

Greetings,

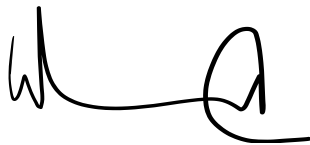
We're Rooster Rooster Creative Company; we specialize in graphic design and cinematography. After having all worked in the industry together as co-workers at a national marketing agency, the pandemic guided us three locals into business together.

Our histories are laden with experience designing marketing materials for municipalities, institutions, and initiatives—as well as simultaneously outfitting La Crosse businesses with creative deliverables as free-lancers. Collectively, we hold sensibilities for both, institutional/public marketing, and the cultural energy of La Crosse (especially the arts).

As mentioned, this endeavor is a recent one, and we're currently working on our website, [roosterrooster.com](http://roosterrooster.com). The website may or may not be live as you read this, so we've included a few samples of our work for good measure at the end of this document.

We'd be a great fit for this project. Thanks for your time.

Cheers!

A handwritten signature in black ink, appearing to read 'Will Adamany', with a stylized, flowing script.

Will Adamany

*Designer, Partner*

*Rooster Rooster Creative Company*

# PROPOSAL

## Client

City of La Crosse City Arts Board

## Point of Contact

Jim Flottmeyer  
flottmeyerj@cityoflacrosse.org

## Summary

This proposal defines the scope, deliverables, and costs of design services requested by the City Arts Board

## Deliverables

Logo & Identity Package

## Project Scope

- consult with City Arts Board representative(s)
- research
- logo and identity design(s)
- audience survey of design(s)
- up to three revisions of selected concept
- logo and identity usage guide design
- MS Word letterhead design
- delivery of all materials as specified

## Deliverable & Cost Breakdown:

Logo & Identity Package . . . . . \$10,000

- **research**
- **logo design**
  - up to 3 revisions
  - logo lock-ups and color variations
- **color palette**
  - color system for brand identity
- **typography**
  - identified type styles for use across all brand materials
- **brand elements**
  - elements for use across brand
- **brand collateral**
  - letter head
  - any additional developed during process
- **audience survey**
  - opinions from constituents
  - necessary adjustments
- **logo & identity usage guide**
  - logo, color, type usage, and brand elements best practices
  - layout examples
- **client considerations**
  - consult and adjustments as needed

Fresh & Eager Discount (60%) . . . . . -\$6,000

TOTAL . . . . . \$4,000

## Payment Schedule

\$2,000.00 (50% of total) upon project commencement, remaining amount due upon project completion.



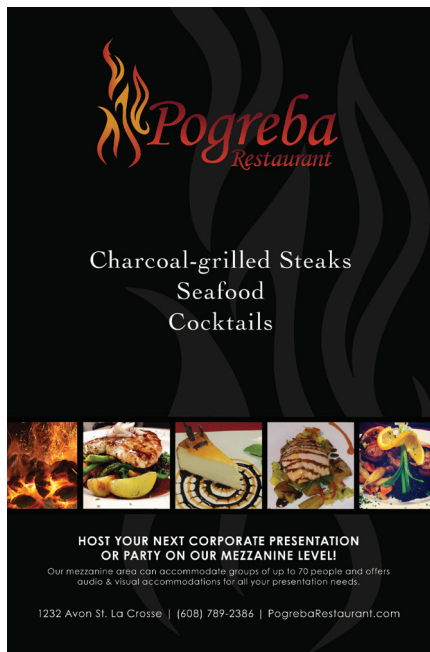
# Logos



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## Local Work



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