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## LINDA HEISTERMAN DESIGNS



### Logo Proposal for Seminole County Supervisor of Elections

Prepared for: Amy Pennock, Seminole County Supervisor of Elections

Prepared by: Linda Heisterman, Graphic Designer

January 14, 2025

Proposal number: 2025-001

# EXECUTIVE SUMMARY

## Objective

The proposed conceptual logo designs for Seminole County Supervisor of Elections reflects the offices identity, values, and aspirations. It combines timeless design elements with a modern aesthetic to represent integrity, transparency, community engagement, civic pride, ethical conduct, and legal compliance. The color palette and typography are carefully selected to convey approachability and professionalism, ensuring versatility across various applications, from official documents to digital platforms. These conceptual designs aim to establish a memorable visual brand that resonates with county residents and visitors while aligning with the Supervisor of Election's mission and vision. This finalized logo will serve as a strong visual representation the Seminole County Supervisor of Elections.

## Goals

- Clarity and Simplicity
- Reflection of Core Values
- Community Connection
- Versatility
- Timeless Color Scheme
- Compliance with Guidelines

## Solution

The proposed conceptual logos provide a strategic solution to enhance the Seminole County Supervisor of Elections' brand identity. By prioritizing clarity and simplicity, it ensures instant recognition and effective communication across all mediums. The design incorporates elements symbolizing transparency and trust, addressing the public's need for confidence in the electoral process. A versatile layout and carefully selected color palette guarantee adaptability for both digital and print use, maintaining visual consistency and professionalism. Additionally, the inclusion of community-inspired motifs fosters a deeper connection with residents, aligning with the goal of promoting civic pride and engagement.

## Design Process

1. Research
  - Conducted an in-depth analysis of the Seminole County Supervisor of Elections' mission, values, and audience demographics.
  - Reviewed design trends, local cultural elements, and historical references to align the logo with community identity.
  - Identified key themes: trust, transparency, community engagement, ethical conduct, and professionalism.
2. Concept Development
  - Brainstormed multiple design concepts incorporating icons hand-drawn in Adobe Illustrator that symbolize election, community trust, approval, and the Seminole County map and sailboat icon.
  - Developed initial concepts and digital drafts emphasizing clarity, versatility, and relevance.

- Created a shortlist of potential designs for review and feedback.

### 3. Design Refinement

- Incorporate stakeholder feedback to refine the chosen concept.
- Adjust typography, color palette, and composition for accessibility and scalability.
- Conduct visual testing to ensure the design remains effective across various applications and sizes.

### 4. Finalization

- Deliver the final logo design in multiple formats (vector, raster) optimized for print, web, and digital use.
- Provide a comprehensive style guide detailing logo usage, color codes, typography, and spacing guidelines.

## Deliverables

- Final logo in vector format (.AI, .EPS) and raster formats (.PNG, .JPG).
- Black-and-white and color variations of the logo.
- Scalable versions optimized for digital and print use.
- Logo usage guide, including brand color codes, typography specifications, and application examples.

## Timeline

1. Proposal Submission Deadline: January 17, 2024
2. Award of Contract : January 20, 2025
3. Completion of Initial Concepts: January 24, 2025
4. Final Logo Delivery: January 31, 2025

# PRICING AND PAYMENT TERMS

The total cost for this logo design project is **\$800**, which includes thorough research, concept development, design refinement, and final deliverables tailored to your needs. The price covers two revisions to the approved concept, ensuring the design meets your expectations.

A nonrefundable deposit of 30% (\$240) is due upon project approval to secure your spot and initiate the process. An additional 30% (\$240) is due upon completion of the concept development phase, with the remaining 40% (\$320) payable upon final delivery of the logo and associated materials.

Should additional revisions to the approved concept beyond the included two rounds be required, they will be charged at \$75 per revision.

Any new concepts, significant changes, or alterations outside the scope of the agreed-upon design will be considered a new project and billed separately at \$50 per hour.

This structure ensures a collaborative process while maintaining clarity and flexibility to achieve the best results.

Description	Quantity	Unit Price	Cost
30% non-refundable deposit upon approval	1	\$240	\$240
30% upon completion of concept development	1	\$240	\$240
40% upon final delivery	1	\$320	\$320
* Two revisions included in pricing. Additional revisions to design direction of approved concept at \$ 75 per revision. Any new concepts, significant changes, or alterations outside the scope of the agreed-upon design will be considered a new project and billed separately at \$50 per hour.			
Total			\$800

# TERMS AND CONDITIONS

## 1. Project Scope

The scope of this project includes logo design, concept development, refinement, and the delivery of finalized logo files in various formats, as outlined in the proposal. Any additional services beyond the scope of this proposal, including but not limited to additional design work, brand strategy, or extensive revisions, will incur additional charges as outlined in the pricing section of this proposal.

## 2. Payment Terms

- A nonrefundable deposit of 30% (\$240) is required upon project approval to begin work.
- A second payment of 30% (\$240) is due upon completion of the concept development phase, which includes initial design concepts.
- The final payment of 40% (\$330) is due upon completion of the project and delivery of final logo files.
- If payment is not received as outlined, project timelines may be delayed, and additional fees may apply.

## 3. Revisions

- The project includes two rounds of revisions to the approved design concept.
- Additional revisions beyond the two included rounds will be billed at a rate of \$75 per revision.
- Revisions will be limited to changes in approved concept design. Any new concepts, significant changes, or alterations outside the scope of the agreed-upon design will be considered a new project and billed separately at \$50 per hour.

## 4. Ownership and Copyright

- Upon receipt of final payment, the client will own the final logo design and its associated deliverables, including the right to use the logo for all business purposes.
- The designer retains the right to use the final design in their portfolio and marketing materials unless otherwise agreed in writing.
- The designer is not responsible for any legal claims regarding copyright infringement or use of the logo after final delivery.

## 5. Project Timeline

- The timeline for delivery of initial concepts was provided by the Supervisor of Elections office and is listed in this proposal.
- Any delays in feedback or payment from the client may affect the overall timeline.
- If the project is delayed beyond 14 days due to the client's inaction, a revised timeline and/or additional fees may be required.

## 6. Client Responsibilities

- The client is responsible for providing timely feedback and content necessary for the completion of the project.
- The client is also responsible for ensuring that all submitted materials are accurate and do not violate copyright or trademark laws.

## 7. Confidentiality

- The designer agrees to keep any sensitive business information provided by the client confidential and will not disclose such information to third parties without the client's written consent.

## 8. Cancellation and Termination

- Either party may terminate the project with written notice.
- In the event of cancellation, the client will be responsible for payment for work completed up to the point of termination, including any nonrefundable deposit.
- If the client terminates the project after the concept development phase has begun, the deposit and any subsequent payments made will be retained by the designer as compensation for work completed.

## 9. Limitation of Liability

- The designer's liability is limited to the total amount paid for the project. The designer will not be held liable for any indirect, consequential, or incidental damages related to the use of the logo or any associated deliverables.

## 10. Acceptance of Terms

- By signing the proposal, the client acknowledges and agrees to the terms outlined above, including payment terms, scope, and revision policies.

Thank you for considering my services for this important project. I look forward to working with you to create a meaningful and impactful logo for the Seminole County Supervisor of Elections. If you are ready to proceed, please confirm your approval of this proposal by signing below. Once confirmed, I will initiate the project with the first deposit and start the design process immediately. Let's bring this vision to life together!

If you have any questions or need further clarifications before moving forward, feel free to reach out. I'm here to ensure we achieve a logo that meets your vision and goals.

Best regards,



Linda Heisterman

### **Linda Heisterman Designs**

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DeLand, FL. 32720

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# AGREEMENT TO PROCEED

By signing below, you acknowledge that you have read, understood, and agree to the terms outlined in this proposal, including the payment schedule, project scope, and deliverables. You authorize LINDA HEISTERMAN to begin work on the logo design project for the Seminole County Supervisor of Elections upon receipt of the initial deposit.

This agreement represents a mutual understanding of the work to be completed and is legally binding upon signature.

## Client Information

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company (if applicable): \_\_\_\_\_

Date: \_\_\_\_\_

## Signature

Client Signature: \_\_\_\_\_

Designer Signature: \_\_\_\_\_

Date: \_\_\_\_\_

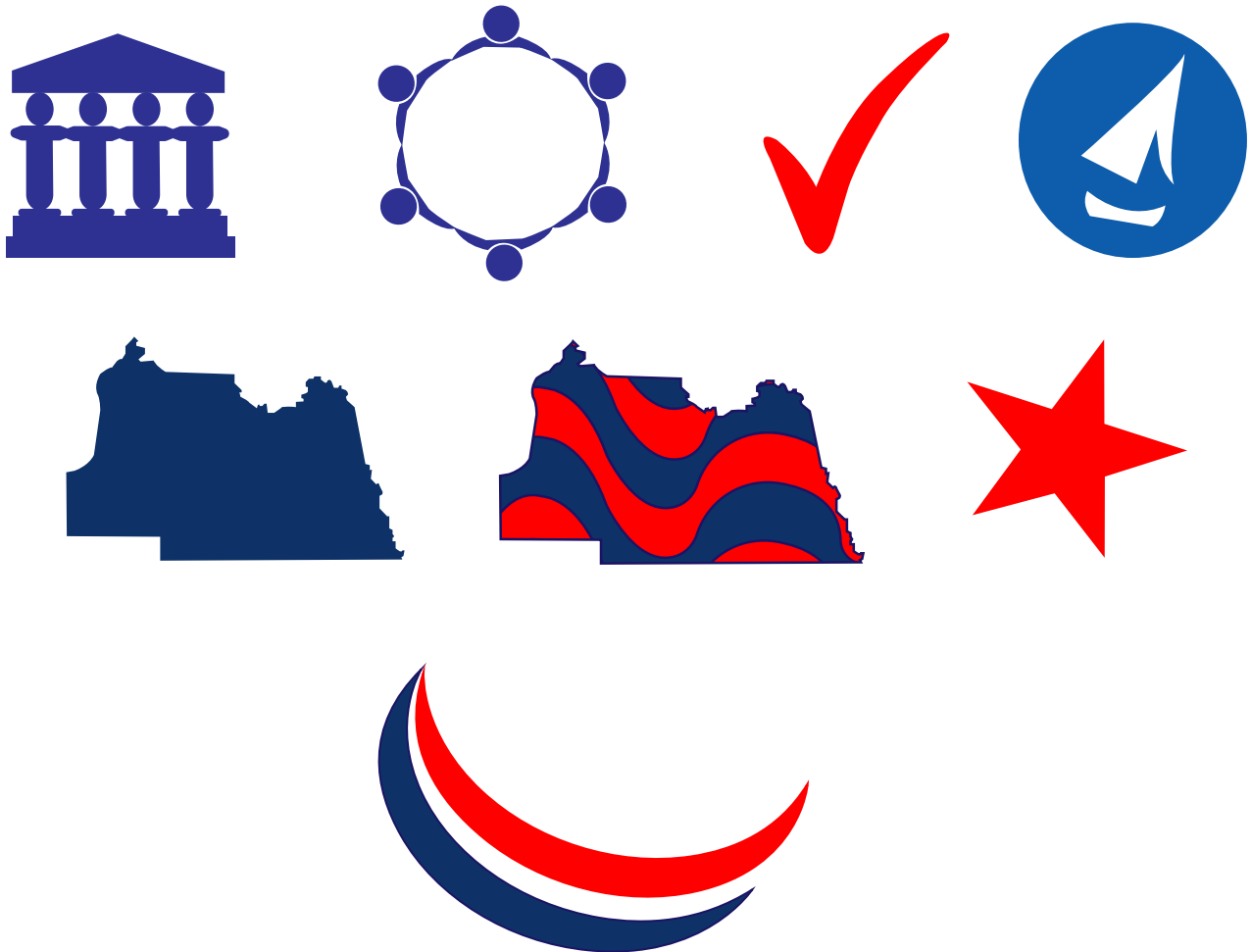
# DESIGN CONCEPTS, ICONS AND THEIR MEANINGS

## Icons

These icons were developed as potential elements for the logo concepts. Each icon is designed to represent key values such as trust, community, civic pride, professionalism, and ethical practices, which are integral to the identity of the Supervisor of Elections office.

### Community and Civi Pride

The pillars symbolize people, representing the government being upheld by the community and their shared sense of civic pride. The second icon depicts a community coming together, embracing a central element. In the corresponding design concept, this central element features 'Seminole County' along with a red checkmark to signify approval and trust. The sailboat is inspired by Seminole County's logo, offering a visual connection between the county's brand and its branches. All the icons were originally hand-drawn during the brainstorming phase and are not stock images





## Conceptual Logo Designs



This is a conceptual design of what a finalized logo might look like.



## REFERENCES

**Lisa Lewis, Supervisor of Elections - Volusia County**

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[elections@volusia.org](mailto:elections@volusia.org)

**Victoria Ackerman, Professor - Digital Media - Seminole State Community College**

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