



Proposal

Two Tribes Product Redesign Project
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04.04.21

The brief

The Wallpaper

I have been asked by Two Tribes to design one wallpaper for a limited edition craft beer to mark the launch and create a buzz for their new Campfire venue within Tileyard, Kings Cross. The design will fit with Two Tribes brand identity but have a point of difference and stand out amongst competitors. The release of the can will mark the community of Tileyard returning to the site post lockdown at the beginning of summer, therefore it should reflect themes of summer, fun and campfires, as well as Two Tribes ethos of music, beer and art. Dimensions for the wallpaper to be provided by Two Tribes to complete the printing.

4-Pack packaging

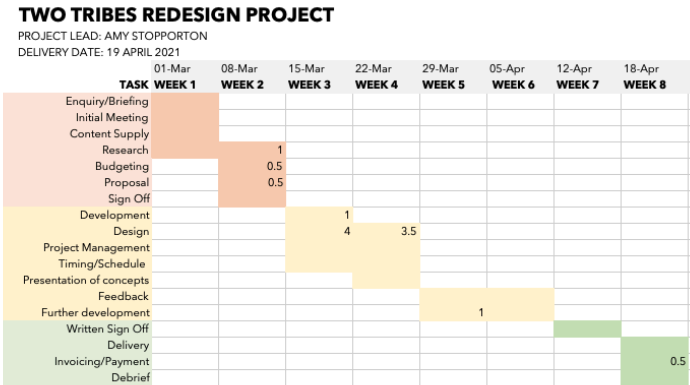
Alongside the can, Two Tribes also require a similar design for the can's 4-pack packaging. The dimensions for the packaging will be provided by Two Tribes.

What I'm not delivering

- I am providing the digital assets, I am not taking the designs through to the printers
- I am not creating or commissioning any video or sound to accompany the designs
- I will not be creating branding aspects – all assets to be provided by Two Tribes
- I will not be producing any photograph or video aspects for the designs
- I am not responsible for communication with the printer

Schedule and Milestones

Sign off	12th March 2021
Presentation of Concepts	26th March 2021
Delivery	19 th April 2021



Fees

Here is a breakdown of the discussed fees:

Design	£2400.00
Development	£600.00
Other	£60.00
Total	£3060.00

My Payment Terms

Total £3060.00 +VAT

All design services require a 50% (£1530.00 +VAT) deposit of the project total upon agreement of the proposal. Upon delivery of the assets, the remaining 50% (£1530.00 +VAT) of the total payment will be due.

Other Terms

Fonts, logos or images needed are not included in the price stated, these are to paid for by the client and the client will hold the rights to the items upon final delivery.

All copyright inclusive of designs, images and other shall be held by the client upon final delivery.

Any additional assets will be estimated separately.

Your Approval

I approve all details of the project including work and costs outlined in this document.

Signed _____

Name _____

Date _____