

# Faith Bible Church

## Brand & Website Design Proposal

### Introduction

Thank you for considering us for your web design project. We understand that creating a website is a big undertaking, and it requires a lot of collaboration and coordination. We want to make sure that your website meets all your needs, and that it is built with both your users and your budget in mind.

To help us, we've put together a comprehensive web design pricing proposal that outlines the features and scope of the project. We've included a breakdown of our processes, materials, and services, as well as our pricing structure, so that you can have a better understanding of what is involved in creating a successful website. We look forward to discussing the details of your project and working together to create an amazing website for Faith Bible Church Naples.

Logo design is an important process that helps to create a recognizable and memorable visual representation of Faith Bible Church Naples. It should reflect your mission, values, and unique characteristics. It should connect well with the members of your congregation. The process of establishing a new logo design is three-fold.

## Discovery Questionnaire

The logo design process starts with a discovery questionnaire to help us understand the key characteristics of the church, its members, your mission, and vision. This information is key to capturing the identity of your church and presenting that visually.

## Drafting Concepts

We'll take the information from the discovery questionnaire, conduct research, and begin sketching of ideas and concepts to create a few designs.

We send up to 3 different design concepts for initial feedback. We will arrange a video call or provide a recorded video talking through the design direction and thoughts informing the designs.

Once a design direction is selected, the design process will work through up to 4 rounds of revisions. During the revision process, feedback and input should be collected from key members of leadership and delivered in writing.

## Delivery of Assets

Designs are refined and finalized and delivered as a logo package that includes three versions of the logo in various formats such as eps, pdf, png, jpg, and svg.

Additionally, a logo files guide is provided to serve as a quick visual reference to all the files delivered.

## Branding Guide

We will provide you with a printable PDF Brand Guide as a reference for all visual projects related to your brand. This guide is useful for maintaining a consistent, professional experience with your brand. Our Brand Guides typically range from 7 to 10 pages in length.

- Messaging guide based on Faith Bible Church's mission and vision.
- Color palette guide with color codes
- Guide for proper use of logos and variants
- Typography instructions for proper use of fonts and weights

## Website Design

We take what we have learned from the logo design process and creating your brand guide and use that to inform how we design and build your website. We have a four-step process for building the website:

## Wireframing

We create a detailed outline of what will be included on your website, where it will be located, and how to best communicate your message in a clear and helpful way. We will work closely with you and your leadership during this time to ensure we are heading in a direction you are comfortable with.

## Development

We take the wireframe and begin building your website from scratch. We will create a custom website for your brand, rather than using a cookie-cutter template that looks like every other website. As your church and people are unique, we believe your website should be equally distinct.

## MARKETEERING

### **Review**

Once the website is ready for you to provide feedback, we will begin the review process. You and your leadership will have access to the staging version of the website, where you can review and suggest changes and additions. We will schedule a video meeting to discuss your feedback and make sure we understand your needs. We strive to maximize everyone's time, so we aim to limit the review process to three rounds.

### **Launch**

Once we have completed the website and made all the requested edits, we will start the process of launching and onboarding any members of your team who will need access to the website for making edits and additions.

## **What else is included?**

### **On-boarding**

We'll help your team get acclimated to the new website and understand the basics for making changes and updates.

### **Hosting**

We'll provide you with a full year of hosting services. This can be renewed at an annual rate of \$300 per year.

### **Support**

In addition to onboarding your team, the base package includes 10 hours of support for updating and troubleshooting the website.

## Photography

Key to communicating your brand to visitors is capturing your church, the leadership, and your services in a way that's professional and engaging. We'll send a team to your site that is able to capture the character and warmth of your church.

You'll receive photos of:

- Elders
- Church staff
- Church service
- Church building
- Other photos that capture the character of being a part of Faith Bible Church

## MARKETEERING

### Pay Quarterly

#### Option 1

##### **\$3,000/ per quarter**

- Logo Redesign
- Branding Guide
- Website Design
- 10 Hours of Support
- 1 Year of Hosting

#### Option 2

##### **\$3,500/per quarter**

- Logo Redesign
- Branding Guide
- Website Design
- 5 Hours of Support Per Month
- 2 Years of Hosting

#### Option 3

##### **\$4,500/ per quarter**

- Logo Redesign
- Branding Guide
- Website Design
- 10 Hours of Support Per Month
- 3 Years of Hosting
- Photography

## MARKETEERING

### Pay Twice\*

#### Option 1

**\$5,000/x2**

- Logo Redesign
- Branding Guide
- Website Design
- 10 Hours of Support
- 1 Year of Hosting

#### Option 2

**\$6,000/x2**

- Logo Redesign
- Branding Guide
- Website Design
- 5 Hours of Support Per Month
- 2 Years of Hosting

#### Option 3

**\$8,000/x2**

- Logo Redesign
- Branding Guide
- Website Design
- 10 Hours of Support Per Month
- 3 Years of Hosting
- Photography

\*First payment is due upon signing contract. The remainder is due upon project completion