

# The Social Good Outpost

project design quote

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*'We Exist'*  
Design Package

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Project Guide

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2017

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Scope of Work

by  
the grazing elk



## We're here to guide you

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We've designed this project guide to give you an idea of what you can expect to get from a 'We Exist' design package. This package is designed to take you from **your idea** to **something tangible**. Our clients have used this package to show prospective investors and sponsors that they are more than just a good idea. It has also been used to aid projects in applying for grants and funding.

The "We Exist" package gives you credibility and professionalism to take your project to the next stage. You now have an online presence, a physical tangible presence, and can inspire confidence in what you are doing.

If you like the look of it, or have additions you would like to make to this package, contact us and we'll get you started.

First, we'll get to know you and your project. That information goes here.

Second, we want you to know that we're here to help and that we understand a bit about your industry, sector or community. As part of the Social Good Outpost, we have a focus on social enterprises, non-profits and those 'doing good' in the community through all kinds of business, government, and community projects.

This is based on our extensive experience in the sector, from creating national domestic violence prevention training through previous work with Griffith University and MATE, to our role consulting for government and peak bodies on LGBTIQ issues, women in business and youth empowerment, and our part in creating Australia's first youth social enterprise conference and organization, IMPACT, in 2014.

Although we have practical experience working for non-profits and social enterprises across a variety of areas, some of our key areas of knowledge and expertise are in the following spaces:

- Domestic violence prevention and women's refuges
- Women's empowerment, leadership and participation; women in business; women's research study centres; working women's centres
- LGBTIQ communities, service providers, activists and community groups
- Youth work and youth empowerment; youth support services
- Social enterprise; startups; grant applications and funding; pitching

Our awards in the social impact space include receiving the United Nations Australia Association Community Award (QLD) in 2016, both being nominated Out for Australia Role Model of the Year Award Finalists (2015 & 2016), and progressing to a Regional Finalist position for the Hult Prize on social entrepreneurship, in 2015 in Shanghai.

Ready to bring your project to life? We exist, to help make you exist. Let's go!

- Lara and Elise Stephenson

## The 'We Exist' Package

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### Suggested Design Inclusions:

- Logo
- Style Guide (colours, fonts, logo layout & brand style rules for internal creation and to guide external agencies promoting you)
- One Page Website – a simple one page site with the most important details to establish credibility and professionalism to anyone who searches your project, and so you can have an online presence. Optional: blog functions.
- Business Card Design

## Price

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Price is determined on a sliding scale, depending on complexity and the needs of your project and organisation. Please contact us for a personalised quote.

Overall price range: \$2645 - \$3375

## Plan & Timeline

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We can commence work as soon as the project is agreed on and the deposit and contract are sent & signed. We will provide you with a weekly timeline for when we need content and reviews and when we will deliver designs and services, so we can both work within it. Although there is some flexibility in times, our pricing is designed around a set timeline to make it the most affordable it can be for you.

## Scope

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1. Collect your needs, ideas and inspiration for logo design. (May involve face to face meeting or video call). Research potential design styles and imagery.
2. Develop 3-4 concept logos and send to you for feedback.
3. Commence refinement round 1 on your favourite chosen concept logo. Get feedback.
4. Commence refinement round 2 on your logo and finalise the design. Send to you in the formats needed.
5. Create Business Card design ready for you to send to printers. Optionally, we will order your business cards for you and have them sent directly.
6. Create your Style Guide
7. Collect your needs, ideas and inspiration for the website design. Research potential design styles.
8. Set up hosting/domain or get those details from you if you already have them.

9. Install WordPress. Create any email addresses you need also.
10. Install a theme to work with and plugins.
11. Enter your content.
12. Review.
13. Do any changes, present final site.
14. Post completion month where site is live and we're available to do changes.

## Logo

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We will develop a beautiful, thoughtfully-designed logo to suit your organization. You can choose between having a:

- Text-only logo
- Graphic and text logo

Your logo development includes: thorough consultation with you about what you would like, and questions about the mood, style, audience and so on, plus one round of logo concepts (usually 3-4 concepts will be developed here), plus two rounds of refinements, to refine your logo to exactly what you want. Extra rounds of revisions can be added at \$90 per hour.

At the finish, we will provide you with your final logo in several formats – the source file, in vector format; images for web use; images for print use; and on both a white and a transparent background for use in different contexts.

Once fully paid for, your logo belongs to your organisation; you have full copyright to use it as you please.

## Business Card Design

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Creating a two-sided, colour business card design in whatever shape and orientation you require: landscape, portrait, square (or any other option you like).

Optional: we will order your business cards for you and have them delivered direct to your address.

## Style Guide

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This is a several page long (possibly 2-3 pages) PDF document that lists the official fonts and colours, including their codes for web and print use, as well as your logo and any other special rules that your branding has, in order to keep your design consistent throughout its use, both internally and when you are being presented by external agencies, for example in publications.

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## Website

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Create a responsive one-page website.

### First Steps

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- Installation of WordPress
- Consultation & Research into the style and functionality desired in your website
- Gathering content from you for the site
- Create a new site map sketch to visualise all pages and interrelations

### Design & Visual Stage

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- Deciding on a design look-and-feel
- Responsive Design (so it works on mobiles, devices, screens of different sizes and normal computers)
- Designing and implementing the look and feel of your actual site – colours, custom fonts, layout, spacing, adjustments to the purchased theme to make it exactly how you need
- Adding your logo and branding (colours, fonts, style of image and words)

### Content Stage

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- Entering and formatting your content, including;
  - Home page
  - Contact Form/s
  - Blog if required
- Make sure all your images are optimised for web
- Simple website graphics/buttons/web elements which are required in the process of creating your site, are included (not included are complex things like logos, or custom illustrations)
- You provide all images and words – if you need help getting images we can show you free and paid stock image resources or recommend photographers, and if you require a copywriter we can recommend one to you

### Social Media and Connectivity

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- Adding social media buttons, sharing icons or feeds if required
- Adding a newsletter sign up form if required
- Inserting Maps or other widgets relating to connecting with people

## Presentation and Feedback

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- Presenting the draft of the website with new design and content in place
- Gathering feedback, questions, suggestions
- Doing any changes – 2 main rounds of changes included. Extra revisions/rounds of changes included at \$90/hr

## Optimisation & Security

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- Installing security plugins for your site
- Optimising loading speed and other best practises for your site's speed and search-engine-friendliness
- If you need Search Engine Optimisation (SEO):** once I see the scope of your website and we've entered the content in I can give you advice and quotes on this for differing levels of SEO to suit your requirements.

## Testing and Launch

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- Testing site on different devices and browsers and screens to confirm all is working (and fixing or fine tuning if not)
- Removing the cover page which will be up during construction
- Being on-hand for the following month after launch day for any help or adjustments (no extra charge during this month for anything in original scope)

## Optional ongoing monthly care for your website

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This is a monthly service we offer which aims to keep your site safe, secure, and up to date, both in terms of software being the most current version to best safeguard against hacking, and also updating small pieces of content as needed. You can read more at: <http://thegrazingelk.com/website-maintenance/>

## What's Next?

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From here, send us an email at [lara@thegrazingelk.com](mailto:lara@thegrazingelk.com) or [elise@thegrazingelk.com](mailto:elise@thegrazingelk.com) or give us a call on 0430 444 816 to get a quote specific to your project.

We'll send you a personal quote for you to check over. If you are happy and ready to start, we'll create a deposit invoice of 50%, and start once that's received.

From there, any content, instructions, ideas and anything else can be sent via email, phone conversation or a shared Dropbox folder.

We look forward to working with you on your project.

*Thankyou!*

*Elise + Lara*