Visual Content

- Create custom illustrations aligned with the brand identity.
- Design educational and promotional infographics.
- Transform complex information into clear and engaging visual content.

### Motion Graphics & Video Content

- Produce promotional motion graphics.
- Design and develop branding and sales oriented video teasers.
- Create advertising and educational animations.

### Website Design & Digital Experience

- Design and develop corporate and e commerce websites.
- Design user interfaces (UI).
- Design and optimize user experiences (UX).

### 3D Design & Professional Presentations

- Create 3D models of products and environments.
- Produce realistic advertising renders.
- Design portfolios and professional presentations.
- Effectively showcase products, services, and brand capabilities.





# Proposal

## **Additional Services**

### **Additional Services Objectives**

- Enhance the quality and effectiveness of brand communications.
- Create a seamless experience across all audience touchpoints.
- Strengthen brand positioning in the minds of customers.
- Increase the appeal and perceived value of products and services.
- Develop communication tools tailored to market needs.

## **Advertising, Industrial & 360° Photography**

### **Advertising Photography**

- Produce professional imagery for advertising campaigns.
- Showcase the benefits and features of products and services.
- Enhance the visual appeal of marketing materials.

### **Industrial Photography**

- Document processes, equipment, and working environments.
- Showcase the organization's capabilities and capacities.
- Produce visual content for websites, catalogs, and corporate reports.

### **360° Photography**

- Capture and present interactive views of spaces and products.
- Create realistic and immersive experiences for audiences.
- Increase user engagement across digital platforms.



# Proposal

## Copywriting

### Advertising Content Development

- Write taglines, advertising messages, and campaign copy.
- Develop content aligned with brand objectives and target audiences.
- Increase the effectiveness of marketing communications.

### Brand Content

- Develop brand stories and key brand values.
- Write website copy, brochures, and service introductions.
- Ensure consistency between verbal and visual brand identity.

## Podcasts & Audio Content

### Podcast Production

- Design and produce branded podcast programs.
- Communicate the brand's knowledge, expertise, and values to audiences.
- Develop new communication channels with customers.

### Advertising Audio Content

- Compose music and produce audio teasers and promotional messages.
- Design a distinctive sonic identity for the brand.
- Increase brand recall through auditory experiences.

### Audio Media Development

- Produce educational, specialized, and informational audio content.
- Publish content across audio and digital platforms.



# Proposal

## Terms of Agreement: Fees

## Standard Business Premium

### 1. Brand Identity

#### Core Brand Identity Elements

|                           |       |       |       |
|---------------------------|-------|-------|-------|
| Logo Design               | 50\$  | 100\$ | 200\$ |
| Logo Redesign             | 20\$  | 40\$  | 80\$  |
| Custom Typography         | 200\$ | 400\$ | 800\$ |
| Stationery Set            | 100\$ | 200\$ | 400\$ |
| Brand Identity Guidelines | 150\$ | 300\$ | 600\$ |

#### Brand Strategy and Verbal Identity

|                        |       |       |       |
|------------------------|-------|-------|-------|
| Brand Naming           | 100\$ | 200\$ | 400\$ |
| Brand Slogan / Tagline | 100\$ | 200\$ | 400\$ |
| Brand Voice and Tone   | -     | -     | -     |

#### Extended Visual Identity

|                                        |       |       |       |
|----------------------------------------|-------|-------|-------|
| Brand Character / Mascot               | 200\$ | 400\$ | 800\$ |
| Patterns and Graphic Elements          | 25\$  | 50\$  | 100\$ |
| Color Palette and Typography Selection | 25\$  | 50\$  | 100\$ |
| Custom Icon                            | 5\$   | 10\$  | 20\$  |
| Logo Motion                            | 150\$ | 300\$ | 600\$ |



## Standard Business Premium

### 2. Graphic Design

#### Print Design

|                                    |       |       |        |
|------------------------------------|-------|-------|--------|
| Posters, Brochures, Catalogs       | 10\$  | 20\$  | 40\$   |
| Basic Editing                      | 2\$   | 4\$   | 8\$    |
| Outdoor Advertising and Billboards | 250\$ | 500\$ | 1000\$ |
| Magazines and Publications         | 250\$ | 500\$ | 1000\$ |
| Books and Booklets                 | 150\$ | 300\$ | 600\$  |
| Calendars and Promotional Gifts    | 50\$  | 100\$ | 200\$  |
| 2D / 3D Hologram Design            | 150\$ | 300\$ | 600\$  |

#### Packaging and Retail Design

|                                                              |       |        |        |
|--------------------------------------------------------------|-------|--------|--------|
| Product Packaging and Labels                                 | 100\$ | 200\$  | 400\$  |
| Complete Retail Set (Shopping Bag, Price Label, Product Tag) | 150\$ | 300\$  | 600\$  |
| Special Packaging                                            | 500\$ | 1000\$ | 2000\$ |
| Stickers, Labels, and Brand Stamps                           | 10\$  | 20\$   | 40\$   |

#### Digital Design and Social Media

|                               |      |       |       |
|-------------------------------|------|-------|-------|
| Social Media Design Templates | 50\$ | 100\$ | 200\$ |
| Online Advertising Banners    | 5\$  | 10\$  | 20\$  |
| Video Thumbnails and Covers   | 5\$  | 10\$  | 20\$  |
| Custom Illustrations          | 50\$ | 100\$ | 200\$ |



# Proposal

|                                   | Standard | Business | Premium |
|-----------------------------------|----------|----------|---------|
| Infographics                      | 50\$     | 100\$    | 200\$   |
| Social Media Video Content        | 25\$     | 50\$     | 100\$   |
| Promotional Videos                | 500\$    | 1000\$   | 2000\$  |
| Motion Graphics                   | 100\$    | 200\$    | 400\$   |
| Website Design                    | 500\$    | 1000\$   | 2000\$  |
| Mobile and Web App UI/UX Design   | 500\$    | 1000\$   | 2000\$  |
| 3D Modeling and Product Rendering | 100\$    | 200\$    | 400\$   |
| Portfolio Design                  | 300\$    | 600\$    | 1200\$  |

### 3. Advertising and Campaigns

|                                           |       |        |        |
|-------------------------------------------|-------|--------|--------|
| Advertising Campaign Design and Execution | 500\$ | 1000\$ | 2000\$ |
| Advertising Strategy and Visual Marketing | 300\$ | 600\$  | 1200\$ |
| One Year Content Roadmap                  | 100\$ | 200\$  | 400\$  |

### 4. Additional Services

|                                                        |       |       |       |
|--------------------------------------------------------|-------|-------|-------|
| Commercial and Industrial Photography                  | 10\$  | 20\$  | 40\$  |
| 360 Product Photography                                | 50\$  | 100\$ | 200\$ |
| Branding and Visual Marketing Consulting<br>(per hour) | 5\$   | 10\$  | 20\$  |
| Copywriting and Content Writing (per hour)             | 20\$  | 40\$  | 80\$  |
| Social Media Management (monthly)                      | 100\$ | 200\$ | 400\$ |
| Security and Account Protection                        | 100\$ | 200\$ | 400\$ |
| Podcast Production and Audio Content                   | 100\$ | 200\$ | 400\$ |



# Proposal

## **Terms & Conditions of Collaboration**

### **1. Preparation & Project Kickoff Phase**

- A 2 month preparation period is allocated for project onboarding, infrastructure setup, strategic planning and the official launch of collaboration.
- During this period, the brand book, operational standards, guidelines, and required team training materials will be developed and delivered.

### **2. Brand Discovery & Founder Identity Alignment**

- To achieve the best possible results, dedicated sessions will be conducted to gain a deep understanding of the founder's personality, values, lifestyle, vision, goals, and personal story.
- These insights will serve as the foundation for brand strategy development, positioning, and content creation.

### **3. Personal Development & Lifestyle Alignment Consulting**

- If required, guidance and consultation will be provided to help align personal branding, professional behavior, communication style, and lifestyle choices with the brand's long-term objectives.
- The purpose of this process is to ensure consistency between the founder's public image and the brand identity.





#### 4. Collaboration Model

- At the current stage, the collaboration will be conducted on a project-based basis to properly assess workload, operational requirements, and execution needs during the early phases.
- The collaboration model may be reviewed and converted into a long term retainer or monthly engagement based on project performance and future requirements.

#### 5. Team Management & Approval Process

- The selection, approval, organization, and management of team members will be carried out in coordination with project management.
- To maintain quality, efficiency, and project performance, project management reserves the right to add, replace, or remove team members when necessary.

**Providing the original/source files** will incur an additional charge of 50% of the project fee.

For **rush or time-sensitive projects**, 50% surcharge will be applied.

#### Payment Schedule

\$500 or 50% of the fee is required as a down payment on the first (1st) day of each calendar month, and the remaining balance will be calculated and invoiced based on the total scope of projects completed during that month.



## **Working arrangements**

Hybrid Work

And available to answer questions 24/7

Working days are from Saturday to Wednesday, It doesn't include formal holidays.

## **Termination conditions**

Client may terminate this agreement upon 30 days prior notice.

## **Review meetings**

Schedule regular catch-ups to with team review overall





**THANK YOU!**

FOR VISITING OUR PROPOSAL 2026