



Style Architect Image Consulting Group

Proposal Job #:

Prepared for:

Prepared by: MonaLisa Monroe // Principal// Consultant//

Date:

Overview

Style Architect Image Consulting wants to develop wardrobe and styling for clients that want to enhance their look and closet. The Dress for Success concept is alive and well and is needed in today's professional environments. The First Impression of an interview or the everyday style of your brand can generate more clients, professional workplace, and gain an overall look of a Fortune 500 Company. Style Architect Image Consulting wants to reach more influential people that can utilize its services and gain long lasting loyal customers and also spread the word about their out of the box approach to wardrobe styling..

Looking Fortune 500 (Style and Wardrobe)

Proposal Job #:

Table of Contents	Page#
Client Goals and Objectives	3
Recommended Strategy/Scope of Work	3a
Estimate Project Fees	4
Project Schedule & Timelines	5
Payment Schedule	6
Project Team	7
Terms & Conditions	8

CLIENT GOALS AND OBJECTIVES

Style Architect Image Consulting is reaching out to small business owners and entrepreneurs to give them a new corporate identity to showcase its offerings in business. At this time a lot of minority and women owned businesses and organizations are growing fast, so it's extremely important that its initial impression of the company as the exclusive source for high quality of business. .

Style Architect Image Consulting is wanting to offer professional and expert advice on wardrobe and styling to their clients to offer job readiness before and after the initial contact with an employer.

RECOMMENDED STRATEGY/SCOPE OF WORK

We recommend the development of a style and branding wardrobe..

This will include:

- What to wear on an interview or in the workforce
- Closet Organization Tips
- Design on a Dime Budget Secrets
- Styling YOUR Brand

The marketing pieces will work together to form a cohesive whole that portrays the new you as a reputable individual with a large influential and professional look and style.

ESTIMATED PROJECT FEES

Description	Hours	Rate	Amount	
Style and Wardrobe Development <i>includes: client workshop, presentations wardrobe and internal color analysis for brand identity: internal body type, planning, closet detox and closet organization tips and creating information & content architecture</i>	4/Hrs			
Looking Fortune 500 Closet Detox	2/Hrs			
Design on a Dime Tips & Secrets for Shopping	2/Hrs			
Closet Detox / Close Organization Private Session	4/Hrs	\$75/hr		
	Total Estimated Hours	\$75/hr	Total Cost	

Description	Amount	

Cabs/Tickets/Mileage	.50 per mile	
Parking	N/A	0.00
	Total Cost	

Sub Total		
Total Cost		
	Total Cost	

75 hours are allocated for this project. Additional design work if needed billed at \$100.00 per hour. Additional charges will reflect in the final invoice. Pricing can change depending on design complexity and content. 3 Concepts presented for logo and business cards. 2 Concepts presented for social media headers. 2 Concepts presented for homepage and secondary template page. Each new page follows a secondary template page layout. New page layouts that deviate from any secondary template pages are billed accordingly and can add additional charges to the initial proposal/estimate costs. Clients must choose one concept for any necessary revisions to move forward. Project includes 3 rounds of minor revisions. If overtime is needed due to excessive revisions or alterations by the client, then the client will be billed at an overtime rate of \$150.00 per hour. General expenses are only for planning purposes and are only an estimate until actual research and discovery has been made for creative direction and production. Additional expenses will reflect in the final invoice only after client approval.

PROJECT SCHEDULE & TIMELINES

The timeline chart below outlines the schedule and timelines we will follow to complete this project. We follow a four phase process to ensure customer satisfaction and project efficiency; our process begins with a Research and Discovery phase where we research and plan everything clearly to meet the project's needs. Next a Creative phase where all visual elements, wireframes and front end layouts are designed and approved by the client for end user needs. Then we have a Production and Web Development phase where the back end programming is set up so we can add the web site's features, functionality and implement hosting. Then finally the Testing phase to debug or correct in any programming or usability issues that may arise during the development stages. After site launch we review the site's traffic history to verify clients goals are met.

Phase 1	Activities	Completion
Consultation	Analysis of Client's branding Style and Wardrobe Needs, goals and wardrobe direction. Color analysis Brand Style development	Start Date: Completion Date:
Additional Consultation Needs	Analysis of client needs, goals and direction of Wardrobe and Style Strategy for Personal Shopping Research and planning: What to wear to the office Planning and Organizing Closet Detox Distribution of items	
Phase 2	Activities	Completion
Phase 3	Activities	Completion
Phase 4	Activities	Completion
Analyze Results	Analyze Color and Body Type and Style to view results	

Timeline:

The estimated timeline above for the project involves roughly 1 day of work. Style Architect Image Consulting will provide a more specific timeline once discovery is complete and everyone's schedules can be incorporated. The project will be managed online with Style Architect Image Consulting.

PAYMENT SCHEDULE

The above pricing is effective through the stated time of completion. (See dates in previous pages).

Deposit amount \$300.00 is required before work can begin.

We accept all major credit cards, PayPal, Square, Cash, money order or check.

All project fees are due and payable upon receipt of invoice, or other purchased materials authorized for the project.

--

NEXT STEPS & DELIVERABLE

If you agree to the terms and conditions of the this proposal the next steps to move forward on the proposal are as follows:1) Please sign and date the proposal.2) Fax or scan and email back the signed proposal to: -Make ATTN: MonaLisa Monroe" or email back to MonaLisa Monroe at monalisa@monroeshow.com.

The deposit amount for payments made by money orders, cashier checks or company checks make payable to: Style Architect- MonaLisa Cash. For credit card payments with Paypal account email is cwanabeme@aol.com for credit card payment over the phone please call office phone 469-225-9151 or cell phone 912.373.5964 with Square Account.

PROJECT TEAM {Optional}

Below is a snapshot of how our agency is structured to manage your (project/account), a look at your team and job responsibilities.

Style Architect:

Mona Lisa Monroe*.....Principal/CEO

*Primary Contact

TERMS AND CONDITIONS

GENERAL WORKING AGREEMENT – This document defines the terms and conditions of our working relationship. All projects or services that Style Architect may be contracted to produce or provide for CLIENT (also refer to as “You”) will be subject to the following:

WORKING/BILLING PHASES – Based on our experience with long-term design communications projects, we have found that it is mutually advantageous to handle each project in logical working/billing phases.

Concept revisions, extensive alterations, or a switch in marketing objectives sometimes makes it impossible to accurately estimate in advance the total cost of a project. Planning the work, cost estimating, and billing in several phases permits Style Architect or CLIENT to adjust for such revisions/or halt work before completion if a project is postponed or canceled. Any canceled project is billed only through phases and/or portions of phases that were actually completed by Style Architect. For each project, CLIENT will receive a proposal/estimate outlining the project specifications and our proposed scope of services and working/billing phases. Each proposal estimate will contain a project budget, which includes estimated fees for professional services and separate itemized costs for anticipated out-of-pocket expenses.

We will begin work upon CLIENT’S approval of the written estimate. Your approval (written or oral) will constitute an agreement between us.

PAYMENT/ESTIMATES – CLIENT agrees to pay Style Architect in accordance with the terms specified in each proposal/estimate. On accounts that have not submitted a credit application and been approved by our credit department, will be required to pay 50% of the project cost before work can begin.

Unless otherwise specified, all subsequent balances due are payable upon art approval. Interest on past due balances is 18% per annum or 1.5% per month. We reserve the right to refuse completion or delivery of work until past due balances are paid.

Estimate: Billing will reflect the actual costs incurred. Valid for only 30 days from date of estimate. Client requested changes will be billed additionally. The client will be notified of any price changes.

OUT-OF-POCKET EXPENSES – Fees for professional services do not include outside purchases such as, but not limited to, printing, photography, color printouts, laminating, illustrations, separations, shipping and handling or courier service. Note that all such expenses will only be charged if CLIENT has approved them prior to purchase. Expenses are itemized on each invoice. Expenses are subject to Texas sales tax unless 1) You are a nonprofit organization; or 2) the work is for resale and you have submitted a resale certificate to Style Architect. If consultant or supervisory services are required in out-of-town locations, we will bill lodgings, meals,rentals and transportation at cost. Reimbursement for mileage is calculated at current allowable rates.

REVISIONS AND ALTERATIONS – New work requested by CLIENT and performed by Style Architect after a proposal/estimate has been approved is considered a revision or alteration. If the job changes to an extent that substantially alters the specifications described in the original estimate, we will submit a project addendum to you, and a revised additional fee must be agreed to by both parties before further work proceeds.

Author’s alterations and other copy changes requested after layouts or mechanicals are completed are billed at standard hourly rates.

OVERTIME – Estimates are based on a reasonable time schedule, and may be revised to take into consideration your “ Priority Scheduling” requests requiring overtime and weekends. Knowledge of your deadlines is essential to provide an accurate estimate. In addition, outside suppliers such as service bureaus charge a 100% to 200% markup on overtime after 5:30pm and weekends.

NATURE OF CONTENT – CLIENT agrees to exercise due diligence in its direction to us regarding preparation of content materials and must be able to substantiate all claims and representations. CLIENT is responsible for all trademark, service mark, copyright and patent infringement clearances. CLIENT is also responsible for arranging, prior to publication, any necessary legal clearance of materials we prepare in the scope of a project.

ERRORS AND OMISSIONS – It is the CLIENT’S responsibility to check proofs, comps, and other deliverables carefully for accuracy in all respects, ranging from spelling to technical illustrations. Style Architect is not liable for errors or omissions. Your signature or that of your authorized representative is required on all mechanicals, websites, or artwork prior to release for printing, digital publication, or other implementation.

TELECOMMUNICATIONS – CLIENT shall pay for all transmissions charges. Style Architect is not responsible for any errors, omissions or extra costs resulting from faults in the telephone, cable, satellite network or from incompatibility between the sending and receiving equipment.

OVERRUNS AND UNDERRUNS – The CLIENT will accept overruns or under runs that do not exceed 10% of the quantity ordered on all jobs. Style Architect will bill for actual quantities delivered within this tolerance. If the CLIENT requires a guaranteed quantity, the percentage of tolerance must be stated at the time of quotation.

PLACEMENT OF ADVERTISING – At your request, we will purchase media space on your behalf through our media division. Space will be billed to you at current rates plus the standard Style Architect commission.

PROPERTY AND SUPPLIER’S PERFORMANCE – Style Architect will take all reasonable precautions to safeguard the property you entrust to us. In the absence of negligence on our part, however, we are not responsible for loss, destruction or damage or unauthorized use by others of such property. We will use our best efforts to ensure quality and timely delivery of all printed (offset, silk-screened, embossed or otherwise reproduced) pieces. Although we may use our best efforts to guard against any loss to you through the failure of our vendors, media, or others to perform in accordance with their commitments, Style Architect is not responsible for failure on their part.

If you select your own vendors, other than those recommended by us, you may request that we coordinate their work. If at all possible, we will attempt to do so, but we cannot in any way be held responsible for quality, price, performance or delivery.

LIEN – All materials or property belonging to the CLIENT, as well as work performed, may be retained as security until all just claims against the CLIENT are satisfied.

RIGHTS OF OWNERSHIP – Once a project has been delivered by us and is fully paid for by CLIENT, Style Architect will assign the reproduction rights of the design for the use(s) described in the proposal.

According to the Copyright Law of 1976, the rights to all design and artwork, including but not limited to photography and or illustration created by independent photographers or illustrators retained by Style Architect, or purchased from a stock Style Architect on your behalf, remain with the individual Style Architect, artist, photographer or illustrator. Unless a purchase of "All Rights" (A Buyout) is negotiated with Style Architect and/or his/her authorized representative, you may not use or reproduce the design or the images therein for a purpose other than the one(s) originally stipulated. If you wish to use the design we have created and/or the images within it for another purpose or project, including a reprint or exhibition, you must contact us to arrange the transfer of rights and any additional fees before proceeding. If printing or other implementation is done through your vendors, you agree to return to us all our original mechanicals and artwork (slides, prints, drawings, separations, etc.) within two weeks, and to provide us with printed samples of each project.

We reserve the right to photograph, digitally reproduce and/or distribute or publish for our firms promotional and marketing needs any work we create for you, including mock-ups, screenshots, and comprehensive presentations, as samples for our portfolio, firm newsletter, brochures, slide presentations and similar media. We agree to store copies of delivered project materials for a period of 90 days beyond the delivery of a job. Thereupon, we reserve the right to discard them.

TERM AND TERMINATION – The term of this agreement will continue for work in progress until terminated by either Style Architect or the CLIENT upon thirty (30) days written notice according to the following conditions:

Breach of Contract: Upon CLIENT's breach of contract, Style Architect may terminate the project upon written notice and will deliver all originally-CLIENT-owned intellectual property in Style Architects possession. In such cases, CLIENT will be granted no right or license to the work. Upon Style Architects breach of contract, CLIENT may choose to terminate the project. In such a case, Style Architect will deliver to CLIENT all property and project materials in Style Architect's possession for which CLIENT has paid, as well as all originally-CLIENT-owned intellectual property in Style Architect's possession. Thereupon, CLIENT has the contractually described right or license to the paid-for work. In such cases, if CLIENT has paid for work not yet performed, Style Architect will refund the outstanding difference.

Dissatisfaction: In the event CLIENT is dissatisfied with the quality of Style Architect's work, CLIENT agrees to inform Style Architect of this dissatisfaction and allow Style Architect a reasonable chance to amend the issue. If after amendment, CLIENT remains dissatisfied with the quality of the work, CLIENT may choose to terminate the project. In such cases, CLIENT will be granted no right or license to the work.

Termination Without Just Cause: Upon non-breach-of-contract project cancellation by CLIENT, CLIENT will, in addition to any costs already paid, pay a "kill fee" of 20% of the total project cost outlined in the proposal/estimate within 15 days of the cancellation notice. In such cases, CLIENT will be granted no right or license to the work. Upon non-breach-of-contract project cancellation by Style Architect, Style Architect will deliver to CLIENT all paid-for work and will refund 20% of the fees the client has already paid to Style Architect during the course of the project in question.

Upon any planned-for or imposed termination of the project, CLIENT will indemnify and hold Style Architect harmless for any loss or expense (including attorney's fees), and agree to defend Style Architect in any actual suit, claim or action arising in any way from our working relationship. This includes, but is not limited to assertions made against CLIENT and any of its products and services arising from the publication of materials that we prepare and you approve before publication.

PRODUCTION SCHEDULES – Production schedules will be established and adhered to by both CLIENT and Style Architect, provided that neither shall incur any liability, penalty or additional cost due to delays caused by a state of war, riot, civil disorder, fire, labor trouble or strike, accidents, energy failure, equipment breakdown, delays in shipment by suppliers or carriers, action of government or civil authority, and acts of God or other causes beyond the control of the Client or Style Architect. Where production schedules are not adhered to by the Client, final delivery date or dates will be adjusted accordingly.

Resources must be allocated by Style Architect to fulfill CLIENT'S project needs according to schedule, as Style Architect is working on multiple projects at any given time. It is necessary that the CLIENT be available to provide approvals, feedback, content, or anything else outlined in the project proposal/estimate and otherwise maintain contact with Style Architect during the project timeline.

If CLIENT fails to deliver necessary content, resources, or feedback by the time Style Architect deems crucial to any deadline, all deadlines and milestones (except payment milestones) will be adjusted accordingly.

CLIENT'S failure to meet timeline/milestone or content obligations for a period of 7 days or more will result in reallocation of Style Architect'S resources and work on the project will be delayed or may cease. Resuming work on the project will require a reassembly period that may equal the time of delay caused by the CLIENT. Please note that any adjustments to project deadlines or milestones caused by CLIENT behavior do not affect payment milestones. All payment will be required at the time(s) initially described in the proposal/estimate.

If CLIENT's inactive or unresponsive time exceeds a period of 30 days, this constitutes abandonment of the project. In such a case, CLIENT will be considered to have cancelled the project, subject to the consequences outlined in the *Term and Termination* section. Thereupon, Style Architect can choose to cease further work on the project. In such case, CLIENT will be granted no right or license to the work and Style Architect is absolved of any obligation to resume the project.

APPROVALS - CLIENT acknowledges and agrees that regardless of the number of individuals involved in the project, **one individual** in their team/company will be appointed to have ultimate responsibility for approvals of the deliverables Style Architect will create and present. CLIENT further acknowledges and agrees that this one individual must be directly involved in the entire project and must participate in significant events during the project, including initial discovery meeting(s), initial design presentation(s), and any planning meetings.

In the event that deliverables are made available to CLIENT for approval and CLIENT fails to respond within 10 days to approve or reject, the deliverables are considered to be approved.

ADDITIONAL PROVISIONS – The validity and enforceability of this agreement will be interpreted in accordance with the laws of the State of Texas applicable to agreements entered into and performed in the State of Texas. This agreement is our entire understanding and may not be modified in any respect except in an

executed agreement.

If we must retain attorneys to collect our invoices, we will be entitled to reasonable attorney's fees, court costs, and interest at the maximum rate permitted by law.

Please sign below to accept the project proposal/estimate.					
Client/Company Name:					
Authorized Signature:		Title:		Date:	