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THE COMPANY

Branding Package Design

July 10, 2007

/ design / technology / strategy /

Date
July 10, 2007

Client
The Company
124 Main Street
Anytown, Colorado 80544

Contact
John Smith, CEO
john@company.com
123.456.7891

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STRATEGY

John, we are delighted to submit a bid for the design of a branding package for The Company. Our objective is to develop a professional, contemporary, and sophisticated look & feel that will appeal to both direct consumers and wellness professionals. To accomplish this goal of creating a memorable image for your company, we propose a package that our team of designers will complete to create high quality, visually compelling pieces. In addition, Ai Creative will be available for ongoing support and maintenance of the site as requested by The Company.

We appreciate your consideration and are confident that you will find our capabilities, portfolio, and industry experience to be an excellent match for this project. Our portfolio will help demonstrate our proven ability to define and implement an effective solution for any challenge in a timely manner. In short, we are interested in meeting your expectations as completely as possible.

This document details our deliverables, timeline, pricing, and terms. Work begins upon receipt of the signed agreement and the initial 50% deposit. Our Project Manager will be contacting you shortly to discuss the proposal and answer any questions you may have.

The proposal includes the following activities:

- **Logo design**
- **Business cards and a generic business card template design**
- **Stationary design (letterhead & envelopes)**
- **Standard folder design**
- **Postcard / Appointment card design**
- **Tri-fold brochure design**

DELIVERABLES

Logo

Design a new logo to create a professional, contemporary, and sophisticated look & feel of the company.

- 2-3 comps
- 4-color and black & white files for use in print and web media
- 2 rounds of revisions*

*Any work after stated revisions will be billed at an hourly rate of \$XX.

Business Cards

Design company's business cards and a generic business card template for distributors.

- 2-3 comps
- 2 rounds of revisions*
- *Printing coordination available at \$XX per hour*

*Any work after stated revisions will be billed at an hourly rate of \$XX.

Stationary

Design company's letterhead and envelopes.

- 2-3 comps
- PDF files for printing in-house
- 2 rounds of revisions*

*Any work after stated revisions will be billed at an hourly rate of \$XX.

Folder

Design and layout of a standard folder with 2 pockets and a business card holder.

- 1 comp
- 2 rounds of revisions*
- Client meetings & coordination
- *Printing coordination available at \$XX per hour*

*Any work after stated revisions will be billed at an hourly rate of \$XX.

Postcard

Design and layout of an oversized postcard / appointment card; 4-color glossy front, black & white back.

- 1 comp
- 2 rounds of revisions*
- Client meetings & coordination
- Does not include stock photos, illustrations, or fonts that may need to be created or purchased
- *Printing coordination available at \$XX per hour*

Client will provide:

- All digital photography on CD

*Any work after stated revisions will be billed at an hourly rate of \$XX.

Tri-fold Brochure

Design and production of one 2-sided, 4-color tri-fold brochure for wellness professionals.

- 1 comp
- 2 rounds of revisions*
- Client meetings & coordination
- Does not include stock photos, illustrations, or fonts that may need to be created or purchased
- Does not include production materials such as color prints
- *Printing coordination available at \$XX per hour*

Client will provide:

- All digital photography on CD

*Any work after stated revisions will be billed at an hourly rate of \$XX.

TIMELINE

We estimate the project to be completed in approximately XX weeks. Timeline begins after receipt of 50% deposit payment and client materials. Client-side delays and availability of client materials may affect this estimate.

Proposed Schedule

Jun 12.....	The Company’s materials due; 50% deposit due / project begins
Jun 26.....	Comps submitted
Jun 28.....	The Company’s 1 st round revisions due
Jul 1.....	Revised designs submitted
Jul 3.....	The Company’s 2 nd round revisions due
Jul 7.....	Final designs submitted / final payment due

PRICING

This is a preliminary budget based on the scope outlined herein. It does not obligate Ai Creative to provide services without further agreement to related terms and conditions.

This project is estimated at \$XX.

Logo Design.....	\$XX
Business Cards Design.....	\$XX
Stationary Design.....	\$XX
Folder Design.....	\$XX
Postcard Design.....	\$XX
Tri-fold Brochure Design.....	\$XX
Total.....	\$XX

A 50% deposit is required to start the project. Final prices may vary +/- 10%.

TERMS & CONDITIONS

All services described herein are to be performed by Ai Creative LLC and/or its strategic partners/subcontractors.

Payment Schedule & Fees

All invoices are payable Cash on Delivery (COD). A 50% deposit is required for work to begin upon Client's signing of the estimate. A 25% payment is required upon Client's approval of the design concept. The remainder of the estimate or 25% is required upon completion of the project and before files are released to Client. All rates and costs are valid 90 days from date of proposal. In the event that the project goes beyond 90-day timeframe, progress billing will happen on a monthly basis.

Late Payment

Delinquent bills will be assessed a 10% penalty for each month of delinquency. Ai Creative LLC reserves the right to remove web pages from viewing on the Internet until final payment is made. Should collection activities become necessary, the Client agrees to pay all fees relating to said activity.

Changes

If changes in the scope of the project are requested, they will be agreed upon by both parties, and amended to this estimate, along with the cost and/or delivery time changes caused by revisions, before revised work is started. The Client shall be responsible for making additional payments for changes, requested by the Client, that exceed the original assignment.

Estimates

The estimated expenses (\$XX) will not be exceeded unless changes in the scope of the project are requested by the Client. Final fees and expenses are included when the invoice is rendered. Ai Creative's final fees and expenses may exceed the above stated estimate by up to 10% without the Client's approval. The Client's approval shall be obtained for any increases in expenses that exceed the original estimate by 10% or more.

Subcontracting

Ai Creative LLC reserves the right to assign other web designers/developers or subcontractors to this project.

Cancellation

Projects may be terminated upon 7 days written notice to all parties. Deposits and payments are non-refundable. Should the project be cancelled while in progress, Ai Creative LLC will invoice the Client for all expenses and fees incurred up to the date of cancellation. In the event of cancellation of this contract, ownership of all copyrights and the original artwork shall be retained by Ai Creative LLC.

Releases

The Client shall indemnify Ai Creative LLC against all claims and expenses, including reasonable attorney's fees, due to uses for which no release was requested.

Liability

Ai Creative LLC will not be held liable for errors or omissions of any nature, except in the case of gross negligence.

All prices in this estimate are good for 90 days from date of proposal.
Prices are subject to change.

AGREEMENT

Undersigned hereby agree to the terms, conditions and stipulations of this agreement on behalf of his or her organization or business. This Agreement constitutes the entire understanding of the parties. Any changes or modifications thereto must be in writing and signed by both parties.

ACCEPTED AND AGREED:

The Company

Ai Creative LLC

name

Angelika Iлина

name

signature

signature

title

Managing Director

title

date

date

Please sign above and return a copy to Ai Creative via fax at 303.484.5439. Work will begin upon receipt of a signed agreement and 50% of the total estimated project expenses.

**THANK YOU.
WE APPRECIATE YOUR BUSINESS.**