

July 31, 2017

est. 1508



## ESTIMATE

MOLLY MCCOY  
GRAPHIC DESIGN

### NAME OF YOUR BUSINESS

Contact Information  
XXX Street Address · Bay Area · CA · 94123  
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### PROJECT

Brand Exploration and Design

### INCLUDES ~

- \* Design of a branding approach for Your New Brand: logo suite and two-sheet of branding directional guidelines
- \* Initial presentation of 3-4 design sketches exploring conceptual approach, typographic treatments/lock-ups and additional imagery for logo/brand
- \* Development, revision, and refinement of 1-3 branding graphics (i.e. logo, tagline treatment, graphic) – 5-7 rounds of development/revision/ exploration including color, rendering, style, application
- \* Creation of final artwork for logo files (multiple files and file treatments), creation of a two-page branding document outlining the fundamentals of using the brand
- \* Consultation (project management) and supplies
- \* Timeline 6-8 weeks depending on client turn-around

### SPECIAL NOTES ~

- \* Addition revisions may cause extra fees, however, additional costs will be discussed and agreed upon BEFORE they are incurred
- \* Price does not include copy writing, photography, printing, print management, delivery or applicable sales tax
- \* Copy and images to be supplied digitally, revisions can be provided via PDF mark-up, email, and telephone; text revisions are requested in digital form
- \* A deposit of 25% is requested to initiate work; invoices to be paid within 30 days (quarterly or upon completion of project)
- \* Standard cancellation fees and attached terms and conditions apply
- \* "Final Artwork", supplies, and tangible items are subject to sales tax

### ESTIMATED COST

- Research/Exploration/Brainstorming – \$500
- First Round Design Exploration – \$800
- Development, Revision and Refinement to Logo/Brand Elements – \$800-\$2000
- Final Logo Artwork – \$200
- Branding Guidelines Document – \$250
- Project Management – \$200-\$400
- Supplies – \$100

**TOTAL – \$2850-\$4250**

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