



# Rocket

## Branding + Print Materials for Roger's Landscaping

*As requested by*  
**John Michaels**

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Rocket You Agency

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# Scope of Work

## Planning

### Project Kickoff Call

\$950

Schedule and conduct zoom kickoff call with the client. Meeting agenda will include:

- Introductions
- Project goals
- Timeline review
- Q&A
- Payment Options

#### Modifications

☒ Onsite Meeting — \$350

Johnson Media will travel to your location for an on-site kickoff call (will travel up to 4 hours).

Base Cost: \$600

## Branding Work

### Logo Design

\$2,590

#### Included Work

- Consultation to understand your brand, target audience, and design preferences
- Research and analysis of industry trends and competitors
- Sketching and conceptualization of multiple logo designs (3 concepts)
- Refinements and revisions for selected concept based on your feedback (5 revisions max)
- Finalization of the logo in various formats (JPEG, PNG, PDF, EPS) and color variations

Typical turn-around time: 2 weeks

#### Modifications

☒ Create web format version (WebP) — \$65

☐ Additional concepts — \$300 × 6 \$1,800

☒ Additional revisions on the selected concept — \$25 × 1 \$25

Base Cost: \$2,500

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☐ Alternative Logo Formats

\$250

Create logo in alternative formats for various usage:

- Black & White

- Landscape
- Square

## Print Work

### Letterhead Design

\$850

Work included:

- Consultation to understand your brand, target audience, and design preferences
- Design of a professional and visually appealing letterhead template
- Incorporation of your logo and color scheme
- Finalization of the design in print-ready format (PDF, EPS, AI)

### Business Cards

\$850

Included Work:

- Consultation to understand your brand, target audience, and design preferences
- Design of a professional and visually appealing business card template
- Incorporation of your logo, color scheme, and contact information
- Finalization of the design in print-ready format (PDF, EPS, AI)

### Business Card Printing (\$100 per 1,000 cards)

\$100 × 20

\$2,000

Included Work:

- Consultation to understand your brand, target audience, and design preferences
- Design of a professional and visually appealing business card template
- Incorporation of your logo, color scheme, and contact information
- Finalization of the design in print-ready format (PDF, EPS, AI)

#### Modifications

☐ Glossy paper stock — \$25

## Additional Items for Consideration

### ☒ Brand Style Guide

\$3,100

Work included:

- Development of a visual identity system that aligns with your brand messaging and target audience
- Creation of color palette, typography, and imagery guidelines
- Design of sample layouts for various mediums (website, social media, print materials)
- Collation of all elements into a comprehensive and easy-to-use style guide

#### Modifications

- ☒ Custom iconography and illustrations — \$850  
Max of 10 hours
- ☒ Print-ready files for all elements — \$350
- ☒ Training and support on how to implement the guide in-house — \$150

Base Cost: \$1,750

## ☒ Envelope Design \$500

Included Work:

- Consultation to understand your brand, target audience, and design preferences
- Design of a professional and visually appealing envelope template
- Incorporation of your logo, color scheme, and return address
- Finalization of the design in print-ready format (PDF, EPS, AI)

## ☐ Envelope Printing (\$100 per 400 envelopes) \$135 × 1 \$135

Included Work:

- Consultation to understand your brand, target audience, and design preferences
- Design of a professional and visually appealing business card template
- Incorporation of your logo, color scheme, and contact information
- Finalization of the design in print-ready format (PDF, EPS, AI)

### Modifications

- ☒ Glossy paper stock — \$35

Base Cost: \$100

## ☒ Pre-Purchased Hours \$150 × 10 \$1,500

Pre-purchased hours can be used for any task on your project. Minimum of 10 hours.

## One Time

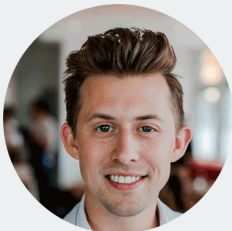
**Total(s) \$12,340**

## About Us

For more than 10 years Rocket has been creating quality websites with stellar internet marketing. Our process is truly time-tested as we've worked with over 500 clients over the years.



## Our Team



**Jason Duran**  
*CEO / Chief Story Teller*

Jason has been our leader since Rocket was founded 10 years ago. Jason's experience with web and marketing has helped 100s of our clients succeed in building their business and finding new customers.



**Gina Riswald**  
*Sales Manager*

Gina has a passion for customers and finding solutions that work. When's she not hard at work at Rocket, she can be found camping and spending time with her husband, 2 children and their pet dogs.



**Maria Thomson**  
*Creative Director*

Maria brings over 20 years of design and user experience expertise. She's a constant tinkerer and loves building on our well-established design process.

Maria loves traveling and spending time with her husband Mike.

# Terms

This Website Design Agreement ("Agreement") is being made between Roger's Landscaping ("Client") and Rocket You Agency Group, LLC ("Web Designer") to design and develop a website.

## 1. Services

The services will include the following number of revisions: 10. This is the scope of work the parties agree upon. For changes or additional requirements, a change order will have to be filled, agreed upon, and signed by both parties.

## 2. Schedule

Here are the primary milestones for this project. The expected timeline is 5-10 weeks.

- Preliminary Design
- Review
- Final Review
- Completion - the Client will have 3 business days to review and approve each step. At the end of said time, if no answer has been given, the work will be considered approved, and the Web Designer will continue their work.

## 3. Confidentiality

During the term of this agreement and afterward, the Web Designer will use reasonable care to prevent the unauthorized use or dissemination of Client's confidential information. Confidential information is limited to information clearly marked as confidential.

Confidential information does not include information that: the Web Designer knew before Client disclosed it; is or becomes public knowledge through no fault of Web Designer; Web Designer obtains from sources other than Client who owe no duty of confidentiality to Client, or Developer develops independently.

## 4. Termination of Agreement

This Agreement will automatically terminate when both Parties have performed all their obligation under the Agreement and all payments have been made. Should there be a desire to terminate the agreement before the completion of the project, the Client will notify the Web Designer 5 days in advance, and pay for services already completed and for hours already worked.

## 5. Limitation of Liability

Neither party will be liable for breach-of-contract damages that are remote or speculative, or that the breaching party could not reasonably have foreseen on entry into this agreement.

## 6. Intellectual Property

The Client will own the website and any visuals provided by the Web Designer. The Web Designer will turn over all necessary files. The Client guarantees that they have legal rights to all elements of text, photographs, and anything else that they provide the Web Designer with, and will not hold the Web Designer responsible for any third-party claims. The Web Designer will guarantee that they have legal rights to all elements related to the services they are providing and will not hold the client responsible for any third-party claims.

## **7. Dispute Resolution**

If either party accuses the other of being in breach of contract, the accused party will have 30 days to address the breach.

## **8. Applicable Law**

This Agreement shall be governed by and construed in accordance with the laws of Idaho State.



# Payment Schedule

The company and client agree to the following payment schedule.

Payment #	Amount	Due Date
#1	25%	Upon <b>Project Start</b> .
#2	25%	Upon <b>Design Complete</b> or <b>50</b> days after project commencement (whichever comes first).
#3	25%	Upon <b>Development Complete</b> or <b>150</b> days after project commencement (whichever comes first).
#4	25%	Upon <b>Project Completion</b> or <b>250</b> days after project commencement (whichever comes first).

Payment #1 is non-refundable. There is a 2% late fee for each month of late payment.

Both parties agree to the terms and conditions outlined above.

COMPANY	CLIENT/CUSTOMER
<hr/>	<hr/>
Full Name	Full Name
<hr/>	<hr/>
Title	Title
<hr/>	<hr/>
Business Name	Business Name
<hr/>	<hr/>
Signature	Signature
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Date	Date
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