

List of deliverables/touch points:

>>> *For the solo designer:*

1. **Logo:** *RGB, CMYK, Greyscale, Stacked & Horizontal versions, may need to be responsive*
2. **Ad sample:** *e.g. magazine ad, print ad, poster, web ad, environmental advertising, social media, guerilla advertising, etc.*
3. **One environmental component** *e.g. outdoor signage, A-frames, indoor signage, wayfinding, p.o.p. displays, kiosk screens, interior wall graphics, booths/pop up carts, vending machines, etc.*
4. **One interactive/screen based and/or motion piece** *e.g. responsive website homepage only, e-mail template, kiosk homescreen, touch menu homescreen, app homescreen & secondary screen, Aftereffects teaser keyframes, animated gifs, video ads/promos/info keyframes, etc. **You do not have to code/produce these files, just provide the look and feel.***
- 5–6. **Two collateral pieces:** *e.g. business cards, identity suite, favicons, packaging, mother cartons, vehicles, uniforms, menus, brochures, posters, buttons, name tags, mugs/to go bags, stickers, cookbooks, maps, tickets/payment cards, punch cards, e-mail template, newsletters, calendars, etc.*
7. **Client creative brief & inspiration boards:** *research & audience*
8. **Timeline and logged hours for each deliverable/touch point**
9. **Brand concept**
10. **Brand character & purpose**
11. **Brand promise**
12. **Brand positioning**
13. **Brand attributes**
14. **Brand standards guide**

List of deliverables/touch points:

>>> **For the 2 person design team:**

1. **Logo:** *RGB, CMYK, Greyscale, Stacked & Horizontal versions, may need to be responsive*
- 2–3. **Two ad samples:** *e.g. magazine ad, print ad, poster, web ad, environmental advertising, social media, guerilla advertising, etc.*
- 4–5. **Two environmental components** *e.g. outdoor signage, A-frames, indoor signage, wayfinding, p.o.p. displays, kiosk screens, interior wall graphics, booths/pop up carts, vending machines, etc.*
- 6–7. **One–Two interactive/screen based and/or motion pieces** *e.g. responsive website homepage only, e-mail template, kiosk homescreen, touch menu homescreen, app homescreen & secondary screen, Aftereffects teaser keyframes, animated gifs, video ads/promos/info keyframes, etc. You do not have to code/produce these files, just provide the look and feel.*
- 8–11. **Four collateral pieces:** *e.g. business cards, identity suite, favicons, packaging, mother cartons, vehicles, uniforms, menus, brochures, posters, buttons, name tags, mugs/to go bags, stickers, cookbooks, maps, tickets/payment cards, punch cards, e-mail template, newsletters, calendars, etc.*
12. **Client creative brief & inspiration boards:** *research & audience*
13. **Timeline and logged hours for each deliverable/touch point**
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19. **Brand standards guide**