



Brand Identity & Web Design Proposal

Project Details, Terms, and Conditions between Expressions Counseling Service & GP Market

Tuesday, October 15, 2019

Brand Identity + Web Design

Overview

Every business needs an effective brand identity to become a brand. GP Market has successfully designed logos and implemented brand identity systems and websites for clients for over 2 years. GP Market proposes to provide Lashawn Butler Francis and Robin Tucker Brandon of Expressions Counseling Service a full brand identity and logo web design for a total of \$600.

About us

GP Market is an innovative brand and digital experience design company. We provide a wide range of services including branding, web design, social media marketing, and consulting. GP Market LLC offers customer-oriented services that deliver creative and effective results.

We know that a brand is more than just a logo and look forward to creating something special for you.

Scope of Work

For the initial phase of developing the brand, GP Market LLC will directly work with you to perform a brand audit and design the new, official logo.

Brand Audit + Design brief

- 1-2 hour phone conversation for brand research purposes

Sketch Process

- A total of 3 Preliminary sketches are sent to client within a week of the design brief delivery

Logo Sketch Conversation

- 30 minute conversation over the phone going over feedback on prelim sketches and narrowing to your favorite from the 3

Once a logo is selected from the sketches, GP Market LLC will design the following logo deliverables for the brand.

Black/White logo

- Rendition of b/w logo in all relevant formats (.png, .gif, .pdf, .ai., .eps, and/or .jpg)

Illustrated full-color logo

- Full-color logo in all relevant format (.png, .gif, .pdf, .ai., .eps, and/or .jpg)

GP Market LLC will develop a brand identity system for Expressions Counseling Service to build consistency on all mediums in which a customer will engage with your brands.

Brand Style Guide

A brand style guide takes the heart and soul of your brand and translates it into design.

- Brand Color Palette
 - Color palette with hex codes, CMYK, and RGB values for 3 - 4 colors
 - Typography Selection
 - 2 font typography for your brand. Header, sub-header, and paragraph font. Includes a secondary typeface

Business Card Design

- Custom double sided, full-color business card that follows all design guidelines from your style guide

Once the brand style guide is completed, we can begin the website by applying the rules addressed in the style guide such as brand colors, and font selection.

Installation of Webflow Template

- Expressions Counseling has selected a **\$49 template, Helping Hands**
- <https://webflow.com/templates/html/helpinghands-nonprofit-website-template>

Web Design and Development

- Going based totally off the style guide, the entire template will be customized to fit your company branding.
- Colors, images, and fonts will be adjusted accordingly.
- We will create new pages that are currently not included in the template.
- The website will feature the following main pages: Homepage, About, Services, Training & Consultations, Blog, Contact, FAQ page
- The Services page will include the following subpages: Therapeutic Services, Psychological Evaluations & Testing (which can be renamed as needed)

Design and consulting services will be provided on fixed rate basis in the amount written in Fees section. Services not listed in Fees section should be considered as additional and out of scope of this proposal.

Service Fees

Name	Price	Quantity	Subtotal
Brand Identity Design	\$300	1	\$300
Web Design	\$300	1	\$300
Webflow Template	\$49	1	\$49
			\$649

Terms + Conditions

Expressions Counseling Service shall pay GP Market LLC a 50% (\$300) non-refundable deposit to begin the project. The remaining 50% (\$300) is due after project completion. The cost of the website template is also due to begin the project, which is \$49. We are requiring a total of \$349 to get started.

Invoices will be generated upon project approval and are due within 10 days of receipt. Payment may be made by PayPal or credit card. Credit card payments are subject to added fees in the project cost. Payments made past an invoice's due date are subject to a \$10 daily late fee.

Authorizing this project requires a signature below.

Signed for Expressions Counseling Service

Signed for GP Market LLC


