



GRAPHIC ARTISTS GUILD

The Pricing Game:

An Interactive Webinar for
Designers

Wednesday, Aug. 16, 2017

Logo Design: Todd LeMieux, Todd LeMieux Design

Brochure: Jonni Bailey, Ruff Haus Design

Brand Refresh & Labels: Piero Salardi



WELCOME TO THE PRICING GAME!

How the game works:

1. Review the specs.
2. Any questions?
3. What would you bid?
4. What the designer bid....
5. What the designer invoiced.

Enter your questions and bids into the chat stream:





PROJECT 1: LOGO DESIGN

Todd LeMieux | Todd M. LeMieux Design

CLIENT: Men's Retail Store

- Features gifts and grooming items for men
- Start-up – new business
- High-end store located in a small college town
- Owners are friends of the designer



PROJECT 1: LOGO DESIGN

Todd LeMieux | Todd M. LeMieux Design

SCOPE: Logo design

- Should appeal to hip, sophisticated market
- Should work well as window decal and for signage, on t-shirts, etc.
- Include minimum of five to six initial comps and two rounds of revisions
- Deliverable: electronic file
- Include all rights buyout



PROJECT 1: LOGO DESIGN

Todd LeMieux | Todd M. LeMieux Design

ADDITIONAL CONSIDERATIONS

- Project would be a good portfolio addition
- Client gave the designer carte blanche
- Project would be very fun to work on



PROJECT 1: LOGO DESIGN

Todd LeMieux | Todd M. LeMieux Design

Estimate:



PROJECT 1: LOGO DESIGN

Todd LeMieux | Todd M. LeMieux Design

Estimate: **\$1,750**



PROJECT 1: LOGO DESIGN

Todd LeMieux | Todd M. LeMieux Design

Estimate: **\$1,750**

Invoiced: **\$1,750**



PROJECT 1: LOGO DESIGN

Todd LeMieux | Todd M. LeMieux Design

HERO MENS GEAR LOGO DESIGN

- Logo is high visibility, in a popular store that is prominently located
- Todd's local clientele recognize the logo in his portfolio, and it adds cache
- Logo has won a couple awards, including the Ad Club of Western Massachusetts



MEN'S GEAR



MEN'S GEAR



MEN'S GEAR



MEN'S GEAR



MEN'S GEAR



MEN'S GEAR



MEN'S GEAR



MEN'S GEAR



MEN'S GEAR



MEN'S GEAR



NORTHAMPTON



NORTHAMPTON

HERO

MEN'S GEAR



MEN'S GEAR

(413) 586-0325

(413) 586-0626 (fax)

heromensgear.com

98 Pleasant Street

Northampton, MA 01060

info@heromensgear.com



MEN'S GEAR



MEN'S GEAR

**GIFTS AND
GROOMING ESSENTIALS
FOR TODAY'S MAN.**



(413) 586-0325 · heromensgear.com · 98 Pleasant Street · Northampton



ABOUT TODD LEMIEUX

- Lives and works in the Bay Area and in western Massachusetts
- Clients include regional and national accounts, design firms and agencies
- Serves on Guild's National board
- Previously the Art Director at Westfield State University
- Funding member of and former Education Director for AIGA-CT Chapter
- Has won numerous regional and national awards

[behance.com/toddlemieux](https://www.behance.com/toddlemieux)



PROJECT 2: BROCHURE DESIGN

Jonni Bailey | Ruff Haus Design

CLIENT: Japanese business travel agency

- Large company: 1,000+ employees internationally
- Referral from long-time client and business consultant in the travel industry
- Company knows designer's work for competitor and is eager to work with designer



PROJECT 2: BROCHURE DESIGN

Jonni Bailey | Ruff Haus Design

SCOPE: 12-page, full color brochure, high-end

- Incorporate client logo and supplied stock images
- Off-size
- Should be a beautiful leave-behind, reflecting Japanese tradition of gift-giving
- Estimate doesn't include printing
- One initial design for cover and three spreads, and three rounds of revisions



PROJECT 2: BROCHURE DESIGN

Jonni Bailey | Ruff Haus Design

SCOPE: 12-page, full color brochure, high-end
(continued)

- Project requires extensive research since client wants to reference Japanese culture while appealing to an American business audience
- Design will establish an identity that will be carried over to other materials
- Estimate includes unlimited rights



PROJECT 2: BROCHURE DESIGN

Jonni Bailey | Ruff Haus Design

ADDITIONAL CONSIDERATIONS

- Primary contact is the business consultant with whom the designer has often worked
- Consultant requires extensive meetings during the design process



PROJECT 2: BROCHURE DESIGN

Jonni Bailey | Ruff Haus Design

Estimate:



PROJECT 2: BROCHURE DESIGN

Jonni Bailey | Ruff Haus Design

Estimate: **\$9,920**



PROJECT 2: BROCHURE DESIGN

Jonni Bailey | Ruff Haus Design

Estimate: **\$9,920**

Invoiced: **\$9,920**
+ 10% printing (\$1,580)



PROJECT 2: BROCHURE DESIGN

Jonni Bailey | Ruff Haus Design

JTB BUSINESS TRAVEL BROCHURE

- 10 inch square, 12-page brochure saddle-stitched in a die-cut and embossed wrap cover, with spot varnish on the interior pages
- Included red vellum die-cut “wrap” and red vellum mailing envelope
- Stock photography required extensive manipulation
- Printing fee included some assembly



JTB

The Common Sense Approach To Business Travel



The Common Sense Approach To Bu

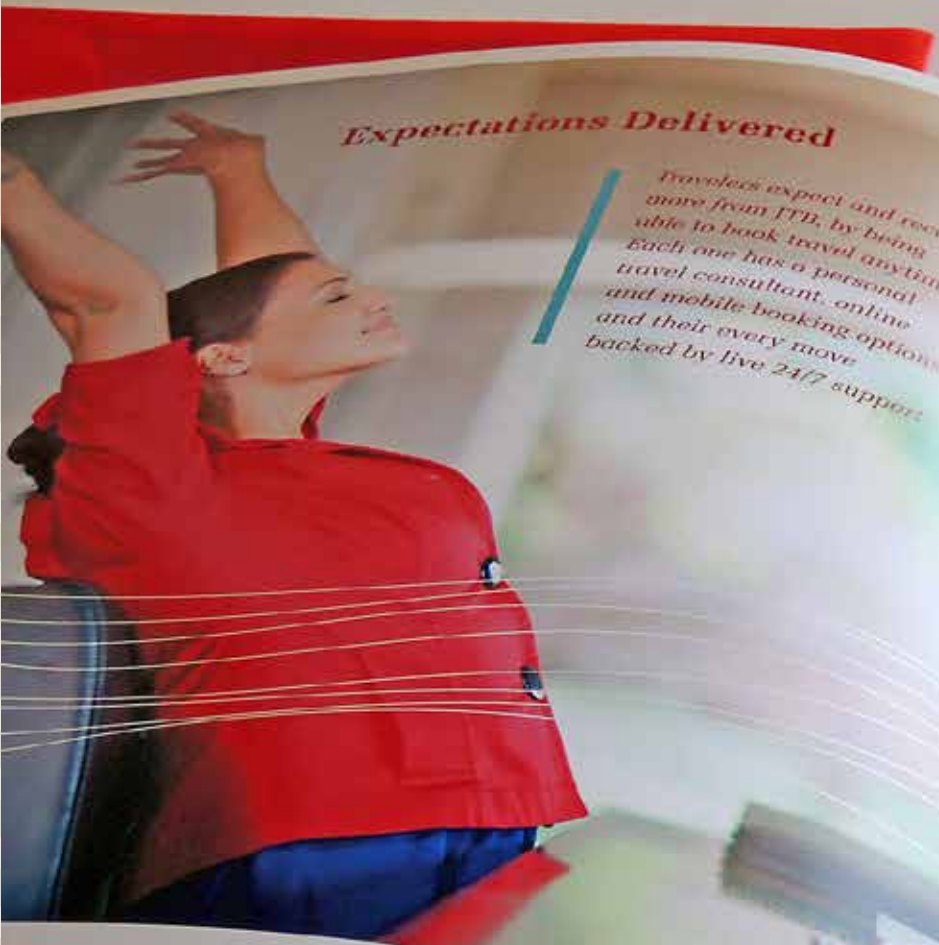


JTB

seeking
level. That
must come down.


traveling
of least

9. For every
n, a reaction



Expectations Delivered

Travelers expect and receive more from ITB, by being able to book travel anytime. Each one has a personal travel consultant, online and mobile booking options, and their every move backed by live 24/7 support.



Trip disruption wreaks havoc on the schedules of thousands of business travelers daily. At best, the end result is lost time, delays in the business process, and the inconvenience of having to wait in line to rebook another flight. At worst, the end result is a missed opportunity and lost business.

It's at this point that our travel consultants are continually monitoring weather and flight status, working behind the scenes to provide alternate solutions in the event that a flight is determined to be "at risk." We provide the details in rebooking your Travelers, helping them understand the situation and enabling them to arrive at their destinations with ease.

Mission Accomplished.





ABOUT JONNI BAILEY

- Started Ruff Haus Design in 1997 in San Diego, CA
- Broad range of clients in industries from education to travel, alternative energy, sports, and healthcare
- “Grounded, strategic, and compelling design has the power to solve challenges and achieve tangible results.”
- Four-legged staff are lab mix Pamela and French bulldog Quigley (who thinks he runs the firm)

ruffhaus.com



PROJECT 3: BRAND REFRESH & LABELS

Piero Salardi

CLIENT: Hair care products company

- Small company of about four employees, located in Houston, Texas
- New client – contacted designer through his portfolio page on the Guild website
- Company recently bought by new entrepreneur with no experience in hair products, but looking to invest and grow the business



PROJECT 3: BRAND REFRESH & LABELS

Piero Salardi

SCOPE: Logo redesign, five to six labels, and simple brand guidelines

- Replace iconic silhouette of woman on existing logo with new iconic image and new logotype
- Full-color logo with four variations in color palette for different product lines
- Estimate should include five initial designs and three rounds of revisions



PROJECT 3: BRAND REFRESH & LABELS

Piero Salardi

SCOPE: Logo redesign, five to six labels, and simple brand guidelines (continued)

- Simple brand guidelines establishes color palette for different product lines and guidelines on sizing and placement
- Estimate includes development of a creative brief
- Short time frame – one month for development
- Estimate includes all rights buyout



PROJECT 3: BRAND REFRESH & LABELS

Piero Salardi

ADDITIONAL CONSIDERATIONS

- Company owner is a retired graphic designer who understands the creative process and is very easy to talk to
- Designer will supply client with electronic files so that company can develop additional product labels and packaging in-house



PROJECT 3: BRAND REFRESH & LABELS

Piero Salardi

Estimate:



PROJECT 3: BRAND REFRESH & LABELS

Piero Salardi

Estimate: **\$15,200**



PROJECT 3: BRAND REFRESH & LABELS

Piero Salardi

Estimate: **\$15,200**

Invoiced: **\$16,310**



PROJECT 3: BRAND REFRESH & LABELS

Piero Salardi

UNCLE FUNKY'S DAUGHTER REBRAND & LABELS

- Initial comps were difficult to come up with since iconic image in original logo – a silhouette of a woman with an afro – was so compelling
- Final logo consisted of a mandala framed by a calligraphic typeface
- Additional cost arose from addition of three labels



Uncle Funky's Daughter®



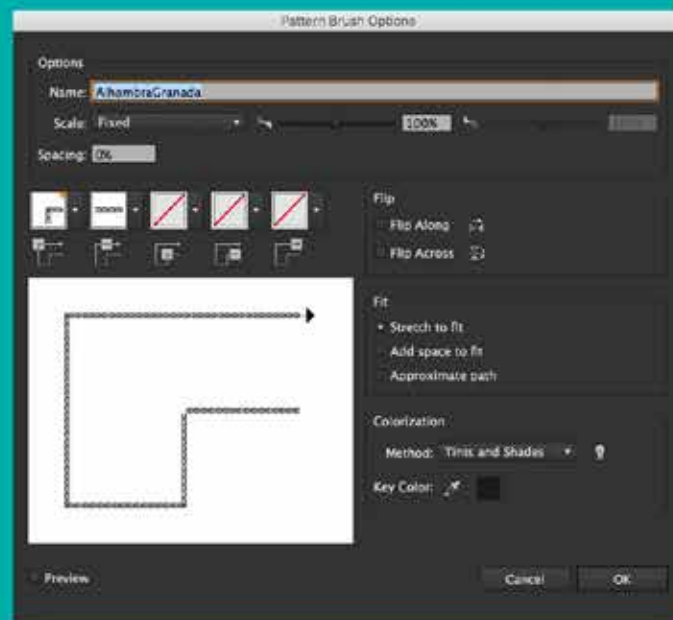
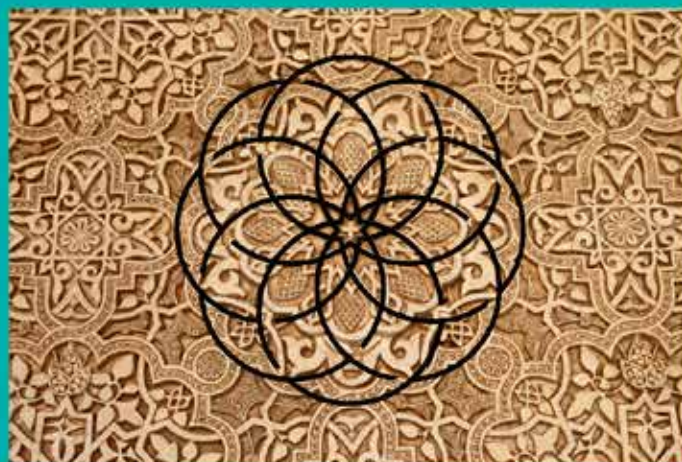
*Uncle Funky's
Daughter®*



*Uncle Funky's
Daughter®*



*Uncle Funky's
Daughter®*





Uncle Funky's Daughter®



*Uncle Funky's
Daughter*®





FLEX YOUR CURL MUSCLE NATURALLY WITH OUR ALOE-BASED, FIRM HOLD CURL ENHANCING GEL

Times frizz while defining, elongating & nourishing curls

FORTIFIED WITH ALOE VERA, HORSE-TAIL AND NETTLE TO STRENGTHEN HAIR, STIMULATE GROWTH, AND PROVIDE SHINE. MARSHMALLOW EXTRACT PREVENTS DRY SCALP AND PROVIDES SLIP

We Know Your Type
UNCLE FUNKY'S DAUGHTER PRODUCTS ARE SPECIFICALLY FORMULATED FOR Kinky, Curly & Wavy Textures

WHICH GIRL IS YOUR CURL?

WELL PUT TOGETHER - KINKY (TYPE 4)
TIGHTLY COILED "S" OR "Z" PATTERN, DENSELY PACKED AND FRAGILE TO BREAKAGE.

WHOLE LOTTA BODY - CURLY (TYPE 3)
SHALLOW TO DEEP "S" PATTERN, BIG CURLS TO CONSERNS, LOTS OF BODY & FULLNESS.

FRIZZY GILLESPIE - WAVY (TYPE 2)
STRETCHED "S" PATTERN, FLATTER TO HEAD, LOOSE WAVES, PRONE TO FRIZZ.

Each purchase supports causes that empower women and children to lead healthier, financially secure lives

Uncle Funky's Daughter



Curly Magic

Curl Stimulator

for kinky, curly, and wavy textures

KEEP THE free of:
JUNK IN THE TRUNK MINERAL OILS
PARABEN
SYNTHETIC DYES
SULFATE
PHTHALATES

Ingredients: Organic Aloe Vera Juice, Jojoba - Infused Extracts of Marshmallow, Chamomile, Nettle & Horsetail, Rosehip E, Apple Pectin Extract, Citric Acid, Potassium Sorbate, Natural Fragrance

DIRECTIONS: CLEANSE AND DETANGLE HAIR. APPLY A QUARTER-SIZED DOLLOP TO SECTIONS OF SOAKING WET HAIR FROM ROOT TO END. FINGERCOMB AND STYLE. DIFFUSE OR ALLOW TO AIR DRY.

STORAGE: KEEP OUT OF REACH OF CHILDREN. FOR EXTERNAL USE ONLY. AVOID EYE CONTACT. IF EYE CONTACT OCCURS, FLUSH THOROUGHLY WITH WATER. IF INGESTION OCCURS, CONSULT A PHYSICIAN.



DISTRIBUTED BY INKNOTION MORRIS CONDAMERS GROUP
18000 Hwy 280 East | Suite 108 Houston, TX 77060
www.unclefunkysdaughter.com





ABOUT PIERO SALARDI

- Father moved the family to the US from Peru when he was 13, after terrorists threatened the family
- After graduating from Miami International University of Art & Design, opened his own design firm in Peru
- Married to a Brazilian diplomat, so closed his design firm in Peru to travel the world and work as a free-lance designer
- “To hear the client’s dream is what excites me.”

pierosalardi.com



Thank you for joining us!

You will shortly receive a link to the archived version of this webinar, to review at your leisure.

Join us for our next webinar:

Card'eology: Designing for the Greeting Card Market

With Presenters Alan Friedman and Kathy Alpert

Wednesday, Sep. 20th, 2017

