

Logo Development and Branding Estimate

Option 1: Watermark Logo

3-5 hrs

- Text Only Logo (full color, black, white)

Option 2: Icon Logo

15-20 hrs

- Text Only Logo (full color, black, white)
- Custom Icon Logo (full color, black, white)

Option 3: Branding Package

50 hrs

- Text Only Logo (full color, black, white)
- Custom Icon Logo (full color, black, white)
- Style Guide
- Logo Usage Guidelines & Samples
- Social Media Logos & Banners
- Double-Sided Business Card Design
- Custom Letterhead Design
- Custom Envelope Design
- Typeface Names, Samples & Usage

Final Cost (dependant on option chosen)

Water Mark Logo	\$210-350
Icon Logo	\$1050-1400
Branding Package	\$3,500

Authorized Signature

Title

Date

I hereby authorize Diocesan to begin work on the above proposed project. I understand that this proposal represents the estimated time to perform the items listed and any changes to the scope of the project may change the projected cost. The content of the new website is the property of the Client. Hosting begins upon launch (when the site goes live) and auto-renews every 12 months afterwards unless the Client notifies Diocesan in writing at least 30 days prior to the renewal date. If the Client halts development prior to completion and/or billing of the web-related services, work completed to the point of cancellation may be invoiced at the hourly rate and estimate agreed to above.