

8th April 2014

Joanna Busse
Bayer Plc
Diabetes Care

Via email

Hi Jo,

RE: Bayer Diabetes Care Accuracy Logo

**STAGE 1:
DESIGN CONCEPTS**

To prepare 4 design concepts based on the brief provided and present colour visuals in PDF format, for indicative use of images, graphics and colour application for UK and global consideration.

- time and materials

£480

**STAGE 2:
AMENDS**

On approval of the design, to allow for 2 rounds of basic amends and supplying further PDFs for approval.

- time and materials

£800

**STAGE 3:
ARTWORK**

On final approval to supply icon in formats required for use across multiple platforms.

- time and materials

£250

I have prepared costs in accordance with your brief and details outlined at this stage and hope that these costs meet with your approval and I look forward to hearing from you in due course to proceed.

Kind Regards

Lauren Brady
Account Manager

