

STEPHAN BRADLEY

Motion / Interface / Print / Design



*Design Proposal*

# Geek Music Festival Branding

**PROPOSAL** 000

Honolulu, HI  
1/16/2017

**Client**

Emily Moody, Art Director  
Chris Gargiulo, Web Manager

**Company** *Unnamed*

**Expiration** 10 days



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# 1. Design Brief

## BACKGROUND

Over the course of three days various bands of different genders and styles of *nerd music* will perform in a singular music festival, similar to other mainstream music events.

As a brand new and unusual endeavor, this music festival needs a complete brand development, including visual identity and website.

## GOALS

The scope of this project includes three disinctive approach with different goal.

### Corporate Identity

Develop festival the brand in its entirety. This include naming and a unique visual system compatible with the festival objectives. The brand must:

- Appeal to the target audience
- Entice the general public
- Have visual language that highlight aspects of the geek culture
- Not reinforce stereotypes and prejudice

### VIP Kit

Develop a VIP Kit to be sent special guests and VIP patrons that contain:

- VIP related collateral (tickets, passes, etc.)
- Exclusive collectibles/trinkets

### Website / App

Develop a website and mobile app that successfully:

- Inform about the event
- Educate about *nerd music*
- Provide easy access to schedule and artist information

## TARGET AUDIENCE

### Average Profile

Male, aged 25 to 40  
High to Low Disposable Income  
Tech Related Occupation  
Incomplete College or Higher

# 2. Project Details

## DELIVERABLES

### Corporate Identity

Name ..... \$60.00

Logo ..... \$1,000.00

*Includes colored and black/white versions, at least two variations, and supporting graphics.*

Event Collateral ..... \$300.00

*Tickets, badges (VIP, Press, Staff), Location signage and Brochure (containing schedule and location map)*

Promotional Material ..... \$300.00

*Stipulated promotional pieces account for 3 promotional poster, or 1 promotional brochure*

### VIP Kit

TBD ..... \$TBA

*The content and fee of the VIP kit will be defined during the project*

### Digital Interface

Website ..... \$1,600.00

*Static page integrated with Wordpress, stipulate at 5 pages + 3 distinct subpage layouts*

Mobile App ..... \$2,000.00

*Native mobile app for Android and Iphone, with support to push-notification for user defined schedule events*

Total ..... \$5,260.00+

## SCHEDULE

### Corporate Identity and VIP Kit

Name ..... Week 2

*One name to be chosen from two name concepts*

Revision Round 1 – Logo and Graphics Assets ..... Week 5 (Small Group Review)

*Three logo concepts in digital sketch format and rough drafts of graphic assets*

Revision Round 2 – Logo and Graphics Assets ..... Week 8 (Midterm Critique)

*Revised digital logo sketch with color and revised graphic assets*

Final Logo and Graphics Assets ..... Week 9

*Final logo and graphic assets*

Revision Round 1 – Brand Execution ..... Week 12 (Small Group Review)

*1st draft of Event Collateral and Promotional Material and VIP Kit initial concepts*

Final Brand Execution / Delivery ..... Week 16

*Revised Event Collateral, Promotional Material, and VIP Kit. Delivery of all non-web deliverables*

## SCHEDULE CONTINUED

### Website / App

Conceptual Plans .....	Week 4
<i>Content architecture, Wireframes, and Style Tiles</i>	
Interface Design Round 1 .....	Week 6
<i>Three design concepts applied to the homepage</i>	
Interface Design Round 2 .....	Week 8
<i>Two revised design concepts apply to homepage and critical subpages</i>	
Interface Design Round 3 .....	Week 10
<i>Revised final design concept</i>	
Production Review .....	Week 16
<i>Launch-ready website and app review</i>	
Launch .....	Week 17
<i>Website and app launch</i>	

## PROCESSES

### Define

We start by identifying the problem, the goals and the scope of the project. This is an in-depth process that shapes the project and directs the rest of the process.

### Draft

The next step is to find and validate potential solutions. What this looks like depends on the type of project. In the web development aspect, it will have the shape of information architecture, wireframes, and prototypes. For print, mockups, developments and testing, layout explorations, and sketching are usual formats.

### Design

Different directions are now further developed. This is a more participatory stage, where discussion and feedback narrow the project to a final solution. In this phase, most of the project will still be in mockup formats.

### Develop

The outcome of the *Design* phase is refined into a production-ready materials, meaning the web components are developed and files are prepared in accordance with their intent.

### Deploy

In the final step, the passage of files and launch of digital components signalize the conclusion of the project.

# 3. Terms and Conditions

## OWNERSHIP

Intellectual propriety rights for any material provided by the client for use in the project is the soil responsibility of the **Client** (Chris Gargiulo, Emily Moody).

All final and source files become **Client's** property only upon the final payment.

Stephan Bradley retains rights to use all material, drafts, research, visual content, and any digital files originally created during the project development in his portfolio at any time.

## EXCLUSIONS

Cost of any third-party services, including hosting and final printing, are not included. The use and payment of such services are sole responsibility of the **Client**.

Stephan Bradley will seek authorization from the **Client** prior to the purchase of any component needed to the website development, such as plug-ins, themes, and/or fonts.

## ANNULMENT

### Cancellation

If the **Client** chooses to cancel the project for any reason during its execution there will be a fee charged corresponding any material already finished. All developed deliverables will be delivered immediately.

If Stephan Bradley is unable to continue the project for any reason, any fee already paid corresponding to unfinished deliverables will be returned to the Client and all developed material will be delivered immediately.

### Revocation

The project may be revoked in the following instances:

1. The Client requests modifications that do not conform to the approved proposal without a fee renegotiation.
2. The Client misses payments without just case.

If a successful agreement or solution can not be achieved the project will be revoked and only 40% of already paid fees will be refunded. All developed deliverables will be delivered immediately.

## PAYMENT

50% of the project total cost will be invoiced upon this proposal agreement. The outline schedule will not start until this first payment is received. The reminder balance is due upon project completion, prior to files delivery.

A hourly rate of \$20.00 will be added to the reminder balance should the project expand beyond the scope outline in this proposal.