

ESTIMATE

Date: [Date]
Estimate #: [001]

CLIENT [Client Name / Company]
[Contact Person]
[Client Address]
[Client Email]

[Design Studio Name]
[Address Line 1]
[City, State, Zip]
[Email/Website]

PROJECT [Project Name: Brand Identity Design]

SERVICE DESCRIPTION	QUANTITY	ESTIMATED COST
Brand Strategy & Research Market analysis, target audience profiling, and brand positioning.	1	\$0.00
Visual Identity Design Logo design (Primary, Secondary, Submark), color palette, and typography selection.	1	\$0.00
Brand Style Guide PDF documentation of usage rules, assets, and visual standards.	1	\$0.00

SERVICE DESCRIPTION

QUANTITY

ESTIMATED COST

Collateral Design

Business cards, letterheads, and social media profile templates.

[Qty]

\$0.00

Subtotal: \$0.00

Tax (0%): \$0.00

Estimated Total: \$0.00

TERMS & CONDITIONS

This is an estimate only, not a final invoice. Quote is valid for 30 days. Work begins upon receipt of a [X]% non-refundable deposit. Scope changes may result in additional fees. All deliverables remain property of the designer until final payment is received.