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Michael Gerlek  
OSGeo Foundation

Dear Michael,

Thank you for your Request for Proposal. Push Design is very excited about the possibility of working with you and your team at OSGeo. Based on what I know through our conversation, I have included in this proposal, our approach, time frame and a cost estimate for this project. Please look it over, and lets talk.

Sincerely,

John Close | creative director  
Push Design LLC



## **Project Background, Overview and Objectives**

The Open Source Geospatial Foundation has been created to support and build the highest-quality open source geospatial software. The foundation's goal is to encourage the use and collaborative development of community-led projects. OSGeo has asked Push Design to refine the identity for OSGeo, develop the production files for identity usage, business cards, a powerpoint template, datasheet templates and an ad.

### **Phase One: Identity Refinements**

Push Design will refine the current OSGeo identity and produce the necessary electronic files. Phase One will begin with a presentation of refinements. OSGeo will choose one and Push Design will create all the necessary production files.

### **Phase Two: Design of Marketing Collateral**

Upon approval of the identity, Push Design will create 2 different designs for business cards, powerpoint template, datasheet templates and ad templates. OSGeo will choose one direction for each. Push Design will make one round of refinements.

### **Phase Three: Production**

Upon final approval of the materials, Push Design will create final files for the following: powerpoint template, 2 actual datasheets and one final ad.

### **Phase Four: Brand Guide**

Upon the final approval of the various marketing materials, Push Design will create Brand Guidelines for OSGeo. It will contain rules for identity, typography, color palletes, usage guidelines, and secondary elements. The brandguidelines will be delivered as a PDF.



**Estimate of costs**

Fees: The following is our fees for this project based on the information OSGeo provided. Please note that if conditions or the schedule changes, the actual price may be higher or lower. We will, however, keep you informed of any change which exceeds 10 percent of the estimate.

|                |          |
|----------------|----------|
| Phase I.....   | \$ 1,000 |
| Phase II.....  | \$ 3,000 |
| Phase III..... | \$ 1,000 |
| Phase IV.....  | \$ 2,000 |

Expenses: Out-of-pocket expenses will be billed at a 25 percent mark up, which covers our handling costs. Such items normally include deliveries, service bureau charges, long-distance phone calls, printouts and travel expenses. We estimate total expenses for this project will be.....\$ 200

**Estimated project cost.....\$ 7,200**



*Agreement Notes*

*The above is an estimate for the scope of work defined in this proposal: anything not itemized is excluded. We will review our assignment, process, scope of work, and budget in our initial meeting(s) with you. If in light of your particular needs we agree to revise them, we will submit an updated scope of work and budget for your approval.*

*Changes to the scope of work—i.e., redirection after concept/design approval, additional photography/illustration, or changes to final mechanical art—will result in budget implications. Push Design will provide written change orders and estimate costs at the time the scope change is requested. All costs will be approved by a representative of OSGeo Foundation, prior to incurring associated charges (fees or expenses).*

*Early Termination of contract: At any time, during the business relationship between OSGeo Group Foundation and Push Design, either party can choose to terminate this contract. If early termination occurs, OSGeo agrees to pay Push Design for services rendered to date.*

*Ownership. All original photographic film, including transparencies and negatives, remain the property of the photographer selected. All preparation materials, including original artwork and electronic files and printing films, remain the property of Push Design. Upon receipt of full payment by Push Design, OSGeo Foundation will have the rights of ownership of all agreed upon final approved electronic files, as is. All ideas and concepts not used remain the property of Push Design and may be used in the future as they deem appropriate.*

*Terms: Approximately one half of this estimate to be billed upon acceptance; the balance upon acceptance of final product identity. If any phase of the project is delayed for longer than sixty days, we will bill for work completed. All invoices are net, payable within 30 days of receipt. Interest of 1.5 percent per month may be charged on past-due accounts.*

If this proposal meets with your approval, please indicate by signing and returning one copy to me. A purchase order should be initiated as soon as possible. If you have any questions, please call.