
DESIGN AND DEVELOPMENT

PROPOSAL AND AGREEMENT FOR:
+ WEBSITE + LOGO + WEBSITE & LOGO

Prepared for HSI - Health Services, Inc.
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Submitted by Avant Creative
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OUR PROCESS

We believe that good design solves problems, and great design answers questions. We believe that structure and function paired with aesthetics and values provides long term results. We believe that telling a good story evokes an emotional response money can't buy. Most importantly we believe in working with you, not just for you.

Our four phase process ensures that our focus strengthens your mission and reflects your goals to achieve successful balance between message and identity.

WEBSITE DEVELOPMENT:

PHASE I: OUTLINE & HIERARCHY

Before any actual creative work begins, Avant Creative conducts extensive background research which we detail in a report outline; this includes hierarchical suggestions in order to decide how and where information will be provided. This will include wireframes of the website that focus on content, and not design, so that submissions are properly set with a cohesive, concise dictation that guides the flow of information. Upon approval, a detailed project schedule will be provided to ensure on-time delivery and migration.

PHASE II: DESIGN

When our outline & hierarchy wireframes are complete and HSI has approved the initial concepts, design & development work begin. We keep your communication needs and priorities at the core of every decision – from colors to image selection to font styles. We will create the website based on the main concept of the logo that dictates the look, focus on the central message and content information, and create a cohesive brand image that reflects the graphic style kit while maintaining the approved hierarchy.

You will receive one initial approach that will allow adjustments to be made after the fact. Upon approval of the initial design, we ask that all content is submitted that follows the guidelines set out in the outline and hierarchy in the proper and necessary formats and (if required) sizes. Any adjustments made after the fact, or work that must be adjusted on our end, may incur an additional fee if it is out of the scope of service; this includes, but is not limited to: photographs of physicians that are improperly sized, allocation of stock photographs, creation of icons, etc.

PHASE III: IMPLEMENTATION

After you have approved the direction of Phase II, we begin development execution. Avant Creative works with you to select images and gather copies for the final website including, but not limited to, submission of text information and artwork as well as stock photography. We will produce draft outputs for your review that include your content and make sure that your input is reflected before any part of the site is launched and migrated. When your quality standards (and ours) are achieved, we prepare your site and server for final launch.

PHASE IV: EVALUATION

After the design is complete, we test the User Interface & User Experience system using data gathering and onboarding evaluations to ensure loading times, interactivity effects, linking, and

information flow. We then correct any issues we find on our end, or provide issues associated the internal submissions to HSI for review and adjustment.

LOGO DESIGN:

PHASE I: RESEARCH

Before any actual creative work begins, Avant Creative conducts extensive background research. We will meet with you to understand your goals, audience needs and project expectations. In addition, we will conduct market, customer and competitive research to gather additional insight. Once our research is complete, we will provide a creative brief to summarize the results of our inquiries and outline the project, along with a detailed project schedule to ensure on-time delivery.

PHASE II: DESIGN

When our analysis is complete and you are on board with the initial concepts, design work begins. We keep your communication needs and priorities at the core of every design decision – from colors to image selection to font styles. We explore several different creative approaches before centering in our our main concept. Based on your feedback, we evolve these approaches into comprehensive design directions. As part of this process, we will deliver at least three creative concepts for your evaluation.



We will design the logo around the submitted image concept, complete with fonts, colors, text styles, and image placement (known as a Graphic Standards kit, which dictates all use for the logo and associated implementation.)

The logo will include useage design for image alone, image with 3 uses of text, and text design for placement across all media including color swatches (PMS colors & web hex).

PHASE III: IMPLEMENTATION

After you select your preferred creative direction, we begin design execution. Avant Creative works with you to select images and gather copies for the final design pieces. We produce draft outputs for your review and make sure that your input is reflected before any piece goes into production. When your quality standards (and ours) are achieved, we prepare your design pieces for final production. We collaborate closely with any third-party vendors (such as printers) to make sure that the finished product meets your expectations.

PHASE IV: EVALUATION

After the design is complete, we follow up with you to assess the outcome of the project. We are keen to hear not only your insights on our process and designs, but also any feedback you have received from your audiences. If desired, we can work with you to design data-gathering tools – such as customer surveys – to collect insight from your target audiences.

OVERVIEW AND SCOPE

Based on our understanding of HSI's scope and requirements, we will collaborate as a project management and creative team to produce a new logo for the organization.

Mission: Health Services, Inc. (HSI) is a medical home providing access to affordable primary, preventive and wellness services distinguished by compassion, quality, integrity and respect in Montgomery and surrounding areas.

Target Audience/Key Demographic: Residents in Montgomery, Alabama and the surrounding area who require access to and awareness of community health centers that focus on primary, wellness, and preventative medical services; FPIG guarantees provision of services on an income-based sliding scale fee.

SCOPE OF SERVICE

We create visual systems and branding that encompass the broad spectrum of mission, goal, demographic served, industry, organization, and identity. **Due to the nature of logo design and website development, please read the timeline following for specific information.** Adjustments of the previously provided logos and website (depending on scope approved) will be made to finalize concept into actionable product with relevance, endurance, versatility, and distinction in mind.

Revisions or alterations to the scope of work or schedule may obligate HSI to additional fees. These may include copy or layout changes made after initial HSI approvals. Extensive alterations, such as a change in marketing objectives or project goals, shall be considered new work and will require that this agreement be amended with a change order to reflect the revised scope of service.

Any successful collaborative effort requires careful management and adherence to strict due dates by our team and yours to achieve agreed-upon milestones. We will formalize a schedule after approval and agreements have been submitted, and complete Phase I: Research, as outlined in the section above, to include the following key milestones:

- + Conduct research to support creative development (Avant Creative) Deliver first draft of creative brief (Avant Creative)
- + Provide feedback on creative brief (HSI)
- + Provide final creative brief (Avant Creative)
- + Assign job to creative team (Avant Creative)
- + Present comparative design approaches for review (Avant Creative) Provide feedback on designs and determine direction (HSI) Provide final designs for approval (Avant Creative)
- + Approve final designs (HSI)
- + Deliver final designs for production (Avant Creative)

TIMELINE

LOGO DESIGN:

Upon agreement, Avant Creative will provide the first round of 4-8 preliminary logo concepts to HSI within 8 business days, which allows our creative and project management teams time to thoroughly conduct research and ideation. Collaboration meeting to discuss reception, focus, adjustment, and theme will then be scheduled on the day of submission within 2-5 business days, depending on the availability of HSI. Additional adjustments will include up to 8 revised logos. **Due to working on the logo based on concept submitted, research will take less time which lowers the quote cost from the original proposal.**

You will receive the logo in full in the file types requested (we suggest .AI, .EPS, .PSD for vector output and .PNG and .JPG for use with web-based services) along with a Graphic Style kit (included with all logo packages; this dictates style of logo and concept used across all media vehicles.)

WEBSITE:

Upon agreement, Avant Creative will provide the initial steps for the website development for HSI by designing the main website template, dictated by the logo and the look and feel that it suggests; this will include exact matching of color and font use. The website development of phase one will also include lorem ipsum sample text to ensure that content provided will be used in line with the styling suggested. This step will be completed within within 12 - 18 business days. A collaboration meeting to discuss reception, focus, adjustment, and theme will then be scheduled on the day of submission within 2-5 business days, depending on the availability of HSI.

The website will be created as a dynamic, responsive site based within a CMS framework so that future development may be extended beyond the final, approved site. This includes, but is not limited to: assigning users and permissions, user login and development of a dashboard for permission-based information access, update of specific information areas alone, and adding additional forms and delivery methods.

LOGO DESIGN

PHASE I: RESEARCH +

PHASE II: DESIGN

Delivered in 8 business days

PHASE III: IMPLEMENTATION

Delivered in 10 business days

PHASE IV: EVALUATION

Delivered in 2 business days

WEBSITE DEVELOPMENT

PHASE I: OUTLINE & HIERARCHY

Delivered in 5 business days

PHASE II: DESIGN

Delivered in 12 - 18 business days

PHASE III: IMPLEMENTATION

Delivered in 10 business days

PHASE IV: ONBOARDING EVALUATION

Delivered in 5 business days

INITIAL WEBSITE OUTLINE

Includes up to 30 pages

- + Home
 - Includes up to 3 sliders to direct and highlight information
- + System
 - About
 - History
 - Accreditation
 - Administrative Team
 - Governance
 - Employment Opportunities
 - + Online Application
(Allows submission of employment application delivered via email to administrator)
 - + Current Job Listings
(Includes Google Document placement, updates information as submitted - or static PDF)
 - Contact Information
- + Facilities:
 - Autaugaville Family Health Center
 - Capital Family Health Center
 - Chisholm Family Health Center
 - Clanton Family Health Center
 - Eclectic Family Health Center
 - Hayneville Family Health Center
 - Montgomery Primary Care Health Center
 - Ramer Family Health Center
 - River Region Health Center
 - Southside Family Health Center
 - Mobile Unit
 - Wellness Center
- + Services
- + Policies
- + Physicians: Find a Provider
(Includes 25 Physician Bios with contact information & clinic locations)
- + Calendar of Events
(Includes Google Calendar placement, updates information as submitted)
- + Search Bar
(Allows search for all information on website, including location and provider names)

FEE SCHEDULE

LOGO DESIGN

Total fixed fee for project: \$2,200

Deposit due: \$1,100, 50% of agreed upon fee, due at time of agreement signing

Balance: \$1,100, 50% due date of delivery

WEBSITE DEVELOPMENT

Total fixed fee for project: \$3,500

Deposit due: \$1,750, 50% of agreed upon fee, due at time of agreement signing

Balance: \$1,750, 50% due date of delivery

WEBSITE DEVELOPMENT + LOGO DESIGN

Total fixed fee for project: \$5,300

Deposit due: \$2,650, 50% of agreed upon fee, due at time of agreement signing

Balance: \$2,650, 50% due date of delivery

Fee adjustments may be made due to rush delivery requests or prompt payment, as follows:

Urgent delivery requires a price increase of 30% of the total fixed fee defined above.

If full fee is paid on date of deposit, HSI shall receive a 5% discount on fees stated above.

TERMS OF SERVICE

Ownership and Usage Rights: Upon receipt of full payment, the HSI is hereby granted exclusive and unlimited usage and reproduction rights to the final designs prepared for the HSI as part of this project. Avant Creative reserves the right to reproduce any and all designs created in print and electronic media for Avant Creative's promotional purposes.

Errors: HSI has responsibility to proofread and review all work produced during the project. As a result, the client is fully responsible for any errors in spelling, typography, illustrative layout, photography or other errors discovered after printing or reproduction or for any work performed by third-parties selected by the HSI.

Cancellation: In the event HSI cancels this agreement prior to completion, within five (5) business days of such cancellation, HSI shall pay Avant Creative for: (1) all work performed up to the date of termination; (2) all outside expenses and commitments that have been incurred and cannot be cancelled; and, (3) a cancellation fee equal to 15% of the remaining fees that would otherwise have been paid if the project would have been completed.

Useable Artwork, Stock Photography, and Written Content: It is the full responsibility of HSI to deliver content to Avant Creative in a timely fashion or there will be a delay in the timeframes given. The content must also be provided in the correct file types, sizes, and all text must be fully edited. Specifications will be delivered with the Creative Brief upon acceptance.

FUTURE DESIGN AND DEVELOPMENT

We can also provide the following:

- + Printed Promotional & Internal Materials
 - Business Cards (Design or Printing)
 - Brochures
 - Pamphlets
 - Postcards/Direct Mail
 - Marketing Campaign Design
 - Advertisement Design
- + Interior/Exterior Signage
- + Wayfinding System Design
- + Website Hosting (Secure Linux-based server), Domain Transfer, and up to 10 email addresses
 - \$85 per year
- + Website Dashboard + User Login
- + Additional Website Pages
 - \$65 per Main Content Page
 - \$40 per Physician Page
 - \$20 per Facility Page
- + Stock Photography
 - Ranging from \$5 to \$75, depending on image
- + Custom Icons
 - Ranging from \$5 to \$25, depending on image

Please request a quote for any additional items. We always provide a discount for current clients.

LEARN MORE & GET IN TOUCH

If you have any questions, please contact our project manager, Temisha Young, at 334.649.2877. We invite you to view our work, who we are, and what we do to learn more by visiting our website at www.avant-creative.com.

We look forward to hearing from you!

/// the Avant Creative Team ///