

HEATHER HOLZMAN



BRAND AND WEB
DEVELOPMENT

08.25.2020

BRANDING AND ART DIRECTION

SECOND STREET

CREATIVE

2ND STREET CREATIVE	156 E MARKET ST #707	INDIANAPOLIS IN 46204	317.426.9799	2NDST.COM
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CLIENT	PROJECT	DATE
HEATHER HOLZMAN	BRAND AND WEB DEVELOPMENT	08.25.2020

Who We Are

We are an Indianapolis based branding boutique and web shop built to provide small and mid-sized businesses with top-notch creative services. Every plan, page and pixel will be expertly crafted to reflect your brand's story. There are plenty of good designers out there, but you shouldn't settle for just good. It takes a special kind of company to help you inform and inspire your audience. We are that company.

Who We Work With

Motivated, open-minded and passionate entities and folks. We have the skills to help you bring your vision to life, but you have to be ready. Does that mean you need to know every brand trait, positioning statement and competitive advantage? Absolutely not, that stuff is our job. But you do need to be prepared for us to jump inside your head so that we can get to know every facet of you and your business.

Experience

With more than ten years of experience serving clients all over the world, we understand that standing out in a saturated marketplace means more than making a brand look good.

Approach

We firmly believe in the benefits of a collaborative creative process. No one knows your business better than you and it is our job to work with you to build your brand into something you are truly proud of.

TIMELINE

AUGUST 2020

Contract Signed

OCTOBER 2020

Creative Brief & Inspiration Review

OCTOBER 2020

Brand System Work

NOVEMBER 2020

Digital / Website Work

NOV/DEC 2020

Launch

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.

BRAND SYSTEM WORKFLOW

1. Strategic Planning:

- Creative Brief sent to client team for completion
- Creative Brief Review and initial Inspiration Session
- Inspiration Review
- Strategic outline for project deliveries (based on timeline and budget)

2. Design and Art Direction:

- Initial brand evolution concepts developed and presented
- Concept refinement and finalization
- Brand System and Guidelines established

3. Design Implementation and Creation:

- Develop requested assets along with any other assets requested.
- Additional possible things to consider include: business cards, letterhead, social media assets, or any other needs that arise during our brainstorming sessions.

WEB DEVELOPMENT WORKFLOW

1. Strategic Planning:

- 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:

- 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 and account management
- 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

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BUSINESS PROPOSAL | MARKETING SERVICES

service

estimated fees

Discovery / Brand

We will work through a creative brief and inspiration sessions with you to ensure we are all working on solving the same problem: making sure your brand and web presence will match the service you provide.

Design/Brand Implementation

Logo/Brand System Development \$1450

Brand Guidelines *included*

Naming Assistance *included*

Social Media Templates \$600

Website Implementation

Once a visual approach is finalized, we will carry that through an entire website design and build along with creating any other assets (digital, social, and/or print) as requested. Pricing for materials outside of the website will vary based on selections made.

Website Implementation

Art Direction and Design \$2050

Front End Programming \$1500

Development (including responsive design) \$2200

Modular Page Design and Development \$900

WEB TOTAL: \$6650

Our Pricing Structure

We prefer to value bill for the project holistically as opposed to an hourly rate. This ensures we have the flexibility and ability to work with you every step along the way to find the perfect solution specific to your problem.

TOTAL: \$TBD

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CLIENT

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PAYMENT

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, remaining balance due upon delivery of final product. All invoices due upon receipt.

CONSENTED AND AGREED TO

Sign _____

Date _____

Print _____



B. Ryan Hunley - Owner/Art Director

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TERMS & CONDITIONS

(Adapted from the AIGA Standard Form of Agreement)

Services

The Designer 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 Designer will keep the Client informed of additional 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 Designer 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 Designer before the project begins.

Electronic files and software documents related to the Client's project are the property of the Designer and must not be copied, altered, or modified without the written permission of the Designer.

Third-Party Contracts

The Designer 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 Designer by these third parties.

Rights/Ownership

All tangible materials in all circumstances remain the property of the Designer. All rights and ownership apply to preliminary concepts, works in progress, and finished material, whether the project is completed or canceled. Upon payment of all fees and expenses, the Designer will grant all reproduction and/or usage rights, as outlined in the attached estimate/proposal, for all approved final materials created by the Designer for this project. Designer retains rights to all rejected concepts and mock ups.

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 Designer 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 Designer for all out-of-pocket expenses incurred by the Designer 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 Designer and will be made available to the Client upon completion of the project.

Samples

The Client will provide the Designer 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. Client may cancel at any time in which case Company will bill for all work complete up to that point.

Miscellaneous

This document and the attached estimate/proposal represent the entire agreement between the Client and the Designer and may be changed or modified only in writing and with the approval of both parties. The Client and the Designer 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 Designer's principal place of business is located. The signature of both parties on the previous page shall evidence acceptance of these terms.

