

Proposal

Date 28 June 2018
To Suzanne Holt
Ulster County Office of Economic Development
Project UCEDA Logo Design

The Ulster County Economic Development Alliance (UCEDA) supports the promotion of Ulster County as the premier location to expand and grow business for the creation of wealth, fostering strong, sustainable, diverse economic opportunities for Ulster County and its communities. UCEDA works to support retention and growth of businesses. UCEDA provides financial support, marketing, facilitation of capacity building and infrastructure programs and collaboration with community, regional, state, and municipal partners and leaders.

Project Description

Design a unique and appropriate logo that presents UCEDA as an accessible/friendly, helpful, professional, and expert central resource to its various audiences.

Our Process

- 1 First is a meeting with you to understand the project objectives, new logo applications and aesthetic considerations. Following this, we will confirm the design fee presented below.
- 2 We begin by exploring a variety of design directions. Careful consideration is given to use of imagery, typography and color.
- 3 Candidate designs emerge and are evaluated internally. Important considerations include:
 - overall suitability
 - competitive advantages
 - ease of adaptability in all media
 - ease of maintenance in terms of time and money
 - relative timelessness
 - potential image characteristics
- 4 The 2-3 most unique and appropriate designs are selected for presentation.
- 5 We meet with you in person to review and evaluate the design recommendations. Together we select a logotype design for refinement.
- 6 The selected logotype design is refined and presented to you for approval.
- 7 Upon approval we create the logotype in digital file formats: .jpg, .eps, .pdf

Design Fee – \$1,500 (Typographic) – \$2,000 (Illustrative)

Fee includes the time we expect to invest in client meetings, design, presentation, two rounds of refinements to the selected design, and preparation of final logotype digital artwork.

Reimbursable Expenses – \$100

Out-of-pocket expenses such as color proofs, materials, deliveries.

Alterations and Additional Work

Extra rounds of refinements and revisions, changes to approved and completed work, and work not included in this proposal are additional and billed at \$100/hr.

The Fine Print

- All costs are subject to confirmation upon determination of final specifications and requirements.
- Estimates are valid for 30 days.
- Ditto! Design! retains ownership of and the copyright to all designs created for this project. Upon receipt of final payment of all related project invoices ownership of and copyright to the final, approved design automatically transfers to the client. All other sketches and designs remain the property of Ditto! Design! LLC.

Submitted by Rick Whelan

