



# CITY OF WAUKESHA

Revised Logo Design Estimate

**Sarah Sallmann**

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**BILL TO**

**City of Waukesha**

Rebecca Pederson Assistant to the Mayor  
and City Administrator  
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**Estimate Number:** Logo Designs

**Estimate Date:** June 29, 2021

**Expires On:** June 29, 2021

**Grand Total (USD): \$400.00**

Items	Quantity	Price	Amount
<p><b>Graphic Design - Flat Fee</b>            // Main City Logo            Update 125 logo to remove 125 numbers and move illustrations into a different shape to contain them.</p> <p>Process includes: Presentation of 3-5 new design options, up to 3 rounds of design revisions, delivery of original files, eps files, jpgs, pngs, and PDFs, simple branding guide, copyright &amp; logo design ownership transfer to client.</p>	3	\$100.00	\$300.00
<p><b>Graphic Design - Hourly</b>            // Individual Department Logos            Additional logo designs per department to match new branding. Could be as simple as adding text below new logo per department.</p> <p>Process includes: Design options for each department, up to 3 rounds of design revisions per logo, delivery of original files, eps files, jpgs, pngs, and PDFs, copyright &amp; logo design ownership transfer to client. Design billed hourly, with a minimum of 1 hour per logo (adding text and providing multiple logo files and branding).</p>	1	\$100.00	\$100.00

**Total:** \$400.00

**Grand Total (USD): \$400.00**