

PROJECT PROPOSAL

[Your Full Name]
[Your Email Address]
[Your Contact Number]
[City, Philippines]
[Date]

To: [Client's Full Name]
Company: [Company or Business Name]
Email: [Client's Email]

RE: Project Proposal — [Project Name — e.g. Logo Design, Website Development, Video Editing]

Dear [Client's Name],

Thank you for reaching out. I am excited about the opportunity to work on [project name] for [company/business name]. Please find below my detailed project proposal based on our discussion.

1. PROJECT OVERVIEW

Project Title: [e.g. Brand Identity Design for ABC Store]
Project Type: [e.g. One-time project]
Client: [Client or Business Name]
Prepared by: [Your Full Name]

2. PROJECT SCOPE

This project covers the following deliverables:

- [Deliverable 1 — e.g. "Primary logo design — 3 initial concepts with 2 rounds of revisions"]
- [Deliverable 2 — e.g. "Brand color palette and typography guide"]
- [Deliverable 3 — e.g. "Final files in PNG, JPG, SVG, and PDF formats"]
- [Deliverable 4 — e.g. "Social media profile kit — Facebook cover, Instagram profile photo"]

NOT INCLUDED in this scope:

- [e.g. "Website design or development"]
- [e.g. "Printing or physical production"]
- [e.g. "Revisions beyond 2 rounds per concept"]

3. PROJECT TIMELINE

Project Kickoff: [e.g. June 15, 2026]
Initial Concepts: [e.g. June 20, 2026 — 5 days after kickoff]
Revision Round 1: [e.g. June 23, 2026]
Revision Round 2: [e.g. June 26, 2026]
Final Delivery: [e.g. June 28, 2026]

Total Duration: [e.g. 14 days]

4. PROJECT INVESTMENT

Item	Price
[Deliverable 1]	[e.g. \$150 USD]
[Deliverable 2]	[e.g. \$50 USD]
[Deliverable 3]	[e.g. Included]
[Deliverable 4]	[e.g. \$30 USD]

TOTAL PROJECT FEE: [e.g. \$230 USD / ₱14,198]

Payment Schedule:

- 50% Downpayment: [e.g. \$115 USD] — Due before project start
- 50% Final Payment: [e.g. \$115 USD] — Due before final file delivery

Payment Methods: [e.g. PayPal, Wise, GCash, Payoneer]

5. ABOUT ME

[Describe your relevant experience — e.g. "I am a Filipino freelance graphic designer with 4 years of experience creating brand identities for small businesses and startups across Southeast Asia. My work has helped clients increase brand recognition and attract their target audience through strategic visual design."]

Portfolio: [Your portfolio URL]

6. TERMS AND CONDITIONS

- This proposal is valid for [e.g. 14 days] from submission date.
- Project begins only upon receipt of the downpayment.
- Source files are included in the final delivery upon full payment.
- Additional revisions beyond the agreed rounds are charged at [e.g. \$20 USD per round].
- Rush fee of [e.g. 30%] applies for projects requiring completion in under 5 business days.
- Either party may cancel the project with written notice. Completed work up to cancellation point will be billed proportionally.

7. ACCEPTANCE

By proceeding with this proposal, both parties agree to the scope, timeline, and payment terms outlined above.

To proceed, please:

1. Reply with your confirmation
2. Submit the downpayment of [amount]
3. Provide all necessary brand assets and brief

I look forward to bringing your vision to life!

Best regards,

[Your Full Name]

[Your Title — e.g. Freelance Graphic Designer]

[Email] | [Contact Number]

[Portfolio URL — optional]

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