



JUNE 27, 2008

COLLEGE OF DESIGN 209 MCNEAL HALL  
1985 BUFORD AVENUE, SAINT PAUL, MN 55108  
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# estimate

**CLIENT Beckman Center for Genome Engineering**

**PROJECT Identity + Applications**

**CONTACT INFO** Dan Voytas P 612.626.4509  
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<b>Identity System</b>	<b>55-70 hrs</b>	<b>\$3,300.-4,200.</b>
<b>Website Design Concepts</b>	<b>40-60</b>	<b>\$2,400.-3,600.</b>
<b>Website File Production</b>	<b>25-35</b>	<b>\$1,500.-2,100.</b>
<b>Visual Identity Standards</b>	<b>10-15</b>	<b>\$600.-900.</b>
<b>Project Coordination + Meetings</b>	<b>12-20</b>	<b>\$720.-1200.</b>
<b>TOTAL</b>	<b>142-200 hrs</b>	<b>\$8,520.-\$12,000.</b>

**CLIENT APPROVAL**

**CUFS# 627-3484**

Upon acceptance of this estimate, ByDesign will begin work, and charge (up to) the first 4 hours (\$240.) to the client's CUFS NUMBER.

Final billing will occur after second round of revisions have been completed, or after additional revisions at client's request.

Final billing will reflect actual hours worked, not to exceed this estimate, unless additional work is requested and approved by the client

Client is responsible for all printing costs directly with the vendor. ByDesign will obtain printing bids and arrange for printing; client will provide a purchase order (or CUFS for University Printing Services)

rights transfer upon payment, ByDesign grants the client rights to the design for the production and distribution of the designed work produced under this agreement.

ByDesign retains the original digital file of the artwork (and may use the design to promote itself, i.e. in its portfolio or on its website); however the copyright of the design belongs to the client. At future dates, client may request additional printing of the same design for a minimum one hour file set up charge at ByDesign's then current hourly fee. Any changes to the file will incur additional design fees.

Materials and revisions will be estimated, approved, and invoiced as required by the project



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### Identity System

Work will begin with 1 or 2 meetings to clarify the audiences, goals, and messages of the Beckman Center for Genome Engineering. From there, ByDesign will create design objectives by which identity concepts can be evaluated. The first design presentation will consist of the following: a minimum of 2 identity concepts, color palette options, typography selections, style inspirations, and 1 application (to be determined, but may likely be rough concepts for a homepage). Based upon feedback received, 1-2 identity concepts will be refined and applied to the selected application. Further refinements will be made if necessary to create final identity system elements of visual identity, color palette, and typography.

DATE	TASK
	<i>BC provides:</i>
	List of competing organizations and URLs/printed materials (in the same field or similar types of organizations competing for grant funds, etc.
	Known and possible applications for the logo (prioritized if possible).
	Imagery that can be used as points of inspiration (actual electronic or printed images)
	What you need the identity to do, who it will be seen by Optional: colors, examples of identities/pieces that you like and/or dislike
	<i>BC/BD</i>
	MEETING: Discuss goals, audiences, messages of the BC



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	Presentation of competitors, points of inspiration, and design objectives (approx. 2 weeks after receiving above materials)
	Presentation of design ideas (approx. 4 weeks)
	Revision/refinement of 1-2 design ideas (approx. 2 weeks, but may vary based on the extent of revisions)
	Final identity presentation, including colors, type, logo

**Website Design Concepts 3-5 weeks**

Based on the goals of the organization and audiences, ByDesign will create and present a minimum of 2 website design concepts including the following: homepage, 1-2 subpages (to be implemented by Beckman Center for Genome Engineering internal resources). Page design may include suggestions for photography, illustration, or other imagery to support the identity and mission of the organization. Color, type, and layout will reflect identity system elements. Refinement will be based on feedback and will be made as necessary and budget allows. In-process meetings should include programmer(s) at certain points to discuss possibilities, feasibility, and implementation strategy. Selected content will be delivered electronically to ByDesign at the beginning of the process (delays may require re-estimation of the project).

**Website File Production 1-2 weeks**

Upon approval of the design direction, ByDesign will produce appropriate color formulas (RGB, HEX) as well as any graphics needed in web format (PNG, GIF, JPEG, etc. based on recommendations by the website programmer). Additionally, ByDesign will produce PDF or other image files to show exact grid and layout for several pages (to be determined based on content variety). Finally, ByDesign will review implementation in process to ensure accurate reproduction of the design and/or discuss minor modifications during the implementation process



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**Visual Identity Standards 3–4 weeks**

Based upon our initial conversation, ByDesign would suggest the following components for a visual identity standards manual:

Identity standard sizes, colors and placement (both correct usage and incorrect)

Additional colors with CMYK, RGB, and HEX standards

Typography

Website grid and standards for layout

We would recommend creation of an electronic document that could be emailed/downloaded and/or printed by intended end users.

**Project Coordination/Consultation/Meetings**

Meetings, phone and email coordination and general project management as needed.