

A brand refresh worth toasting.

Prepared for Maya Chen and the Northwind Coffee Roasters team — a proposal for a complete visual identity refresh, packaging system, and launch assets.

PREPARED FOR
Maya Chen, Northwind Coffee

PREPARED BY
Acme Studio

DATE
April 10, 2025

VALID
30 days

01 Scope of work

- Identity refresh**
Refined logotype, roasted-bean palette, typography standards
- Packaging system**
12oz and 2lb bag redesign with origin-series variants
- Launch assets**
Retail signage, social kit, wholesale sell sheet
- Brand guide**
40-page usage document for the internal team

"Acme turned our shelf presence into our best salesperson."

— Dana Whitfield, Staple & Oak (2024 rebrand)

02 Investment

FIXED PROJECT FEE

\$14,800 USD

- 50% deposit, 50% at delivery
- Two revision rounds included
- Source files + print handoff
- 6-week timeline

03 Timeline

WEEK 1-2
Discovery + direction

WEEK 3-4
Identity + packaging

WEEK 5
Launch assets

WEEK 6
Guide + handoff

04 Next steps

1

Sign & return

Countersign this proposal to hold your slot

2

Kickoff call

60-minute session with the design team

3

Deposit

50% invoice sent after kickoff