



Joe Client
Hypothetical Company Inc.
26 Church Street
Liberty Corner, NJ 07938

January 17th, 2006

Dear Joe,

Thank you for allowing me to prepare this proposal to design the Hypothetical Company Inc (HCI) identity, brochure, presentation, and web site. I hope you will agree that my very personal approach to problem solving assures concentration on your work and seamless movement from concept through implementation.

This letter will constitute a proposal to service HCI as a design consultant. In it I will cover;

- My understanding of your needs
- Deliverables
- How I will approach the assignment
- A preliminary timetable for meeting deadlines
- My fees and terms

My understanding of your needs

HCI's most immediate need, is the design of a website, brochure, and PowerPoint presentation that will allow you to begin marketing yourself more effectively.

Deliverables

I propose to design and oversee production of your identity (including main logo and stationery system) website, tri-fold brochure, and PowerPoint presentation. The website will follow (but not be limited to, and subject to change) the below site structure (site map) of sections and/or pages;

- Home page
 - About HCI
 - Company mission
 - Bios/CV of officers
 - HCI's Plans
 - Description of plans
 - Downloadable forms/presentations
 - Contact Information
 - Contact info and online form that gets emailed directly to you
 - FAQ (frequently asked questions)
 - Outside Links (IRS, business partners, etc.)

How I Will Approach the Assignment

My approach is always strategic. It begins with my gaining a thorough understanding of who you are, who your audience is and what their needs may be, what prevents them from making decisions in your favor, etc. It also looks at what competitors are doing with various identity and marketing communications vehicles. Anyone attempting to develop an identity and/or marketing communications program without this background will not get the strategy right.

My approach is also holistic. The fact that the specific deliverable for this project is the website, would not preclude me from providing you with more ideas for creating, and sustaining, the brand identity and visibility you are really striving to achieve.



The process begins with the development of a design strategy. Once a strategy has been articulated and agreed upon, we move to creative development and execution. It is critical that we not allow the strategy to be eroded in getting the details completed. Please see the enclosed PDF files for further details of my working process.

As committed as I am to arriving at and staying on the right strategy, I will never lose focus on the fact that critical deadlines must be met.

A Preliminary Timetable For Meeting Deadlines

Based on the deliverables described above, here is a rough timetable for due dates and deliverables based on a plan for completing this project, and includes time for your review. Meetings and/or approvals are needed at the end of each phase before progression to the next phase. One of my first tasks if I am honored with this assignment would be to provide the schedule in more detail, in chronological array, that would also assign responsibilities:

Phase One - Strategy development. Duration: 1 week.

Deliverable: written summary of the strategic vision for the brand identity, and a detailed site architecture (map) of the navigation between sections and pages.

Phase Two - Creative development. Duration: 4-6 weeks.

Deliverables: Completed designs, ready for production into finished printed/uploaded pieces.

Phase Three - Production. Duration: 1 week.

Deliverables: Completed web pages with final content, ready for final review, testing and upload. Completed designs ready for printing.

Phase Four - Implementation. Duration: 1 business day.

Deliverables: Live web site uploaded to web server. Files delivered to printer.

Fees and Expenses

Fee: My design fee for this project is estimated at \$xxx +/- 5%. This fee includes planning and strategy development; conference calls and meetings with you; design and any revisions feasible given deadline restraints; final art; and upload of the website.

This is not a quote, but a fee estimate based on the amount of time it is estimated it will take to complete this project, multiplied by the studio flat hourly rate of \$xxx per hour. Any staff training or future work (including website updating) we perform, will be billed at \$xxx per hour, in half hour increments.

Terms: 1/2 of estimated design fee, or \$xxx, in advance; with the final balance plus any out-of-pocket expenses due upon completion of the project. If any phase of the assignment is delayed for longer than sixty days, I will bill for time/expenses completed to date.

Additional standard terms are attached in the document entitled "BGD Terms of Service".

Expenses: Any out-of-pocket costs will be billed at a markup of 10%, unless billed directly to you by the vendor/supplier. Such items normally include deliveries, and non-local travel. This project may

require the following broken down as follows. Estimates will be obtained when/if such services are required. Prior written approval in the form of a purchase order is required for all expenses over \$100.



- Printing of brochure - \$xxx
- Commissioned photography - \$xxx
- Royalty-free stock photography - \$xxx

Next Steps

If this proposal meets with your approval, the next step is to sign and return this proposal and the enclosed terms of service agreement. You will receive a signed copy of both back, with a bill for the 1/2 deposit required to begin this project.

Upon payment, a meeting/phone call will be scheduled where we can review:

- A detailed project schedule/timeline
- A detailed explanation of the project phases
- Further discussion of the strategies for using the website so concepts can be developed.

My Commitment

You have my promise that I will engage in this assignment with intensity, intelligence and integrity. I have built my reputation on delivering high-quality strategy, creativity that differentiates and enhances my clients' brands and their ROI, and execution that is flawless.

I would really like to work with you on this project. If you have any questions, please call me at (201) 333-0202. And thanks for the opportunity to submit this proposal. I'm looking forward to working with you.

Sincerely,

Approved:

Andrew R. Brenits
Principal

Hypothetical Company Inc.

Upon approval, signing this proposal above will act as an agreement between Brenits Graphic Design (The Designer) and Hypothetical Company Inc. (the Client). By signing above, both parties also agree to the terms as stipulated in the attached document titled "BGD Terms of Service"