

December 21, 2017

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Black Sheep Tavern + Oyster Room  
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**Re: Proposal**

## PROPOSAL

### For Restaurant Branding, Print Design, and Signage

Mad Dworschak Design is pleased to provide this proposal to Black Sheep Tavern + Oyster Room to provide design concepts and production artwork for a range of needs within the new restaurant.

This proposal attempts to break down the discrete services Mad Dworschak Design can offer to Black Sheep Tavern in a way that is transparent, flexible, and reveals each design decision as part of a holistic, cohesive brand identity.

### CLIENT BACKGROUND

Founder and Owner Andy Kober has fifteen years of experience in the restaurant industry. His passion for creating an atmosphere of service and camaraderie for his staff and customers is palpable—as is his boundless energy. He is prepared to handle the ins and outs of management and finances, as well as execute his vision for a new dining experience. He wants “The Sheep” to be a mouth-watering, rambunctious place for new guests and future regulars.

### PROJECT GOALS

Black Sheep requires an identity that reflects its edgy take on the traditional oyster room experience. Located on Edgewood Avenue in the heart of Atlanta’s Old Fourth Ward bar and restaurant district, the future site of Black Sheep is poised to attract locals and visitors of diverse backgrounds who are looking for an accessible menu in a mischievously dapper environment.

The overall atmosphere of the restaurant is polished yet rebellious: clean lines, rich dark woods, exposed brick and metal beams, low-backed leather seating, and an air of gentlemanly warmth.

### PROJECT RECOMMENDATIONS

The new restaurant is scheduled to open within two months, and there are many design needs to attend to. First and foremost is nailing down a visual identity through a comprehensive logo package. Menus are also a top priority. Slightly less urgent are the odds and ends, like a memorable matchbook for customers to pocket on their way out the door, or a well-designed postcard to use as a gift card or a guest ticket holder. And don't forget the business cards and the attention-grabbing exterior signage.

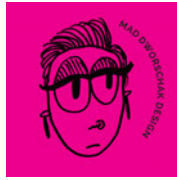
With so many design needs, I thought it best to split up each group of deliverables into design packages. **These packages can be thought of as discrete projects**, with timelines and deposits for each, so that everyone stays on track and knows what to expect. Pick as many packages to start now as you want—they are all executable by the grand opening!



## DESIGN PACKAGES

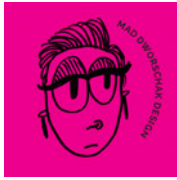
Everything is open to discussion: please take time to review your options, and reach out with any questions or requests. All design packages include indefinite usage rights of final artwork for BST.

|                 |   |                        |
|-----------------|---|------------------------|
| <b>LOGOS</b>    | <b><i>Comprehensive Logo Design Package</i></b> <ul style="list-style-type: none"><li>- full-color, one-color variations of new logo</li><li>- logotype, wordmark, icon variations</li><li>- in a range of file types for all your print and web needs</li><li>- includes 1 final round of revisions (since we've already had 2)</li></ul>  | ■                      |
| <b>MENUS</b>    | <b><i>Menu System</i></b> <ul style="list-style-type: none"><li>- lunch/dinner menu</li><li>- brunch menu</li><li>- booze menu (as a table topper)</li><li>- oyster menu and template</li><li>- wooden menu backing design</li><li>- includes 2-3 initial concepts; refinement of chosen direction; 2 rounds of revisions</li><li>- includes production consultation (which type of paper, which kind of wood, etc.)</li><li>- oyster menu will be a template that the client can update and print in-house</li><li>- fee for seasonal updates to be determined in due time</li></ul> | ■                      |
| <b>SWAG</b>     | <b><i>The Little Details that Make a Big Impact</i></b> <ul style="list-style-type: none"><li>- updated sticker</li><li>- matchbook</li><li>- coaster (disposable)</li><li>- custom rubber stamp</li><li>- includes 2-3 initial concepts; refinement of chosen direction; 2 rounds of revisions</li><li>- files designed to vendor specifications (production costs will be considered too)</li><li>- additional items priced à la carte</li></ul>  | ■                      |
| <b>BUSINESS</b> | <b><i>Business Cards</i></b> <ul style="list-style-type: none"><li>- business cards for Andy, John, and Nathan</li><li>- includes 2-3 initial concepts; refinement of chosen direction; 2 rounds of revisions</li></ul>   | ■                      |
| <b>SIGNAGE</b>  | <b><i>Exterior Signage</i></b> <ul style="list-style-type: none"><li>- design intent drawings for main exterior sign on south wall</li><li>- vinyl window decals (2) for main entrance – includes logo, hours, info</li><li>- fabrication fee of south wall sign to be determined by Design Tank</li><li>- includes 2-3 initial concepts; refinement of chosen direction; 2 rounds of revisions</li><li>- includes construction management (I stick around until it's completely installed)</li></ul>   | 30% of Fabrication Fee |



## FEE SCHEDULE

|                 |   |   |
|-----------------|---|---|
|                 | Start of project: launch meeting<br>First draft of project proposal sent<br>Proposal and scope finalized  | Friday, Dec. 14<br>Monday, Dec. 18<br>Wednesday, Dec. 20  |
| <b>LOGOS</b>    | Scope of Logo Package Finalized<br><b>FEE:</b> \$ [REDACTED] (50% Deposit)<br>Design + Production<br>Submittal/Review/Tweaks<br>Final Watermarked Submittal + Approval<br><b>FEE:</b> \$ [REDACTED]<br>Final Logo Package Delivered   | Wednesday, Dec. 20<br><b>DUE: After Proposal Finalized</b><br><br><b>DUE: Before Final Artwork Delivery (Jan. 7)</b><br>Monday, Jan. 8      |
| <b>MENUS</b>    | Scope of Menu System Finalized<br><b>FEE:</b> \$ [REDACTED] (50% Deposit)<br>Brainstorming + Design<br>2 rounds of Submittal /Review/Changes<br>Final Watermarked Submittal + Approval<br><b>FEE:</b> \$ [REDACTED]<br>Final Menu System Files Delivered                                  | Wednesday, Dec. 20<br><b>DUE: After Proposal Finalized</b><br><br><b>DUE: Before Final Artwork Delivery (Jan. 21)</b><br>Monday, Jan. 22    |
| <b>SWAG</b>     | Scope of Swag Package Finalized<br><b>FEE:</b> \$ [REDACTED] (50% Deposit)<br>Brainstorming + Design<br>2 rounds of Submittal/Review/Changes<br>Final Watermarked Submittal + Approval<br><b>FEE:</b> \$ [REDACTED]<br>Final Swag Package Files Delivered                                 | Wednesday, Dec. 20<br><b>DUE: After Proposal Finalized</b><br><br><b>DUE: Before Final Artwork Delivery (Jan. 17)</b><br>Thursday, Jan. 18  |
| <b>BUSINESS</b> | Scope of Deliverables Finalized<br><b>FEE:</b> \$ [REDACTED] (50% Deposit)<br>Brainstorming + Design<br>2 rounds of Submittal /Review/Changes<br>Final Watermarked Submittal + Approval<br><b>FEE:</b> \$100<br>Final Business Card Files Delivered                                       | Wednesday, Dec. 20<br><b>DUE: After Logo + Menus</b><br><br><b>DUE: Before Final Artwork Delivery (Feb. 4)</b><br>Monday, Feb. 5            |
| <b>SIGNAGE</b>  | Contact made with Fabricator<br><b>FEE:</b> 15% of Fabrication Quote (50% Deposit)<br>Brainstorming + Design<br>2 rounds of Submittal /Review/Changes<br>Final Watermarked Submittal + Approval<br><b>FEE:</b> Remaining 30% of Fabrication Fee<br>Final Design Intent Drawings Delivered | Early January?<br><b>DUE: Upon Firm Quote from Fabricator</b><br><br><b>DUE: Before Final Artwork Delivery (Feb. 25)</b><br>Monday, Feb. 26 |
|                 |   | <b>TOTAL FEE:</b> \$ [REDACTED] + 30% of signage fabrication  |



## TERMS OF AGREEMENT

You give me money, I'll give you creative.  
I'll start when the check clears.  
Time is money. More time is more money.  
I'll listen to you, you listen to me.  
You want me to be on time, I want you to be on time.  
What you use is yours, what you don't is mine.  
I can't give you stuff I don't own.  
I'll try not to be an ass, you should do the same.  
***Let's create something great together.***

## NEXT STEPS

Once we've sat down and agreed on a firm scope of work and fee schedule (hopefully before this week is over), I will issue any updates to this proposal and we can **sign it**, signifying the start of the project. Fees are due as specified in the schedule to begin work and "start the clock" on our deadlines. Changes can be made to the scope of the project at any time, but note that additional charges may apply.

Please let me know if this proposal covers your expectations. Adjustments to this document are welcome to satisfy everyone's needs. It is a pleasure to have the opportunity to work with you.

## ACCEPTANCE OF PROPOSAL

This offer is valid for 14 days. If you have any questions prior to acceptance of this offer, please call or email Mad Dworschak at [REDACTED] or mad@maddworschak.design.

If you approve of this proposal, please sign and return a copy to Mad Dworschak in person or through email at mad@maddworschak.design.

### Please Sign and Date Below:

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[REDACTED], Black Sheep Tavern + Oyster Bar

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MM DD YYYY

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Mad Dworschak, Mad Dworschak Design

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