

Month 00, 20XX

Business Name  
Contact Name  
Street Address  
City State Zip

RE: Project NAME

Dear Client Name,

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In addition, my recent design work and resume can be viewed at [www.site.com](http://www.site.com).

Sincerely,



Full Name Here

**CLIENT**

Business Name  
Client Name First and Last  
Title  
Email  
Phone  
Address of business

**DESIGNER/ARTIST**

Designer Name/Business Name  
EIN # XX-XXXXXXX  
Street Address  
Cell Phone  
Email  
Website

*Designer Name/Business Name, LLC is pleased to submit a proposal on Month 00, 20XX for design work to be completed for the Their Business Name. This proposal includes estimates for overall branding and design. The terms of this proposal are valid until Month 00, 20XX. After this date a revised proposal must be requested.*

*Professional Design Services at \$000/hr by Designer Name/Business Name, LLC.*

**SERVICES & SUGGESTIONS**

*Needs based on business meetings with Client Names, Their Titles.*

**PROJECT ELEMENT 1: BRANDING**

Create a consistent brand with a logo, color palettes, textures, preferred typography, and visual consistency for print and web platforms for the Client Business Name. Final logo files will be scalable and usable in various formats. Color and black/white options will be created.

<b>Time</b>	<b>Description</b>
0 Hours	Phase #1: Digital Proof 1 (design 2 logo concepts, first proof)
0 Hours	Phase #2: Digital Proof 2 (changes from client, send second proof)
0 Hours	Phase #3: Final file preparation/Send logo files to client/3rd party print vendors
0 Hours	Approximately \$00 for original design concepts, proofs, and final files for print/web use. Artwork will be saved for use in various file formats and medias as needed.

**PROJECT ELEMENT 2: PRINT MATERIALS**

Create print campaign with materials to spread the word of the Client Business Name. Trifold Brochure and Rack Card to help in promoting the business and services.

<b>Time</b>	<b>Description</b>
0 Hours	Phase #1: Digital Proof 1 (design 2 Sign concepts provided to client, first proof)
0 Hours	Phase #2: Digital Proof 2 (changes from client, send second proof)
0 Hours	Phase #3: Final file preparation/Send artwork to sign vendor
0 Hours	Approximately \$00 for print ready pdf files. Print materials will be sent to printer of clients choice. <u>Print costs are the responsibility of the client.</u>

*The hours allotted above are estimates and can change based on revisions, content, timing of receipt of materials, responsiveness of proofs by client etc. If additional time needs to be added to the project, client will receive a new proposal in advance of the work being completed.*

## PROJECT ELEMENT 3: POSTER DESIGNS

Create a professionally designed poster with artwork from local students and final logo files create for the **Client Business Name**. Dimensions for print in full color, full bleed and border option: 8.5"x11", 11"x17", and 2 posters printed on 36"x24" for the sandwich board.

Time	Description
0 Hours	Digital Proof 1 (design 2 poster concepts provided to client)
0 Hours	Final file preparation/Send artwork to print vendor of clients choice in all sizes requested by client.
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0 Hours	Approximately \$00 for print ready pdf files. Print materials will be sent to printer of clients choice. <u>Print costs are the responsibility of the client.</u>

## PROJECT ELEMENT 4: SOCIAL MEDIA

Create social media content for the updated brand. Update the live pages with the new theme. Facebook/Twitter: page banners. Setup a Facebook Event for cooking demos. Client can then copy and change the date/time/chef info. Client must allow **Designer Name/Business Name** to be an Admin on their Facebook Page for efficiency. This status can be removed following the updated pages.

Time	Description
0 Hours	Design files and send proof to client
0 Hours	Upload social media banners/logos/images/events
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0 Hours	Approximately \$00 for upload ready jpg files. Designer will upload and setup social media pages. Client can then manage the pages.

## FUTURE SUGGESTIONS (ADD ITEMS HERE THAT WERE DISCUSSED)

- Print needs: Newspaper Print Advertisement(s) for the Daily News and other central PA print magazines that are in tourist locations.
- Create plastic corrugated yard signs for borough merchants to promote "Farmers Market Today". These could be used for years to come as long as they are created without dates.
- Develop a permanent sign for the entrance of the park so vehicle/walking pedestrians know of the market. Stand alone sign will be placed along Penn Street with Borough Approval.
- Design a website that is user friendly for the person updating the site but also responsive for mobile website visitors. Link all social media posts to the site. Put any forms for the market vendors or any other forms on the site for easy access.
- 2022 Market Poster: We can setup guidelines for the High School art students. For example: Artwork must be vertical, full color illustration created on 8.5"x11" canvas. They can then turn it in and I can scan at high resolution for the final printed poster.

*The hours allotted above are estimates and can change based on revisions, content, timing of receipt of materials, responsiveness of proofs by client etc. If additional time needs to be added to the project, client will receive a new proposal in advance of the work being completed.*

## PROJECT TITLE/DESCRIPTION

Design work to be completed as requested for the **branding and promotional materials** for the **Client Business Name**. Schedule and design proposal are highlighted on the above document at an hourly rate of **\$000**, respectively, unless otherwise noted.

## SCHEDULE

Upon approval of proposal and signing this Letter of Agreement, design work to begin immediately as content is provided by client. Final designed pieces will be delivered within **10 business days** of approval of final proof.

## TERMS

**1) Reservation of Rights:** All rights not expressly granted above are retained by the Artist, including any electronic rights or usage, and including, but not limited to, all rights in sketches, comps or other preliminary materials. Any use additional to that expressly granted above requires arrangement for payment of a separate fee.

**2) Revisions:** Revisions may be made only by the Artist at the sketch stage of Phase 1. Additional fees will be charged for revisions made after Proof 2 are complete on Phase 3, and for revisions reflecting a new direction to the assignment, or new conceptual input.

**3) Cancellation and Kill Fees:** Cancellation ("kill") fees are due based on the amount of work completed. Fifty percent (50%) of the final fee is due within 30 days of notification that for any reason the job is canceled or postponed before the final stage. One hundred percent (100%) of the total fee is due despite cancellation or postponement of the job if the art has been completed. Upon cancellation or kill, all rights to the art revert to the Artist and all original art must be returned, including sketches, comps, or other preliminary materials.

**4) Credits and Copies:** Client agrees to provide Artist with five (5) sample copies of any printed materials created during any design agreements.

**5) Payment:** Payment for finished work is due upon acceptance, **net thirty (30) days**. The Client's right to use the work is conditioned upon receipt of payment within thirty days of acceptance, and upon Client's compliance with the terms of this agreement. A five percent (5%) monthly service charge will be billed against late payment.

**6) Original Art:** Original art remains the property of the Artist unless expressed in the agreement.

**7) Additional Expenses:** If Client does not provide a courier/shipping number in the space provided below, shipping charges will be added to the final invoice when applicable.

**8) Permissions and Releases:** The Client agrees to hold the Artist harmless against any and all claims, costs, and expenses, including attorney's fees, due to materials included in the work at the request of the Client for which no copyright permission or privacy release was requested, or for which uses exceed the uses allowed pursuant to a permission or release.

**9) Miscellany:** This Agreement shall be binding upon the parties, their heirs, successors, and personal representatives. This Agreement constitutes the entire understanding of the parties. Its terms can be modified only by an instrument in writing signed by both parties. No terms attached to any check for payment under this Agreement can modify the Agreement except under an independent instrument in writing signed by both parties. **This Agreement is entered into in Pennsylvania** and shall be governed by and construed in accordance with the substantive law (and not the law of conflicts) of the State of Pennsylvania. Courts of competent authority located in **Huntingdon County**, shall have sole and exclusive jurisdiction of any action arising out of or in connection with the Agreement, and such courts shall be the sole and exclusive venue for any such action. A waiver of a breach of any of the provisions of this Agreement shall not be construed as a continuing waiver of other breaches of the same or other provisions. **This Agreement shall be governed by the laws of the State of Pennsylvania** and courts of such state shall have exclusive jurisdiction and venue.

\_\_\_\_\_  
Designer Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Accounts Payable Contact Name/Phone

\_\_\_\_\_  
Courier Shipping Number (if applicable)

**CLIENT**

Business Name  
Client Name First and Last  
Title  
Email  
Phone  
Address of business

**DESIGNER/ARTIST**

Designer Name/Business Name  
EIN # XX-XXXXXXX  
Street Address  
Cell Phone  
Email  
Website

<b>DATE</b>	<b>HOURS</b>	<b>DESCRIPTION</b>
04/17/22	2	Designed Logo, Updates to social media, worked on website CMS updates. Proof #2 sent.
04/22/22	4	Updates to Proof #2 revisions. Final files sent to client
04/29/22	9	Updates to Proof #2. Sent Proof #3. Final files sent to client. Print files sent to printer XYZ.

**TOTAL**

**\$000.00**

XX Hours