



# Ezra Coffee Product & Packaging Design

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Prepared For: Jessica Taylor  
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By  
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## Overview

Ezra coffee is organic, fair trade and comes in unique flavors. They source the coffee from local farmers in Africa and central America and utilize an air roasting technique to roast the coffee, which preserves the flavor and maintains the freshness of the coffee. They flavor select blends of the coffee for those who want flavored coffee, but chose not to use creamers. Their flavored coffees are also great for those who have gluten and diary allergies.

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The goal of this project is to create a captivating coffee bag that speaks to both the brand and target audience.

# Why Me

Your project and my skills are a great fit. Here's why:

1. My creative muscles are well-developed. I'm going to make you something you've never seen before.
2. I'm not afraid to take risks for my clients. You're not going to be bored with what I make.
3. I'll tell you what I need to get the job done, and I'll stick to it. No surprises at the end.
4. My clients are like family to me. No formalities here -- let's be open with each other, and the work will go smoothly.
5. Any questions you have, any concerns, any comments -- that's what I'm here for. Call me, email me, Whatsapp me.
6. This isn't my first project. It's not my second, either. I've been designing for a long time, and my work shows it.
7. Creatives travel in packs. When you hire me, you also gain access to my network of copywriters, developers, illustrators, and more.
8. Your project has me excited and ready to go. I'm coming in hot for this one.
9. Your project is your baby. I get it. I respect your trust in me, and I won't let you down.
10. See that cool thing all the others are doing? My clients had that two years ago. I'm not one to stick to what's in now -- I'm always looking ahead.

# Costs

Here's a breakdown of the cost to start the project:

Coffee Bag Design - 50% Deposit	\$300
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Subtotal	\$300.00
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New Client Discount	15 %
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<b>TOTAL</b>	<b>\$255.00</b>
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At the start of the project, I will work on 2 design options for you to choose from. If it's in the direction of your liking you will then select the version of your choice and proceed with revisions. **You will receive 5 rounds of free revisions, following that each round will cost \$25.**

# Project Cost Overview

Here's a breakdown of the overall deliverables we've discussed and their cost:

Coffee Bag Design - 50% Remaining Balance	\$255
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Design for Varying Blends (each)	\$70
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Mailer Design	\$100
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Marketing Insert	\$40
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Design for Varying Blends - For slight alterations (each)	\$35
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<b>TOTAL</b>	<b>\$500.00</b>
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# Terms

1. Payment structure: 50% upfront deposit, remaining balance due after approval of the final work. All final files will be sent only after the remaining balance is submitted. Invoice payments methods include PayPal or card.
2. Resources needed for the design, such as specific fonts, specific stock photos, and illustrations, are not included in the prices above. Those will be paid for by the client, and the right to use them shall be theirs.
3. New components that are not described in the scope of work will be assessed in a new estimate.
4. Sourcing and printing services are an additional charge.
5. Business day **(Monday - Friday only, excluding Holidays)** count starts only after the client provides all resources requested, such as images, contact details, etc.
6. Deposits are nonrefundable.
7. In the case of project cancellation after the work has started, the client will pay for the relative part of the work.
8. During announcement posts, if applicable, clients are **open** (not required) to tagging designer ([@itsPheelosophy](https://www.instagram.com/itspheelosophy)).
9. Clients that refer committed friends or family will receive 15% off (for each referral) on their next service. Restrictions do apply.
10. Projects may be featured on our business website, portfolio, or social media, please contact if you opposed.

## What's Next

I will be happy to answer any question regarding this proposal. You can reach me at [pheelosophy.com](https://pheelosophy.com) or [team@pheelosophy.com](mailto:team@pheelosophy.com).

Once you approve this proposal, we can further discuss details, dates and milestones.

Once the deposit is in, and the resources needed arrive, we can start the actual work.

# Signature



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Jessica Taylor

This proposal was signed digitally on Jul 22nd, 2020, 12:18 PM