

# Visual Identity Redesign Proposal

Date: [Insert Date]

From: [Your Agency Name]

To: [Client Name]

## Introduction

Dear [Client Name],

We are excited to present our proposal for the redesign of your visual identity. A strong visual presence is crucial for brand differentiation and recognition.

## Current Situation

After analyzing your existing visual identity, we have identified areas where an update could significantly enhance your brand image.

## Proposed Redesign

Our redesign will include:

- New Logo Design
- Color Palette Development
- Typography Selection
- Brand Guidelines Documentation

## Timeline

We anticipate the project will take approximately [insert timeline] to complete, broken down into the following phases:

1. Research and Concept Development: [Start Date - End Date]
2. Design and Feedback: [Start Date - End Date]
3. Finalization and Delivery: [Start Date - End Date]

## Budget

The total cost for the visual identity redesign project will be [insert budget].

## **Conclusion**

We believe that our proposed approach will not only refresh your brand's visual identity but also strengthen its market presence. We look forward to the opportunity to work together.

Sincerely,

[Your Name]

[Your Position]

[Your Agency Name]

[Your Contact Information]