

# List of deliverables/touch points:

## *For the solo designer:*

- 1. Logo:** *RGB, CMYK, Greyscale, Stacked & Horizontal versions, may need to be responsive*
- 2. Print ad sample**
- 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. **Print ad sample & digital ad mock-up for ipad**
- 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. **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**
14. **Brand concept**
15. **Brand character & purpose**
16. **Brand promise**
17. **Brand positioning**
18. **Brand attributes**
19. **Brand standards guide**