



ARTWAN

PROPOSAL



Brand Identity Packages

We offer three comprehensive packages tailored to support startups, mid-sized businesses, and holding companies in elevating their operations through a professional and advanced brand identity experience. Here are the package details:

1. Basic Package – Silver

Designed for Small Business
Divided into two sections: Traditional & Digital

Traditional – For Print & Engraving design

Logo Design
Color Palette, Typography & Pattern Selection
Official Stationery Design:
Letterhead
Business Cards
Envelopes
File Folders
Agenda

Promotional Item:

One Promotional Gift (clients choice)

Digital Webstie and social media platform Design

Website Design (4 pages – excluding domain name and hosting, which are billed separately by the hosting provider)

Terms & Conditions

Two design options with up to two revisions
%50 down payment, remaining upon delivery





2. Intermediate Package – Gold

Designed For Medium Business
Divided into two sections: Traditional & Digital

Traditional – For Print & Engraving design

Logo Design
Color Palette, Typography & Pattern Selection
Official Stationery Design:
Letterhead
Business Cards
Envelopes
File Folders
Agenda & Desk Calendar
Gift Design
Lanyard Design

5 Promotional Items:

Pens
Mugs
T-Shirts
Cup Holders
Gift Bags
Digital
Website Design (4 pages – excluding domain name and hosting)
Social Media Banners (4 designs for platforms of your choice)
Post Design
Video Thumbnails, Outros, and Comments
Animated Logo for Videos
Digital Greetings

Terms & Conditions

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%50 down payment, remaining upon delivery



3. Advanced Package – Platinum

Designed for Holding Companies Includes two companies: the main holding company + one subsidiary from the group.
Divided into two sections: Traditional & Digital

Traditional – For Print & Engraving design

Professional Logo Design
Full Color Palette, Fonts, and Pattern Selection
Full Corporate Stationery Design:
Letterhead
Business Cards
Envelopes
File Folders
Agenda & Desk Calendar
Promotional Merchandise Design
Lanyard Design
Advanced Designs Including:
Road Signage
Office Signage
Job Title Plates
Screen Backgrounds & Meeting Displays
Flags & Roll-up Banners
Vehicle & Truck Branding
Official Uniforms & Workers' Gear

Full Set of Promotional Items:

Pens
Mugs
T-Shirts
Cup Holders
Gift Bags
Packaging Boxes
Sample Boxes
Annual Agendas & Calendars
Trophies & Corporate Gifts

Digital Website and social media platform Design

Full Website Design (up to 10 pages)
E-commerce Integration
Payment Gateway Integration
(Domain name and hosting not included – charged separately by the hosting provider)
Social Media Banner Design (up to 10 platforms)
Custom Post Design
Video Thumbnails, Outros, and Comments
Animated Logo Design
Digital Greetings
3 Promotional Videos (30 seconds each)
Exclusive Music Composition for the Brand

Bonus Feature:

A comprehensive Brand Guidelines Book is delivered, which includes all design rules and specifications to allow for consistent and professional future use of the brand identity across all applications and materials.

Terms & Conditions

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%50 down payment, remaining upon delivery



Features	Silver Package	Gold Package	Platinum Package
Brand Identity	For Small Business Traditional identity & Digital identity	For Medium Business Traditional identity & Digital identity	For Group and holding establishments Business Traditional identity & Digital identity & Brand Guideline Book
Logo Design And logo Design Rules	✓	✓	✓
Color Palette	✓	✓	✓
Fonts	✓	✓	✓
Pattern	✓	✓	✓
Stationery (letterhead - envelope -cards-notes -folder)	✓	✓	✓
Agend and Calenders	✗	✓	✓
Out Door and Indoor Sign	✗	✗	✓
Vehicle Design	✗	✗	✓
Unifourm Design	✗	✗	✓
Promotional Gift Design	2 Items	5 Items	ALL Items Up to 12
Product Sample Paking Design	✗	✗	✓
Wesite Design Domin & Hosting not included	4 Pages	4 Pages	10 Pages + E-vommerce
Social media PlatForm (Banner, Logos & posts)	✗	4 Platforms	10 Platforms
Animated logo for videos Outro and upper logo	✗	✓	✓
Vedio caption and Lowerthird	✗	✓	✓
Custom Music	✗	✗	✓
Brand Guid Line Book	✗	✗	✓
Price	1999\$	2999\$	9999\$

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