Town of Fountain Hills
16705 East Avenue of the Fountains
Fountain Hills, Arizona 85268
Phone: 480-816-5100
Fax: 480-837-3145

REQUEST FOR QUOTATION
For
Graphic Design Services

C2016-116 A

All quotes due by July 8, 2015, 3:00 P.M., Local Time, Phoenix, Arizona.

The Town of Fountain Hills (the "Town") is seeking a licensed and qualified vendor to provide all material and labor required as described below on an as-needed basis for a period of one year.

Section I – Project Information

Graphic design services for (i) online and print advertisements and advertisement placements, (ii) digital and print marketing materials, (iii) logos and (iv) posters.

Section II Instructions and Conditions

1. This is an indefinite quantity and indefinite delivery Agreement for Services, which shall only be provided when the Town chooses to move forward with a pending project and proper authorization and documentation have been approved. The Town estimates the amount will not exceed $15,000.00, but does not guarantee any minimum or maximum amount of Services will be requested under this Agreement.
2. All quotations must contain the quoting firm's name and be signed by an authorized agent, officer or employee.
3. Award will be made to the Vendor whose quotation is the most advantageous to the Town.
4. Please attach your Quotation behind the Exhibit A cover sheet and submit this document to the address above.

If you need additional information or have questions please contact Grace Guetter by email gguetter@fh.az.gov.

Section III – Pricing

The Quotation shall be attached hereto as Exhibit A and shall contain pricing. **Note:** Prices offered shall include applicable state and local taxes.

TOWRAD - 6402

Section IV – Execution and Submission

By executing this document and submitting a quotation to the Town of Fountain Hills, the authorized agent agrees (i) he/she has read the Town's Standard Terms and Conditions, dated December 3, 2014, as set forth on the Town of Fountain Hills website (www.fh.az.gov/po-terms), which are incorporated into and become a part of the company's quotation offer as if set forth fully herein and (ii) the company shall be bound by the Standard Terms and Conditions, dated December 3, 2014. By signing below the company is offering to provide the services set forth in Exhibit A and upon written acceptance of the company's offer by the Town, it will have entered into a binding agreement. The offer shall be considered held open for 60 days from the quotes due date set forth above.

Signature: _____ Date: 06 18 2015

Printed Name: Tanya L Gagnon Title: Principal

Company Name: Miss Details Design LLC

Address: 15550 N Frank L Wright #1092

City: Scottsdale State: AZ Zip: 85260

Email Address: tanya@missdetails.com Telephone No. 602-315-3183

Quotations for $30,000 or greater will not be authorized and will require a formal procurement process.

ACCEPTANCE OF OFFER AND CONTRACT AWARD (For Town of Fountain Hills Use Only)

The Contractor Offer is hereby accepted. The Contractor shall not commence any billable work or provide any materials or service under this Contract prior to the date this Contract is executed.

Town of Fountain Hills, an Arizona municipal corporation

_____ Date: 7/8/2015
[Name, Title]

Town Attorney Approval: 61178

EXHIBIT A
TO
REQUEST FOR QUOTATION
FOR
GRAPHIC DESIGN SERVICES

[Vendor's Quotation]

Creative Projects

Initial Brand Discovery and Evaluation

Phase 1: Brand Audit

Research of current company uses and standards of branding and collateral. Interview employees and current clients and sales coach (via questionnaire). Research current and future competitors. Compile data. Recommend depth of rebrand and needs(what to keep, edit, or add).

Investment: $950 - $3,500

Phase 2: Design Strategy and Visual Communication (pieces may vary depending on Phase 1 findings)

Initial Name Brainstorm

Develop a tagline that explains the nature of the business, something that describes both the nature of the company and the benefit to the client. One additional round of revisions based on feedback to finalize included. This brainstorm is not a guarantee of selecting a tagline.

Deliverables: List of taglines and ideas.

6 concepts delivered.

$1,750

Initial Tagline Brainstorm

Develop a tagline that explains the nature of the business, something that describes both the nature of the company and the benefit to the client. One additional round of revisions based on feedback to finalize included. This brainstorm is not a guarantee of selecting a tagline.

Deliverables: List of taglines and ideas.

6 concepts delivered.

$1,750

Logo + Business Identity

New logo design based on answers to questionnaire and client interviews.

3 unique designs provided and 2 revisions of the chosen design. Includes text- based logo and/or logo mark, color choice and typeface direction. * Additional concepts or revisions can be quoted upon request.

Business Identity Design

2 design directions based on the new logo. 2 revisions of the chosen design included. Includes 2 employee business card layouts. Each additional employee card layout would be $35. Includes letterhead layout for print as well as #10 envelope.

Printing will be estimated separately.

Investment: $1,850

Mood Board

The sensory mood board is a snapshot of your brand personality. It is a summary of the elements that the consumer uses to connect with your brand. Miss Details will develop the look and feel of your brand and provide guidelines for your staff. It encompasses company core values, business standards, stock image samples, typography, design elements, accent colors, textures, look and feel of brand personality to communicate with web and other marketing vendors.

2 unique concepts presented with 1 round of revisions.

Delivery in 11"x17" PDF.

Investment: $1,825

PowerPoint Template

Initial title page(cover) and one internal page(master background template).

2 design directions based on the logo and business identity. 2 revisions of the chosen design included.

Estimate: $295

Note: Layout of full PowerPoint presentation decks will be estimated separately.

Brochure Design

Design based on content developed by client or other copywriter. Size will vary depending on content. Approximate estimate for 8.5x11 trifold/bifold below. Includes initial design and 2 revisions.

Investment: $925 per brochure (Estimate may very depending on final content)

Social Media Design

Create cohesive branded avatars, backgrounds, covers for Twitter, Facebook, Google+, Pinterest (includes board covers for up to 4 initial boards.) Includes initial design and 2 revisions of Facebook cover and once approved the theme will be brought through all social media platforms.

Investment: $950

*note technical set up for each platform $45 per platform.

Brand Standards

A book or pdf that gives clear direction on brand components and how to effectively use them. Can vary in size and depend on the size of the company. The brand standards book reflects the foundation and essence of a company. This serves as direction for not only marketing and design projects, but for strategic decisions about the growth and goals of the company. The scope of this document will be

agreed upon before work starts. Layout and look and feel with embody the brand. Additional information such as values, mission, vision and copy writing can be added but must be supplied by client.

$1,500 – $7,000 Pricing depends on standards in use, or if they have to be developed.

Price for initial consultation and content outline: $500 (this can be added into the initial brand audit)

All Other Projects

All other projects will be quoted separately. If project has no finite scope MDD will track hours by the .1(6minutes) and bill at the standard rate of $95 an hour.

Note: All content will be provided by client in advance of design development, including logos, graphics, images, copy etc. Pricing includes research of stock images but not purchase of images. This pricing and list is subject to change based on client needs, timing and scope of work. This is sample pricing and may vary over time or depending on client needs.