



The Office of Visual Communication
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Project Kit.

The Office of Visual Communication Project Kit will provide insight on service pricing, timelines & final deliverables. It also includes a detailed project questionnaire that will assist you in formulating a scope of work, setting goals for your project, and helping me understand your business.

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A branding project can take approximately 4 to 6 weeks. All time estimates are dependent upon the scope of the individual project, number/complexity of revisions, client response time, and my current schedule. A detailed schedule with estimated timelines will be given to each client upon project start date. If a web project is commissioned in addition to branding services, work would begin after we have a full visual identity defined. This process outline is a high level overview.

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PREPARE

Preparation is the most critical part of the design process. The initial phase is all about understanding who you are as a business & defining your project deliverables. I'll be analyzing the meaning behind your brand name, your history, what industry or market you operate in, along with a host of other information crucial to understanding your goals.

RESEARCH

I'll gather inspiration & formulate a strategy in terms of style and tone for your brand. This is done by researching how your competitors position themselves within your market, taking into account your preliminary thoughts, ideas, inspiration & merging that with my experience and personal sense of design acumen.

DESIGN

Time to get creative. Extensive brainstorming and execution of ideas based upon the previous efforts have now begun. You'll receive a minimum of 4 unique logo concepts in the form of a presentation board that contains high level use-case mockups along with preliminary color palette applications.

REFINE

You will now have the opportunity to select a concept or two from the initial presentations that you are most excited about for further refinement and request up to three rounds of revisions. Together we'll be working towards a polished final logo that will set the foundation for the rest of your brand applications and materials.

EXTEND

We have a strong logo & solid direction in terms of the brand color palette. It's now time to extend that tone & personality into a visual language through the defined project deliverables outlined in the initial discovery phase. Further exploration begins as I inject style into your new business collateral and any associated brand applications.

DELIVER

After we reach a final approval of the associated brand applications I will condense the visual language into a style guide that documents and outlines information about the design system in place. I will also prepare your social media launch kit materials, advise on choosing a print vendor for your specific project and hand over the final project deliverables.



A web design and development project involves many different phases with timeframes dependent upon the size, scale, complexity and scope of the site - ranging from 2 to 16 weeks. All time estimates are dependent upon the scope of the individual project, number/complexity of revisions, client response time, and my current schedule. A detailed schedule with estimated timelines will be given to each client upon project start date. This process outline is a high level overview.

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PLAN

I'll analyze the scope, copy deck, early navigational structure, and overall intended outcome to clearly define the goals & architecture of your new site. In this initial phase I will also begin to research how your competitors position themselves online, help source image assets and take into account any preliminary thoughts, ideas, and inspiration.

DESIGN

Time to get creative. I'll begin to work through the visual style with a content first approach, placing a heavy emphasis on your brand's tone & style, messaging and value proposition. You will receive a subset of the overall scope for review. I'll then translate your feedback into updated & revised mockups until we reach a final approval.

DEVELOP

Let's bring it to life. I'll begin working through the development of the approved layout & functionality to spec. After I've handled the responsiveness, applied tasteful interactions, and implemented a content management system you will receive a fully realized, working version of your site on a development server for review.

POLISH

This phase is all about crossing t's and dotting i's. As a designer first, I have a strong belief that details & aesthetic are of the utmost importance. I will be implementing on-page SEO and testing your new responsive website on multiple browsers, ensuring it not only looks great but functions well on a range of devices and screen sizes - from desktop to mobile.

LAUNCH

Let's go live. After review and final approval of the build, we will come to an agreement on a launch date. I'll run through a pre-launch checklist to ensure everything is ready to push to the production server. It's time to show the world your new online web solution & promote it via social media.

SUPPORT

If you've chosen to have the ability to update & manage your own content you will receive an annotated training video specific to your new custom website ensuring you know exactly how to use it. You will also have the ability to contact me via phone or email should you have any questions or issues. My support rates are based on a per need & scope basis.



BRAND PACKAGES.



BRAND DEVELOPMENT PACKAGE

\$1500+ USD

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- Art Direction & Consulting
- Competitor Research & Positioning
- 4 Unique Logo Concepts
- 3 Rounds of Revisions to Perfection
- Color Research & Pitching
- Visual Language System Exploration
- Submark Development
- Typography Style & System

- Iconography Style
- Patterns, Textures or Graphic Device Style
- Business Card, Letterhead, & Envelope Design
- Print Vendor Selection Advisement
- Social Media Brand Launch Kit
- Documented Brand Style Guide
- Preparation of Final Deliverables
- Full Distribution Rights & Copyright Transfer

THE FINE PRINT

Additional brand applications or print materials can be noted & scheduled in your brief. These design services are quoted separately based upon the individual project scope & complexity. You can find more information in the questionnaire portion of the project kit.



LOGO DEVELOPMENT PACKAGE

\$0* NAME YOUR PRICE

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- Art Direction & Consulting
- Competitor Research & Positioning
- 4 Unique Logo Concepts
- 3 Rounds of Revisions to Perfection

- Color Research & Pitching
- Preparation of Final Deliverables
- Full Distribution Rights & Copyright Transfer

THE FINE PRINT

*You read that right, logo only projects are booked on a name your own price model. Serious enquiries only, a **typical budget is \$500 and up**. The higher your budget, the higher your logo project is placed in my schedule. **Clients who book a Brand Development Package are given priority over logo only projects unless the budget meets my standard logo rate of \$1000.** In which case the project will be scheduled in my normal booking que. A detailed schedule with estimated timeline will be given to each client upon project enquiry.

But why? - Because there is a lot of bad design out there in the world, small clients & startups with low budgets need agency quality attention too.

All pricing & project details listed in this project kit are subject to change. This pricing sheet is a quote only and services are not limited to the list below. Any additional revisions not included in the original package are billed separately at an hourly rate of \$75. Upon reviewing the scope of your project enquiry you will be sent a custom proposal that will serve as our contract. To book a project I require a 50% deposit & a contract signature. Where possible, payment terms that suit both parties can be negotiated & are subject to change for web projects.



WEB PACKAGES.



LONG SCROLLER PACKAGE

\$2000+ USD

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- Art Direction & Consulting
- Competitor Research & Positioning
- Copy Deck Refinement
- Image Sourcing & Asset Assistance
- One Page Content Focused UI/UX Design
- One Page Responsive Development to Spec
- Multiple Browser Testing
- On Page SEO Implementation
- Content Management System Integration
- Custom Annotated CMS Training Video
- Social Media Site Launch Kit
- Domain & Hosting Set Up
- Integrated Google Analytics
- Search Engine Submission
- Custom Email Set up
- Support Via Phone or Email

THE FINE PRINT

This type of site is often referred to as a landing, one-pager, or long scroller. Well suited for startups and small service based businesses with a streamlined amount of information looking for a 100% custom tailored, content focused UI/UX design and responsive development around their specific messaging and branding.



CUSTOM WEB PACKAGE

? I'LL SEND A PROPOSAL

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Everything noted in the package above, centered around the specific scope & intended outcome of your multi-page web design & development project.

THE FINE PRINT

Use the following questionnaire to let me know specific details about your custom multi-page web design and development project request. After evaluating the scope and intended outcome of your project I will send over a proposal. A detailed schedule with estimated timeline will be given to each client upon project enquiry.

All pricing & project details listed in this project kit are subject to change. This pricing sheet is a quote only and services are not limited to the list below. Any additional revisions not included in the original package are billed separately at an hourly rate of \$75. Upon reviewing the scope of your project enquiry you will be sent a custom proposal that will serve as our contract. To book a project I require a 50% deposit & a contract signature. Where possible, payment terms that suit both parties can be negotiated & are subject to change for web projects.



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The information provided in this discovery phase will help me better understand the scope & intended outcome of your project. Information and clarity in the goals of your project are a vital part of the both the design & proposal process. So I would like to thank you in advance for both showing an interest in my work and taking the time to be thorough in your responses.

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Introduction.

Full Name

Email Address

Phone Number

Where are you located?

What services will your project require?

- Identity Web Print Illustration Packaging

Pro Tip.

You can attach files directly into this PDF if you are using Adobe Acrobat to fill out this form. Use the Attach File command from the Comment > Annotations menu. Please keep the file size of your attachments small as you will be returning this via email. You may also simply use links or regular email attachments to provide information.



Discovery.

Is your project for a company, service, product?

Company Service Product

What is the brand name?

Describe what it is that your company, product, or service does.

How long have you been established? What is the story or history behind the business?

How many employees do you have? Is your market local, regional, national, or international?

Can you tell me more about the company's core values or guiding principles?



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What sets you apart from the competition or makes you unique? Do you have a defined value proposition?

A large, empty rectangular text box with a light gray background, intended for the user to describe their unique value proposition.

Who are your competitors? Provide links to their website/branding if possible.

A large, empty rectangular text box with a light gray background, intended for the user to list their competitors and provide links.

Tell me about your ideal target market. Who would be your main clients or customers?
What is their age group, gender, demographics, economic status?

A large, empty rectangular text box with a light gray background, intended for the user to describe their target market.

How do your customers find out about your company? Online, print marketing, face to face, referrals?

A large, empty rectangular text box with a light gray background, intended for the user to describe how they acquire customers.



Identity.

To what extent are you looking to brand your business?

- I'm an agency looking to collaborate or a small startup, I'll just need some logo options
- I'll need a fully realized cohesive visual identity with business collateral, social media launch kit materials, and a style guide that documents and outlines information about the design system in place
- My brand is polished and good to go, my project needs involve a new responsive website built. I'll jump to the appropriate portion of the questionnaire

If this is a re-brand, please provide a link to your current logo or branding along with some insight as to why you feel it is time for a change.

Is there anything about your current logo or branding that must be retained?

Do you have a tagline or any messaging that you currently use or would like to work into your branding?

Do you have any color preferences? Are there any colors that should be avoided?



What characteristics would best describe the ideal perception of your brand? Choose all that apply.

- | | | | |
|-------------------------------------|----------------------------------|-----------------------------------|--------------------------------------|
| <input type="radio"/> Adventurous | <input type="radio"/> Elegant | <input type="radio"/> Nostalgic | <input type="radio"/> Sophisticated |
| <input type="radio"/> Approachable | <input type="radio"/> Energetic | <input type="radio"/> Organic | <input type="radio"/> Stately |
| <input type="radio"/> Authoritative | <input type="radio"/> Familiar | <input type="radio"/> Playful | <input type="radio"/> Strong |
| <input type="radio"/> Bold | <input type="radio"/> Feminine | <input type="radio"/> Powerful | <input type="radio"/> Stylish |
| <input type="radio"/> Charming | <input type="radio"/> Formal | <input type="radio"/> Progressive | <input type="radio"/> Traditional |
| <input type="radio"/> Chic | <input type="radio"/> Friendly | <input type="radio"/> Quirky | <input type="radio"/> Trustworthy |
| <input type="radio"/> Classic | <input type="radio"/> Graceful | <input type="radio"/> Rebellious | <input type="radio"/> Unconventional |
| <input type="radio"/> Conventional | <input type="radio"/> High End | <input type="radio"/> Relaxed | <input type="radio"/> Upscale |
| <input type="radio"/> Cool | <input type="radio"/> Industrial | <input type="radio"/> Refined | <input type="radio"/> Urban |
| <input type="radio"/> Corporate | <input type="radio"/> Inventive | <input type="radio"/> Rugged | <input type="radio"/> Vintage |
| <input type="radio"/> Cutting Edge | <input type="radio"/> Inviting | <input type="radio"/> Rustic | <input type="radio"/> Warm |
| <input type="radio"/> Delicate | <input type="radio"/> Masculine | <input type="radio"/> Serious | <input type="radio"/> Whimsical |
| <input type="radio"/> Earthy | <input type="radio"/> Modern | <input type="radio"/> Sleek | <input type="radio"/> Youthful |

You can also include your own adjectives below to help me understand the tone you would like to convey.

List a few brands or logos that you like and tell me why they appeal to you. Provide links if possible.



A visual identity project will include a base set of brand collateral. This includes press ready artwork for business cards, letterheads, envelopes, a social media launch kit, and a style guide along with consultation on choosing a print vendor for your specific project. What other marketing materials or brand applications do you believe you may need as it pertains to your specific business?

- Brochures
- Booklets
- Flyers
- Invoices
- Proposals
- Contracts
- Digital Brochures
- PDF Forms
- Whitepapers
- Infographics
- Media Kits
- Packaging
- Pricing Sheets
- Note Cards
- Invitations
- Presentations
- Stickers
- Direct Mail
- Pocket Folders
- Comp Slips
- Hangtags
- Labels
- Menus
- Reports
- Notepads
- Rack Cards
- Door Hangers
- Other, I'll explain

Please provide any additional information or details you believe I should know about your branding project. Any examples, ideas, inspiration, or concepts that you would like me to explore further or avoid.

Will you need a new website to further extend the new look of your brand?

- Yes, I need a new website
- No, not at this time



Web.

Is this a new website project or a re-design of an existing website?

- This is a new website project This is a re-design project

If this is a re-design, please provide a link to your current website along with some insight as to why you feel it is time for a change.

If this is a new website project, have you already secured a domain name? If so, please provide it below.

- Yes, I have a domain name No, not quite yet

Booking a web project requires that you host with The Office of Visual Communication. Your site will be hosted on multiple AWS servers, with assets served up via two of the fastest CDN's on the planet - Fastly and Amazon CloudFront. This means with over 50 data centers and thousands of servers around the world serving your website your end users will enjoy a very speedy & snappy browsing experience.

- Yes, that sounds great I'm not sure, I'll let you know

What are the main goals for your new web project? Choose a couple of options below.

- | | |
|--|---|
| <input type="radio"/> Increase Brand Awareness | <input type="radio"/> Professional Point of Contact |
| <input type="radio"/> Explain Products or Services | <input type="radio"/> Improve Client or Customer Service |
| <input type="radio"/> Generating Leads | <input type="radio"/> Sell Things Online |
| <input type="radio"/> Increase Perceived Value | <input type="radio"/> Build Client or Customer Loyalty |
| <input type="radio"/> Display Creativity | <input type="radio"/> Improve Access To Content On Mobile Devices |
| <input type="radio"/> Extend Marketing Reach | <input type="radio"/> Other, I'll Explain Below |



Can you estimate how many pages you think your website may require?

Do you have any early navigational structure, content, site architecture, or a breakdown of the sections to help gauge the size project? If so, please provide that information below.

What kind of features would you like to see incorporated into your site? Check all that apply.

- Content Management
- News or Blog Section
- Social Sharing Integration
- Photo Gallery
- Booking or Scheduling
- Contact or Lead Generation Forms
- File Downloads
- Video Integration
- Google Analytics
- Ecommerce
- Multilingual Support
- Other, I'll Explain Below

Please provide 3-5 website examples that you like and tell me why they appeal to you.



Will you be providing your existing branding? (logo, colors, typography, etc...)

- Yes, I'll be able to provide you with the appropriate files and information needed.
- No, I've already filled out the Identity section of this questionnaire. You will be handling our new look in addition to the website as part of the scope of work for this entire project.

Do you have any imagery or company photography ready for use on the website?

- Yes, I'll be able to provide you with the appropriate files and information needed.
- No, I'd prefer you help source quality imagery and/or help us determine the best approach in regards to imagery for our new website project.

Do you have a person in charge of creating the copy deck for each section or page of your new site?

- Yes, I'll be able to provide you with a rough draft of textual information for our new site.
- No, I'd prefer you help us source a professional copywriter to write the copy deck for our new website project.

Would you like to implement a Content Management System into your new site? This will allow you manage and update the content of your new website on your own without my help.

- Yes, we will need the ability to update, create, modify, and publish content ourselves.
- No, I'd prefer to have you manage the content on my site priced on a per need basis.

Please provide any additional information or details you believe I should know about your web project. Any examples, ideas, inspiration, or concepts that you would like me to explore further or avoid.



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Timeline & Budget.

When is your target date for completion of this project?

If my current scheduling interferes with your target date are you open to adjusting it?

- Yes, we would prefer to work with you That may be an issue, I'll let you know

When do you plan to make a decision on hiring me for your project?

- Immediately Days Weeks I'm not sure

What type of budget do you have to work with?

- \$1000+ \$2500+ \$5000+ \$10,000+ Other, I'll explain below

If you have any questions or comments you can use this space below.

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Thanks again for your time, submit to the address above. We'll talk soon.