



**Project Estimate** **Client: Company X**

**Process & Pricing**

**Project: Brand Identity Development**

**Overview**

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

**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.

**Initial call with entire team**

*1 hr*

To kick off the project and allow for collection of all the necessary info to begin conceptualizing and sketching. Prior to the call, please email samples of the collateral templates, examples of logos you like, a list of competitors and peers, and any other input or inspiration.

**Concepting/sketching/visual development**

*12 hrs*

Brainstorming will begin immediately after the above call. Hazen will generate broad conceptual directions and rough sketches for each. Those sketches will be refined on the computer into at least 4 preliminary designs. They will indicate form, type, and color.

**Design review 1**

*1 hr*

For the first round of concepts, you will receive a link to an online review site, to be accompanied by a call to go over and discuss the designs.

**Design refinement**

*5 hrs*

Up to 2 of the designs may be chosen for further refinement. The design(s) will also be placed in one to two contexts, such as a comp of a sign and a piece of collateral—not as final designs, but rather to evaluate the logo in situ.

**Design review 2**

*1 hr*

For the second round of concepts, there will be another online review site and call.

**Design finalization**

*3 hrs*

After the second review, the final design should be identified for one last round of revisions. All iterations, configurations, and naming variations will be designed, as well as a single-color version.

**Final design review**

*1 hr*

This is the final online review and call. Minor adjustments may be necessary, but the design will be essentially complete. We will discuss final hand-off requirements and next steps, such as creating proposals to extend the identity onto materials immediately.

**Final artwork**

*1.5 hr*

This is preparation of final artwork including multiple variations of the color and configuration of the logo. For example, one-color versus 3-color versions, or versions with a tag line added.

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<i>Total Hours</i>	<i>25.5 hours</i>
<b>Project Total</b>	<b>\$-----</b>

**Project Estimate**

**Client: Company X**

**Terms**

**Project: Brand Identity Development**

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**Payment Terms**

Half of the project total is due upon approval of this estimate. An invoice will be submitted before work begins. The second half of the fee will be invoiced upon hand off of final files.

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.

**Kill Fee**

If at the completion of Phase One, the working relationship or the work is deemed unsatisfactory by either side, half of the first payment will be refunded. Any artwork created up to that point will remain the property of Hazen Creative, Inc.

If the project is terminated by either party at any other stage before completion, the Client is responsible only for payment of fees and expenses incurred up to the date of termination, based on the stages outlined on the preceding page.

**Outside Costs**

This estimate does not include outside expenses such as the cost of any stock imagery or fonts to complete the final designs. Such costs will be paid by the Client. The Client will be notified with an estimate of the itemized costs prior to purchase.

**Scope**

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 \$---. Failure to meet milestones identified in the final time line will result in a change in the final due date.

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

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Shawn Hazen

4/17/2008  
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Date

\_\_\_\_\_  
Client

\_\_\_\_\_  
Date