Business Plan & Design Concept
For~

Presented by~

*Mathew Brown*
Owner/Art Director
Modus Design Studio
Ingenious Design Services

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Mr. Edward Williams  
Owner  
Ingenious Design Services  
1886 Andrew Dr.  
Sonora CA 95370

Dear Edward,

After our initial meeting you have requested Modus Design Studio to create a new corporate identity for your growing business, Ingenious Design Services. This identity will include the deliverable’s agreed upon and laid out in our attached project proposal.

We have also included our business plan to help show you the direction our design team will take to complete your project on time and within the allotted budget. Our competent staff will guide you through each step of the process. From the project start our staff will focus their creative abilities on the goals set forth by your business.

As the client you will be responsible for making the final decisions on the proofs and designs at different intervals throughout the process. Once a design has been approved it will move into the final production stages.

If you agree with the outlined proposal and business plan please sign the included contract and return to us. As soon as we receive the signed contract work will begin on your project.

Please do not hesitate to contact me if you have any further questions or concerns. Thank you for choosing Modus to take care of all your design needs.

Sincerely,

Mathew Brown  
Owner  
Modus Design Studio
Ingenious Design Services

Project Proposal

Ingenious Design Services is a relatively new interior design and event planning company. The founding designer studied at the Academy of Art in San Francisco and has worked in the surrounding bay area for just over a year. Recently, Ingenious Design Services has moved to a smaller suburban town. They have been servicing the local area using little to no advertising and relying on word of mouth. This has successfully netted them 4 clients in the first 6 months of business. Although work has been steady they would like to see an increasing flow of clients.

Ingenious Design Services’ current goal is to attract new clients through a comprehensive branding design. This design will include:

- a logo
- live web site
- postcard
- sample merchandise bags
- a stationary package that includes a letterhead, envelope, and business cards

The target audience is 30-55 year old, middle to upper class, homeowners. Ingenious Design Services wishes to communicate their high level of talent, training, and style to the potential customers in the area as well as advertise in surrounding areas. This will allow them to take on clients in several surrounding urban areas in which interior design and party planning services are in high demand.
Ingenious Design Services
Project Components

**Logo**- The logo is the trademark of your business. What customers will remember you by and how you will be distinguished. This logo will be on every piece of advertising, from the web site to the stationary. This will include 3 design proofs to choose from. As this is a rush job we ask that any changes that you would like need to be voices when choosing the design.

**Live web site**- This will be the largest or heaviest part of the project. It will include 9 working pages. Including; home, interior design, event planning, gallery for pictures, the designer, commercial, residential, color render, and 3D design. The logo will be featured on the web site as well as many images of Ingenious Design Services design work. We count on the web site to be seen the most as well as generate most of the business.

**Postcard**- The postcard will be a direct mailer for Ingenious Design Services. This will feature sample images of their design work as well as contact info and the logo.

**Sample merchandise bags**- These will be bags that the customer uses to take fabric and design samples home. They will feature the logo as well as some contact info.

**Stationary package**- The stationary package will include the letterhead, envelope design, and business cards. They will all feature the logo. The business card will focus the attention on the logo and the contact information. Where as the letterhead and envelope will have the logo on them but not detract from the printing that may go on the paper.
Ingenious Design Services

Time line

Five week design program-

Week One- research and idea development. This will begin with up to two 1 hour meetings with the designer and associates of Ingenious Design Services, three logo proofs will be designed, and all the specifics of the logo will be decided on by the client. The specifics may include, logo colors, typeface, and the general layout.

Week Two- will be the final developmental stages for the logo. The final design should be chosen by the client in order to proceed with the rest of the deliverable’s. The production of the stationary package, postcard, and sample bag will begin this week. Another 1 hour meeting with the client will be held to determine the content of the postcard as well as any particulars on the stationary package and sample merchandise bag.

Week Three- web site development, including a presentation of design ideas based upon the information gathered at previous meetings and including the logo design. Web page specifics will be decided such as layout, content, links, and style. All deliverable’s, except the website, will be completed and awaiting approval Any corrections will be due at the end of the week. Which is the final deadline on any changes that need to be made to the stationary package, postcard, and sample merchandise bag.

Week Four- focus on the web site design according to client specifications. Present to the client. Any changes to the web site need to be addressed by the client to the designer by the end of the week to ensure the final delivery date. This will include a 1 hour final meeting/presentation at the end of the week. With final approval on all projects make adjustments and edit as needed to submit the final deliverable’s to the printer to meet the 7 day turnaround needs to complete the project on time.

Week Five- Check with the printer to make sure all deliverables are completed on time. Present deliverables to the client.
Ingenious Design Services
Personnel Cost

This project will require a design team that consists of:

- **Illustrator** - This person will work directly with the designer to come up with the best ideas for the project. This includes initial sketches as well as taking the design ideas to the computer.

- **Designer** - This person will take the project from concept to reality using digital design techniques. They will be responsible for coming up with the initial ideas and basing them on sound research of the company, its goals, and desires.

- **Senior Designer** - The senior designer will be responsible for assisting the designer in all tasks as well as presenting the deliverable’s to the client for approval.

- **Web/Multimedia Designer** - This person will be responsible for working with the design team in all multimedia aspects. They will take the designs and incorporate them into the web site.

- **Print Specialist** - Responsible for printing all materials in the specified formats and ensuring that the designs come out as intended. Will work with a variety of print techniques and materials to suit each specific job.

- **Design Director** - The design director will be responsible for facilitating and overseeing the design process.

Each associate will play a key part on our design team following a strict agenda and timeline in accordance with the clients demands.

On the following page please find our approximate price listing. Due to the nature of the business the prices quoted are meant as a guideline and not as a “fixed” or “guaranteed” price. The actual price will be adjusted to include any additional time or services requested by the client during the design process.

Printing service prices are baseline prices and will be adjusted with the options chosen by the client. Options include; rounded edges, die cutting, embossing, glossy or matte paper.
# Ingenious Design Services

## Cost Table

<table>
<thead>
<tr>
<th>Job</th>
<th>Cost per hour</th>
<th>Approx. time needed to complete project</th>
<th>Total estimated personnel costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illustrator</td>
<td>$80</td>
<td>5 weeks-160hrs.</td>
<td>12800</td>
</tr>
<tr>
<td>Designer</td>
<td>$80</td>
<td>5 weeks-160hrs.</td>
<td>12800</td>
</tr>
<tr>
<td>Senior Designer</td>
<td>$100</td>
<td>5 weeks-160hrs.</td>
<td>16000</td>
</tr>
<tr>
<td>Web/Multimedia Designer</td>
<td>$125</td>
<td>5 weeks-160hrs.</td>
<td>20000</td>
</tr>
<tr>
<td>Design Director</td>
<td>$150</td>
<td>5 weeks-160hrs.</td>
<td>24000</td>
</tr>
<tr>
<td>Estimated costs</td>
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<td>5 weeks-640hrs.</td>
<td>$85600</td>
</tr>
</tbody>
</table>

*Estimated costs total for 5 weeks-640hrs.*

## Printing Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
<th>Approx. time needed to complete project</th>
<th>Total estimated printing costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>2000pcs.</td>
<td>2</td>
<td>750.00</td>
</tr>
<tr>
<td>Business Cards</td>
<td>5000</td>
<td>1</td>
<td>650.00</td>
</tr>
<tr>
<td>8.5x11 Letter Head</td>
<td>2000</td>
<td>2</td>
<td>850.00</td>
</tr>
<tr>
<td>Envelope</td>
<td>2000</td>
<td>1</td>
<td>850.00</td>
</tr>
<tr>
<td>Additional services</td>
<td>billed at $100 per</td>
<td>1000 pcs.</td>
<td>$3100.00</td>
</tr>
<tr>
<td>Printing totals</td>
<td></td>
<td>6 days</td>
<td>$85600</td>
</tr>
</tbody>
</table>

*Printing totals for 6 days.*

**Approximate Subtotal before additional services and client alterations - $88700**

**Copyright:** All designs remain the property of Modus Designs unless specified otherwise in writing. The copyright to any design in this project may be purchased for an additional fee.
Ingenious Design Services

Inspiration

Ingenious Design Services style is minimalist, modern, and a pinch of urban. After researching these different design styles I set out to find some fonts and colors that would help to showcase IDS’s specialty. Modern minimalist design is very popular in the interior design business.

Other interior designers in the area are focused on more traditional lines of design that seem to be a little dated. The area needs a refreshing blast of modern design that will also attract clients from the surrounding urban areas.

After researching IDS’s local competition I began researching different logos for interior design companies to see if I could get a feel for what is popular with the target audience of 25-55 year old homeowners. After much research the Powell Design Studio (Powell 2008) logo caught my eye. This logo uses fits the modern minimal look that I am going for. It also uses the white space very wisely creating an interesting design that naturally draws your eyes to the logo and won’t let you leave. This is the effect I would like to create for the IDS logo.

As I was browsing I found a modern minimalist designed bathroom sink. This shows the use of high ceilings, the use of gray with accent colors, and a modern rectangular shape design in each piece. IDS’s logo should follow suit to tie the logo to modern design.
Ingenious Design Services

Inspiration

This urban art poster uses some of the dark undertones and bright orange as a highlight color. This background is mostly abstract.

In this minimalist sculpture you can see the use of white and two highlight colors. The shadows add hues of gray which create interest.

This art piece shows the use of mostly white space with just one hue of gray. It causes the eye to wonder around the piece and keep reexamining it. Each piece is strategically placed in random abstraction.
The colors I chose for the Ingenious Design Services project reflect the minimalist and modern styles with a hint of urban. The dark gray is a prominent color that resembles concrete and acts as a direct contrasting element to white. The blue and orange colors are medium saturations and will be used as highlight colors to the white and gray. White will actually be the color of the paper on all printed material.

This color palette fits both the subjective design style as well as being cost effective for printing purposes.
For the IDS project I chose two typefaces that both work together as well as provide some contrast. The first is a modern font called Madrid. Madrid is a sans serif font that is mainly rectangular, has rounded edges, and an urban feel to it.

The second font I chose is Modern No. 20. This font is a serif font with a classic almost architectural feel to it. Both of these fonts work well together to provide a modern look. Limiting the design to two fonts helps to keep the design effective yet minimal. Fonts are displayed below without alteration in 48pt size.

Madrid  ~  Modern No. 20

The slogan for IDS is meant to be minimal and understated yet be easily remembered by the customer and stick in their brain. This slogan explains what the company does in just two words. I decided to keep the slogan in all lowercase letters to fit in with the overall design.
Ingenious Design Services
Concept 1~Urban Emphasis

In this concept I have focus the emphasis on the style of urban art and design with the fonts being modern minimalist in style. The urban style is associated with abstract ideas that have lots of grays and usually dark images with a bit of contrasting color for emphasis.

In this first image a possible logo or advertisement would convey that creative ideas are used when IDS designs and defines the interior spaces. The light bulb is an abstract association with a good idea. The color in orange was used in the center of the d in ids to emphasize the idea that the light bulb is turned on.

The second design idea could be a logo on top of a stylized urban background. This idea could show that IDS is familiar with the design styles of the urban environment and has good ideas for this area.

In the third design I took an image of the clients work and modified it to display the dark gray colors with orange highlights. I then placed the slogan in and possible logo on the bottom of the design. This could be used as a poster or magazine ad. It takes the idea into something more familiar and common in interior design.
In this concept I took a dark gray color and the low saturation blue and combined it with good white space use. By doing this the viewers gaze flows through the design. A simple, modern, and clean design.

The first design is a sample logo. The white space flows from the bottom all the way through the top of the design.

For the second design I used the idea of a business card. The card again is functional and uses the white space well. The logo is prominently displayed on the business card.

This design shows what a possible web site could look like using the same design, logo, and use of white space.
Ingenious Design Services
Concept 3~Architectural

The third concept involves a more architectural approach. This design uses the same modern minimal fonts but uses floor plans and blueprint styles for the logo and advertisements. This type of design would appeal to those interested in building or remodeling their home.

The first design is what could be used as a logo. This logo takes the background of a site plan blueprint and colors it in a minimal gray color. The initials of the company are on top of the design. The logo is in the shape of a square to further identify it with architecture.

This design is an ad that asks if you need help planning your space. There is a floor plan in the background that clearly shows different parts of the house and their relationship to each other. The bottom of the design shows the logo and the tag line interiors defined.

In the final design I took the architectural logo and applied it to an image of a stylish interior. The Architectural feel along with the modern square furniture fit perfectly. This would be a great poster or postcard.
The client decided that the modern minimalist theme best represented their business and personality. Here is the logo design. The logo is just two colors and white in order to save on printing costs for the business as well as fit the minimalist style.
Ingenious Design Services
Stationary Package

Business Card

As I laid the logo out on the design I really wanted to do something different than a typical business card. I decided to flip the card to a portrait layout and see what happened. This card is creative and unique which puts the emphasis clearly on the logo. It is bold yet understated, minimal yet modern.

The envelope uses the address on top of the logo in the upper left corner. This makes the return address clearly visible to the postal workers. The design is simple yet clearly identifiable.

Envelope
Ingenious Design Services  
Stationary Package

For the letter head I wanted the white space of the paper to flow through the top margin and off the paper. This continues the theme of using the white space to pull the viewers gaze through the design.
Ingenious Design Services
Second Deliverable~ Postcard

The postcard uses an image of an interior designed by IDS. Their slogan is clearly printed across the bottom of the postcard to show ownership of the design. The back of the postcard has the logo clearly displayed in the left corner and the slogan repeated in the right corner but this time it reads vertically. The designers name as well as all contact information is placed under the logo. What IDS does and an advertisement asking the potential client to contact them for a free consultation is displayed across the top. Even if the viewer only reads part of the card they will see that there is the potential for a free consultation.
Ingenious Design Services
Merchandise Sample Bag

The merchandise sample bag is what clients of IDS will bring home fabric, paint, and tile samples in. Because some of the samples are quite long the bag is 11 inches wide by 8 inches tall. Just big enough to hold a few samples. This bag will serve as not only a marketing tool but a functional product.

The gray stripes will continue around the bag with the design repeating itself on the other side. The handle will be made of a nice blue ribbon type fabric.
The web site development went according to plan. I replaced the idea for the header graphics with a flash movie that includes the slogan. This worked out perfect adding a bit of interest to the top of the page to attract the viewer and keep them interested. The web page is fully functional with the flash banner and can be viewed at:

www.geocities.com/mpbrown97@sbcglobal.net
Ingenious Design Services
Web Site

“Interior Design”

“Event Planning”
Ingenious Design Services
Web Site

“Gallery”

Edward Williams
Edward is currently a student at the Academy of Art San Francisco where he is in his Senior year with a major in Interior Design and Architecture. His previous job experience includes working for a Bay area interior design firm in which he displayed his design talents and abilities. He has also worked closely with a Real Estate and Mortgage company to become more familiar with the housing market and the design staging process.

Edward now lives in the foothills town of Sonora CA where he will be providing his services for the foothills and the surrounding urban regions. He enjoys music, travel, social events, and the influence that they have in design.

Contact Edward
phone (209)743-9033
e-mail eddie@ingeniousds.com

“The Designer”
Ingenious Design Services
Web Site

“3D Models”

“Color Rendering”
Ingenious Design Services
Web Site

“Residential”

“Commercial”
Ingenious Design Services
Contract

This contract serves to initiate a binding agreement between Ingenious Design Services (IDS) and Modus Design Studio. IDS has requested a complete visual identity be created. This project includes the logo design as well as a six page web site, complete stationary package including letterhead/envelope/business cards, and sample merchandise bags.

This project will be completed over the course of five weeks and will include three opportunities for client changes at the end of the first three weeks.

- July 1, 2008- Project initiation– 25% due
- July 7, 2008- Approval of concepts – 25% due
- July 14, 2008- First designs presented – 25% due
- July 30, 2008- Project completion – 25% due

A Kill fee will be collected in the event the project is cancelled. 25% of the full cost of the project if canceled before the approval of the concepts, 50% thereafter.

The designs created shall be used in only the way in which they are originally intended and shall not be reused or reprinted without written permission from Modus Design Studio.

Your signature on this contract means that you agree to the terms and conditions set forth within.

Edward Williams
Owner-Ingenious Design Services

About (2007)
Ingenious Design Services

References


