



Design Proporsal

for

Cosmic Water

Client: Cosmic Water
Expiration: 60days



ai tomoi

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Proposal

This document provides an outline of the proposed deliverables, ideas, design process, and estimated costs associated with the branding and identity development for Cosmic Water. Ai Tomoi will collaborate with Cosmic Water in order to develop an appropriate and consistent visual language to span all brand collateral. In the process of creating the deliverables, Ai Tomoi will develop brand assets that can be utilized across mediums to support Cosmic Water for its debut.



Design Brief

Background

Nowadays, people are becoming aware of just how important it is to take valuable sustenance in the form of holistic energy into our bodies. This new type of water, “Cosmic water”, aims to be the next level of beverage. Never before seen, this water carves a new segment in the saturated health water market.

Goals

Cosmic water requires a unified visual identity to help people understand and be drawn to these unprecedented products and distinguish it from competitors.

Brand Identity

Develop the brand in its entirety. To achieve the goal, the brand must:

- Appeal to the target audience
- Build familiarity of the brand
- Educate about the benefits
- Explain the effectiveness of the item
- Not reinforce stereotypes and prejudices



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Deliverables

Brand Elements

- Logo
- Packaging (3 types)

- Total \$000,000.00

Web site/App

- Develop a website that educates and promotes Cosmic Water. The look and feel should resonate with the intended audience.

- Home Page / Shop / How it was made?/
How does it affect your body?
/ Where to Get / Contact / About Page

Schedule

- Tuesday, February 16

- 3 Digital Logos

- Tuesday, March 9

- 1 Final Logo

- 2 Packaging Format Ideas (bottle, box, bag, etc...)

- 2 Packaging Design Directions (Label)

- Tuesday, April 13

- Final Packaging Format (bottle, box, bag, etc...)

- Refined Packaging Design (Label)

- Tuesday, May 4

- Final Project Imagery (mock-ups, portfolio stuff)

- Written Narrative



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The Creative Process



Define

In-depth clarification of the project scope, budget, and timeline begins the creative process. Gathering content—both text and imagery—is an essential first step.

Draft

The second step is to explore potential solutions by sketching and drafting initial concepts for input and feedback. For web development, this step includes early prototyping. For print deliverables, this may include mock-ups of potential design formats.

Design

Based upon the feedback received during the drafting phase, the next step consists of a presentation of at least two design directions—providing an opportunity for discussion, feedback, and revisions.

Develop

Once the designs are approved, the next step is to refine them to be production ready materials.

Deliver

The final step is to deliver all final files in appropriate digital formats for future use.



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The Fine Print

Ownership

The cost includes legal ownership of all design and development files. Original source and support files are included and may be used in any manner Cosmic Water deems fit. of the deliverable. manner Cosmic Water deems fit.

Revisions

Each deliverable includes two rounds of revisions during the Draft and Design phases of the Design Process. This provides Cosmic Water opportunity for discussion, feedback, and revisions in order to meet the objectives of the deliverable. phases of the Design Process. This provides Cosmic Water an opportunity for discussion, feedback, and revisions in order to meet the objectives of the deliverable.

Exclusions

This proposal does not include any third-party web development technology fees; web hosting fees, domain registration fees, paid themes, and paid plugins. Also excluded are any production costs related to the printed materials. Prior to purchase of any materials, Ai Tomoi will seek authorization from Cosmic Water.

Payment Schedule

50% of the total cost is due prior to the start of the creative process for each deliverable. The remaining balance is due upon delivery of the final design files. Should the project expand beyond the scope of this estimate or if additional revisions are necessary, Ai Tomoi bills at \$0 an hour. Cosmic Water will be notified in advance if this alternate billing method is required.



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