

# COAT CHECK COFFEE

—

WEB DEVELOPMENT  
PROPOSAL

08.01.19

— BRANDING and ART DIRECTION —

# SECOND STREET

— C R E A T I V E —

SECOND STREET CREATIVE	1 N MERIDIAN #510	INDIANAPOLIS IN 46204	317.426.9799	2NDST.COM
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CLIENT	PROJECT	DATE
<b>COAT CHECK COFFEE</b>	<b>WEB DEVELOPMENT</b>	<b>08.01.19</b>

GOALS

**Primary Goal**

**Connect** - Authentically connect audience to individual concepts as well as family of brands.

**Secondary Goals**

**Inform** - Present relevant and unique content across a variety of platforms

**Engage** - Create an interactive and consistent communication between organization and audience that drives viewer toward engagement

**Web Design and Development**

The following estimate covers all costs deemed necessary to launch a fully custom integrated website system on the wordpress platform with the full feature set as laid out by the scope of work. From a single centralized administrative portal, CCC would be able to generate a concept microsities as needed. These microsities would share technical features but be flexible enough to take on the unique brand of the concepts themselves.

<i>service</i>	<i>estimated fees</i>
<i>Design and Art Direction</i>	
Strategic Planning/Admin	\$200
Design and Art Direction	\$1450
<i>Development</i>	
Front End Programming	\$1400
Server-side Development	\$1100
Responsive Development	\$1000
<b>TOTAL:</b>	<b>\$5150</b>

**Additional Services**

*(as needed)*

<i>service</i>	<i>estimated fees</i>
Umbrella Brand Identity Exploration	\$850
Brand Guidelines	<i>included</i>
E Commerce / Shop Integration	\$1100
Additional Concept Art Direction/Design Needs	<i>billed hourly</i>

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## DESIGN & DEVELOPMENT PHILOSOPHY

We are passionate about harnessing a central narrative and direction upon which to build the aesthetics of a brand and website. Just about anyone can make a brand look good but it takes a special kind of dedication and thought process to understand that merely looking good is not enough. The brand must effectively communicate its story to remain relevant as visual trends change. This is why we emphasize taking the time to understand the narrative of a brand before we even begin discussing “look and feel.” Laying this ground work and then building aesthetics that reinforce strategy ensures a more timeless and effective brand presentation.

## WEB DEVELOPMENT WORKFLOW

### 1. Strategic Planning:

- Gathering all the final specifications of the project
- Establishing the strategy to best accomplish goals within budget and timeframe
- Conception of the main goals of the website and of the users' pathways
- Conception of the website's flow and narrative
- Preparation of detailed charts and wireframes showing the different areas of the website, their features, the technologies that will be implemented, etc...
- Optimization of the navigation according to the application's goals

### 2. Design and Art Direction:

- Conception and creation of the graphic theme of the website and of the web application, including color scheme, atmosphere, general look and feel, etc...
- Actual design of the website and of the web application based on the layouts and structures
- Conception and creation of all the graphic elements of the website

### 3. Front End Programming:

- Top quality hand coding (HTML5, XHTML / CSS / JavaScript) of all the web pages
- Advanced programming and integration of latest front-end web technologies for enhanced user experience and usability
- Basic Search Engine Optimization (SEO) techniques throughout the website

### 4. Server-side Development:

- Integration of the Wordpress CMS
- Actual programming work to implement the application
- Actual programming work to implement the back-end and full administration
- Integration with all features sets

### 5. Quality Assurance and Launch:

- Extensive testing to ensure the site is bug free and is fully compatible with all modern browsers
- Fine tuning the final details of the application design and features
- Configuration and/or linking of the server that will host the website
- Soft launch and testing including e-commerce and client management
- Migration of the site to the live server and launch!
- Full tutorials and video tours of backend content administration including statistics

BRANDING and ART DIRECTION

# SECOND STREET

CREATIVE

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**TOTAL: \$TBD**

These figures include all deliverables/services outlined in this estimate and do not include any potential additional costs. These figures are an estimate, not a quote. They are based on current information provided and may be adjusted pending additional changes/requests. In the event cost may increase, a change order will be generated for review/approval. The above estimate is valid for 15 days.

**Payment Schedule: 50% deposit due upon approval of estimate, balance due upon delivery of final files. All invoices due upon receipt.**

CONSENTED AND AGREED TO

Sign \_\_\_\_\_

Date \_\_\_\_\_

Print \_\_\_\_\_



B. Ryan Hunley - Owner/Art Director

ESTIMATED TIMELINE

**August ::** Contract Signed | **September::** Creative Brief Review | **September ::** Project Begins

*A project of this scope typically takes ~2 months, though timelines are subject to change based on scope and the amount of editing.*

# SECOND STREET

CREATIVE

SECOND STREET CREATIVE

1 N MERIDIAN #510

INDIANAPOLIS IN 46204

317.426.9799

2NDST.COM

## TERMS & CONDITIONS

(Adapted from the AIGA Standard Form of Agreement)

### Services

The Agency agrees to provide all the services outlined in the attached estimate/proposal within the criteria specified. If, however, the client changes any of the criteria during the project requiring additional services, a revision fee will be charged.

Additional services will include, but are not limited to, changes in the extent of work, changes in schedule, changes in the complexity of any elements of the project, and any changes made after client approval has been given for a specific stage of the project according to the agreed-upon schedule. The Agency will keep the Client informed of additional services that are required and obtain the Client's approval for any services that are required and obtain the Client's approval for any services that cause the total fees to exceed those outlined in the attached estimate/proposal.

### Schedules/Overtime/Rush Work

The Agency reserves the right to adjust the schedule and/or charge additionally in the event that the Client fails to meet the agreed-upon deadlines for delivery of information, materials, approvals, payments, and for changes and additions to the services outlined in the estimate/proposal.

### Client Approval

The Client will approve and proofread all final designs and type before the production of final deliverables. The Client's approval of all tangible materials and artwork will be assumed after the work has been submitted to the client for review, unless the client indicates otherwise in writing.

### Payment Schedule

Upon approval of this document, the Client will make all payment installments, as scheduled and outlined in our estimate/proposal. The Client will pay interest on all overdue amounts not exceeding the maximum amount allowed by law.

### Electronic Files

If the Client has requirements for how the project is to be prepared electronically, the Client must communicate this to the Agency before the project begins.

### Third-Party Contracts

The Agency may contract with other individuals or companies acting on behalf of the Client to provide additional services such as writing, photography, illustration, printing, and fabrication. The Client agrees to be bound by any terms and conditions, including required credits and usage rights, with respect to reproduction of the materials that may be imposed on the Agency by these third parties.

### Reimbursable Expenses

Any budget figures or estimates for reimbursable expenses or implementation charges, such as out-of-pocket expenses, typesetting, printing, fabrication, or installation, are for planning purposes only. The Agency will use his or her best efforts to work within stated budgets but will not be liable if these expenses exceed budgets. When possible, no expenses in excess of the budget will be incurred without the Client's written or initialed approval in advance.

The Client will reimburse the Agency for all out-of-pocket expenses incurred by the Agency on this project. These expenses are listed in the attached estimate/proposal and will be billed at cost plus any surcharge indicated in the attached estimate/proposal for account handling and supervision. Upon the Client's request at the start of the project, records for out-of-pocket expenses will be retained by the Agency and will be made available to the Client upon completion of the project.

### Samples

The Client will provide the Agency with samples of each printed or manufactured design. These samples will represent the highest quality of work produced.

### Cancellation

In the event of cancellation of this assignment by the client, Second Street Creative will retain the deposit as a cancellation fee.

### Miscellaneous

This document and the attached estimate/proposal represent the entire agreement between the Client and the Agency and may be changed or modified only in writing and with the approval of both parties. The Client and the Agency represent that they have full power and authority to enter into this agreement and that it is binding upon the Client and Designer and enforceable in accordance with its terms.

*This Agreement will be governed by the law of the state in which the Agency's principal place of business is located. The signature of both parties on the previous page shall evidence acceptance of these terms.*

