



June 23, 2019

Cindy Cline, CPA
[REDACTED]

Re: Proposal, Draft 1

PROPOSAL *for Logo Design*

Mad Dworschak Design is pleased to provide this proposal to Cindy Cline to provide design concepts and production artwork for re branding her established accounting business.

PROJECT GOALS

Cindy Cline has been working as a CPA in Atlanta for years. She is looking to rebrand her newly-formed LLC with a new name and tagline: Cindy Cline & Company, Atlanta's Intown CPA. Her clients choose her because she is local, accessible, speaks plain English, and does good work. Mad Dworschak Design hopes to provide her with a clean (but not conservative) logo package that shows off these qualities and entices new clients to hire her.

TIERED BRANDING PACKAGES

Take a look and decide what's right for your business at this time. No matter which tier you choose, you will have a strong foundation on which to expand your brand identity, if you ever want to upgrade. Everything is open to discussion: please reach out with any questions or requests.

TIER 1 **Budget Logo Package** \$ [REDACTED]

- preliminary consultation with one initial option presented
- one round of feedback and revisions
- complete suite of monochrome (all-black, all-white, and grayscale) logos, plus a full-color logo that incorporates one main brand color (includes color formulas for web, digital, and print applications)
- one variation of logo layout: "icon" style (crops to a square or circle and is legible at small sizes) for use in online profile images, address labels, branded merchandise, et cetera
- a wide range of file sizes and types for web, digital, and print applications

Includes:

- one-page presentation and explainer of the brand identity
- indefinite usage rights for the client of final artwork

TIER 2 **Standard Logo Package** \$ [REDACTED]

- preliminary consultation with two initial options presented
- two rounds of feedback and revisions
- development of basic 2-color palette (with color formulas for web, digital, and print applications)
- complete suite of monochrome (all-black, all-white, and grayscale) logos, plus full-color logos that incorporate the 2 brand colors



- two variations of logo layout:
 - “icon” style (crops to a square or circle and is legible at small sizes) for use in online profile images, address labels, branded merchandise, et cetera
 - “masthead” style (usually a longer logo that doesn’t crop to fit inside a square or circle) for use in more formal applications like your main website logo, letterhead, business cards, et cetera that may or may not incorporate a tagline
- a wide range of file sizes and types for web, digital, and print applications
- typography recommendation and 1 font file for future use

Includes:

- one to two-page presentation and explainer of the brand identity
- indefinite usage rights for the client of final artwork

TIER 3 Complete Brand Identity



- preliminary consultation with three initial options presented
- collaborative development of brand name and tagline
- two rounds of feedback and revisions
- development of complete color palette (3–5 colors with formulas for web, digital, and print applications)
- complete suite of monochrome (all-black, all-white, and grayscale) logos, plus full-color logos that incorporate the brand colors
- at least three variations of logo layout:
 - “icon” style logo (crops to a square or circle and is legible at small sizes) for use in online profile images, address labels, and branded merchandise
 - complete variations of “masthead” style logos (that don’t fit inside a square or circle) for use in more formal applications like your main website logo, letterhead, business cards, et cetera. Usually includes a wider “side-by-side” logo+name, a taller “stacked” logo+name, and “lockup” versions of each that incorporate a tagline
- a wide range of file sizes and types for web, digital, and print applications
- complete typography guidelines and multiple font files for future use

Includes:

- multi-page presentation and explainer of the brand identity
- indefinite usage rights for the client of final artwork

PROJECT SCHEDULE

I propose a flat-fee structure for this project to avoid any surprises from hourly fees. That means it’s up to me to stick to my hourly goal. I will notify you well in advance if we are in danger of exceeding the scope of work (due to more than 2 rounds or revisions, etc.), at which point I bill \$45/hour.

PLAN	Start of project: Proposal draft sent by Mad Additional tweaks to proposal (if necessary) Proposal finalized and signed by both parties	Sunday, June 23 June 24–26 Wednesday, June 26
DESIGN	FEE: 50% Deposit Design Phase I + First Submittal Client Review and Requested Changes Design Phase II + Second Submittal	DUE: Before Design Work Begins 10 days – Sunday, July 7 2 days – Tuesday, July 9 6 days – Monday, July 15



Client Review and Final Changes
Final Design & Production Phase
Final Watermarked Submittal + Approval
FEE: Remaining 50%
Final Logo Artwork Delivered

2 days – Wednesday, July 17
4 days – Sunday, July 21
Sunday, July 21
DUE: Before Artwork Delivery
Monday, July 22

NEXT STEPS

Once we've agreed on a scope of work and fee schedule, I will issue any updates to this proposal and we can both **sign it**, signifying the start of the project. Fees are due as specified in the schedule to begin work and to submit final artwork. Changes may be made at any time, but additional charges 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 5 days. If you have any questions prior to acceptance of this offer, please text, call, or email Mad Dworschak at [REDACTED] or mad@madness.design. If you approve of this proposal, please sign and return a copy to Mad Dworschak through email or Dropbox.

Please Sign and Date Below:

Cindy Cline, *Cynthia L Cline Financial Management LLC*

___/___/____
MM DD YYYY

Mad Dworschak, *Mad Dworschak Design*
[REDACTED]
Atlanta GA [REDACTED]

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