



# PROJECT ESTIMATE

## Stationery Package

Blue Rose Music

02 / 19 / 2018

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### 1. Business Cards

#### Scope of work:

- Design
  - o Based on the recently established Blue Rose Music visual brand, DEI will present two concepts for a business card (R1)
  - o After the first review, the client team will provide refinements and up to 5 names to be created (R2)
- Production
  - o With the design approved and all cards typeset, the client team will conduct a final review (R3), prior to print production
- Final Deliverable
  - o Final files will be delivered in InDesign and print-ready PDF

**Reviews:** Up to 3 design reviews included

**Fee:** \$1,440

**Deposit:** 50% of low-end fee

### 2. Note Card

#### Scope of work:

- Design
  - o DEI to design a note card/thank you card (size/form factor TBD), based on the finalized business card design (R1)
  - o This note card will have a corresponding envelope

- Production
  - o Up to 2 rounds of refinements to the design, if needed, prior to package and delivery (R2)
- Final Deliverable
  - o Final files will be delivered in InDesign and print-ready PDF

**Reviews:** Up to 2 design reviews included

**Fee:** \$1,080    **Deposit:** 50% of low-end fee

### 3. Mailing Label

**Scope of work:**

- Design
  - o Based on the finalized materials above, DEI to create 1 mailing label (approx. size 1" x 2 5/8" / Avery template #8160) (R1)
- Production
  - o DEI to make revisions and hand off production-ready PDFs prepared to Avery upload standards (R2)
- Final Deliverable
  - o Final files will be delivered in InDesign and print-ready PDF

**Reviews:** Up to 2 design reviews included, if needed

**Fee:** \$360    **Deposit:** 50% of low-end fee

**Notes:**

- Client to provide all copy and content for all materials prior to design
- DEI to supply all print ready artwork to client and/or client selected vendor(s)
- Client to coordinate all production

By signing here the client confirms notification and approval of the fee required to complete this project or deliverable as described above and agrees to DEI's standard terms and conditions ([deicreative.com/terms.html](http://deicreative.com/terms.html)).

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Client Name

Print Name

Date Signed