



# PROJECT PROPOSAL - REVISED

Vinyl Product Line: Visual Identity & Launch Materials

MILGARD WINDOWS & DOORS

04 / 25 / 2018

# ABOUT DEI

## SMALL BUT MIGHTY

DEI Creative is a boutique graphic and interactive firm located in the heart of Seattle. Recognized for award-winning design, DEI is a fiercely creative family of designers, developers, and producers who love bringing brands to life.

Over the years DEI has had the opportunity to work on a wide variety of projects, but our niche is certainly in the development of brand identities, print collateral, and websites for Northwest products and communities—from local breweries, to unique multi-family developments, to the iconic Pike Place Market. We understand that effective design is about storytelling, and take pride in our ability to design befitting, innovative materials that truly connect with the intended audience.

Furthermore, while approaching each project with over a decade of experience, we believe that it is our collaborative creative process that sets us apart. Because we are a small firm (by design), we are flexible. And we have found that good relationships and communication with our clients results in the highest level of work.

To learn more, we encourage you to check out our website at [DEICreative.com](https://DEICreative.com)

# SAMPLE WORK

## RELAY / RACHEL YANG

Brand development, website design & development

[relayrestaurantgroup.com](http://relayrestaurantgroup.com)

## CYRENE

Brand development, print design, advertising design, photography, website design & development

<http://cyreneseattle.com/wp/> (beta website)

## SEATTLE CIDER COMPANY

Brand development, packaging design, website design & development

[seattlecidercompany.com](http://seattlecidercompany.com)

## GRIDIRON

Brand development, photography, print design, website design & development

[gridironcondos.com](http://gridironcondos.com)

## ROCK CREEK + FLINT CREEK

Brand development, print design, website design & development

[rockcreekseattle.com](http://rockcreekseattle.com)

[flintcreekseattle.com](http://flintcreekseattle.com)

## THE COBB

Brand development, print design, advertising, website design & development

[cobbapartments.com](http://cobbapartments.com)

## MITHUN

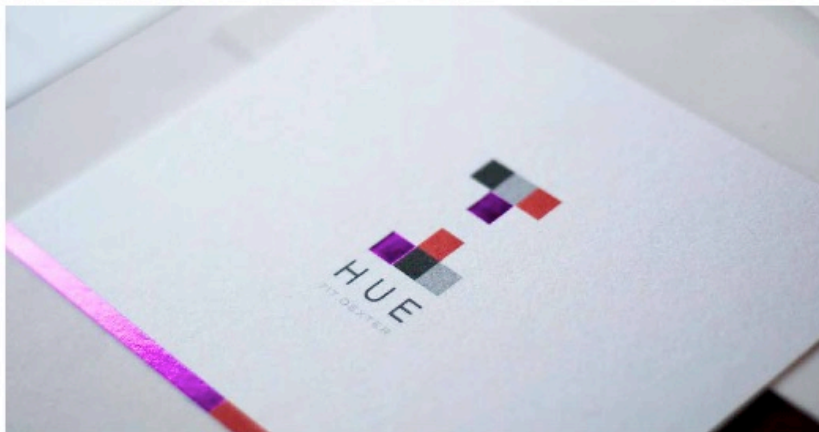
Website design & development

[mithun.com](http://mithun.com)

## BALLARD PUBLIC

Brand development, print design, website design & development

[ballardpublic.com](http://ballardpublic.com)





# SCOPE OF WORK

DEI Creative, in close collaboration with Tolena Thorburn and the Milgard Windows & Doors team, will develop a befitting visual brand for a new vinyl product line that is set to release-to-market in mid-2018. This product line will be a part of the overall Milgard product family and while visually aligning with the Milgard brand, will carry its own distinct and contemporary look and feel.

## Phase I: Discovery & Visual Brand Development

### Scope of work:

- **Discovery/Project Kickoff**
  - o Project kickoff to discuss and further understand the overall business objectives, product key features, target audiences, competitive landscape, differentiators, brand personality and all associated messages that should be communicated through the product line's visual identity
  - o Review and discuss the existing Milgard brand components/guidelines to understand how best to thread into this product line's story
  - o Review and discuss samples of other brand identities (window/door brands or otherwise) that the client team likes or dislikes
  - o Presentation of a mood board for review, to inspire a more detailed discussion on the desired brand aesthetic
- **Concept Design & Tagline Development**
  - o Using information collected at the kickoff meeting as well as the Milgard guidelines, and content and provided by the client team, DEI will present two visual directions for the vinyl product line's promotional launch campaign
  - o Each direction will include color and font exploration, supporting graphics (i.e. patterns, textures, photo styling, etc.) and will be applied to 2 sample applications (i.e. a digital banner and a poster) for proof of concept
  - o Following the first presentation, one of the visual directions will be selected and feedback along with final copy (if any) for all materials will be provided
  - o In tandem with the visual identity development and based on all background provided by Milgard, DEI will develop and propose 3 product tagline concepts for the campaign. The Milgard team will review these 3 tagline concepts and will select one final concept to be included as part of the upcoming launch materials.

## Phase II: Launch Materials – Extension & Finalization

### Scope of work:

- **Design Extension**
  - o With the visual identity of the product line established, DEI will extend and finalize the following deliverables:
    - o Digital Ads: (to be used in PPC and consumer-facing campaigns), 3 designs for each of 3 sizes: leaderboard, rectangle and skyscraper
    - o Social Media assets: Includes 2 templates per platform (FB, Twitter and Instagram) for client team to populate
    - o A 24x36" poster that will be specifically for trade/dealer showrooms to produce and display (Trinsic specific)
    - o A dealer brochure (4-8 pages) that will announce one of the products within the vinyl product line. This brochure will be digital (PDF format) and will cover specifics about this product's features, selling points and place within the overall Milgard product family. The Milgard team will provide all content for this brochure. (Trinsic specific)
- **Final Artwork & Guidelines:**
  - o DEI will prepare and package final artwork per the client specifications and can provide printing technique recommendations for the poster (if needed)
  - o As a final step, DEI will provide a guideline document for the visual identity of the campaign, detailing usage across various applications, summarizing visual colors, typography, photo styling, etc.

**Reviews:** Up to 2 design reviews of each deliverable listed above

**Total Fees:** \$6,000 - \$8,000

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

### Notes:

- Assumes the client team will provide all copy, with exception of the tagline
- Assumes the client to coordinate all social media uploading/placements and print production as necessary

# TERMS & CONDITIONS

## FEE SCHEDULE

Payment will be due, in full, upon completion of the individual deliverables or the project as a whole, minus any deposits noted above.

## PAYMENT TERMS

All invoices are due upon receipt or net 15. A late payment of 1% per month may be applied to unpaid invoices more than 60 days over due. DEI Creative reserves the right to put a project on hold if required payments are not made.

## DEPOSITS

Deposits paid are non-refundable. Should the client change their mind or cancel a project after research, resources allocated or design work has commenced on a project, the initial deposit is forfeited, plus a pro rata payment based upon the time spent, if necessary.

## CHANGES—WORK & SCHEDULE

DEI Creative will charge \$180 per hour to complete deliverables or additional reviews that go beyond the scope of work. When a project goes outside of the scope of work the client will be notified with a Project Addendum form. This form will define the additional work required and the estimated associated cost. The client must approve this form for project work to continue. If the type or amount of work changes significantly in a project, DEI Creative reserves the right to re-bid the entire or deliverable or project.

In addition, DEI Creative may charge a 2% delay penalty on the total sum of contract for a significant shifting of schedule timing or start date. Any shift in the schedule due to a delayed start or client changes will change the design schedule accordingly.

## EXPENSES

The vendor/supplier will invoice all expenses directly to the client unless otherwise noted or agreed upon. For expenses paid directly by DEI Creative, the client shall reimburse DEI Creative for all costs including sales taxes due.

- **photography**  
Stock: Images sourced from stock image services of which DEI Creative pays a membership fee will be invoiced at a rate of \$20 per image. Images sourced from other stock image services will be invoiced at the price they are purchased for.
- **production**  
Unless otherwise agreed upon, DEI will assist in selecting materials best suited for each project and prepare the files for press accordingly. The selected printer will invoice the client directly
- **copy/content**  
If a contract copywriter is hired, the client will be invoiced directly.

## CLIENT RESPONSIBILITIES

DEI Creative will design deliverables based on information provided by the client will make every reasonable effort to assure the accuracy of the material produced. It is important that all client-provided details be accurate and timely to prevent scope and schedule changes. It is the client's responsibility to gain usage rights and confirm accuracy of any provided content, copy, logos, trademarks, images, etc. Also, the client is responsible for any zoning permits needed for environmental marketing. DEI Creative will not be responsible for loss, damage, or unauthorized use of materials, and is not responsible for the actions of any hired vendors/suppliers.

The work done in this project is done in partnership with DEI Creative and the client. Just as DEI commits to delivering on the determined schedule, the client will need to perform their duties on that same schedule, providing feedback and approval in a timely manner

## INDEMNIFICATION

The client shall indemnify DEI Creative against all claims and expenses, including attorney fees, due to uses of text, illustration, photography, third party copyrights or trademarks, or other intellectual property content provided to DEI Creative by the client.

## TRANSFER OF RIGHTS

With receipt of full payment, DEI Creative will transfer usage right on all final designs to the client. The client will have full ownership of the designs and content at that point, not including any 3<sup>rd</sup> party, non-transferable software.

## INTELLECTUAL PROPERTY

Early in the design cycle DEI Creative will show concepts, comps, and visuals that are solely for the purpose of demonstrating an idea or message. The client does not receive legal title to or permanent possession of these items. The client will only be transferred rights of the single concept that is brought through to completion.

## ACCREDITATION/PROMOTION

Once the project has been completed and released to the public, DEI Creative has the right to add the client's name and project to our website, and the right to enter the work into design competitions. DEI Creative also reserves the right to show the completed project to other companies as a demonstration of previously completed work.

Where appropriate, we may decide to include a small credit in the footer of websites reading "Website by DEI Creative". When printing collateral, we will request a small number of printed samples for demonstrative purposes. Finally, DEI Creative reserves right to photograph environmental projects that we have designed.

## CONFIDENTIALITY/EXCLUSIVITY

DEI Creative will keep client information confidential and share only what is needed to accomplish objectives. The relationship between DEI Creative and the client is not exclusive. DEI reserves the right to work with a variety of clients.



# CONTRACT TERMINATION

Either party reserves the right to terminate this contract without cause at any time. Parties agree that DEI Creative will be promptly compensated for services performed and/or associated costs, based on enclosed project scope, up until date that DEI Creative receives notice or gives notice of agreement termination.

# EXPIRATION

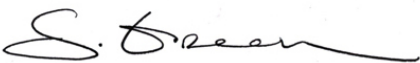
Prices quoted are valid 30 days from the date of proposal.

# AGREEMENT

DEI Creative agrees to provide all services listed under "Scope of Work" for the stated fees. Client agrees to pay all stated fees and expenses incurred during and related to the project.

The above is an agreement with both parties with understanding of all terms. Please initial preceding pages.

Signed:



Sara Green, DEI Creative

Sara Green

Print Name

April 25, 2018

Date Signed

Sign Name

Print Name

Date Signed

Invoicing Contact Name

Invoicing Contact Email & Phone