



Proposal

Project Overview

CLIENT: Company X

PROJECT: Brand Identity System

Objective

To create a new logo for Company X to be used on all branded materials, products, internal communications, and Web site.

Functional Considerations

The logotype will also need to accommodate the sub-brands Company X Industries, Company X International, X Development Corporation, and X Industrial Services Inc.

The company is expanding into new markets, products, and applications. The identity must grow with them and be appropriate and functional in new business areas.

Later extensions to consider:

- Will likely have applications at trade shows.
- May be used on a B-to-B optimized Web site.

Target Audience

- Progressive Consumers: Those dissatisfied with mainstream options
- Adults with families
- Urban dwellers: Have heavier presence in major metro areas.
- Entrepreneurs
- Business-to-business: Resellers and retailers.

Brand Attributes

- Simplicity: Remove clutter and streamline
- Functional: No-nonsense and end-results-oriented
- Efficient: Fast and easy
- Established: Credible and reliable
- Resourceful: Flexible, creative, and open-minded



Proposal

Process, Scope, & Fees

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→ Client requirements noted in blue.

Identity

ACTIVITIES

FEEES

Exploration

\$--

Create at least 4 different options for the logo symbol and type treatment. Will include color palette options.

→ Client selects up to 2 designs and provides feedback for revisions

Refine designs for chosen direction(s). Present on at least one sample application, i.e. business card, web site mock-up.

→ Client selects 1 design

→ Up to 2 additional rounds of revisions from client*

Finalization

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Final revisions/adjustments to logo. Make recommendations for overall visual brand, i.e. type, color, and possible secondary graphic elements.

→ Client to review and provide any final feedback

Refine design. Final production on RGB, CMYK, black and white, and spot-color versions of artwork. Create final artwork for main and alternate (if applicable) lock-ups.

Stationery System

ACTIVITIES

FEEES

Exploration

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Create 2-3 different options for business card, letterhead, and envelope/ mailing label.

→ Client selects 1 design and provides feedback for revisions

Refine designs for chosen direction.

→ Client approves final layouts

Guidelines

ACTIVITIES

FEEES

Design

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Create complete PDF document detailing proper usage of the logo and associated elements. Will include typography specifications (as determined by stationery layout) and correct color breakdowns.

→ Client to review and provide feedback for 1 round of revisions

Final Delivery

INCLUDES

FEEES

Logo: Vector and JPEG formats. Unless otherwise requested.

N/A

Stationery: Final print-ready PDFs and editable native files. Print coordination available separately.

N/A

Guidelines: Medium-resolution PDF document.

N/A

TOTAL ESTIMATED FEE RANGE

\$--



Proposal
Terms

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The preceding page details the scope of work and ranges for costs associated with that scope of work.

Actual fees will be based on actual time spent towards the completion of each phase. This will depend on whether all rounds of revisions are necessary during each design phase, and on the extent of changes made at each of those rounds.

This estimate does not include the cost of any stock imagery or fonts to complete the final designs. Such costs will be paid by the Client. Client will be notified of such expenses prior to costs being accrued. This does not include the cost of production work outside of what is detailed.

* Extensive alterations made by the Client or additional rounds of revisions that extend beyond this proposed scope will incur fees at an hourly rate of \$XX/hour. Failure to provide approval or revisions in 24 hours will result in a change in the final due date. Payment is due within 30 days from receipt of invoice. The Client shall assume responsibility for all legal fees incurred by default in payment.

Proofreading is the exclusive responsibility of the Client.

If the project is terminated by either party before completion, the Client is responsible only for payment of fees and expenses incurred up to the date of termination. 50% of project total is due at project start, the remainder upon completion.

If the preceding proposal and the terms to the right meet your approval, please sign and date this document and return a copy to Hazen Creative, Inc. If changes are necessary, a revised version of this document will be provided.

Shawn Hazen
Date 9/30/2009

Client Date