



Hill Street Brand and Website Design

Project Proposal

Cost: £3,475

Prepared for: Cathedral Quarter Trust
Proposal Author: Rachel Donaldson

Version 0.1
Ref No. 211119

Issue date: 19th Nov 2021
Valid until: 19th Jan 2022

Contents

Revision of History	_____	Page 1
Project Overview	_____	Page 2
Project Approach	_____	Page 3
Scope of work	_____	Page 4
Assumptions	_____	Page 5
Deliverables	_____	Page 6
Ownership and rights	_____	Page 7
Additional costs and fees	_____	Page 8
Project pricing	_____	Page 9
Payment schedule	_____	Page 10
Acknowledgement and sign-off	_____	Page 11

Revision of History

Revision	Section	Description	Editor	Date
1.0		Original Document	RDL	19-Nov-2021

Project Overview

Brief

Cathedral Quarter Trust are seeking to create a brand identity and website for Hill Street. Hill Street is a popular area for nightlife and businesses in Belfast. However, there has been a decline in popularity in this area following COVID-19.

A brand identity will help to build awareness around the area. A strong brand identity will be created to attract new businesses, community members and tourists back to the area. The logo will be associated with the area's cultural heritage, sense of community and thriving business spaces.

A web presence will provide businesses, tourists and community members with information on what's happening in the area. This will include events, eating options, parking and travel options, the history of the area and nightlife. A news page will provide more information on upcoming and past events in the area. It will also highlight the areas focus on working with businesses and supporting art and culture.

Experience

As a User Experience Designer I have experience working on a variety of branding projects and website designs. My expertise in user experience research will help me to identify reasons for the decline in popularity in the area. I can then address these issues and test a number of solutions to produce a brand and product tailored for the area's needs.

Project Approach

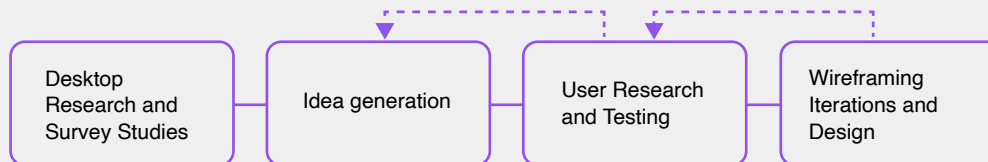
Brand Identity

The primary objective of Hill Street's brand identity is to capture the essence of the area in a brand personality. The following workflow will be used to achieve this.



Website

The primary objective of the website is to encourage businesses back into the area. A large emphasis will be placed on targeting the needs of businesses followed by community members and tourists. Phases of research will include Discovery, Exploration, Testing and Listening. This will happen in sprints alongside the design and build of the website. Please see below workflow.



Recommendations

It is recommended that user testing and feedback is completed following the launch of the website and brand to further tailor the outcomes. This should be included as part of the website's upkeep alongside continuous content updates e.g. stories added to news page.

Scope of Work

Provided by Rachel's Design Lab

I was approached by Cathedral Quarter Trust to provide all services required in the development of a brand identity. I was also requested to provide all services required to build a website for Hill Street. Rachel's Design Lab will establish brand values, tone of voice and the required visual elements associated with the Hill Street brand including a logo. Rachel's Design Lab will solely focus on the User Experience and User Interface aspects of the Hill Street website.

Provided by Cathedral Quarter Trust

Cathedral Quarter Trust will provide feedback on Hill Street's brand identity and will partake in a number of interviews in relation to the brand's values and tone of voice. Cathedral Quarter Trust will also provide feedback on all aspects of the Hill Street website in accordance with the project plan. Cathedral Quarter Trust will be responsible for the development of the website and adherence to the brand guidelines in any self-published materials. Cathedral Quarter Trust will ensure any developers working on the Hill Street website are receptive to using an Agile workflow methodology.

Assumptions

Brand and Website Assumptions

It is necessary that Cathedral Quarter Trust provide the following assets and resources. An inability to provide the assets and resources in a timely or complete manner may lead to the unsuccessful or delayed delivery of this project.

The following assets and resources are required:

- Timely access to all required information relating to former and present businesses located in the area.
- Timely access to all required Cathedral Quarter Trust Employee's.
- Timely access to all resources and individuals required for the completion of research.
- Timely access to any required source materials and previous research.
- Content required for the design of the Hill Street brand and website including but not limited to copy, imagery, audio, video etc. relating to any aspect of the project.
- The provision of a domain name.
- Timely access to all required Hill Street website developers.

Deliverables

Brand Identity

The creation of a Logo and Brand Guidelines in adherence to established brand values. The Brand Guidelines will include: Brand Story, Logo Usage, Colour Palette, Typography, Imagery, Tone of Voice, Brand Dictionary and Brand Applications. These elements will be used to create a strong and unique brand identity. The logo will provide associations with the area's cultural heritage, sense of community and thriving business spaces.

Website

The design of a website that targets the needs of businesses, community members and tourists interested in the Hill Street area. Content will be organised in a manner that places a large emphasis on encouraging business back into the area.

The web presence will provide businesses, tourists and community members with information on what's happening in the area. This will include events, eating options, parking and travel options, the history of the area and nightlife. A news page will provide more information on upcoming and past events in the area. It will also highlight the areas focus on working with businesses and supporting art and culture.

Extras

It is possible to have hosting included if required.

Ownership and Rights

Overview

This Agreement covers the preparation of the Hill Street Brand and Website Design. Rachel's Design Lab will receive total payment upon satisfactory completion in adherence to the payment schedule. Rachel's Design Lab will deliver to Cathedral Quarter Trust on or before the agreed dates the Hill Street Brand and Website Design satisfactory to Cathedral Quarter Trust.

Rachel's Design Lab is an independent contractor. This work is considered work-for-hire under the Copyright Act of 1976. All concepts, ideas, copy, sketches, artwork, electronic files and other materials related to the project will become the property of Cathedral Quarter Trust. Rachel's Design Lab acknowledges that the Hill Street Brand and Website Design is being created by Rachel's Design Lab for use by Cathedral Quarter Trust.

At Cathedral Quarter Trust's sole and absolute discretion, Cathedral Quarter Trust may make any changes, including additions or deletions to the Hill Street Brand and Website Design. Cathedral Quarter Trust is not under any obligation to use the Hill Street Brand and Website Design or related materials.

Additional Costs and Fees

Recommendations

Additional user testing and feedback can be provided by Rachel's Design Lab following the launch of the Hill Street Brand and Website and relevant design updates delivered to the development team at a rate of £25 per hour for the agreed hours worked.

Extras

Rachel's Design Lab can provide hosting services starting as low as £15 per month, with a £15 start-up fee.

In the event that outside resources are required (such as content, image, fonts, etc.), these shall be identified, approved by and billed to Cathedral Quarter Trust.

Project Pricing

Brand Identity

Research and analysis: 12hrs x £25 = £300
Idea generation and feedback: 4hrs x £25 = £100
Design production and feedback 16hrs x £25 = £400
Variations: 8hrs x £25 = £200
Project Management: 9hrs x £25 = £225
Total= £1225

Website

Idea generation, user research and testing and wireframing iterations and design will occur in 2 sprints. Each sprint will be designated 30hrs as shown below.

Desktop/survey research and analysis: 12hrs x £25 = £300
Sprint 1: 30hrs x £25 = £750
Sprint 2: 30hrs x £25 = £750
Project Management: 18hrs x £25 = £450
Total= £2,250

Payment Schedule

Phases of Payment

Payment will take place in three phases:

Phase 1 Following the completion of the Brand Identity for the amount of £1225
(plus any additional pre-agreed costs)

Phase 2 Following the completion of Sprint 1 of the Website for the amount of £1050
(plus any additional pre-agreed costs)

Phase 3 Following the completion of the Website for the amount of £1150
(plus any additional pre-agreed costs)

Acknowledgement and Sign-off

This proposal is agreed and acknowledged by Cathedral Quarter Trust. The proposal must be signed and dated by an authorised representative of Cathedral Quarter Trust in order to be in effect.

This proposal constitutes the entire agreement between the parties in relation to the subject matter of this proposal. This proposal merges and supersedes all prior oral or written agreements, discussions, negotiations, commitments, writings, or understandings. This includes without limitation any representation contained on any sales literature, brochures, or other written descriptive or advertising material and is the complete and exclusive statement of the terms of the parties agreement. Each of the parties acknowledges and agrees that in executing this proposal it has not relied upon, and it expressly disclaims any reliance upon, any representation or statement not set forth herein or on the Agreement.

Accepted by the authorised representatives of:

Rachel's Design Lab

Name _____

Title _____

Date _____

Signature _____

Cathedral Quarter Trust

Name _____

Title _____

Date _____

Signature _____

Thank you for considering Rachel's Design Lab

If you require any further information or would like clarification on any items in this proposal please don't hesitate to get in touch at hello@rachelsdesignlab.com