



DESIGN PROPOSAL

Identity | Branding

Prepared for: **China Airlines**

Prepared by: Anthony Diep



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<https://anthony-diep.github.io/myportfolio/>



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This document provides an outline of the proposed deliverables, design process, and estimated costs associated with the branding and identity development for China Airlines' sub-brand _____ .

Overview

_____ is a sub-brand of China Airlines that offers an option for travelers to fly with the airline at a lower rate without having to sacrifice the comfort and service that is often associated with low-cost carriers. Due to the nature of the airline industry, a lower rate class will inevitably be viewed as a budget carrier. It is important for the sub-brand to be marketed not as the low-cost version of China Airlines, but as the premium of the affordable options.

Scope of work

The primary objective is to develop an identity for the sub-brand that is distinctive but still resonates with the brand image of China Airlines.

Identity

- Name
- Logo
- Color palette
- Typeface

Supporting Assets

- Patterns
- Advertisement
- Ticket
- Menu
- Luggage tag
- Uniform
- Website

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The Process

- Define** In-depth clarification of the project scope, budget, and timeline begins the creative process. Understanding the brand and begin gathering contents that are relevant to our vision.
- Draft** Prior to designing the assets, it is crucial to develop potential concepts through sketches and stylescapes for input and feedback.
- Design** Following the initial meeting for potential directions, I will begin drafting design approaches and will present two concepts for further discussion and feedback.
- Develop** Upon confirmation of the design, I will begin developing the assets as discussed to be ready for implementation. During this process the primary focus will be on refining designs, testing of any web/UI applications, and have print materials ready for production.
- Deliver** The final delivery will be the compiling of all developed designs handed over in the appropriate formats for future usage.

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Schedule

- | | |
|----------------|---|
| Feb. 16 | <ul style="list-style-type: none">- Finalized logo, color scheme, typeface- Present initial draft of three patterns- Brief on design concepts for supporting assets |
| Mar. 9 | <ul style="list-style-type: none">- Present first draft of all supporting assets except website |
| Apr. 13 | <ul style="list-style-type: none">- Present second draft of all supporting assets except website- Present finalized UI of website |
| May 4 | <ul style="list-style-type: none">- Deliver ready to launch brand applications and website |

Costs

Identity	- \$2,000
Supporting Assets	- \$5,000
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Total	- \$7,000

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Terms and Conditions

Billing Plan 50% of the total cost is due prior to the start of the creative process for each deliverable. The remaining balance is due upon presentation of the finished project, and completion files are delivered thereafter.

Should the project expand beyond the scope of this estimate or if additional revisions are necessary, an hourly rate of \$25.00 will be added to the remaining balance. China Airlines will be notified in advance if this alternate billing method is required.

Ownership Legal rights and ownership of all design and development files will be transferred to China Airlines upon receipt of full payment. Original source and support files are included and may be used in any manner China Airlines deems fit. I, Anthony Diep, reserve the right to include any design and all related materials developed from this project in my portfolio.

Revisions Each deliverable includes two rounds of revisions during the Draft and Design phases of the Design Process. This provides China Airlines an opportunity for discussion, feedback, and revisions in order to meet the objectives of the deliverable.

Exclusion This proposal does not consist of cost for any third-party services, these include but are not limited to web development technology fees and printing expenses. I, Anthony Diep, will seek authorization from China Airlines prior to purchasing any materials that will incur additional costs.

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