

# AQLVOY collaboration

24/10/2025

## *first roadmap proposal*

### INDEX

#### 1. PHASE 1 - BRAND DISCOVERY & MERCHANDISE RESEARCH

- Activities & Deliverables

#### 2. PHASE 2 - VISUAL IDENTITY & BRANDBOOK DESIGN

- Activities & Deliverables

#### 3. PHASE 3 – MERCHANDISE DEVELOPMENT/ PACK DESIGN

- Activities & Deliverables

### PROJECT GOAL

Brandbook and Merchandise Development for Aqlvoy Kids Channel (developing a comprehensive brandbook for our children's channel in Uzbekistan, Aqlvoy. This initiative aims to establish a consistent and memorable visual identity for the channel and its beloved characters — Bahor, Nodir, the talking Autobus, and the Map)



# AQLVOY collaboration

24/10/2025

## first roadmap proposal

### Phase 1 – Brand Discovery & Merchandise Research

#### 1. BRAND DISCOVERY & RESEARCH

Euro 8.000

##### Activities

- Review & collecting existing brand materials, channel visuals, and character assets.
- Analyze competitor and reference benchmarks (children's TV, educational brands, entertainment networks) - local and global - defined together with the client team
- Define strategic framework for Aqlvoy: brand & business goal, brand personality, positioning, and tone of voice

##### Deliverables

- Brand analysis summary
- Moodboard and strategic directions to discuss with Aqlvoy team
- Aqlvoy Brand Framework: brand positioning and narrative pillars

#### 2. BRAND EXTENSION & MERCHANDISE RESEARCH

Euro 6.000

##### Activities

- Definition of potential licensing and branded product opportunities (e.g., toys, confectionery, publishing, apparel).
- Alignment of proposed categories with Aqlvoy's narrative, tone, and educational positioning.
- Exploration of strategic partnerships and channels for future implementation – defined together with the client team

##### Deliverables

- Concept overview document summarizing high-level merchandising and licensing directions.
- Creative inspiration board to illustrate potential product and storytelling extensions.

##### Excluded:

- Photo shooting / image purchase / post-production / translations
- Physical mockup production
- Extra round of rework – €300/600 depending on complexity



# AQLVOY collaboration

24/10/2025

## first roadmap proposal

### Phase 2 – Visual Identity & Brandbook Design

#### 1. VISUAL IDENTITY DEVELOPMENT

Euro 7.000

##### Activities

- Definition of the core visual identity:
  - Logo refinement or redesign (if needed)
  - Color palette and typography system (if needed)
  - Iconography and illustration style (if needed)

##### Deliverables

- Presentation of 2–3 creative routes for evaluation
- Fine-tuning of the selected direction

#### 2. BRANDBOOK DESIGN & STRUCTURE

Euro 6.000

##### Activities

- Creation of the comprehensive Aqlvoy brandbook, consolidating all approved visual and verbal identity elements.
- Definition of applications and usage rules, including:
  - Channel branding
  - Character usage and interaction
  - Partner and co-branding rules

##### Deliverables

- Full brandbook (PDF) including:
  - Brand essence and story
  - Logo usage and clear space
  - Typography, colors, and icon system
  - Character guidelines and emotional tone
  - Sample applications
  - Do's and Don'ts section

##### Excluded:

- Photo shooting / image purchase / post-production / translations
- Physical mockup production
- Extra round of rework – €300/600 depending on complexity



# AQLVOY collaboration

24/10/2025

## first roadmap proposal

### Phase 3 – Merchandise Design

*Example: Confectionary Pack Design*

#### 1. DESIGN EXPLORATION

Euro 8.000

##### Activities

- Starting from the selected product typology/sector, creation of design concepts for the packaging design system

##### Deliverables

- At least N.3 system design proposals.
- Application of the proposals on 3 or 4 hero products.
- N.2 rework phases included on front of pack.

#### 2. DESIGN SYSTEM DEVELOPMENT + SIDE & BACK OF PACK

##### Deliverables

- Study and adaptation of design of front of pack on other product of the range - Euro 1.200
- Storytelling and design back of pack of a single product (based on client text) Euro 1.200

#### 3. HD FINAL ARTWORK & RENDER

##### Deliverables

- Delivery of High-Resolution printing files (each) Euro 350
- High resolution 3D renders (each) Euro 150

Excluded:

- Photo shooting / image purchase / post-production / translations
- Physical mockup production
- Extra round of rework – €300/600 depending on complexity

Phase 3 economic proposal is based on confectionary pack design. In the case of development of any other merchandising products, the economic proposal should be calculated on the required effort.

