

LARK BISTRO LOGO & WEBSITE DESIGN PROPOSAL

Prepared for: Susan Lark | Prepared by: Wes McDowell
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SECTION 1 CLIENT BACKGROUND

Lark is a startup bistro & wine bar in downtown Seattle. Their focus is on healthy American food with a French twist. They will also offer a large selection of French and California wines, cheese platters and desserts. The overall vibe of the restaurant is going to be “upscale trendy” with dark woods, polished nickel touches and white linen fabrics.

PROJECT GOALS

Lark requires a logo that:

- has a “handmade” look and feel
- fits within the established color scheme of the restaurant (black, white, gray, purple, olive)
- maintains and communicates the upscale branding message of the restaurant

Lark requires a website that:

- maintains the overall upscale vibe of the restaurant
- allows for menu updates to be made by their own staff
- has a general contact form
- has an online reservations form
- has an integrated map feature which allows for customers to easily access driving directions
- includes a photo section
- will engage and convert users into restaurant patrons

PROJECT RECOMMENDATIONS

To meet the goals outlined for Lark’s new logo, we recommend an original logo design that will:

- make strong use of color.
- maintain the upscale branding message of Lark.

To meet the goals outlined for Lark’s new website, we recommend an original web design that will:

- be updateable by Lark’s staff by means of a Wordpress content management system (CMS.)
- include form elements for general contact as well as for restaurant reservations.
- include a Google Map feature that will allow customers to access driving/walking directions to the restaurant.
- make good use of provided restaurant photography, both in the general design of the site, as well as on a dedicated photo gallery page.
- include strong design elements on the homepage that will allow users to head straight to the menus and map pages.
- include a large footer, featuring buttons which will allow users to easily subscribe to menu updates via RSS feeds, “like” on Facebook, and follow on Twitter.

Based on the needs of the site, we recommend the following site structure:

- Homepage
- Menu
 - Lunch
 - Dinner
 - Wine List
- Reservations
- Contact
- Photo Gallery

SECTION 2 FEE SUMMARY

Logo Design

Includes three variations, two revisions, a full color and black/white versions.
\$900.00

Website Design

Includes two homepage/interior page concepts with two revisions, to be followed by complete site design with one revision.
\$2,000.00

Website Development

Includes HTML/CSS coding, SEO-semantic markup, Wordpress integration, contact forms, and Google Map implementation.
\$3,000.00

Wordpress Training

Includes a two hour training session on how to input data using the Wordpress back end.
\$100.00

Project Total

\$6,000.00

SECTION 3 FEE SCHEDULE

The above pricing is effective through December 31, 2011. One half of total project fee (\$3000) is due upon contract acceptance with remainder (\$3000) due upon project completion.

SECTION 4 **PROJECT TIMELINE**

We offer the following timeline for the design and development of an original logo and website:

Discovery

Analysis of Lark's design needs and preferences
10/20/11

Logo Design

Three concepts in rough draft, one concept in two color schemes and the final logo
10/30/11

Website Concept Design

Two concepts in rough draft
11/7/11

Website Complete Design

One final concept Homepage/Interior page combo
11/14/11

Website Development

HTML/CSS coding with Wordpress integration
12/01/11

SECTION 5 WHO IS THE DEEP END?

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WHAT CAN WE DO FOR YOU?

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WHY CHOOSE THE DEEP END?

Paragraph about your value proposition. What makes you a better fit for your client than anybody else? Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ligula nisl, luctus id mollis a, lobortis vel nulla. Suspendisse lobortis mi id tellus tincidunt vitae ullamcorper dolor adipiscing. Cras eget tellus et velit varius elementum. Integer ultricies mi vitae mauris interdum varius. Praesent vitae justo urna. Fusce elit erat, hendrerit eget egestas id, posuere et leo. Praesent risus augue, gravida tincidunt laoreet facilisis, scelerisque sit amet quam. Etiam adipiscing malesuada dolor, eget ullamcorper sapien facilisis ac. Etiam semper odio vel dui fermentum ultricies.

SECTION 6 NEXT STEPS

To proceed with this project, Lark is required take the following steps:

1. Accept the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Finalize and sign contract.
3. Submit initial payment of 50% of total project fee.