

Branding & Identity Plan
Village of La Grange Park
Proposal
15 March 2024



Cover Letter

Dear Derek,

Thank you for inviting us to provide this proposal for the Branding and Identity Plan for La Grange Park.

We are uniquely qualified for this opportunity based on our studio's experience creating over 50 brand identity systems. We've created numerous built placemaking and signage projects with architects like Studio Gang, Trahan Architects, and Lamar Johnson Collective. We are passionate about delivering a brand, streetscape toolkit, and final identity plan that expresses the spirit and culture of La Grange Park to residents and visitors.

Additionally, our experience creating community identities for Berwyn, Illinois and the neighborhoods in and around Columbus, Indiana give us a unique perspective on both the challenges and opportunities that exist within your incredible project.

Every project that comes into our studio is personal; this is our life's work! Our hope is to share that with you. We are standing by to answer any questions that you may have.

A handwritten signature in black ink, appearing to read 'J. Pobojewski', with a stylized flourish extending to the right.

Sincerely,
John Pobojewski
Partner & Design Director

15 March 2024

John Pobojewski
Partner & Design Director, Span
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O 312.334.2250
john@span.studio

Derek Rockwell
Senior Planner/Project Coordinator
Village of La Grange Park
O 708.354.0225 x 206
drockwell@lagrangepark.org

Statement of Qualifications

Span harnesses the power of design to draw attention, clarity, and resonance to municipalities, organizations, and businesses. Through an innovative spirit that is passionate for expressive visual communication, we bring the voice of our clients forward to meet the needs of their communities.

Our studio was founded to “span” the entire communication spectrum across all media channels and brand touchpoints.

Our experience has taught us that successful communication is always built on a solid brand.

Brands launched to date

Brands launched in 2023

50 10

Studio Overview

Span is a multidisciplinary Chicago-based studio committed to crossing the boundaries of communication design in all mediums.

Since being founded in 2020, our work has been featured by the international media including *The Economist*, *Smithsonian Magazine*, *US News and World Report*, and the *Associated Press*. The studio has also received recognition from the design profession in *Communication Arts*, *Brand New*, *the Society of Typographic Arts*, and *the Type Directors Club* among others.

Partners John Pobojewski, Bud Rodecker, and Nick Adam have 50 years of combined experience shaping brand strategy and design for high-profile clients in the design, cultural, and civic communities. They are joined by a team of uniquely talented designers, photographers, 3D animators, illustrators, programmers, musicians, typographers, and educators. We believe this diverse set of viewpoints energizes our thinking, drives originality, and makes our work better.

As a member of 1% for the Planet, we are committed to give at least 1% of our annual revenue to environmental non-profits. Our annual pledge supports organizations actively working within six core areas: climate, food, land, pollution, water, and wildlife.



Services

Brand Strategy
Creative Programming
Design Direction
Environmental Design
Identity
Interactive
Motion
Naming
New Media
Photo/Illustration
Print Collateral
Products
Research
Strategy
Sound/Music

Team

John Pobojewski
Partner, Design Director

Bud Rodecker
Partner, Design Director

Nick Adam
Associate Partner,
Design Director

Zach Minnich
Senior Designer

Alyssa Arnesen
Designer

Valeria Bernal
Designer

Cheryl Kao
Designer

Marisa Cruz
Designer

Alec Hudson
Designer

Project Team

John Pobojewski

Partner, Design Director
Project Manager and Lead

John Pobojewski is a partner and design director at Span, practicing professionally for twenty years. Pobojewski focuses on intermedia and the blending of brand, interactive, sound, motion, and environments.

John designed and led the communication strategy for the Chicago Metropolitan Agency for Planning's GO TO 2040 and ON TO 2050 regional strategic plans, including designing the identity, web presence, and plan launch together with the agency's communication teams. In 2023, he branded and launched the RTA's Transit is the Answer strategic five-year plan in a multi-platform communication effort including web, video, and a four-month awareness campaign.

In 2022, John was named one of Newcity Magazine's Design 50 in recognition of those who shape Chicago's design community. He was also featured as one of five designers profiled by Communication Arts in their 2016 feature "New Currents in Chicago Design." In 2007, he was named one of Print Magazine's "New Visual Artists: 20 under 30." John has also received professional recognition from the Type Directors Club, the Society of Typographic Arts, the Chicago Design Archive, AIGA, and SEGD.

From 2003–2019, he was a designer and later partner at Thirst, and his work with the studio has appeared in many design publications including Graphis, ID Magazine, IdN Magazine, and is currently part of the permanent collections of the Art Institute of Chicago, Letterform Archive, and others.

John has presented at numerous conferences including SALT Istanbul, the SEGD Conference, the Mas Context Analog Conference, AIGA National Convention, Processing Conference Chicago, and TEDx. He also lectures at colleges and universities around the U.S.



Nick Adam

Associate Partner, Design Director
Brand Identity Lead

Nick Adam is associate partner and design director at Span with two decades of experience. Nick's work leads the studio's approach to brand identity, through which typographic details, design maneuvers, and interactive gestures embrace qualities that are true to the entities he collaborates with.

Nick's body of work — which spans the civic, cultural, innovation, and nonprofit worlds — reflects his commitment to the public realm, diverse cultures, and communities. The clients he partners with appreciate his inclusive process that builds a sense of co-ownership and strengthens outcomes.

His portfolio includes leading the renaming and design of Copi, a fish species for the U.S. government, as well as leading the naming and design of Divvy (Chicago's bicycle system) for the City of Chicago and IDEO. Nick's work is distinguished by an ability to navigate complexity, budgets, and institutional bureaucracy while elevating deliverables to be memorable and inspiring.

His work has been published globally by The Economist, Smithsonian Magazine, CBC, The Telegraph, NPR, Associated Press, and other outlets. In addition, the projects Nick has led have been internationally celebrated with recognition from the Type Directors Club of New York, the Tokyo Type Directors Club, Fast Company's Innovation by Design Award, and Core77. Work by Nick exists in the permanent collections of the AIGA Design Archives, the Art Institute of Chicago, the Milton Glaser Design Study Center and Archives, and the Newberry Library.



Project Team

Zach Minnich Senior Designer

Zach Minnich is a communication artist and senior designer at Span. Originally from Dayton Ohio, he received his BFA in Graphic Design from Bowling Green State University in 2014. Minnich is forging a lifetime of practice and describes the on-going work as a search for his voice through a collection of studies. Zach has been in practice professionally for over seven years.



Valeria Bernal Designer

Valeria Bernal is a designer, born in Acapulco, MX and raised in the Quad Cities, who explores expanding visual expression through experimentation and playing with new mediums, while blending this with traditional design approaches. Before joining Span, she worked as a designer at Studio/lab and as a marketing design intern at Morningstar. Valeria holds a Bachelor of Design from the University of Illinois at Chicago. Valeria has been in practice professionally for five years.



Cheryl Kao Designer

Cheryl Kao is a designer from the Bay Area, California. Her practice focuses on brand identity, editorial design, and digital design, often exploring the connections between culture, identity, and design. In 2021, she received a BFA in Communication Design from Washington University in St. Louis. Cheryl has been in practice for three years.



Similar Projects

Civic & Community Identities

We're thrilled to work with clients who are **committed to serve their constituents** — from local municipalities to regional transportation authorities.

As a studio, we strive to collaboratively create work that elevates the impact of a community through authenticity.

City of Berwyn, Illinois

Brand Identity and Campaign

Led by Span partner Nick Adam while at Firebelly Design

Services

Brand Identity
Community Engagement
Streetscape Recommendations
Awareness Campaign

Located west of Chicago, Berwyn measures just 3.9 square miles, but what it lacks in size, it more than makes up for in character, diversity and delightfully eclectic community.

The project kicked off with intensive research. With hundreds of residents both inside and outside of Berwyn responding to our surveys and public intercepts, it became clear that few non-residents understood the city at all. Our campaign aimed to set the record straight.

Starting with a high impact, custom lettering system, we created custom logotypes for the city and each of its four business corridors. A subtle, lived-in palette, combined with slice-of-life imagery, reflects the city's unpretentious, storied and "urban-ish" sensibility.

The awareness campaign centered on a series of direct, succinct taglines, delivered with tongue planted firmly in cheek. Together with a custom alphabet, color and imagery, the no-nonsense yet light-hearted messages paint a clear picture of who and what Berwyn is.



Primary Logo



Secondary Logo



Campaign Billboard



“The campaign has raised awareness of our great location, remarkable bungalows, nightlife, thriving business base and warm, welcoming attitude. Our new look refines our branding in a clever way.”

ROBERT LOVERO, MAYOR OF BERWYN

Logo Icon

Streetscape Recommendations



Custom Font

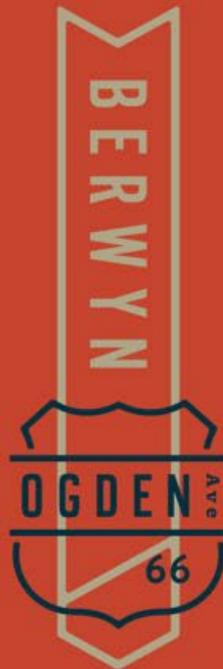


Campaign Billboard





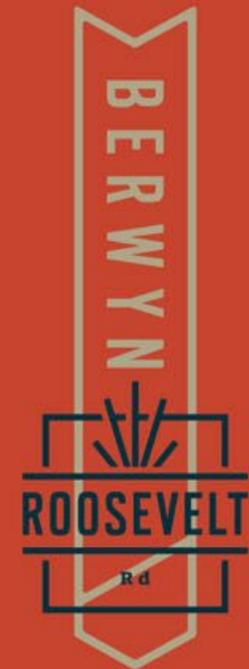
DEPOT



OGDEN Ave



CERMAK



ROOSEVELT

Business Corridor Logos

City of Columbus, Indiana
Neighborhood Brand Identity

Led by Span partner Bud Rodecker while at Thirst

Services

Brand Identity
Community Engagement
District Naming
Street Signage Toolkit

The Columbus Area Visitors Center commissioned a rebrand for several areas within the city including downtown. The goal was to create visible connections throughout the entire municipality by giving form to the unique personalities of each neighborhood.

Our process began with engagement interviews with Columbus residents as they know their city best. Many vibrant exchanges revealed that residents had a keen awareness of design, which greatly inspired our creative process.

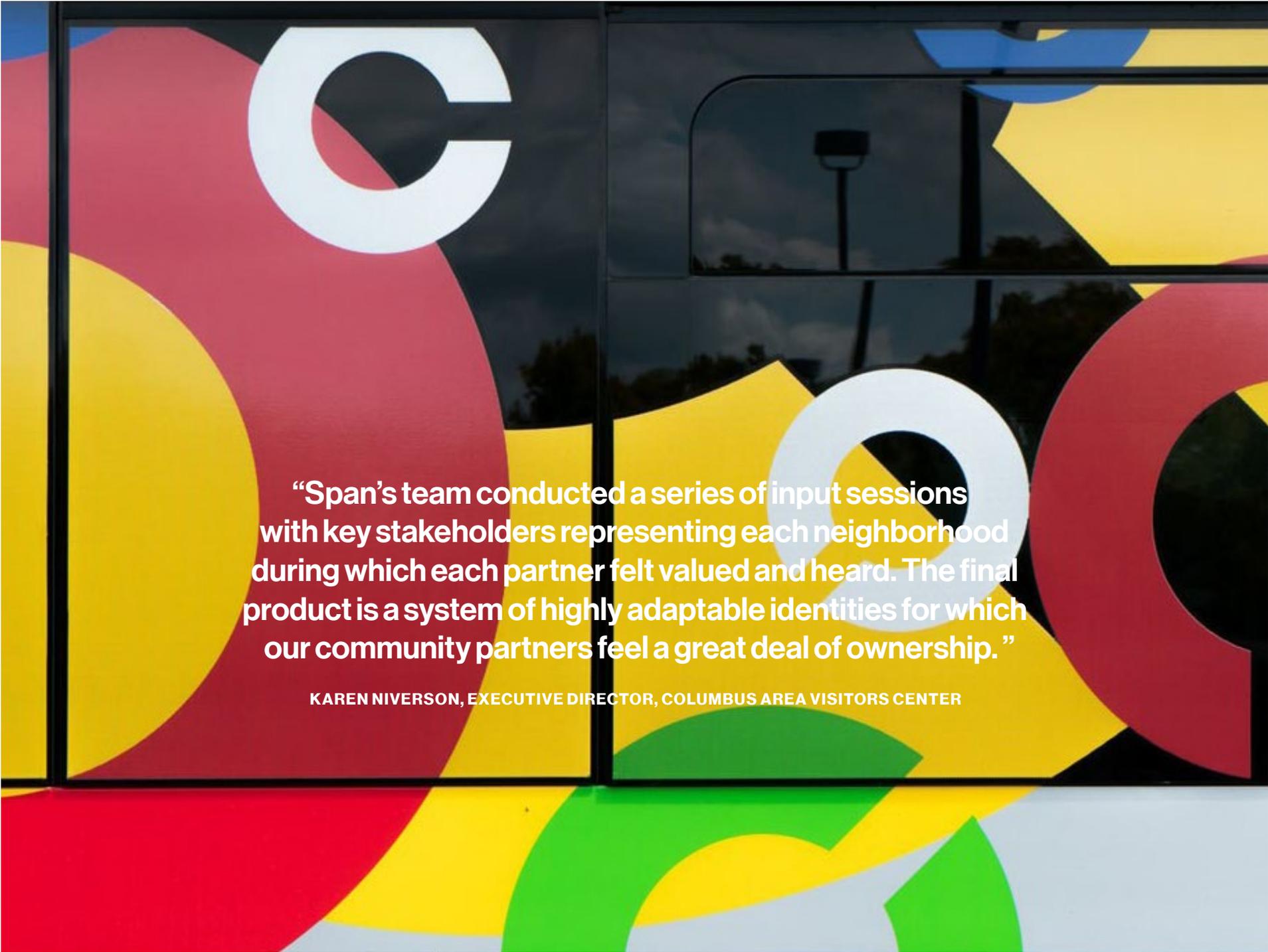
The final design solution extends the historic and well-loved 1973 brand identity by Paul Rand through new streetscape and transit interventions. Each neighborhood was giving a distinct graphic pattern and gateway sculpture based on Rand's work that features custom icons and illustrations filled with the distinct spirit of joy found throughout the community.



Exit 76 Neighborhood Sculpture

Exit 76 Neighborhood Sculpture





“Span’s team conducted a series of input sessions with key stakeholders representing each neighborhood during which each partner felt valued and heard. The final product is a system of highly adaptable identities for which our community partners feel a great deal of ownership.”

KAREN NIVERSON, EXECUTIVE DIRECTOR, COLUMBUS AREA VISITORS CENTER

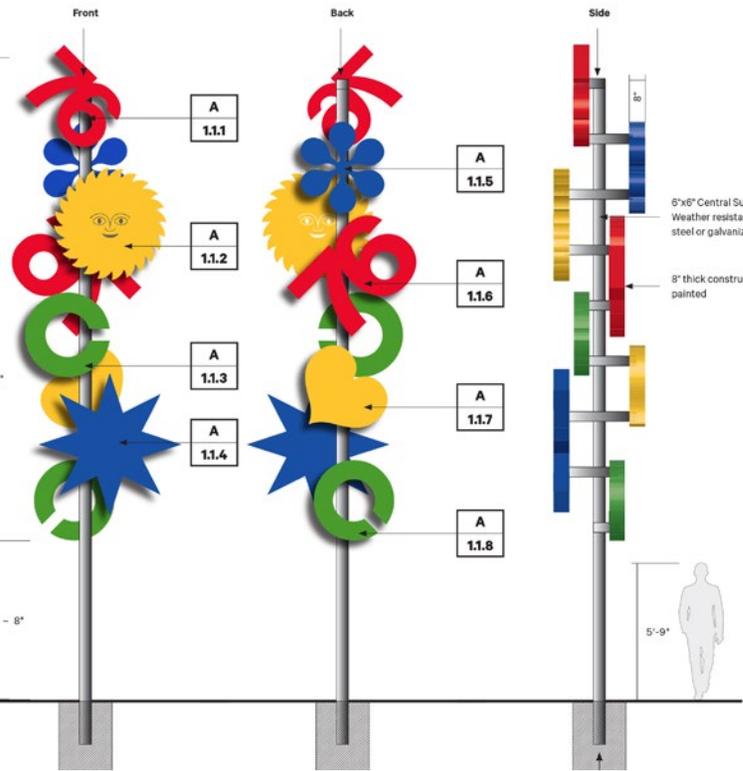


Downtown Identity Banners

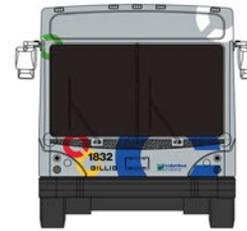
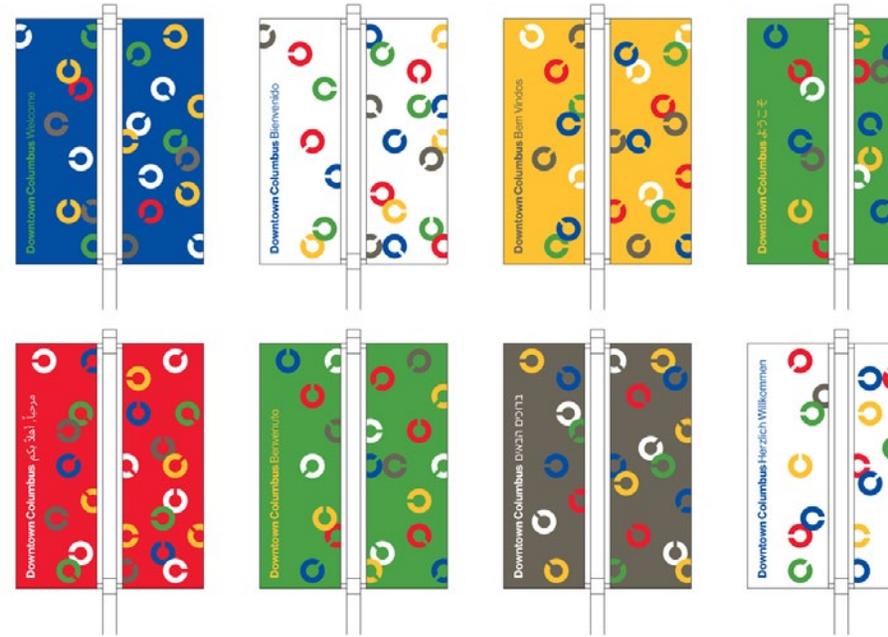
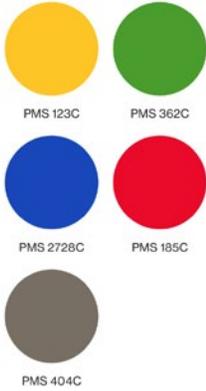


Downtown Identity Bus Wrap

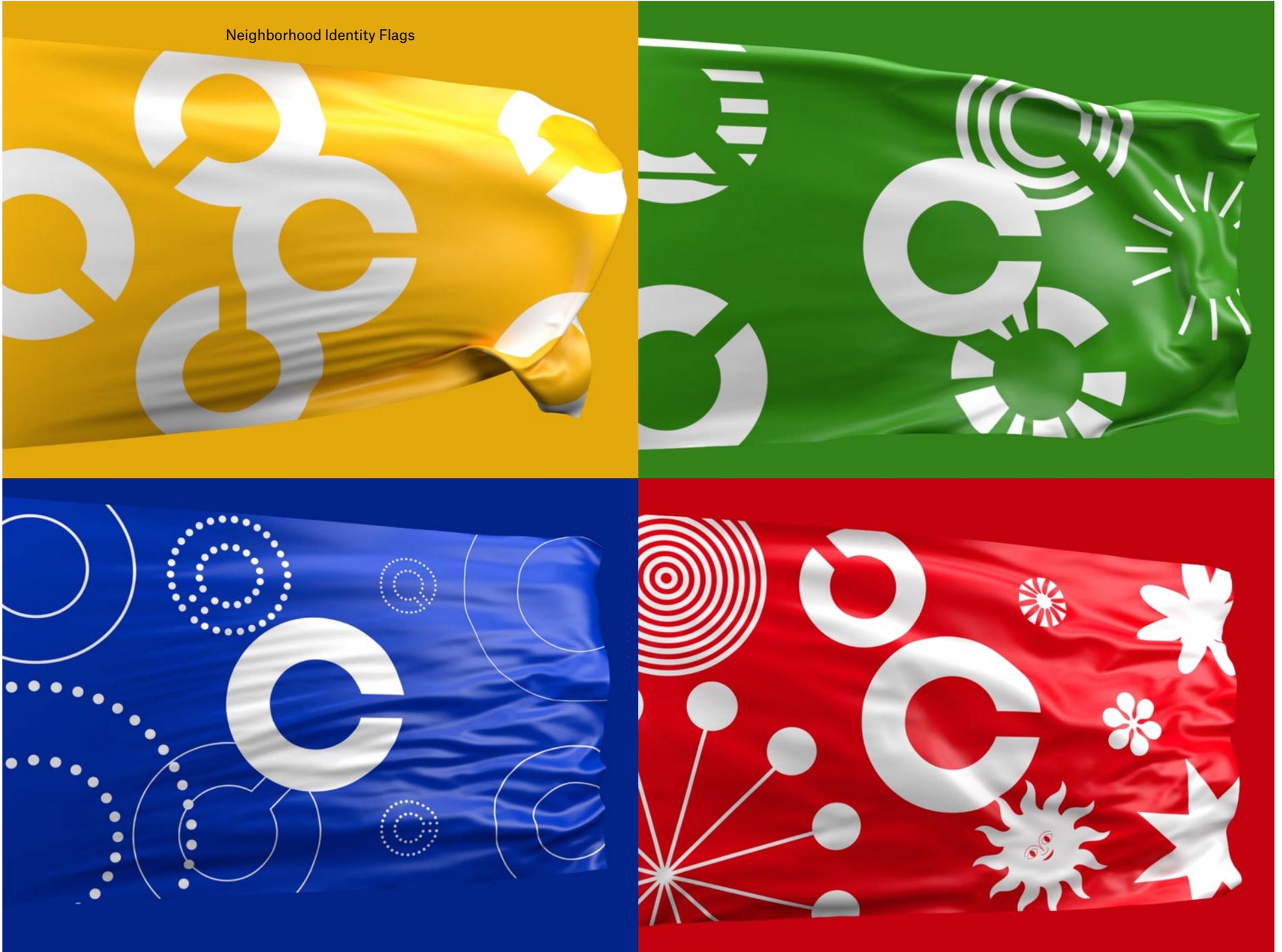
Streetscape Toolkit Sample Pages



B Precedent NTS



Neighborhood Identity Flags



The Arts Lawn Brand Identity and Streetscape Toolkit

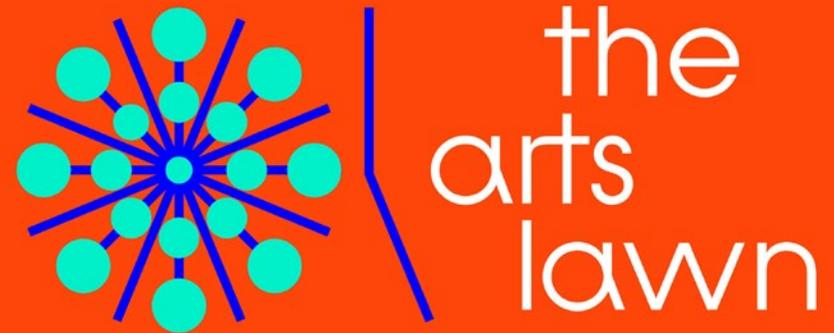
Services

Brand Identity
Community Engagement
Streetscape Toolkit

The Arts Lawn is an arts-programmed outdoor park located in Chicago's south side — the first of its kind in the US. Building off of ideas from community workshops, Span designed a bright, colorful identity that captures the park's creative spirit through the visual form of "sparks" inspired by gathering. Through a flexible system, the icon is capable of an infinite amount of representations to express openness, adaptivity, and belonging.

The vision for the park and its programming was conceived through workshops with local community members. Our identity reflects the park's dynamic arts programming such as dance, film screens, and more — always exciting, vibrant, edgy, with a great amount of playfulness.

Working in close collaboration with the landscape architect Site Design, Span proposed placemaking interventions to express spirit and mark important destinations within the park.



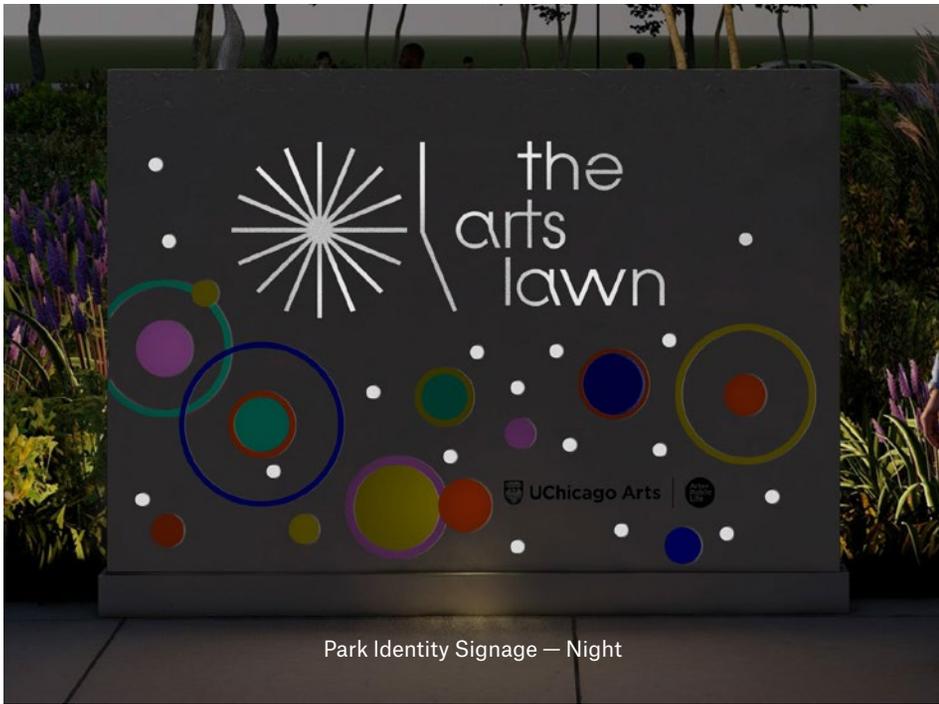
Primary Logo

Park Banners





Park Identity Signage — Day



Park Identity Signage — Night



Wayfinding Signage

Luther George Park Placemaking and Signage

Currently in development

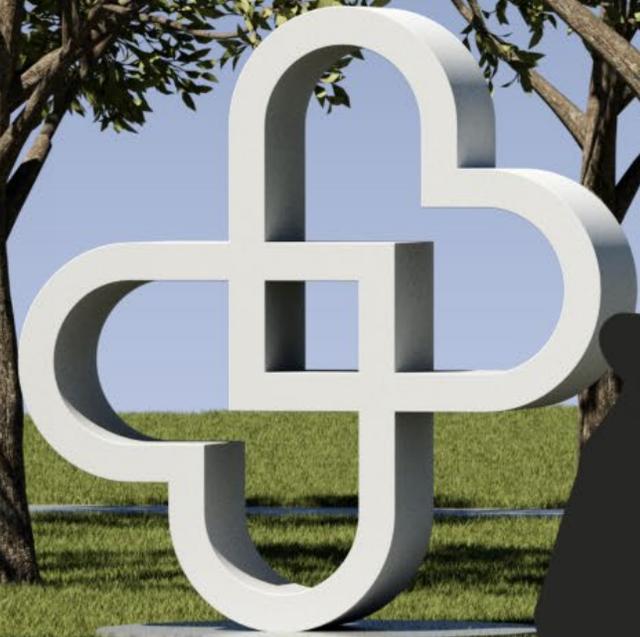
Services

Placemaking
Wayfinding
Signage Design

Luther George Park is a community gem within Springdale, Arkansas. Through a generous grant provided by the Walton Foundation, Spackman Mollop Michaels and Trahan Architects invited Span to design placemaking, wayfinding, and signage for a renewed park plan that added playgrounds, a pavilion, public restrooms, native gardens, and donor recognition.

Inspired by discoveries during the project's community engagement phase, Span developed a distinct placemaking design that celebrates the spirit and personality of the community. Local Marshallese and Spanish populations are honored by presenting signage messaging in three languages in addition to ADA requirements.

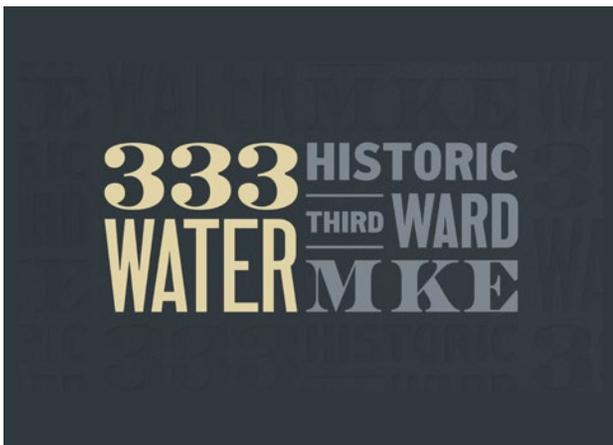
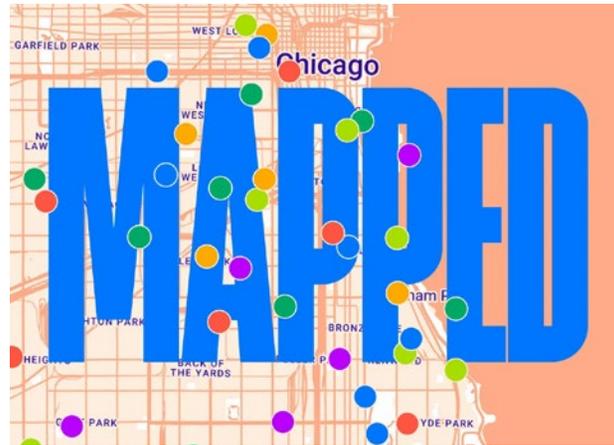
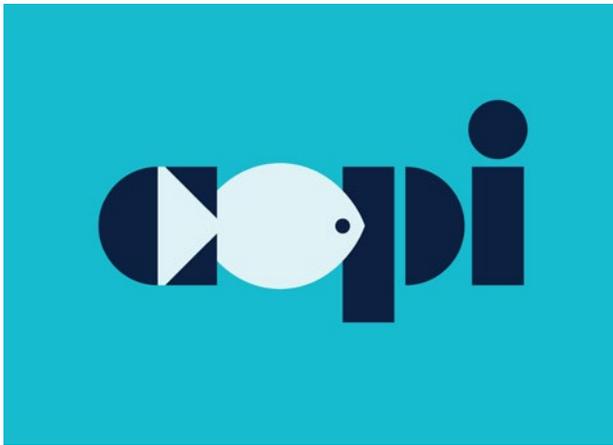
A large sculpture of the park's brand becomes the centerpiece for the entire scheme, which takes in close consideration the materiality and form of other architectural interventions designed by Trahan Architects.



Placemaking Sculpture

Additional Brand Identities

We've built a portfolio of brand identities for multiple types of organizations. Click each below to explore online.



Additional Signage & Placemaking Projects

We've built a portfolio around signage and placemaking for top-tier architects. Click each below to explore online.



Client References

Regional Transportation Authority

Brand Design and Strategic Plan

Tina Fassett Smith

Director, Communications
tina.smith@rtachicago.org
T 312-913-3256

“Within a year, the RTA had to refresh its brand and then launch an initiative to rethink how we fund and operate public transit in Chicago. Span’s partnership, problem-solving, dedication to understanding our work and audiences, and attention to every detail were invaluable. Their contribution at every level was essential to our most important activities as an agency at a pivotal point in our history.”

Crypton Fabric

Ad Campaign and Materials

Julia Gillespie

Director of Marketing, National Kitchen & Bath Association
Jgillespie@NKBA.org
T 917-628-9103

“I cannot recommend Span more highly. They are thoughtful, incredibly talented and they ‘get it.’ It is rare to find an outside agency that engenders so much trust and in turn produces amazing work — work that moves the needle in regards to awareness and sales.”

MAPPED

Brand Design and Website

Paola Aguirre

Founder and Principal of Borderless Studio
Co-Founder of Design Trust Chicago
paola@borderless-studio.com
T 617-818-7251

“Collaborating with the Span team was incredibly inspiring and energizing. The workflow, the creative discussions and the project outcome was tremendously responsive to our ideas, aspirations and needs. We especially appreciate the collaborative mindset and inclusive process to shape and deliver our project — which is absolutely beautiful!”

Illinois Department of Natural Resources

Neighborhood Brand and Visual Identities

Kevin S. Irons

Assistant Chief, Fisheries Division
kevin.iron@illinois.gov
T 217-685-3103

“As a state agency, we readily work across a complex network of partners from local to federal influence, Span was effective in collaborating and becoming a partner to all in the development of a brand that everyone bought into. Span’s skills melded with subject matter experts yielded different directions for our agency to consider. We made conclusions together, building the team even more through Span’s creative presentations that demonstrated a command and capacity on our subject matter. The Span team provided a commitment to success beyond all measure.”

Hoerr Schaudt Landscape Architecture

Brand Design and Materials

Rob Gray, PLA, LEED AP

rgray@hoerrschaudt.com
T 312-492-6501

“My firm collaborated with Span in the development of a new brand identity and website for our large landscape architectural practice. The entire process was very thoughtfully carried out and Span was able to arrive upon a solution that balanced the passionate and sometimes divergent voices at the table. Since its launch, our new identity has greatly increased traffic to our website and social media outlets while playing in integral role growing our business into the successful practice it is today.”

Skidmore, Owings & Merrill

City Design Practice Brand and Materials

Philip Enquist, FAIA

Consulting Partner, Urban Design and Planning
Philip.Enquist@som.com
T 312-730-0097

“Span has led an innovative and highly creative team of graphic communicators that enable complex challenges, bold ideas, and future dreams to be communicated to a large public that encourages inclusion and belonging. They lead us to creative solutions.”

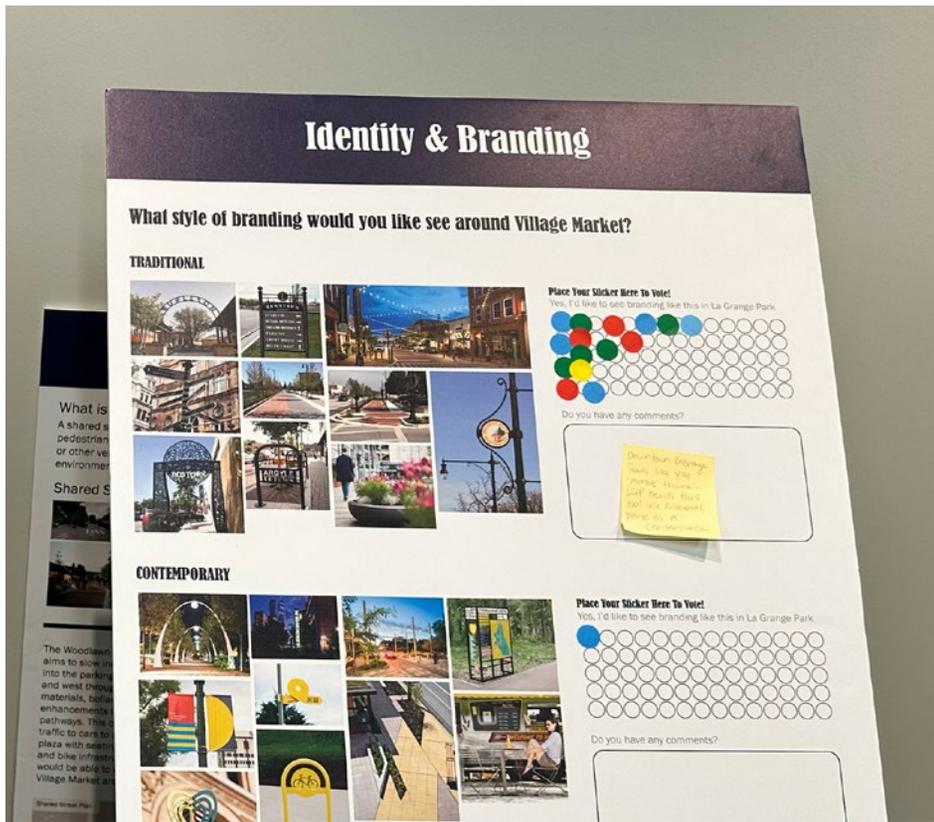
“Their ‘silo-busting’ practice communicates to all — all levels, all incomes, all ages. Carl Sandberg said, “Nothing happens unless first you dream,” I would add, “nothing happens unless first you communicate.”

This project is a critical opportunity to celebrate the community of La Grange Park.

By establishing a *physical* representation of the community through letters, icons, and placemaking, you create an authentic expression that can create bridges between the diverse viewpoints within La Grange Park — what does our community signify? What are we most proud of? Where are we heading?

Through the RFP discovery presentation on 15 February 2024, we were excited to learn about the civic improvements slated for the different business corridors within the Village. We see this as an opportunity to define a vision for the municipality that represents not only the history of the community but also the *trajectory* of your bright future.

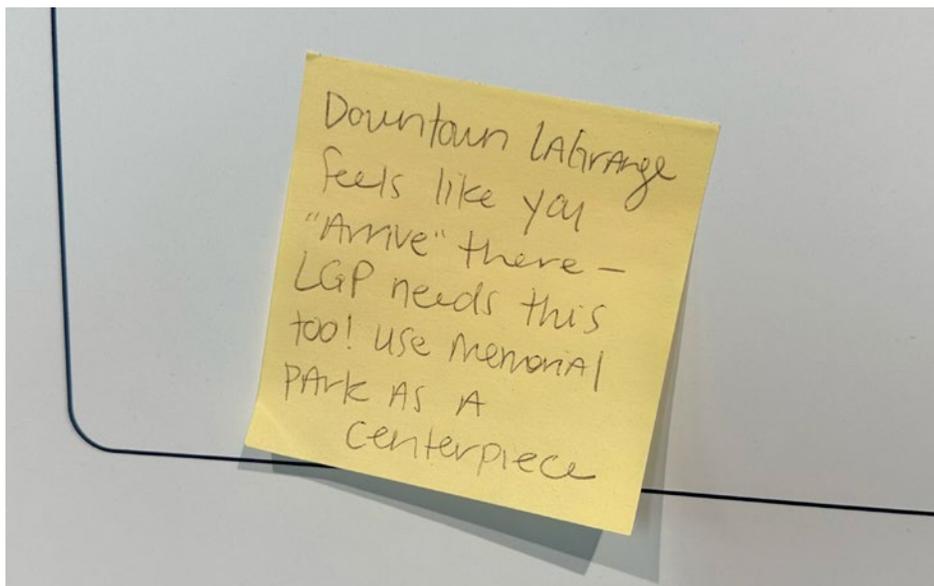
While we understand the hesitation to revisit the primary logo as part of the scope of this RFP, we would recommend that we explore alternate form to more authentically represent the name of the community and capture the energy and excitement of this new chapter in the history of the Village. The current typeface looks very reminiscent of Corvinus Skyline, drawn in 1934 by Swiss typographer Imre Reiner. It carries with it a feeling of the Art Deco period of architecture and design — a style that feels out of sync with La Grange Park's past, present, or future.



We appreciate the community's clear initial feedback to pursue a "traditional" style for the brand identity. Based on our experience engaging with the community in Berwyn and Columbus, Indiana, we have found that further engagement around the topics of civic spirit, pride, and culture are necessary for us to truly understand where to go next. We look forward to hosting more stakeholder interviews and workshops to immerse ourselves within your culture.

Our experience has taught us that there is a definite distinction with creating an identity that will primarily live within physical placemaking. Density of detail, typography clarity, accessibility and materiality choice make a tremendous difference in the success of that brand. The lessons we've learned in construction administration on signage projects will shape the types of expressions we bring to the project team.

Ultimately, this branding & identity plan must reflect the unique spirit and character of La Grange Park, and we're thrilled to have the opportunity to welcome visitors along major corridors and fill residents with pride every time they drive through town.



Approach to Scope

Phase 1: Inventory Analysis

Our process begins by auditing and documenting all types, locations, materiality, and physical condition for existing elements within the Village boundaries that express the brand. Every element will be photographed, notated, and presented with a location map as part of a PDF and Powerpoint presentation to be given to the Commercial Revitalization Committee.

Span will also review and document examples of the identity in use within print, online, social, and ephemeral applications to further examine the effectiveness of the identity within different applications.

Additionally, Span will research other communities within the Chicagoland area for examples of streetscape identity, especially the neighboring communities of La Grange and Brookfield. We will also present these findings to the Committee during the analysis presentation in order to maximize the opportunity to get feedback.

Proposed Services

Site Visits

Auditing

Reporting and Documentation

Project Team Presentation

Project Management and Coordination

Duration

2 weeks

Deliverables

Existing Inventory Analysis

Existing Identity Usage Analysis (Print/Digital/Social)

Neighboring Community Inventory Analysis

Approach to Scope

Phase 2: Community Engagement

Span will participate in all meetings and presentations as outlined in the RFP. In addition, we will plan on engaging the community through a survey that will be distributed online and presented via a public meeting as an in-person workshop with visual boards, workshopping activities, and open dialogue.

Both the survey and workshop will be organized around visual discovery questions that are oriented to the community on culture, spirit, and pride: Why do you love living in La Grange Park? What aspects of community life fill you with civic pride? All questions will be presented and approved by the project team prior to releasing the survey.

This engagement will be structured to focus less on gaining quantitative data and more on yielding qualitative responses — feedback that we all can learn from and take action on. Hearing if a theme, word, or visual representation is “liked” or not is less actionable than understanding *how* the questions and examples make people feel and what they think of when they encounter it. We will be looking for patterns of interpretation that will catalyze our inspiration and inform our decisions during our process. Findings from this process will serve to inform and guide the Brand Strategy & Principles phase of work.

Proposed Services

Presentations

Survey and Workshop Design/Facilitation

Project Management

Duration

2 weeks

Deliverables

Project Initiation Meeting with Village Staff

Up to 4 meetings with the Commercial Revitalization Committee

Community Survey and Workshop

Survey & Workshop Results Reporting (PDF)

Approach to Scope

Phase 3: Brand Strategy & Principles

From the results of Phase 2, Span will then focus on formalizing the ethos, vision, and spirit for La Grange Park's identity. We will ideate and shape language to best reflect goals and aspirations based on the feedback we received from the community into a strategy with defined principles that will shape the next phase.

This strategy will become the North Star for all creative executions and decisions that follow, guiding us on a consistent and committed path for all who encounter the brand. Span will also define a brand voice through a lexicon of aligned words and phrases, identify five key persona traits, outline principles, and also develop a guide for how to evolve this brand voice after the project is completed.

Proposed Services

Brand Strategy & Counsel

Creative Writing/Editing

Workshops with Project Team

Up to Three (3) Rounds Of Revisions

Project Management

Duration

3 weeks

Deliverables

Final Brand Strategy & Principles Presentation (PDF)

Approach to Scope

Phase 4. Logo & Identity System

Guided by Phase 3's Brand Strategy and our inventory audit from neighboring communities developed in Phase 1, Span will then typeset La Grange Park in various graphic styles as concepts for discussion and selection.

Based on feedback, we will customize preferred letterforms into a unique logo together with any secondary elements and illustrations. During the process, we will test the logo in multiple contexts — signage, business cards, digital assets, promo items, social media, business engagement, apparel, etc. This will allow us to explore how the logo works within an identity system complete with colors, patterns, and secondary imagery.

Our process will follow these same steps: Design and presentation of options for selection, Refinement of selected direction, Presentations for reviews and approvals, Revisions, and Production of final artwork.

Together with your team, Span will collaborate and critique all work. Then, we will iterate with refinements and revisions until the best solutions are designed. This phase will finish with the selection of a logo and graphic identity direction that is unique to the project.

Proposed Services

Design of Initial Concepts

Presentations for Review and Selection

Up to Three (3) Rounds Of Revisions

Project Management

Duration

5–6 weeks

Deliverables

Logo Design (JPG, PNG, AI, EPS)

Color Palette

Typographic Recommendations

Typographic Stylesheets

Applications including signage, business cards, promo items, social media, business engagement, apparel, etc.

Brand Elements (AI, JPG)

Approach to Scope

Phase 5. Graphic Standards

Once the work in phase 4 is approved, everything will be documented in a comprehensive graphic standards PDF document as well as a microsite hosted by Span (i.e. lagrangepark.span.guide). An example of these brand guidelines completed for a previous client are available here:

<https://rta.span.guide/>
Password: 175westjackson

The document and microsite will identify the key brand elements and provide examples of how it is implemented on example marketing materials, as well as the brand strategy, principles, voice, and tone. Additionally, the microsite will serve as a “brand hub” allowing the Village an easy resource to direct future designers to files, document templates, and other resources.

Proposed Services

Design of Graphic Standards

Setup of Standards Microsite at Span.Guide

Production and Prep for All Resources

Up to Three (3) Rounds Of Revisions

Project Management

Duration

3 weeks

Deliverables

Graphics Standards Documentation (PDF)

Brand Hub Microsite at Span.Guide

File Production and Prep

Approach to Scope

Phase 6. Streetscape Toolkit & Plan

Once the identity is approved, Span will explore visual concepts for key aspects of the streetscape that encourage visitors and residents to explore destinations within La Grange Park. These will include gateway features, signage, directionals, planters, pavers, and other street furniture. Scale, materiality, and color will all be represented within architectural visualizations that Span will create.

ADA accessibility guidelines for signage as well as universal design best practices will guide our concept iteration as we strive to make these experiences available to all.

Multiple concepts will be explored together with the project team's review and feedback with the goal of selecting a conceptual direction for further development and detailing. Once concepts have been properly refined and locations proposed and confirmed, Span will present a draft version of the plan to the Commercial Revitalization Committee for their input and approval.

Once approved, the plan will expand to feature signage typologies with a proposed message schedule and location map. Design specification drawings will be created for each signage typology for preferred signage fabricators to take forward into installation/shop drawings.

Proposed Services

Past precedent research/audit

Materials exploration

Typographic hierarchies, systems, and recommendation

Detailed material specifications

Presentations, revisions, and approvals

Project management

Duration

6–8 weeks

Deliverables

Streetscape Toolkit (PDF)

Architectural Visualizations (JPG)

Final Streetscape Plan (PDF) including

Design Documentation for Signage Typologies

Signage Location Map

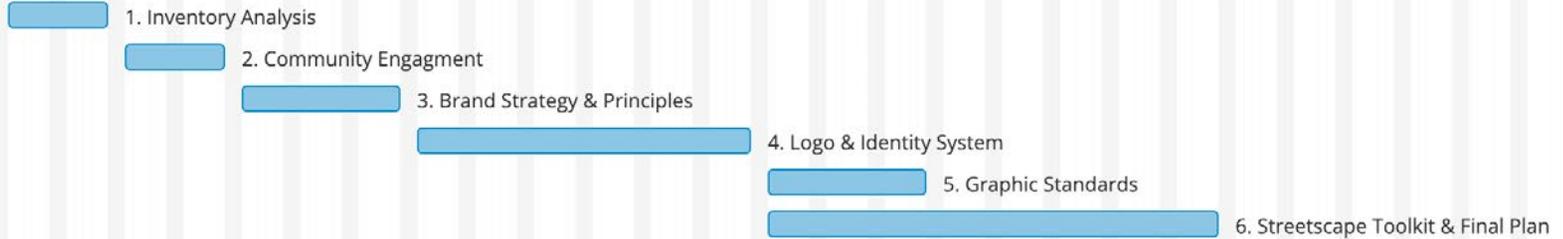
Proposed Message Schedule

Proposed Schedule

[Click to View Online](#)

Apr 29 May 06 May 13 May 20 May 27 Jun 03 Jun 10 Jun 17 Jun 24 Jul 01 Jul 08 Jul 15 Jul 22 Jul 29 Aug 05 Aug 12 Aug 19 Aug 26 Sep 02 Sep 09 Sep 16 Sep 23 Sep 30 Oct 07 Oct 14 Oct 21 Oct 28 Nov 04 Nov 11 Nov 18 Nov 25 Dec 02

Phases:



Project Team Meetings:



Commercial Revitalization Committee Meetings:



Project Cost

Creative Fees by Phase	Estimated Hours			Subtotal
	Partner \$280/hr	Senior Designer \$175/hr	Designer \$160/hr	
1. Inventory Analysis	3.5	8.0	10.0	\$3,980
2. Community Engagement	16.0	3.0	16.0	\$7,565
3. Brand Strategy & Principles	16.0	16.0	8.0	\$8,560
4. Logo & Identity System	20.0	30.0	40.0	\$17,250
5. Graphic Standards	3.5	6.0	19.0	\$5,070
6. Streetscape Toolkit & Final Plan	25.0	65.0	120.0	\$37,575
Estimated Expenses				
Community Engagement Materials – Food, Office Supplies, Interview Transcriptions				\$500
Local Transportation – if necessary				\$250
Presentation Printouts & Boards – if necessary				\$500
Local Shipping – if necessary				\$150
Grand Total Budget				\$81,400

Terms and Conditions

PROOFREADING

Span will not assume responsibility for errors in copy or translations. Village of La Grange Park (Owner) has the ultimate responsibility for proof reading all copy and translations prior to release/upload of final art files. Owner will be asked to sign, date, and return to Span by e-mail or fax their approval of final art prior to its release for production. Should Owner request the services of a copy editor and/or professional proofreader, Span will recommend and coordinate their services.

PROPOSED FEES AND REIMBURSABLE EXPENSES

Any activities outside the design services described in this proposal or an extension of Span's consulting role will require either a new contract or services provided at our standard hourly rates. Reimbursable expenses such as B&W laser and high-end color ink jet printouts, shipping/deliveries, travel, stock images, music, illustration, etc. will be invoiced in addition to the design fees at cost. All typefaces used in the designs created are licensed solely for use by Span. If any typeface should be necessary for future implementation, Owner will be responsible for their purchase and licensing.

PAYMENT SCHEDULE AND TERMS

Span shall invoice the Owner monthly for hours and expenses incurred against each phase of work upon authorization to begin the project. Owner shall make payments of Span invoices within 30 days of receipt. A 1.5% finance charge will be added to invoices past due 30 days. Span will have the option of suspending or concluding its services if payments are not made within 30 days of receipt. In the event Owner terminates Span's services for any reason, Owner agrees to pay Span all time and expenses to date. If Owner cancels any of the services identified in this proposal, Span will not refund or reduce any portion of the total fees.

Terms: Net 30 days

COPYRIGHT

Span will retain the copyright to the final art created for Owner until all invoices have been paid in full. Span thereafter shall have no copyright to said artwork described herein. All rights to any copyright trademarks or similar rights shall be assigned by Span to Owner.

CONFIDENTIALITY

All work products will be maintained by Span as confidential Owner material and will not be used by Span without express written approval by Owner.

PROPOSAL EXPIRATION

The quote contained in the Proposal is valid for 30 (thirty) days commencing on the date of this document. Following the expiry period of thirty days, and before the Agreement is accepted and signed by the client, prices are subject to change upon prior notification to Owner.

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