



Trevo Creative  
(512) 484-6270  
132 Houston Street  
Granbury, TX 76048

**Prepared For**  
Rita Smith  
Explore Glen Rose  
100 NE Barnard Street  
Glen Rose, TX 76043

**Estimate Date**  
01/11/2024

**Estimate Number**  
0000111

Description	Rate	Qty	Line Total
<p><b>Brand Style Guide and Photography</b></p> <p>Brand Discovery We'll get to know your business, target audience, and competition to identify your unique selling proposition (USP) and develop a branding strategy that aligns with your goals.</p> <p>Premium Photography Package Extension of the basic photo package included in your prima brand guide. Up to 25 edited photos delivered digitally. Great for businesses and organizations looking to create a more comprehensive visual brand.</p> <p>Website Audit This package includes a simple, professional website audit with information on branding, channels, keywords and more.</p> <p>Extensive Logo Design We'll create a custom logo that reflects your brand's personality and values, and that works well across all media. Alternative logo variations in all applicable formats will be delivered as assets.</p> <p>Brand Color Palette We'll develop a color palette that complements your logo and reflects your brand's identity. Includes the hex codes and RGB/CMYK values of your brand's primary and secondary colors.</p> <p>Brand Typography We'll choose a set of fonts that work well with your logo and reinforce your brand's tone and style. Includes the names and styles of your brand's primary and secondary fonts, as well as usage guidelines.</p> <p>Brand Guidelines We'll document your brand's visual and verbal guidelines in a comprehensive guide that ensures consistency across all touchpoints. A comprehensive guide that outlines your brand's visual and verbal guidelines, including logo usage, color palette, typography, tone of</p>	\$5,500.00	1	\$5,500.00

voice, and more.

**Print Items**

Included but not limited to a new Visitors Map, rack card, and business cards.

<b>Website [Informational]</b>	<b>\$5,000.00</b>	<b>1</b>	<b>\$5,000.00</b>
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**Objective**  
 Start by clearly defining the purpose of the website. Determine the target audience and the key information you intend to convey. This will guide the overall design and content strategy.

**Content Development**  
 Create high-quality, relevant content that aligns with your objectives. This includes text, images, videos, and infographics. Ensure the content is accurate, informative, and engaging for your audience.

**Front End Event Additions**  
 Research and develop a user friendly interface that local businesses and organizations can use to input and update their events.

**User Experience**  
 Focus on a user-friendly design that enhances readability and navigation. Keep the layout clean and simple, use visually appealing color schemes, and ensure that the design is responsive for various devices (mobile, tablet, desktop).

**Navigation Structure**  
 Develop an intuitive navigation structure that makes it easy for users to find information quickly. Use clear menu categories and subcategories. Include a search function for larger websites.

**SEO Optimization**  
 Optimize your website for search engines to improve visibility. Use relevant keywords, meta tags, and alt tags for images. Ensure your website has a fast loading speed and is optimized for mobile users.

**Quality Assurance**  
 Before launching, thoroughly test the website for any errors or bugs. Check for broken links, loading issues, and compatibility with different browsers and devices.

<b>Web Hosting</b>	<b>\$399.00</b>	<b>1</b>	<b>\$399.00</b>
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Secure SSL Hosting for one year (from date of website launch)  
 Domain Registration

	<b>Subtotal</b>		<b>10,899.00</b>
	<b>Tax</b>		<b>0.00</b>

	<b>Estimate Total (USD)</b>		<b>\$10,899.00</b>
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**Notes**

\*\*Client is tax-exempt.

**Terms**

Thank you for considering Trevo Creative for your business! Your satisfaction is the measure of our success.