



**DATE:** 12 February 2003

**CLIENT:** Villtruck

**PROJECT:** New Villtruck Identity

**RE: VILLTRUCK IDENTITY QUOTE**

Dear John,

Thanks for the call regarding the new identity for Villtruck. In arriving at a price for the required work I've given the project quite a lot of thought and have already completed several hours work on some preliminary designs in anticipation of this quote being approved. As there seems to be limited time to get everything done, I would like to first work out a bit of a timetable for meetings with you.

As mentioned I have already completed some preliminary designs and I would like to meet with you on Saturday 15th February to run these past you.

I envisage this meeting leading to another day or two of work and then I think we will need to get sign off for the major components of your stationery by Monday.

What I intend to have completed and ready to go to the printer by Monday is the following:

Letterhead  
Follower  
Comp Slip  
Business Card(s)  
Purchase Order Form  
Invoice Form  
Quote Form  
Facsimile Sheet

or whichever stationery items you stipulate at our meeting on Saturday.

Over the following day's I will finalise the remaining artwork for vehicle livery and any digital templates you may need for email, PDF's, laser printed letters, etc. and hopefully get those things printed/applied/completed by the time the stationery is delivered.

If we are able to get the stationery approved and off to the printers by Monday I foresee having that delivered to you by the Monday, Tuesday or Wednesday of the following week - possibly earlier. I am currently looking around for the best, cheapest quotes for getting that stuff done.

I hope you will be pleased with the identity I have in mind for Villtruck.

John Tierney





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## **F E E P R O P O S A L**

### **BRANDING AND IDENTITY**

A good visual identity should communicate a strong message to your target market - whether it be a branding position, a corporate philosophy or a product's attributes. It is a powerful tool in creating a dynamic presence that will be remembered. Strange Planet (SP) has designed identities for diverse companies and organisations with various products and services. Each identity has needed to successfully target the appropriate audiences and we feel that we have achieved this.

An effective identity must have integrity and be applied consistently to all areas of a company's public presence and activities. Creating the identity is but the first step in visualising a marketing communication strategy.

Rigourously and consistently applying an appropriate identity to all areas of a business' activities is one of the most effective ways to bring a company to life.

Our approach has always been to identify the essential philosophical, material and environmental attributes of a company and its product, and then to express these elements through the identity we create. In the end we wish to create memorable quality identities that work for our clients.





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## FEE PROPOSAL

The visual identity will comprise a combination of some or all of the following components:

- Logotype: the name of the business as a unique image
- Logo: a symbol indicative of the nature of business
- Supplementary typography: to reinforce the integrity of the identity's appearance
- Supplementary graphics: to support the character of the identity

### STAGE ONE: IDENTITY CONCEPT

- Design an initial 3 to 4 identity concepts - showing alternative developments for each concept
- Prepare visuals for presentation
- Client presentation

Estimated time 20-30 hours

Fee: 1000.00

### STAGE TWO: DESIGN DEVELOPMENT AND APPLICATION

- Following client appraisal of the concept visuals, SP will develop the selected design in line with client response
- Devise colourway variations for 4 colour, 2 colour and mono versions
- Create stationery artwork
- Client presentation and approval for printing (printing will be charged separately)

Estimated time 20-30 hours

Fee: 1000.00

### Disbursements

Unless explicitly stated, the above fees do not include disbursements such as GST, travel expenses, prototypes, additional disks or bromides and colour laser copies, couriers, freight insurance etc. and will be charged in addition to the above fees if actioned. The client will be notified prior to such expenses being incurred.

In the case of any commissioned professional services such as market surveys, printing, illustrations or photography etc., quotations shall be procured, and the client notified of such expenses and approval gained before proceeding.





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### STAGE THREE: EXTENSION OF THE IDENTITY TO OTHER PRODUCTS

The identity will be applied to vehicle livery, digital templates, etc.

Estimated time 4-6 hours

Fee: 200.00

## FEE SUMMARY <sup>1</sup>

This fee proposal has been designed in such a way as to ensure that the initial design of a new Villtruck identity is foreseen within the scope of its possible future extension and development.

Strange Planet Design proposes to undertake the visual identity project as delineated in its proposal for the fees as listed:

|               |   |                |
|---------------|---|----------------|
| Stage 1:      | Identity concept                            | 1000           |
| Stage 2:      | Design development and application          | 1000           |
| Stage 3:      | Extention of the identity to other products | 200            |
| <b>Total:</b> |   | <b>\$2,200</b> |

\*To be quoted following client confirmation of scope of works

<sup>1</sup>Progress claims may be made at each stage.

All fees listed are in Australian Dollars and do not include GST.

Of course John, if you're not absolutely happy with what I present to you on Saturday, and you decide not to go through with the job, there will be no fee.

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