

EXCLUSIVE PROPOSAL

Prepared exclusively for attendees of the Asia Business Show 2026

Graphic Design & Branding

A distinct visual identity that sets your brand apart and builds recognition.

Prepared For:

Prepared By: **MERRIA DIGITAL**

Date: 26-27 August 2026

Proposal Valid Until: 23 September 2026

Service Overview

MERRIA Digital crafts complete visual identities – from logo through to full brand guidelines. So, your business presents a consistent, professional face across every touchpoint.

Every package is built to be immediately usable across print, digital, and social applications.

What's Included

- Logo design with multiple concept directions.
- Color palette and typography system.
- Brand usage guidelines.
- Business card and stationary design.
- Social media template design.
- Source delivered in all standard formats.

Investment

Pricing reflects current market positioning for SME-focused engagements. All fees are quoted in SGD and exclude GST.

Package Inclusions	Starter	Growth	Premium
Investment	SGD 1499 <i>one-time project</i>	SGD 2999 <i>one-time project</i>	SGD 4999 <i>one-time project</i>
2 logo concepts	✓	✓	✓
Color palette & typography	✓	✓	✓
Brand guidelines document	—	✓	✓
Business card & letterhead design	—	✓	✓
Social media template set	—	✓	✓
3 revision rounds	—	✓	✓
Brand strategy session	—	—	✓
Extended collateral suite (signage / packaging mockups)	—	—	✓

Our Process

- Discovery** → We explore your brand's positioning, audience, and competitors to inform creative direction.
- Concept Development** → Initial logo and visual directions are presented for your feedback.
- Refinement** → The chosen direction is refined through agreed revision rounds until it's right.
- Delivery** → Final files, guidelines, and template are delivered in all formats your team needs.

Why MERRIA Digital

- Singapore-registered digital marketing agency built specifically around the needs of small and medium enterprises.
- A single accountable partner across strategy, creative, and execution. No hand-off between disconnected vendors.
- Transparent, results-driven reporting so you always know what your investment is producing.
- Collaborative approach: we work as an extension of your team, not a detached vendor.

Next Steps

This proposal is exclusive businesses met at the Asia Business Show 2026 and is valid 30 days from the date above. To proceed, or to discuss a package tailored more precisely to your goals:

- Scan the QR code/ visit our booth to speak with our team directly.
- Email support@merriadigital.com referencing “Asia Business Show Proposal”
- Call +65 6871 8842 to book a complimentary strategy consultation.

We look forward to helping you turn your Asia Business Show connections into social media management with content creation results.

Client Acceptance

To confirm your selected package, please indicate your choice and sign this proposal. A countersigned copy will be returned to you, and our team will be in touch within 1 business day to begin onboarding.

☐ **Starter**

SGD 1499 one-time project

☐ **Growth**

SGD 2999 one-time project

☐ **Premium**

SGD 4999 one-time project



Client Signature

For MERRIA Digital

Name & Company (Print)

Name & Designation (Print)

Date

Date