



Design Proposal

**Bill Buda's Bar and Grill
Opening Summer 2013**



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March 27, 2013

Mark Cuda
Bill Buda's Bar and Grill
3087 Fifth Avenue
McKeesport, PA 15132-1009

Dear Mr. Cuda,

Thank you for giving me this opportunity to present our proposal for your business. Robinson Graphic Design (RGD) is an innovative studio that specializes in assisting small businesses.

We can provide the level of quality and experience you deserve with the individualized attention that you would not receive from larger design firms. We will work one-on-one with you to create a unique product that has a message that will allow your business to stand out from the crowd and establish yourself in a competitive industry.

RGD has over five years of experience and we understand what it takes to help Bill Buda's Bar and Grill establish a fun, recognizable identity in the Pittsburgh area. Some of the projects with which RGD has been involved in your area are the rebranding of Beehive Coffehouse, the new logo and menu design of Sam's Deli, and the 2013 t-shirt design for the Stallion Stride 5K. Please take some time to explore our website, robinsongraphicdesign.com, for more examples of our work.

I look forward to working with you very soon.

Sincerely,

Andrea Robinson
Robinson Graphic Design



Proposal Overview

Date: March 01, 2013

To: Mark Cuda, Owner/Proprietor Bill Buda's Bar and Grill

Purpose:

Bill Buda's Bar and Grill is slated to open right outside of the Pittsburgh area in the summer of 2013 and is seeking to establish a recognizable identity. As a new establishment, it is urgent that you have a professionally designed logo, business card, menu, and a t-shirt design that can be worn by both the staff and can be sold to your customers as a retail item.

The target customer of Bill Buda's Bar and Grill will be one that would enjoy a casual, sports-oriented environment. The bar is situated in McKeesport, which is a suburb of the Pittsburgh metropolitan area. The median age of the area is 40 and the median income is \$23,000. Many of the locals are commuters to the greater Pittsburgh area, but there is strong steel and mining industry present. The bar would cater to those in that income bracket by offering inexpensive pub style food and drink specials.

The Penn State Allegheny campus is located nearby, so there is the potential to attract a younger demographic as well. Bill Buda's Bar and Grill would welcome a blend of ages that would enjoy their laid-back, friendly atmosphere. Bill Buda's Bar and grill definitely wants to encourage local customers to become "regulars" of the establishment.

The Competition:

Beemer's, Chick's Grill, Elbow Room, Boston Waterfront Restaurant and Lounge.

Design Approach:

The style of the designs will be a cohesive package that reflects both the personality of the area and your personality as the owner and proprietor. Bill Buda's will have a strong sense of Pittsburgh pride in both historical identity and sports legacy. You want the patrons, mostly locals, to have a strong sense of belonging when they spend time at your establishment.

Although the bar is brand new, you would like it to feel as though it has been with the community for a long time. The aesthetic of the bar's interior will be the classic, dark wooden treatment, with high-top tables, some booths, and of course, a large bar with plenty of seating and big-screen televisions. You want your bar to have a more classic, rather than that contemporary, "lounge" feel, and would like your logo and other collateral pieces, such as the menus and t-shirts, to reflect the classic style you desire. You would also like to inject a bit of humor into the designs and you have a caricature of yourself that you would like to incorporate as well.

RGD will present three different options from which you can select. The options will be presented as a series, with specific color palettes and aesthetics, based on what you find most appealing. Based on our prior conversations, the designs should be classic, warm and approachable. They will incorporate rich hues that can coordinate with the local sports teams' colors without being overly specific since Pittsburgh has several local professional and college teams and you don't want to favor one in particular. The typefaces should also have a historical feel and stay away from seeming too cold and contemporary. Overall, we will come up with a design will be simple, recognizable and reflect the bar's Pittsburgh personality.



Overview of Design Services Provided

Robinson Graphic Design will design and produce a logo, business cards, menu, and t-shirts for Bill Buda's Bar and Grill. The client will provide all copy, photos, and general graphic standards and will be held responsible for all copy editing and proofreading prior to final production of said items.

RGD's Responsibilities

- Conduct an initial meeting with Mark Cuda, owner and proprietor, to discuss themes and establish expectations.
- Present three concepts for each item – the logo, business cards, menu and t-shirts – from which to choose.
- Complete two rounds of revisions of selected items to refine the design concept.
- Deliver PDF versions for final review and approval.
- Deliver low-resolution PDF versions for use in web and email use.

The Design Process and Timeline

This describes following processes involved in creating your unique design. The entire process should take approximately **6 weeks** end-to-end.

The Breakdown:

Research [One Week] RGD will review any existing branding and logo designs for Bill Buda's Bar and Grill and compare it to other competing businesses' branding initiatives. From that, we will produce a creative brief that outlines the project's parameters and overall design objectives. This brief will serve as the guidepost for the targeted final outcome.

Design [Two Weeks] We will further develop the theme and feeling you would like your establishment to have and from that, we will develop a color palette that projects the ambience you desire. RGD will then provide three sample layouts for review and make up to three revisions until the template is approved. Further revisions beyond the scope described can be done on a case-by-case basis.

Content [In Conjunction with Design] While RGD will develop the design, Bill Buda's Bar and Grill is responsible for providing all copy and photography.

Development [Three Weeks] RGD will take the approved templates and oversee the production of the deliverables at the pre-approved offset printing and t-shirt screen printing companies.

Delivery [Upon Completion of the Printing Process] All deliverables will be promptly handed over to Bill Buda's Bar and Grill.

Prospective Schedule Work is scheduled to begin on **April 15, 2013**

Estimate of Costs & Business Matters

- The **TOTAL ESTIMATED COST** for the work described above, including ownership of the chosen files will be **\$5,850**.
- This is an estimate based on RGD's best determination of the amount of work needed to complete the project to your satisfaction. Additional edits or work beyond the scope outlined in this proposal will be billed at an hourly rate of **\$65**.
- We do not consider copyright or usage rights of the final designs produced by RGD to be transferred to the client until all costs are paid in full. Upon receipt of payment, the rights are only for the usage specified in writing.
- Any out-of-pocket expenses will be billed back to the client with a **10%** mark up which covers RGD's handling costs such as deliveries, licensing, or any miscellaneous fees. At this time, there are no foreseeable out-of-pocket expenses. If anything arises, the client will be notified prior to the expenditure in order to approval for said expenses.
- A non-refundable deposit of one-third of the total estimated cost is due upon acceptance of this proposal. The remaining balance is due upon delivery of the final .pdf designs. If you would like, however, RGD will discuss an alternative payment schedule if necessary.
- There will be a termination fee of **\$500** plus an hourly rate of **\$65** per hour for the work completed up until that point. Rights to the work completed will remain with RGD.

- Any major changes in the design specifications discussed that requires RGD to start from scratch will incur a fee of **\$250** and an hourly fee of **\$65** for the additional work outside of the scope listed in the Design Process and Timeline. The costs and expenses are determined by the information given by you to RGD during the initial and any subsequent meetings and correspondence. If the project specifications change, then the costs are subject to change as well. You will be informed of the new cost estimate should this happen.
- You will provide the text and images to be used in the designs, therefore ultimate responsibility for the accuracy of the content rests with you, the client.
- The printing costs are detailed below. The prices are estimates based on the information RGD had available at the time of the quote and are subject to change. The screen-printing quote for the t-shirts was obtained from **Atlas Embroidery & Screen Printing**, and the printing quotes for the menus and business cards were obtained from **PrintRunner**.

Cost at a Glance

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|--|-------------------|
| Total Cost | \$5,850.00 |
| Non-Refundable Deposit | \$ 1950 |
| Balance Due on Delivery | \$ 3900 |
| Additional Edits | \$ 65 p/h |
| Termination fee | \$ 500 + \$65 p/h |
| Restart Fee | \$ 250 + \$65 p/h |
| Out-of Pocket Expenses | Cost + 10% |
| Printing Costs T-Shirts (240 x \$1.62) | \$ 441.60 |
| Printing Costs Bus. Cards (1000 x \$.0349) | \$ 34.93 |
| Printing Costs Dine-In Menu (50 x \$1.59) | \$ 79.48 |
| Printing Costs Take-Out Menu (500 x .185) | \$ 92.60 |



Acceptance of Proposal

This offer is valid for 30 days. If you have any questions prior to acceptance of this offer, please call or email Andrea Robinson at **(904) 303-8233** or **arobinson@gmail.com**.

If you approve of this proposal, please sign and return a copy of this proposal by fax, mail or email to Andrea Robinson at **1197 Waterfront Drive Suite 510 Manassas Park, VA 20111** or **arobinson@gmail.com** or fax number **(703) 659-0983**.

Please Sign and Date Below:

Mark Cuda, Bill Buda's Bar and Grill

____/____/____
MM DD YY

Andrea Robinson, Robinson Graphic Design

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MM DD YY