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## PROPOSAL FOR BLUEBIRD BAKERY LOGOTYPE

### PROJECT DESCRIPTION

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To develop a brand identity for the start-up company Bluebird Bakery.

**PROCESS** 6 initial logotype variations, 2 rounds of revisions on client's top two initial directions

**LOGO** Full color with custom illustration and typography

**STYLEGUIDE** 5 page styleguide that details the identity fonts, colors, and logo usage

**DELIVERED** CD with vector scalable logo file and bitmap screen quality logo files and bound styleguide

The above services will be provided for **\$1125**  
*Complete project rates are determined based on our \$75 per hour design rate.*

### PAYMENT

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A deposit equal to 40% of the project rate (\$450) is requested prior to work beginning.

A payment equal to 60% of the project rate (\$675) is to be paid 30 days from receipt of final invoice.

### REPRODUCTION RIGHTS

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The client assumes full reproduction rights upon payment for completed project. The designer retains personal rights to use the completed project and any preliminary designs for the purpose of design competitions, future publications on design, educational purposes and the marketing of Fleuron Press.

### PRODUCTION SCHEDULES

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Production schedules will be established and adhered to by the client and Fleuron Press (provided that neither shall incur any liability or penalty for delays due to causes beyond their control). Where production schedules are not adhered to by the client, final delivery date(s) will be subject to renegotiation.

DESIGN REVIEW I: 13 JAN 09   DESIGN REVIEW II: 20 JAN 09   DESIGN REVIEW III: 27 JAN 09   FINAL DELIVERED: 5 FEB 09

CLIENT

DATE

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DESIGNER

DATE

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