



PROJECT PROPOSAL

Updated Supporting Brand Elements and Report Template

RECOLOGY

04 / 26 / 2017



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 unique products and communities—from local breweries, 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

SCOPE OF WORK

1. Updated Supporting Brand Elements and Report Template

Scope of work:

- Kickoff meeting to define project goals, competitive set, and desired aesthetic direction
 - To include discussion of history/future priorities for Recology brand
 - To include discussion of example visual directions for supporting element updates; client is encouraged to bring own design references as well
- Evolution of supporting brand elements
 - Previous Recology brand framework to be referenced as a jumping-off point, and standard for visual harmony during evolution of supporting elements
 - 3 options presented for updated brand palette; these options will likely be formatted as example pages from report
 - Each updated brand palette option to be inclusive of:
 - Font selections/pairings and hierarchy
 - Color palette
 - Example photography selection
 - Use of whitespace
 - Formatting of headers, footers, and captions
 - Small example graphic treatment (for example, a map)
 - Client to select one of the 3 directions for further development
- Report Template Design
 - DEI to design the following 8 page templates:
 - Cover template
 - Letter template
 - Table of contents template
 - Executive Summary template
 - 2 general text flow templates
 - To include variations in photo size/placement between the two
 - To include quote styling
 - To include table styling
 - Employee/Resume spotlight template
 - List template (see p.55 of Renton proposal for example of this content)
 - Each page template to include 3 rounds of design (R1 presentation, plus R2/R3 for revisions based on client feedback)
 - Upon approval of report template designs, DEI to provide native Adobe files to client
 - Please note that client must purchase own font license(s) for any fonts spec'd, in order to comply with font EULAs
- Upon completion and delivery of the report templates, a short "spec sheet" will be provided, detailing font/color selections used in the templates. This may be used for future branded elements, as a reference for the aesthetic components selected for this deliverable.

Fee: \$8,800

Deposit: 50%

Notes: Scope does not include purchase or complete selection of stock photo library (beyond representative style samples); however, we will be happy to be involved in this at our hourly rate if help is desired here!

(optional additional) Complete Formatting of Example Report

Scope of work:

- If desired, DEI can format a complete report (delivered in PDF and corresponding native file) based on the page templates spec'd above. The scope for this would be inclusive of flowing all client-provided copy into the report templates; but would be exclusive of infographic development for the report (which is spec'd separately below).

Fee: \$1,600 - \$2,000

Deposit: 50% of low-end fee

Reviews: Up to 3 design reviews included

Notes: This scope assumes that all content provided for flow-in is final and approved. If major content edits are required during design, we may need to re-quote this deliverable in reflection of additional time spent for content wrangling.

(optional additional) Infographic Development

Infographics are projects all their own; they can vary widely in scope based on the level of detail desired, and the degree of complexity in representation (for example, graphs are relatively straightforward, while a complete "client journey" map can involve many more decision-points and explorations of possibilities). For this reason, we'd suggest that we approach this by identifying your desired priorities and budget for infographics; we can then quote out (in detail) the items we've collaboratively identified as priorities.

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 \$160 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.

WEBSITE MAINTENANCE

After the website has launched, DEI Creative will invoice the client at their hourly rate of \$160* for any and all maintenance work completed on the website per the client's request. Maintenance work may include but is not limited to the following:

- Content updates (imagery and copy)
- Browser optimization / troubleshooting
- Server or domain troubleshooting
- Website support
- WordPress and WordPress plugin updates

Upon the client's request, DEI Creative will provide an estimate for any requested website updates or maintenance work prior to proceeding with the work. Whether an estimate is provided or not, the client agrees to pay DEI Creative for all work rendered on the website.

*Hourly rate subject to change

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 3rd 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 26, 2017

Date Signed



Recology

Danielle Gambogi

Print Name

6/12/17

Date Signed

Danielle Gambogi

Invoicing Contact Name

dgambogi@recology.com

Invoicing Contact Email & Phone

206-519-9630

1. *Staphylococcus aureus*

2. *Staphylococcus epidermidis*

3. *Staphylococcus saprophyticus*

4. *Staphylococcus carnosus*

5. *Staphylococcus sciuri*

6. *Staphylococcus*