Brightwave Studio
Digital products that grow businesses

BUSINESS PROPOSAL

Brand Identity and Website

A clear identity and a website that sells for Northwind Architects

PREPARED FOR
Olivia Bennett
Marketing Director
Northwind Architects

PREPARED BY
Daniel Brooks
Account Director
Brightwave Studio

PROPOSAL
No. BW-2026-033
Issued October 20, 2026
Valid until November 19, 2026

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Dear Olivia,

Thank you for the opportunity to support Northwind Architects. Following our discovery call, we have prepared this proposal to create a new brand identity and a website that reflects the quality of your work.

01 Executive Summary

Your brand looks different on every channel, and your website no longer reflects the business you have become. We propose a complete brand identity and a new marketing website built on it, delivered in three phases over ten weeks.

02 Your Goals

- ✓ Present one consistent brand across every channel
- ✓ Explain your services clearly in the first ten seconds
- ✓ Generate more qualified inquiries from the website
- ✓ Make content easy for your team to update

03 Proposed Solution

We will start with the brand, then design the website on top of it, so every page uses the same voice, colors and imagery.

Brand identity	Logo, color palette, typography and brand guidelines.
Website design	Layouts for ten page types, designed for desktop and mobile.
Website build	Content management system, forms and basic search optimization.
Launch & handover	Migration, redirects, training and 30 days of support.

> **WHY BRIGHTWAVE STUDIO**
> Our identity and website projects have helped fifteen clients raise their inquiry rate by 42% on average in the first six months.

04 Investment

The table below details the products and services included in this proposal. All amounts are in USD.

ITEM	QTY	UNIT PRICE	AMOUNT
Brand identity Logo, palette, guidelines	1	7,800.00	**7,800.00**
Website design 10 page templates	1	9,600.00	**9,600.00**
Website build CMS, forms, SEO basics	1	12,400.00	**12,400.00**
Content & training Writing support, 2 sessions	2	900.00	**1,800.00**

Subtotal	**31,600.00**
Discount (10% multi-phase)	**- 3,160.00**
Total (USD)	**28,440.00**

05 Timeline & Next Steps

Proposal review call — Oct 27, 2026
Walk through the proposal and answer open questions.

Contract signature — Nov 3, 2026
Sign the agreement and confirm the project start date.

Project kickoff — Nov 9, 2026
Kickoff workshop with your team and stakeholder interviews.

06 Terms

50% of the total investment is invoiced at signature and 50% at launch. Invoices are payable within 30 days. Additional requests outside the agreed scope are estimated separately and only started after written approval.

07 Acceptance

By signing below, both parties agree to the scope, pricing and terms described in this proposal.

FOR BRIGHTWAVE STUDIO

Daniel Brooks
Account Director

Date: _____

FOR NORTHWIND ARCHITECTS

Olivia Bennett
Marketing Director

Date: _____