**Title Page**

* Client company name – Hill Street Belfast
* Project Title – Hill Street Belfast, Branding & Website Design Project
* Document type – Proposal
* Version of proposal – 1.0
* Submission Date 1st November 2021
* Your company name – Leonie Smyth Design
* Proposal authors – Leonie Smyth
* Confidentiality – Confidential: Reproduction of this document by any entity outside of Hill Street Belfast or Leonie Smyth Design is strictly forbidden.

**Revision History**

|  |  |  |  |
| --- | --- | --- | --- |
| Revision | Section | Description | Date |
| 1.0 |  | Original Document | 01-Nov-21 |

**Project Overview**

Hill Street Belfast is looking to acquire their own branding and website design. This will provide Hill Street Belfast consumers to identify and research upcoming and relevant information online, as well as have access to other outside services through the website. This could include booking services, visit planning and locational information. The goal of the branding and web design is to create a known presence that will successfully advertise and increase tourism within Hill Street Belfast. Project deadline is Tuesday 13th December 2021.

**Project Approach**

Leonie Smyth Design has identified a working process for project success with our clients. Some parts of the process may not be applicable to ‘Hill Street Belfast, Branding & Website Design Project’, the full process is outlined below:

Research and Discovery – An important start to every project undertaken by Leonie Smyth Design. We take time and consideration to research and understand your line of work, your industry competitors and how they work and differ to other businesses in the same working industry or similar.

Initial Ideas/Concepts – We work alongside you as a company and any leading project developers to ensure requirements are met whilst developing new innovative ideas and notions for your project.

Design – multiple stages will be carried out, through paper-based wireframes, sketches to high resolution mock-ups and prototypes. These stages will see us work alongside your company to achieve and maintain aspects and elements that are compulsory to the project. These will follow through to final real life design builds that will go to review by both company team’s when ready.

Review – this stage involves direct contact and communication between your team and project developers. Where a finalised solution will be made and confirmed. The end result is the product you have chosen and helped to create throughout the initial stages of the project.

Test – we test every project through the design stage where user tests and prototyping occur. However, we believe a fresh set of eyes is valuable. Final products will go through your designated testing audience to perform usability checks that are based away from a designer’s perspective. This additional round of testing helps make sure more areas are covered before the final delivery of the project.

Deliver – once each stage explained above is completed successfully to a high standard, with your sign of approval, the final product/solution can be taken into live reality.

**Scope of Work**

Our responsibilities as Leonie Smyth Design

* Providing all services that are required to design and build all branding and website elements
* Provide initial testing within the initial design stage

Your responsibilities as Hill Street Belfast

* Provide adequate feedback on all aspects of ‘Hill Street Belfast, Branding & Website Design Project’ inline with the Project Process outlined above
* Provide any and all assets for fair use within the project such as colour palettes, fonts, style guides, standards etc.

**Assumptions**

* Access to all required assets of ‘Hill Street Belfast, Branding & Website Design Project’ to include any original files and paperwork if needed
* Access to all promotional content in all formats to include digital, video, audio, and print
* Timely access to required Hill Street Belfast project developers for any discussion or feedback needed

**Deliverables**

Leonie Smyth Design provides multiple deliverables throughout the timeline of the project. Below are deliverables we find appropriate for Hill Street Belfast project matter

Company brand - to include logo, type, style guide, brand guidelines

Website Design – branded and relevant informational website, to include webpages on the following subjects:

Places to Visit

What’s On

Local Businesses

History and Heritage

**Ownership and Rights**

Any work produced by Leonie Smyth Design will be categorised as ‘Licensed Work’. This means all material will remain under copyright to Leonie Smyth Design. Limited-use material released to Hill Street Belfast will be in PDF (non-editable) format.

**Additional Costs and Fees**

All additional costs and fees are outlined below

Outside Resources such as content, imagery, fonts etc. will be identified and billed to Hill Street Belfast.

Travel related fees such as any mode of transport, hotel fees etc. will be communicated if necessary and decided upon which party is financially responsible and will be invoiced within an appropriate time frame for said party.

Leonie Smyth Design can provide and manage hosting services to our clients at a low cost. This service includes email accounts, disk space, software management, security, and technical support. If Hill Street Belfast would like to purchase a hosting package, Leonie Smyth Design will work to create a package that is agreed between both parties. Packages start as low as £20 per month with an additional £15 setup fee.

**Project Pricing**

Pricing for ‘Hill Street Belfast, Branding & Website Design Project’ is outlined below. Pricing is based on our Project Approach & Process. As well as an hourly rate.

|  |  |  |
| --- | --- | --- |
| Stage | Hours Required |  |
| Consultation | 1hr |  |
| Research & Discovery | 3hrs |  |
| Initial Ideas & Concepts | 6hrs |  |
| Design Stages | 12hrs |  |
| Review & Testing | 2hrs |  |
| Project Delivery | 1hr |  |
| Safety Margin | 3hrs |  |
| Total Hours | 28hrs |  |
|  |  | Total Price = £700  (28hrs x £25 per hour) |

**Payment Schedule**

Leonie Smyth Design will submit a first invoice on Monday 22nd November 2021 billing for £287.50, and a final invoice on Tuesday 13th December 2021 for the final half, billing for £412.50.

If the project runs on longer than deadline additional charges will be applied based up Leonie Smyth Design’s hourly rate, which will be billed onto the final invoice.

**Acknowledgment and Sign-Off**

Proposal for ‘Hill Street Belfast, Branding & Website Design Project’ is fully acknowledged and agreed by Hill Street Belfast. This proposal must be signed and dated by an authorised representative of Hill Street Belfast for it to be in effect. This proposal constitutes the entire agreement between both parties mutually and respectfully towards the proposal subject matter. This proposal merges and supersedes all prior oral or written agreement, negotiations, and commitments.

Accepted by the authorised representatives of:

Leonie Smyth Design

Hill Street Belfast

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Make all checks payable to: Leonie Smyth Design

Example Invoice

Hill Street Belfast

Date: 22/11/2021

Invoice Number: 0302

Services Time Required Price

Branding & Website Design (first 3 weeks) 10 hours £287.50

* Consultation 1hr £25
* Research & Delivery 3hrs £75
* Initial Ideas & Concepts 6hrs £150
* Safety Margin 1.5hrs £37.50

Hill Street Belfast

Date: 13/12/2021

Invoice Number: 0303

Services Time Required Price

Branding & Website Design (final 3 weeks) 10 hours £412.50

* Design Stages 12hr £300
* Review & Testing 2hrs £50
* Project Delivery 1hrs £25
* Safety Margin 1.5hrs £37.50

Payment Method

PayPal 3-week interval based on work completed.

Thank you

Leonie Smyth Design

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