



JULY 2026

BRAND PROPOSAL

PREPARED FOR:

John Friedman
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Owner of Steak Street

AALIYAH DANIELS

Creative Director & Brand Designer

PROJECT GOAL

Steak Street is ready to establish a bold, distinctive brand identity that sets it apart beside nearby competitors. The goal is to clearly communicate its unique value premium, carefully sourced ingredients while crafting a memorable brand experience that connects with consumers, especially tourist, fitness enthusiasts, and local business professionals. Alongside this, Steak Street aims to elevate its digital marketing presence to reflect the same quality, authenticity, and brand awareness.

PHASE 1- STRATEGY & RESEARCH

Before designing anything, we define who your restaurant is (personality/voice, feel), how to cater to who it serves (*solved*), what makes it different from every other steakhouses and competitor analysis, and how customers should feel every time they interact with your business. This ensures every design and marketing decision works together to build trust, increase perceived value, and encourage repeat customers. We have already had a brief introduction of where we are now, this will help us understand where we can go.

PHASE 2- CONCEPTS & CREATIVE DIRECTION

Using all our insights from the strategy phase, we'll translate the strategy into a visual "look & feel" which will help us understand the direction for the identity design.

Deliverables for this phase:

- 2 moodboards for exploring different visual directions

A moodboard is a collection of objects, images, etc. that is curated for as inspiration for something (such as a design or goal). This gives you an idea of the first response (feel, tone, impression) your audience will have when they see your brand

PHASE 3- IDENTITY DESIGN

After getting approval on the creative direction, we'll start exploring designs for the identity, applications, collateral etc. to get your feedback and alignment. These elements will be implemented in brand package deliverables.

Deliverables for this phase:

- Creative presentation presenting the designed identity
- Final tangible assets

PROPOSED PACKAGE & INVESTMENT

PACKAGE A

Brand Strategy and Graphics \$880

PACKAGE DELIVERABLES

Avg. Turnaround 3-4 weeks

- Brand Strategy
- Creative Direction
- Brand Pattern or Brand Elements
- In-depth Brand Guidelines (PDF)
- 2 Poster Design (for inside resaturant wall/window)
- Digital Menu Design (for screens)
- Printed Menu (card or brochure)
- 2 Flyers with matching Reel/Story flyer *(free add-on)*
- 2-6 IG Highlight Covers *(free add-on)*
- 4 Blank Branded Template Flyers *(free add-on)*
- 1 Free Add-On of choice *(some services are excluded or discounted)*
- 3 Rounds of Revisions

PACKAGE B

Brand Strategy and Web Design Package \$980

- Everything in Package A
- Square Website (up to 8 pages)

Since your business currently uses Square as your payment processor, I can design and build a website that integrates smoothly with your existing system to create a more seamless customer experience. If you prefer to use a different website platform, I can also help set up and design your website through another system that best fits your business needs.

ADD-ONS

- Take-Out Box Design
- Table numbers
- Place cards
- Guest feedback cards
- Loyalty cards
- Catering brochures
- Private event brochures
- Review request cards with QR codes

ADD-ONS (not included)

- Email newsletter templates
- Google Business Profile graphics
- Digital ads
- Restaurant Operations Materials
- Employee uniforms/shirt designs
- Staff name tags
- Employee handbook branding

If there is something you dont see feel free to send us a inquiry.

TERMS

- 50% down payment before starting work via Zelle (info.mightyiconic@gmail.com)
- 50% paid before final deliverables have been sent via Zelle (info.mightyiconic@gmail.com)
- 3 Rounds of revisions included at each phase, after those are used \$50 per revision round
- Payment is due when invoice is sent.
- Intellectual ownership of the design will be fully transferred to CLIENT.
- CLIENT doesn't own any of the concepts or creatives which were disapproved during the project

Additional terms will be written in Working Agreement to be signed before work begins

WHAT HAPPENS NEXT?

Feel free to send any questions via text or email.

Once your response is received, we will send the working agreement and the first invoice. We look forward to working with you.

Talk to you soon,

Aaliyah Daniels

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