Print Design Proofs

MGX Design Studio

Prepared by:

MGX Design Studio
Richard Thompson
Senior Web Developer

Bus: 916.667.8732
Toll Free: 800-648-4187
richard@MGXweb.com

www.MGXweb.com

[CONFIDENTIALITY STATEMENT]

The information contained in this document is confidential and proprietary to MGX Design Studio. MGX Design Studio submits this information with the understanding that the recipient organization will hold it in strict confidence.

The contents are not to be disclosed, duplicated or used, in whole or in part, for any purpose other than the evaluation of MGX Design Studio qualifications or participation in the scope of work identified within this document.

[DISCLAIMER]

The obligation of the parties to perform the effort identified in this document is subject to the execution of a written agreement between the parties in accordance with the terms and conditions contained herein.

The information included in this proposal has been prepared and included for the purpose of this document only and shall not be construed as a precedent in any other situation outside this proposal and context.

Proofing Summary

Client: **Smile Oakland**_____   Invoice: #**201208181389**_____

Description: _____**Logo Proofs**_____

Customer Notes

Proofing **Tips**

Most of our clients are not designers themselves, they just know what they like and what they don't like. To give this emotional task some process please follow these directions for judging these designs.

▶ Avoid judging by committee. Design is very emotive and people will find it hard to agree on a single direction.

▶ Have one person in charge of the project with a strong personality if you can't avoid the committee route. It is important to have a decision maker with the power to overrule.

▶ Break the design down in your mind in to it's component parts; fonts, color, layout, images and decide what you like and what you don't like.

▶ If you can't decide on any one direction for the design to move forward with, take a step back and let the images settle in your mind overnight. Start again the next day as something may of connected in your subconscious.

▶ If you want to go back to the drawing board, tell us why. Designers are not mind readers so it's critical to say what you are not happy with. With the new information that you provide, we will be able to get a lot closer to your dream.

▶ Remember that you "the client" and us "the designer" are in this together as a partnership. Let's treat each other as we would hope to be treated ourselves. It can get emotional so just take a step back and think how you can present your thoughts coherently.

▶ A design is not a brand. Let me repeat that as it is very important. A logo is not a brand. You build a brand, often over many years. Take for instance the Nike check mark logo. Everyone recognises this instantly around the world as representing quality. It has cost Nike billions of dollars to build that recognition. Just imagine for one second that we designed that logo for you today. Could you imagine the brand you could build using it or would you think you wasted your money having a designer draw a check mark? Design is very subjective so don't lose heart if the first set of designs are not on the money. Let us know why you feel they are not right and we will fix it.

Now on to your proofs...

MoeGraphix DESIGN STUDIO

Disclaimer

PLEASE check these proofs carefully for errors and omissions. Your signature or electronic approval constitutes acceptance of full responsibility for all errors, omissions and legal and ethical compliance in this document. DESIGNER will not accept liability for erros overlooked at this stage of proofing.

Logo 1

Smile Oakland
Living, Loving and Thriving Together

Design Concept – Low Resolution   Copyright 2014

Logo 2

Smile Oakland
Living, Loving and Thriving Together

Design Concept – Low Resolution   Copyright 2014

Logo 3

Smile Oakland
Living, Loving and Thriving Together

Design Concept – Low Resolution   Copyright 2014

Logo 4

Smile Oakland
Living, Loving and Thriving Together

Design Concept – Low Resolution   Copyright 2014

Logo 5

Design Concept – Low Resolution   Copyright 2014

Logo 6

Design Concept – Low Resolution   Copyright 2014

ORIGINAL LOGO

Disclaimer

PLEASE check these proofs carefully for errors and omissions. Your signature or electronic approval constitutes acceptance of full responsibility for all errors, omissions and legal and ethical compliance in this document. DESIGNER will not accept liability for erros overlooked at this stage of proofing.

The Next Stage

Please choose your proofing options below. Once we receive your feedback comment, we will either finalize the design if you are approving one and start preparing the final file formats for you or they will prepare the next set of revisions. You can expect to see final file formats or the first set of revisions in an estimated 2 working business days.

ELECTRONIC REPLY

I Need REVISIONS...

If you need edits, simply email us at support@moegraphics.com with all your instructions. We allow 3 sets of revisions per project. Each additional revision will result in additional hourly fees.

I APPROVE This Project...

If you APPROVE the proofs, simply email us at support@moegraphics.com with a response of **"I APPROVE."** Once we receive your electronic approval and final balance is received we will send you your master files. If you have a web project 25% of remaining balance (Design Phase) will be due before going into programming phase.

MoeGraphix DESIGN STUDIO

MASTERS OF EXCELLENT GRAPHIX