

Letter Shoppe

Proposal Template

Sample Client Company

July 03, 2015 | *Prepared by:* Dina Rodriguez

Prepared for: Coolio Jones

Introduction

I'll always do my best to provide solutions and insure that my work meets your expectations but, it's always good to put things in writing so we each understand what's what. This contract won't contain any fancy legal jargon or complicated text just a simple explanation of my terms so we can have a worry free working relationship.

For the record, the word "I" in the document is referring to Dina Rodriguez from Letter Shoppe and "you" is referring to Coolio Jones from Sample Client Company.

Now that we got that settled, let's get started.

Coolio Jones, is hiring Letter Shoppe to design and develop one hand lettered design for **\$1000.**

Scope of Work

Deliverables:

Final design elements that will be provided:

- 1 Final EPS file of the final artwork in full-color and 1-color black

Payment:

Fees are due and payable on the following schedule:

- **\$500** upon agreement (Initial Payment)
- **\$500** upon final approval (Final Payment)

I require Initial Payment within **7 days** of signing this agreement or this document must be renegotiated. You will only receive final deliverables and right of copyright once I have received your Final Payment.

Design Process

I have the experience and necessary skill to complete this project and I'll do it all in a professional and timely manner. This design will be completed in 2 weeks, only after this document has been signed. I'll meet every deadline that's set and maintain the confidentiality of all the business information you've provided.

Expected Start Date: **Monday - June 22, 2025**

Expected Delivery Date: **Monday - August 6, 2025**

Week 1: Sketching Phase

During this first week of production I'll take your provided goals, mediums, applications, and target audience, and balance it with the aesthetic of the examples you provided. I'll explore numerous iterations and hone them down to one detailed sketched concept per design based on what will be the most effective for your goals.

Then we'll have a meeting to discuss the sketched composition and make sure that we're both on the right track with the art direction I've chosen for your project. During this phase you may make up to 2 hours of revisions.

Week 2: Digital Phase

Once I've received approval on the design direction, no adjustments can be made outside of simple color adjustments. I'll spend the next week refining this concept. I'll continue to draw and redraw the hand rendered form until I ultimately digitalize the work with meticulous precision. Even once this process is completed, I'll spend several days tweaking the finer points and sleeping on the adjustments made.

Once the design is fully rendered, it is provided to you with a thorough explanation and visual documentation that outlines the design process from conception to completion. All of the design decisions made along the way are explained and shown to demonstrate how they serve your goals.

Fee Summary

Hand Lettering	\$1,000
<ul style="list-style-type: none">• One original hand lettered graphic• 1 Final EPS file of the final artwork in full-color and 1-color black• Unlimited rights to the artwork with appropriate credit to the artist in promotional materials.	
<hr/> Total	\$1,000

Terms

Feedback:

By signing this document you have stated that you have the authority to enter into this contract on behalf of Sample Client Company. This means that when Feedback is needed you will respond within **1 business**

day in writing via email.

Needed Information:

All concepts, ideas and strategies must be communicated to me **before the start of the second week (before the Digital Phase)** in order to be considered during the design process. So it's very important for you to provide all content and goals before I bring the artwork into Photoshop and Illustrator.

Revisions:

This project includes **only 2 hours of revisions** and has been allotted **20 hours** of production time including drawing, brainstorming, digital design, presentations, email communication and meetings. I have the power to decline artistic direction if I feel that the request is not appropriate to include in the final design. I can decline, or charge added fees for any additional time needed at a non negotiable rate of **\$75/hour**.

I will give you a heads up once you have reached 80% of your time allotted and will always ask for your permission before exceeding the Scope of this project. **Any expenses and additional costs that occur must be paid** before the final file can be delivered. These costs could include digital assets, required materials or reimbursement for subscription services. I will always ask for your permission to use such assets before adding them to the Scope of the project.

Ownership of Artwork:

First, you guarantee that all elements of text, images or other artwork you provide are either owned by Sample Client Company, or that you've gained written permission to use them.

Upon receipt of Final Payment you'll own the visual elements that I create for this project including the files defined under Deliverables. All I ask is that **you credit me appropriately** in promotional materials for publications, social media and online sales.

I'll give you finished files and you should keep them somewhere safe as I'm not required to keep a copy **3 months** after project completion. Also, I love to show off my work, so I reserve the right to show my process online and link to your project as part of my portfolio, in publications as well as submit them to online galleries.

File Modifications:

I will not work with client-modified versions of my work during production. After approval and Final Payment you have the right to change elements of my final design. This includes color, typography and layout.

Although I would prefer to be contacted for any changes for quality control purposes at a rate of \$75/hour. If for any reason you wish to change your designs after approval, please contact me or another design professional to make any needed changes to retain the professional appeal and integrity of the design.

Default:

If either you or I decide to end the contract before project completion, I will retain all ownership of the

concepts and original artwork. You will still have the rights however to any content owned by and provided by Sample Client Company.

Your Initial Payment is **non-refundable** if you decide to cancel this order before completion. If I decide to cancel this order **you will be refunded** for the full amount. After your final presentation, either I or you **can not** cancel this order.

If you fail to pay your final invoice **within 14 days then you will have to pay an additional 3.5% late fee per month** based on the total you owe for every month your payment is late.

If hiring a collection agency or attorney is necessary to collect your debt you will be responsible for all collection and legal fees in addition to your total late fee.

This may sound a bit harsh, but it's important that you pay your invoices on time so we can stay on good terms.

Limitation of Liability:

You agree that **you will not hold me responsible for any incidental or monetary damages** that arise from my failure to perform **any aspect** of this project or the amount I was paid for this job.

Also, I will not be held accountable for any liability caused by your use of my design to infringe on the rights of others.

Warrant of Originality:

To my best knowledge all work that I create is original and has not been previously published. If I do use any assets that have been previously created I will have obtained the right to use them on an unlimited basis.

Contract Modifications:

You can make changes to the terms of this agreement as long as they are first written and authorized by the both of us. This involves the need for me to create a new version of this document to be signed and approved.

Length of Project Quote Validity:

This proposal is only valid for **7 days** from the date it was initially sent if unaccepted it must be renegotiated. If accepted, this proposal is valid through the completion of this project.

Acceptance of Terms:

By signing this agreement, we both agree to the all the terms started in this document. This document is held accountable to the legal system of the United States and if any legal disputes arise they will need to be held in the state I'm currently living in.

Next Steps

To proceed with this project, you are required to take the following steps:

1. Accept the proposal as is or discuss desired changes.
2. Finalize and e-sign this document.
3. Once you approve, I'll send along your Initial Payment invoice.
4. Once paid, I'll begin production Monday, July 22, 2025 for a deadline of Monday, August 6, 2025.

Thank You

I appreciate the opportunity to send you this proposal for your project. I look forward to working with you!