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# CCE Proposal & Scope Of Work

**Client:** Cosmic Cowboys Extractions

**Project:** Branding and Website Update

**Project Manager:** Jeremiah Tezeno

**Point Of Contact:** Ron Thiess

## Project Statement

Branding is about the promise of distinction, and though it incorporates assets like your logo, your tagline, and your website, ultimately, it is about creating an expectation and delivering on it consistently every time anyone comes in contact with your brand. With this project we will deliver a consistent, distinct brand identity for Cosmic Cowboys Extractions, and overhaul the current website to reflect the company's new branding elements and position.

*This document will serve as the official description of work to be performed for the duration of our agreement, including a project phase plan and any subsequent orders or service requests.*

## Project Background And Description

Cosmic Cowboys Extractions is a CBD Extractions company based in Spring, TX. Throughout two discussions, we recognized the need to update the company's online presence to reflect what makes it unique in the market, as well as the company website to showcase the new branding elements and CCE's market position.

Over the course of 2 phone calls and an initial discovery session, we determined that the identity design should be fun but educational. It should be trippy but not overtly bohemian or hippie-ish, and project holistic goodness, quality, and nutritional value. Colors should be faded and textured, in keeping with the vintage feel of the brand, with a new aesthetic that imposes these changes in a clean, contemporary manner to ensure that all elements of the brand design are transferable across various mediums and formats. We discussed the use of the astronaut with a cowboy hat as an integral part of the design imagery and the fact that while many other CBD companies are positioned as clean, corporate, authoritative entities, CCE would like to be positioned as the good friend or "cool uncle", who is fun and unconventional but very knowledgeable and generous with information and education. We will help to further hone the messaging (craft, hand-made, zero-waste, chemical-free, bubble hash, proprietary process, and the benefits of holistic), redesign the current logo for a cleaner look, highlight the "gold dust"

push to market, and the wholesale and infusion possibilities. Also, we will redesign the company's social media profiles, and update the website with a focus on product, the non-destructive nature of CCE's process, its mission statement (as refined throughout the branding process), daily supplement potential, and the company's origin story, per the newly updated brand identity.

## Scope And Objectives

This project will address the following:

Deliverable	Objective
<b>Brand Identity Package:</b> Logo, color palette, color hierarchy and graphics, fonts, variant logos, stationary and business card design and mockups, social media kit, branding guidelines, printable resolution files, vector files.	A brand identity that elevates CCE's online presence, providing the brand with a distinctive voice that is consistent across the web.
<b>Website Update/Design:</b> Website with newly created brand identity elements and assets.	An update of the website logo, images, colors, fonts, textures and tone that accurately reflects the new brand identity.

## Project Goals and Phase Plan

This timeline is based on a start date of January 4th. We can adjust these dates according to client prioritization once we have solidified a start date and agreed on milestones, if applicable.

Phase	Description	Week	Delivery Date
Brand Identity	Designation of the color palette, color hierarchy, graphic design, variant logos, business card and stationary designs	1	01/22/2021

	(including mockups), social media kit, including profile designs and 2 - 3 initial posts for Facebook, Instagram and Twitter, print quality files, all relevant vector files, and a guide on how to present your brand, regardless of the audience, medium or platform.		
Website	Website design with updated logo, graphics, colors and fonts, images, and all relevant sections and pages as designated by Ron.	2	2/8/2021

## Investment

We are able to begin immediately upon signoff, and will send an invoice for 25 percent of the estimated total upon acceptance of this proposal. The subsequent balance will be due in accordance with the agreed upon milestones, with final balance due upon completion of the project.

Description	Subtotal	Quantity	Total
<b>Brand Identity Package</b>	\$2,600	1	\$2,600
<b>Website</b>	\$1,500	1	\$1,500
<b>Total:</b>			<b>\$4,100</b>

## Add-Ons and Revisions

We are happy to provide the following add-ons should you decide that you need them. If there is anything that we missed, or anything that you would like to amend, please feel free to let us know:

- Maintenance of social media posts, design updates
- Social media ads, calls to action
- Website maintenance and updates
- Package design
- Marketing collateral
- Email campaigns

## Administration and Communication

In order to complete all phases of this project on time and to provide the best client experience, it is imperative that communication and feedback between all involved parties is handled in a timely manner.

Please let us know your preferred correspondence method and we will provide bi-weekly or weekly updates and/or reports to ensure peace of mind and to make certain that we are in lockstep as we move through this process.

We strive to provide prompt, clear and concise status updates and we need your help to keep this project moving in the right direction.

*To accept this proposal, please respond to [Jeremiah@jaidengroup.com](mailto:Jeremiah@jaidengroup.com). The rates provided are based on our appraisal of the project scope and size, including any special considerations, discounts, amendments, revisions, and/or additional services. Feel free to contact us with any questions and/or concerns, and we look forward to working with you.*