



SCOPE OF WORK

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OVERVIEW

I am pleased to provide a general overview of three paths for your client. The first proposal uses time from The Spark Mill in a facilitated session to derive major brand attributes and pass it off to Polychrome Collective for the development of a logo and style guide. The second path focuses on consensus and community feedback to gather information and turn it into a full brand recommendation that could be passed off to a graphic designer. Both One and Two come in at \$3,500. Proposal Three is a blend of the two and comes in at \$6,000 but would meet all of their needs.

PROPOSAL 1

2 Hour Facilitated Brand Session with Key Stakeholders by The Spark Mill
Logo Development by Polychrome Collective with support from The Spark Mill

Output: Logo and Style Guide
Cost: \$3500

PROPOSAL 2

Up to 4 Stakeholder Interviews and Community Survey
4 Hour Facilitated Brand Session with Key Stakeholders
Board Presentation

Output: Naming, Brand Study, Audience Development, Next Steps and Guidance
Cost: \$3500

PROPOSAL 3

Up to 4 Stakeholder Interviews and Community Survey
4 Hour Facilitated Brand Session with Key Stakeholders
Board Presentation
Logo Development by Polychrome Collective with support from The Spark Mill

Output: Naming, Brand Study, Audience Development, Next Steps and Guidance,
Logo + Style Guide
Cost: \$6000