



PROPOSAL + STATEMENT OF WORK

Branding + Certificate Design

prepared for:
David Greenman
NANDC

prepared by:
Natalie Andres
HOLE PUNCH DESIGN

AUGUST 23, 2021

PROJECT BUDGET ESTIMATES + COST PROJECTIONS

PROJECT DESIGN ESTIMATE

LOGO DESIGN	\$1,950
<p>The logo design includes 6-8 initial design mockups and 3 rounds of revisions. The logo design will be based upon information provided by David Greenman on the Hole Punch Design branding questionnaire. The logo will be striking and dynamic, using vibrant colors, while maintaining a modern look. The branding should reflect the Mission Statement of “Building a stronger community. Together.” The new branding should incorporate the fact that it is the 20th anniversary and include Spanish translations for any text. Logo will be provided in color and greyscale, as well as various sizes and formats.</p>	
STYLE GUIDE	\$200
<p>Upon finalization of the logo design, a style guide will be generating which will include color, sizing and usage guidelines, as well as typography hierarchy.</p>	
CERTIFICATE DESIGN	\$375
<p>The certificate designs will include 2-3 initial design mockups, followed by 3 rounds of revisions. The design of the certificates will reflect the branding questionnaire, as well as the sample mockups provided by David Greenman. Upon selection of final designs, editable files will be provided as PDFs.</p>	
TOTAL	\$2,525

PAYMENT SCHEDULE

INITIAL DEPOSIT	40% Due on acceptance of proposal	\$1,010
------------------------	-----------------------------------	----------------

The remainder of the project will be invoiced monthly, based upon percentage completed, as agreed upon by Hole Punch Design and NANDC.

Estimates are based on normal and reasonable time schedules, and may have to be revised to take into consideration any “rush” requests requiring overtime or weekends. Knowledge of Client’s deadline is essential to provide an accurate estimate of costs. Hole Punch Design overtime incurred at the Client’s request will be billed at a rate of \$275.00 per hour. The Client will also be responsible for additional charges imposed by outside suppliers, such as pre-press or printers, to meet Client’s “rush” requests. To the extent possible, Hole Punch Design will advise Client of all situations that require rush charges, and the amount of additional compensation that will be charged to meet such overtime requirements or rush requests. Rush or overtime fees may be incurred if the Client does not meet deadlines which have been established to meet the Client’s desired schedule.

HOLE PUNCH DESIGN PROCESS

Our process is designed to deliver a comprehensive and targeted design and marketing strategy to each client. While the complexity and details of each phase will be unique to the needs of each client, we believe each phase is crucial to delivering a finished product that is both beautiful and effective.

STRATEGY + RESEARCH

All design serves a function, and we want to ensure that the work we create for you helps you achieve your goals. So before any actual design begins, we do research. We'll ask you a lot of questions, investigate the competition and the market, identify challenges, and establish goals for the project.

CREATIVE EXPLORATION & DESIGN DEVELOPMENT

After establishing a vision for where we're headed, we go to work. Combining the results of our research and our creativity, we will brainstorm concepts and bring them to you for evaluation, then refine until a clear design direction is established.

During this phase we will typically provide four to six design concepts for evaluation and refined design concepts based on feedback.

PRODUCTION EXECUTION & IMPLEMENTATION

Once the design is clear and everything has been confirmed, we work tirelessly to execute the project perfectly. Final copy and images will be put in place, and the project will be proofed relentlessly. After your final approval, the finished product will be delivered.

During this phase we will typically provide production proofs for final check, project management and maintenance as needed, and the finished product.

OUTCOME EVALUATION

We don't stop caring about our work once it's delivered. We will follow up with you to see whether goals were met and evaluate the effectiveness of our process.

HOLE PUNCH DESIGN BACKGROUND + CAPABILITIES

WHO WE ARE

At Hole Punch Design our passion is putting words and images to work to help you succeed. We combine beauty and efficiency to shine a light on all you have to offer. No campaign is too large, no project too small. Every client's needs are different, and our nimble and personalized approach ensures each project is tailored to your vision. We are proud to work with people and businesses that help our community thrive.

WHAT WE DO

Hole Punch Design helps businesses crystallize their image and empowers them to expand and control the ways they connect with their customers.

Our goal is to promote the companies and ideas that help make our community a great place to live. We see ourselves as part of a vibrant and developing community of independent consumers and businesses. Through effective design and marketing, we aim to do our part to ensure that our community thrives.

- Branding and identity design
- Web design and SEO
- Direct marketing
- Social media strategy and management
- Print collateral design
- Viral campaigns
- Special events
- Copywriting

As members of the community we serve, we have unique insights into reaching the customers our businesses are after. We offer the talent and professionalism of a large design and marketing firm, with the flexibility and personal attention of a neighborhood partner. A one-stop-shop for establishing a marketing campaign, we are also available to take on stand-alone projects of various sizes.

WHO WE'VE WORKED WITH

BEAUTY, FASHION & STYLE

Artisan LA Jewelry
Cosmetic Group USA
Deborah Sharpe Linens
Dragun Beauty
The Effortless Chic
EVXO Cosmetics
Follow Beauty
GSC in Paris
Jenna Blake Jewelry
La Femme Collective
Making Faces Glo
Margi Kent
Pinkie Swear
Robert Vetica
Wolk Morais

BUSINESS

Alyssa & Anselm Real Estate
Arroyo Insurance Services
Blue Biscuit Digital
Blume Capital
Britain Your Way Tours
Catered Media Consulting
Feel the Fear But Do It Anyway
Fenton LA Real Estate
Fume-A-Pest
Hunt Design
Longfellow & Leach Real Estate
POLAM Federal Credit Union
TravelDrivers
Susan Jeffers, LLC

ENTERTAINMENT

Anna Maria Horsford
CAA Speakers
Evolution Music Partners
Key Code Media
New Theatre LA
SCORE Revolution
Warner Bros.

EDUCATION, GOVERNMENT & NON-PROFITS

California Collegiate Charter School
City of Rancho Cucamonga
Delancey Street Foundation
Flintridge Sacred Heart Academy
Friends in Deed
Friends of King Middle
Hackground
HEART (Helping Ease Abuse Related Trauma)
Larchmont Charter School
Pasadena Jaycees
Southern California Association
of Governments (SCAG)
Summit Preparatory Charter School
Training and Research Foundation
Will Rogers Motion Picture
Pioneers Foundation

FOOD & DINING

Kazoku Sushi
Milagros
Nola
Rossoblu
Saikai Ramen Bar
Serendipity Cupcakes
Somabar
Town
Wetzel's Pretzels

HEALTH

Licata Chiropractic
Nicole Quaid Therapy
Skin Cancer & Reconstructive
Surgery Center (SCARS)