Pierre B.
Bakery Allstars

Proposal for Meridian Studio

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INTRODUCTION

Hello Meridian Studio, thank you for reaching out. We're thrilled at the opportunity to develop a complete brand identity system for your new boutique architecture firm. At Bakery Allstars, Pierre B. specializes in creating cohesive, memorable brand experiences that capture the essence of creative practices like yours. We're confident we can craft a distinctive identity that will set your firm apart.

SCOPE OF WORK

This comprehensive branding project encompasses a complete identity system tailored to your architecture firm. We'll begin with developing a strategic naming rationale that reflects your firm's values and positioning. The visual identity includes a primary logo design, a secondary logo variant for flexible applications, and a favicon for digital presence. We'll establish a carefully curated color palette that conveys professionalism and creativity, paired with a typography system that balances sophistication with clarity. All of this comes together in a detailed brand guidelines document that ensures consistency across all applications. We'll also design professional business cards that make a strong first impression. Every deliverable—from logo variations to guidelines—will be provided in both print-ready formats (high-resolution files suitable for production) and digital formats (web-optimized files for online use).

TIMELINE

We've structured this project across 6 weeks to allow for thoughtful development and meaningful collaboration. The timeline begins once we receive your 50% deposit and any initial brand brief materials you'd like to share. We'll move through discovery and concept development, present initial logo directions for your feedback, refine based on your input, and complete all final deliverables by week 6. To keep us on schedule, we'll need your timely feedback on presented concepts and any brand information you'd like to share at the start.

INVESTMENT

Your complete brand identity investment is €4,500. This represents excellent value for a full system that typically takes weeks to develop and will serve your firm for years. The investment includes all deliverables mentioned—naming rationale, logo suite with variants, color and typography systems, comprehensive brand

guidelines, and business card design—across both print and digital formats. This is a strategic investment in how the world perceives and remembers your firm.

TERMS

To begin, we require a 50% deposit (€2,250) to kick off the project. The remaining balance of €2,250 is due upon project completion. Your investment includes two rounds of revisions on the primary logo and brand applications; additional revision rounds beyond this are available at €350 per round. Should the project scope expand significantly beyond what we've outlined—for example, additional collateral design or extended brand applications—we'll discuss this together and adjust the timeline and investment accordingly.

CLOSING

We're excited to build a brand identity that your architecture firm can be proud of. The system we create will work hard for you across every touchpoint, from your website to your business cards to your project presentations. Let's create something distinctive together. Please confirm your interest and we'll send over our agreement to get started right away.