

Austin Travis County Sobriety Center Identity Proposal

06.05.17

Sobriety Center

identity proposal

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BRANDING PACKAGE

- **Logo / typeface selection / color palette / naming** \$3000
- **Website design** (phase 1) \$1200
- **Website coding** (phase 1) \$700

TOTAL: \$4,900

RECOMMENDED ADDITIONAL SERVICE

- **Website content management tool** (phase 1) \$900

50% deposit due at the start of the project. 25% at halfway, 25% at completion.

Fonts & Stock photography will be purchased by C/R and licensed to the client (at cost.)

Font costs are not included in our fee, but generally run about \$40 per font weight selected.

Web hosting, domain registration, 3rd party services such as newsletter management are client's expense.

Ongoing design services and web maintenance changes will be billed at hourly rates.

PROJECT	ESTIMATED TIME	AT DAY RATE OF \$600
• Overview 1-sheet	1- 2 days	\$600-\$1200
• Business cards	1/2 day	\$300
• Letterhead	1/2 day	\$300

Prices are estimates to give a general idea of design costs.

These prices do not include the cost to manufacture these items.

PROJECT SCOPE: BRANDING

STEP A: Client conversation and brainstorming session.

This will give us an opportunity to better understand how the client would like to position the brand of the Sobriety Center, review some visual inspiration, and point us in the right direction for our initial design directions.

STEP B: Naming

We will present 3-5 name options. Ideally the name will be decided before the presentation of logo designs as that could have a big impact on the direction of the type treatments.

STEP C: Logo / Identity development

We will develop 3 design directions for the Sobriety Center identity

For each direction, will we present:

- a stand-alone logo
- a color scheme

STEP D: Logo / Identity refinements

Round One:

Refinement #1: Collaborative session to narrow down the project to 2 design directions, as well as a first look at typefaces to be used on the website and in printed pieces.

Round Two:

Refinement #2: Digital presentation and call to narrow down design to 1 direction

Round Three:

Refinement #3: Digital presentation of working final logo and discuss final adjustments. Pending this approval, we will deliver the final logo and brand mark in multiple file formats, and a basic usage guide with selected typefaces. We can create and deliver a full set of brand guidelines (with indications of how to use on signage) for an additional fee.

PROJECT SCOPE: WEBSITE & DEVELOPMENT

STEP A: Website design

Round One:

We will design a basic wireframe for the site based on requirements and a conversation with the client.

Round Two:

Pending approval of wireframes, we will design “flat” pages, which will be presented digitally to the client.

STEP B: Website design refinements

Round One:

Refinement #1: Digital presentation and call to make adjustments to site design

Round Two:

Refinement #1: Digital presentation and call to make final adjustments to site design. These final tweaks are made by C/R and will be sent for client sign-off.

STEP C: Website development

Approved “flat” pages are send to web development for coding.

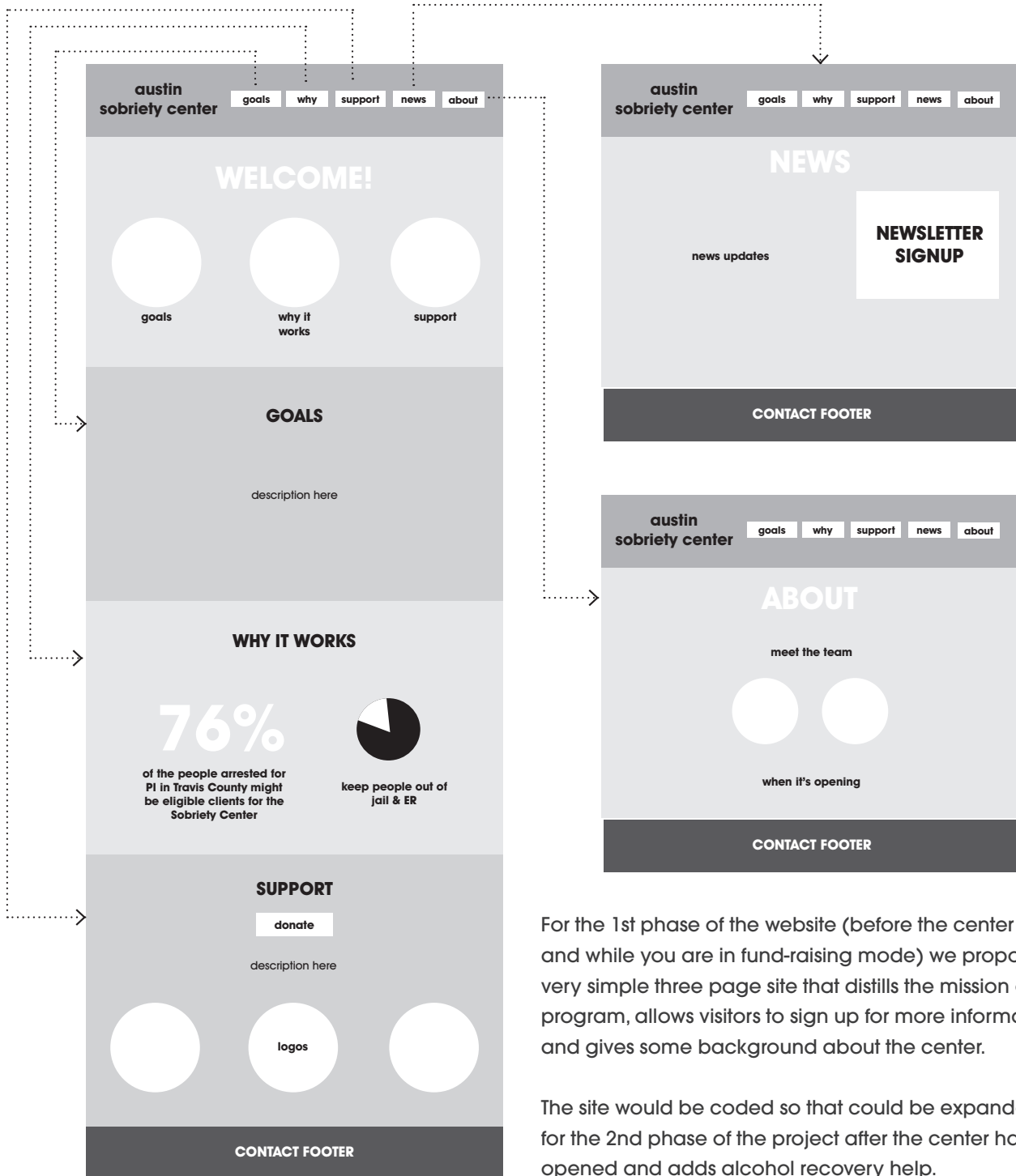
Round One:

A working version of the website will be sent to the client, followed by a call. Any fixes to the site functionality will be passed to the web developer.

Round Two:

Web developer makes final changes, and pending final changes, website is pushed live at requested date.

WEB DESIGN



For the 1st phase of the website (before the center opens and while you are in fund-raising mode) we propose a very simple three page site that distills the mission of the program, allows visitors to sign up for more information, and gives some background about the center.

The site would be coded so that could be expanded for the 2nd phase of the project after the center has opened and adds alcohol recovery help.

WEB DEVELOPMENT

CODING FOR WEBSITE

SCOPE

The majority of the sections referenced in the menu click through on the same page, with two additional pages for News and About. The menu will be locked at the top and the page will structured as responsive for use on desktop as well as mobile devices. The final product will be tested on all major browsers & platforms.

DELIVERABLES

- Flat page designs to be approved by client before moving into development
- 3 HTML files and all supporting javascript, css3 & pre-processor CSS files.
- Javascript & CSS will be minified for page speed.
- Mailchimp is my recommendation for the newsletter sign-up and can adapt their sign-up code to reflect the page design. (client will assume this cost)
- Configure the server and DNS registration to point the URL to the directory containing the files.
- Configure any analytics tracking software. (recommendation is Google Analytics.)
- The CSS and HTML will be coded as a phase one approach.

The code and structure will follow a methodology that can be reused for a larger, more intricate site.

RECOMMENDED ADDITIONAL SERVICE

CONTENT MANAGEMENT TOOL FOR WEBSITE

SCOPE

User roles ("admin", editor) for editing content shown on site. Blog like content type for creating/editing/schedule news items. There will be a paginated news overview for all items. Each will link to the full article. Articles will have SEO optimized URLs for search engine visibility.

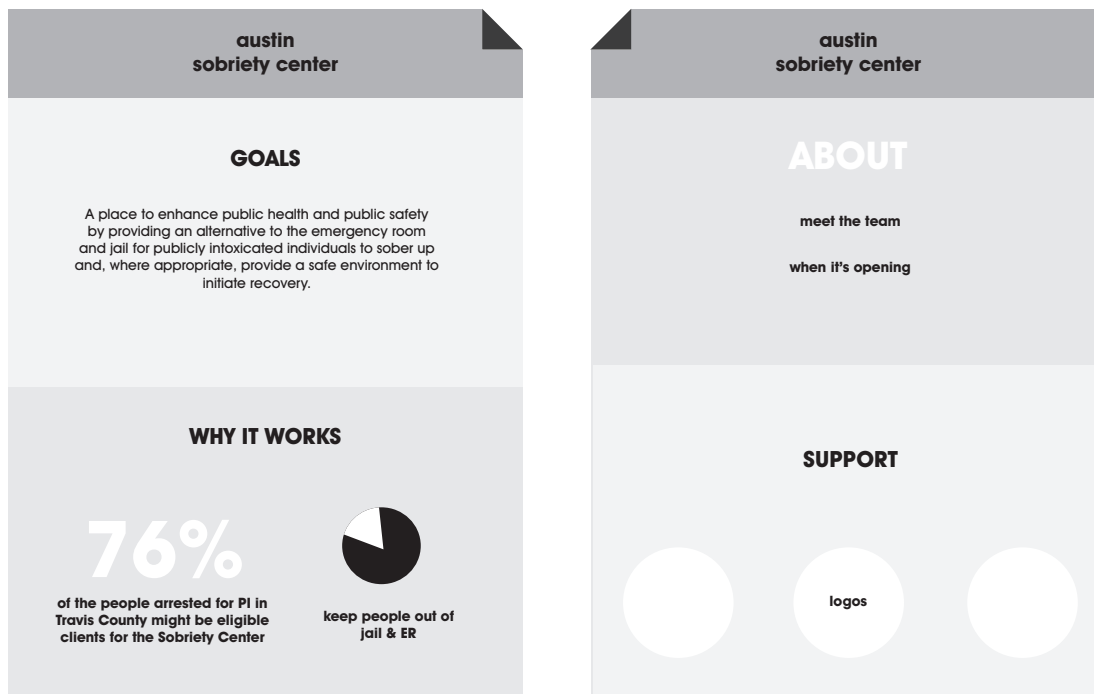
The structure can be built upon for larger, more complicated implementations in future iterations.

DELIVERABLES

Laravel 5.3 backend based on PHP and SQLITE3.

RECOMMENDED ADDITIONAL SERVICE

OVERVIEW 1-SHEET (PRINTED OR PDF)



We advise creating a one-sheet that you can leave behind in meetings with potential sponsors that distills the information in the Final Implementation report, breaking out potential cost-savings. This would be a companion piece to the 1st phase website.

COMPARABLE LOGOS (FOR REFERENCE)

