

Ms. Paula Willis, CPRP
South Fayette Township
515 Millers Run Road
South Fayette, PA 15064

12 July, 2022

RE: South Fayette Community Center Branding Design Proposal

Kolano Design, Inc. is pleased to submit this proposal to provide branding services for the new Community Center located in South Fayette Township.

Attention spans are decreasing as time goes on. Kolano is aware that digital communication material must be designed to be remembered from within a barrage of information. Kolano Design has a staff familiar with the latest trends in naming methodologies, electronic media and technology.

Kolano Design has a proven record of listening to our clients and integrating their experience, perspective and understanding into our work in a timely manner. Our design philosophy is client driven. We also understand the context and constraints that are inherent in major projects for both 'not for profit' and 'for profit' organizations, knowing that an effective process will include frequent conversations with the client, its representatives, and stakeholders so there will be no surprises during the course of the project.

Kolano shall provide services for your project consisting of consultation, research, design, quality control, and coordination for project production. With access to consumer reports and market research studies, Kolano is fully equipped to evaluate the target audience and develop graphics geared towards their needs and usage, while accomplishing the overall goals of the project. Kolano will distribute tasks appropriately among the Production Staff and Project Manager to remain within the scope of work.

Kolano will conduct progress meetings with the use of conference calls and a web-based conferencing system known as Gance, Zoom, Design Teams, etc. This allows presentation and review of the graphic concepts and materials via the internet in real time. Often, changes to the graphics can be made during the conference instantaneously for review by the Client.

BRANDING ELEMENTS INCLUDED WITHIN THIS PROPOSAL

Naming Development / Process
Logo Development

Naming Development / Process

A facility or product name is the first and most elemental point of definition and audience contact with your brand. In most respects, the name IS the brand, and sets the tone for everything your brand is about. In short, everything you do or ever will do begins with your name. That's why it's vital to get the name right.

When you have a great name, people will remember it, talk about it, and have an emotional connection to your facility. The name becomes a natural and authentic extension of your brand, and demonstrates to the world the values of your brand positioning.

Our naming process begins with understanding everything about your brand, where it's been and where it's headed, your competition, and your entire industry. Throughout the naming process, we will work together with you to refine the brand positioning based on our discussions of actual names, because the more specific and nuanced the positioning, the more effective the name will be.

When we develop names for our clients, we make sure that the name always supports the brand positioning. The discussion of the names we present during the course of a project leads to a continual refinement of the brand positioning, as we hone in on the perfect fit between name and positioning.

There are of course many different types of names, but for the sake of discussion and clarification, we consider four broad classes of names: Descriptive, Invented, Experiential and Evocative.

DESCRIPTIVE NAMES

Descriptive names are purely descriptive of what a facility or product does or its function. They might also take the form of an acronym, names or descriptors associated with local historical prevalence.

INVENTED NAMES

This category of names includes the purely invented, the morphemic mash-up, and foreign words that are not widely known to English speakers. At their best, Invented names can be poetic, rhythmic and ripe for investing with the soul of a brand (think Google).

EXPERIENTIAL NAMES

These are names that map to the experience of using a product or service, or to what a facility does, or to an aspect of human experience. Experiential names are usually literal, and are the types of names often created by cross-referencing a vision statement with a thesaurus.

EVOCATIVE NAMES

These are names that map metaphorically, rather than literally, to the brand positioning. Evocative names rise above the goods and services being offered, and paint a bigger picture. The best of them tap into a deep reservoir of shared cultural knowledge, myth, story, imagery, association, legend and art, and usually work on multiple levels. And in fact, the best of them often have Descriptive, Invented and/or Experiential associations as well. In short, they work on so many levels they constantly surprise with new meaning and relevance.

The name may take shape based on key words and messages that the new brand will need to communicate. The brand will need to attract a multi-generational crowd, therefore resulting in a name geared toward that audience. Kolano will also identify similar local and national developments to see what is current within the industry and what is not. This will help to determine direction.

Kolano will host a brainstorming session to discuss direction and approach of messaging. A list of names will be developed from discussions and presented to the client. Deliverables include a tagline and tailored branding messages. One or two names may be chosen for further study.

NAMING DEVELOPMENT DESIGN FEE TOTAL

\$ 6,250 - 8,790

Logo Development

Kolano will develop four to six logo options for review by the client. The concepts will be developed from images and logos that are discussed with the client and developed by Kolano Design. Based on this review, the selected logo will be refined through one or two rounds of revisions.

Once the logo design is finalized, Kolano will develop a color palette. Two color schemes will be presented and, if necessary, we will make one round of color refinements to arrive at a final color scheme. Color specification values suitable for signage, print and online media will be provided so future consistency can be ensured.

Logo identities can take the form of uniquely combined or custom lettering (e.g., Xerox and Coca-Cola) but may also include unique graphic symbols (e.g., AT&T and Starbucks). Depending on the nature of the identity concept selected for refinement, the subsequent effort can vary, so we have provided a cost range rather than fixed fee. Kolano will provide the final logo in several formats to use as needed.

The below fee provides for the logo design. Kolano Design can provide costing if the client wishes for us to develop and finalize formats for the Community Center's Business Cards, Letterhead, Envelopes, etc.

LOGO DESIGN FEE TOTAL \$ 2,590 - 4,020

Design Fees:

NAMING DEVELOPMENT DESIGN FEE TOTAL \$ 6,250 - 8,790

LOGO DESIGN FEE TOTAL \$ 2,590 - 4,020

PROPOSAL TOTAL \$ 8,840 - 12,810

Out-of-Pocket Costs

Out-of-pocket expenses will be billed additionally and may include blueprints, postage, overnight packages, mileage, parking, color photocopies, etc.

\$ 250

ESTIMATED TOTAL OF CONTRACT \$ 9,090 - 13,060

Printing costs, photography, etc. are not included within the above fee estimates. Kolano will be responsible to manage all vendors to ensure quality products are delivered on time, on budget and of superior quality. Photographs and all text content will be provided by the client in electronic format. KD will edit and manipulate the content as needed.

SERVICES

KD shall provide Services for your project consisting of consultation, research, design, quality control, and coordination for project production. KD shall prepare and present materials to the Client that demonstrate or describe KD's intentions and shall prepare various materials, such as presentation boards, drawings and specifications, to enable the design to be fabricated, installed, or otherwise be implemented.

2.1 Implementation: KD's services under this agreement do not include implementation such as fabrication and installation of the project design. The Client and KD agree that any such implementation is to be provided by others, and KD's services with respect to such implementation shall be restricted to providing specifications, coordination, and quality checking. Unless otherwise specified in this agreement, KD shall have no responsibility for the providers of such implementation, and charges therefore shall be billed directly to the Client. While not responsible for implementation, in a supervisory capacity, if KD is requested to pay such charges, KD shall be entitled to reimbursement from the Client for implementation costs plus such handling charges as to be determined.

COMPENSATION

3.1 Fees: The Client shall pay KD for the services as described in the first section 'Project Scope' of this contract. Principals are billed at \$250/hour. Project managers are billed at \$150.00/hour. Design staff is billed at \$90.00/hour.

3.2 Payment Schedule: After receipt of an invoice, the Client agrees to make payments within thirty (30) days. KD shall render invoices on a monthly basis.

3.3 Revisions & Additions: Revisions and additions will be completed as requested by the client.

3.4 Reimbursable Expenses: The Client shall reimburse KD for all out-of-pocket expenses incurred by KD with respect to the Project including, but not limited to, expenditure for: photostats, photoprints, photocopies, photography, film & processing, presentation materials, long distance fax charges, postage, local deliveries, including messengers, out-of-town travel, and shipping. Reimbursable expenses will be billed actual cost plus 15%.

3.5 Reimbursable & Implementation Budgets: Any budget figures or estimates for Reimbursable Expenses or Implementation charges such as fabrication or installation are for planning purposes only. KD shall use its best efforts to work within stated budgets.

CLIENT OBLIGATIONS

4.1 Materials to be Provided by Client: The Client shall provide accurate and complete information and materials to KD and shall be responsible for the accuracy and completeness of all information and materials so provided. The Client guarantees that all information supplied to KD is owned by the Client or that the Client has all necessary rights to permit KD to use them. The Client shall indemnify, defend, and hold KD harmless from and against claim, suit, damages, and expense.

4.2 KD Liability: KD shall take reasonable precautions to safeguard original or other materials provided by the Client.

MISCELLANEOUS

Confidentiality: The Client shall inform KD in writing if any portion of information provided by the Client or if any portion of the Project is confidential.

Sales Tax: The Client shall pay any sales, use, or other transfer taxes that may be applicable to the services provided under this Agreement.

Termination: Either party may terminate this Agreement upon giving written notice to the other as specified below. Upon termination of this Agreement by the Client or by KD for cause, KD may retain any initial payment and the Client shall pay KD for all hours expended on the Project, up to the date of termination, at KD's standard rates together with all other amounts due thereunder. The amount of written notice to be given by either party shall be thirty (30) days.

Entire Agreement: This Agreement represents the entire agreement between the Client and Kolano Design and may be changed or modified only in writing.

Representations: The Client represents that it has the full power and authority to enter into the Agreement and that it is binding upon the Client and enforceable with its terms. Kolano Design represents that it has the full power and authority to enter into the Agreement and that it is binding upon KD and enforceable with its terms.

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Your acceptance of this agreement and the signing of same shall constitute an agreement between us. I have included two copies of the proposal. Please sign both and keep one for your records. Send the second copy back to Kolano Design for our files.

Sincerely,

A handwritten signature in black ink, appearing to read 'W. Kolano', with a vertical line extending downwards from the end of the signature.

William J. Kolano
Kolano Design Inc.

ACCEPTED AND AGREED TO

Client Representative Signature

Date