

PROJECT ESTIMATE

BALDWIN COUNTY COMMISSION

BRANDING, CREATIVE DEVELOPMENT AND MARKETING PLAN

DESCRIPTION	COST
BRAND IDENTITY CREATIVE DEVELOPMENT <ul style="list-style-type: none">• Brand identity development for Baldwin County Commission to include design and development of a logo for Baldwin County, tagline, color exploration, and development of a brand standards manual• Creative development of six logo concepts and five rounds of revisions to the selected concept before final• Creative development of taglines for Baldwin County• Preparation of files in electronic format to send to client and/or printer (does not include printing)	\$3,500
STRATEGIC MARKETING PLAN AND WEBSITE APPROACH <ul style="list-style-type: none">• Develop a strategic marketing plan with recommendations for Baldwin County, AL to reach prospective and current residents of the county in order to promote living in, working in and relocating to Baldwin County. Recommendations will include marketing for parks and historic sites throughout the county• Research and present approach for a comprehensive redesign of the Baldwin County website using a government industry-specific website vendor• Consult with Baldwin County's strategic planning team to coordinate efforts	\$6,500
BALDWIN COUNTY PARKS AND HISTORIC SITES MARKETING AND CREATIVE DEVELOPMENT <ul style="list-style-type: none">• Develop creative materials including signage and brochures for marketing parks and historic sites within the county as well as welcome centers, rest areas• Include detailed verbiage on new micro-site to promote parks and historic sites	\$2,000

Client Signature

Date

This estimate includes all costs to complete the work as specified for up to 40 hours of creative services. Any changes due to client alterations will be at additional charge or re-estimated. Prices quoted are good for 30 days from date submitted. Excludes printing and production. Upon reaching 30% overage of est. hours, we will initiate an hourly rate of \$150/hour with ample notice prior to initiating hourly billing. Any work requested by Client of Agency beyond the scope of work detailed above shall be estimated separately by project and approved by Client prior to work commencing.