

PROPOSAL

# Coeur d'Alene Charter Academy Identity Rebrand Proposal

Version 1.0

Tuesday, January 23, 2024

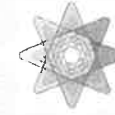
Created by: **Russell Heistuman** for Whitestone Design Werks, LLC

Presented to: **Angela Durick** and stakeholders for Coeur d'Alene Charter Academy



**WHITESTONE**  
DESIGN WERKS

5098 N Arne St  
Coeur d'Alene, ID 83815  
(208) 640-0022 office  
(208) 704-0330 mobile  
billing@wdwerks.com



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## **Coeur d'Alene Charter Academy Identity Rebrand Proposal**

### **Overview**

After hitting the milestone of the 25th Anniversary of Coeur d'Alene Charter Academy and establishing its place as the standard setter for the Charter School movement in North Idaho and beyond, the need for an identity redesign that is in keeping with its stature and position has become necessary. The challenge will be to create an identity that capitalizes on the legacy that has been established and paves the way for even greater heights and prestige as the preeminent college preparatory institution in North Idaho. Coeur d'Alene Charter Academy has asked Whitestone Design Werks, LLC to provide a proposal for the redesign and rebranding of their identity system and how it is applied in the various environments and mediums where their identity is needed to make that statement of academic excellence.

### **About Us**

Whitestone Design Werks, LLC (WDWerks) has been providing excellence in design for over 30 years across many disciplines. In addition to brand and identity design, they have designed extensive print collateral projects, interior and exterior design projects, signage and wayfinding, product design and development, package design and web design and development. Russell Heistuman is the founder and chief creative officer and over his career has designed for Walt Disney Theme Parks, Universal Studios, BIOLA University, Azusa Pacific University, Vanguard University, Wycliffe Associates, Red Lion Hotels Corporation and Selkirk Sport.

### **Scope of Services**

WDWerks is proposing the redesign of the main Coeur d'Alene Charter Academy seal logo, the establishing of a unique brand mark that will be used as a primary logo in most communication and usage that captures the essence of the school and its values and vision as well as redesigning the school's Panther mascot so that they will own all the rights to usage and not have to worry about any possible trademark infringement as well as creating a design that students (and staff) will be proud to wear and display to represent spirit and pride in their school. In the design presentation process, WDWerks will apply the proposed logo designs in various environments such as signage and banners and apparel in addition to stationary consisting of letterhead, envelopes and business cards.



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### Deliverables

Once final designs are presented and approved, WDWerks will provide working high resolution vector art production files of all three logos in multiple sizes, appropriate color options such as 1-color, 2-color, 4-color CMYK for print and RGB for digital screen displays. Logo will be applied to desired stationary items to be determined but in general will include letterhead, envelopes and business cards in print ready files. WDWerks will also provide an 8-page Brand Style Guide. There are items that have been included in proposal without time or cost applied as they may be deemed necessary but not in initial design needs. For instance, signage. Signage concepts will be explored in presentation but final design and production would be a more involved process that can be separated but can be worked into proposal if it is better to address in one whole package.

- CDA Charter Academy Official Seal Logo
- CDA Charter Academy Main Mark Logo
- CDA Charter Academy Panther Mascot Logo
- CDA Charter Academy Stationary
- CDA Charter Academy Brand Style Guide


### Terms & Conditions

Coeur d'Alene Charter Academy shall pay Whitestone Design Werks, LLC a 50% (\$3,420) non-refundable deposit upon approval of this agreement to begin the project. The remaining 50% (\$3,420) is due after project completion.

Invoices will be generated upon project approval and are due within 10 days of receipt. Payment may be made by check, direct deposit, or credit card through QuickBooks payment gateway. Payments made past an invoice's due date are subject to a \$10 daily late fee.

Any additional changes made after second approval stage will be billed for accordingly depending on what stage the project is at. Two sets of changes are included in this quote. Final billing may be +/- 10% of this estimate. Any additional changes will be estimated and approved by client prior to final production.

Authorizing this project requires a signature below.

  
APPROVAL SIGNATURE

1/23/24  
DATE

# PROPOSAL

## Coeur d'Alene Charter Academy Identity Rebrand

This proposal is for the Identity Rebrand of Coeur d'Alene Charter Academy. It includes costs for design of Main Mark to be used as a primary logo in most applications; a revised Seal to incorporate new mark and cleaned up type and elements and a Mascot Logo that will become the property of the Academy for use on uniforms and sport team application and environments. Main Mark will be applied to Stationary.

CLIENT P.O. NO.	JOB NO.	PROPOSAL NO.
	106-001-24	<b>1804</b>

January 22, 2024

Attn: Angela Durick  
**Coeur d'Alene Charter Academy**  
 4904 N. Duncan Drive  
 Coeur d'Alene, ID 83815  
 PHONE: (208) 676-1667  
 FAX: (208) 930-4215



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	HOURS/ITEM	RATE	TOTAL DUE
<b>ADMINISTRATION</b>			
Account Management	1	\$90.00	\$90.00
Project Management	2	\$75.00	\$150.00
<b>ADMINISTRATION SUBTOTAL</b>			<b>\$240.00</b>
<b>DESIGN PHASE</b>			
Research	8	\$75.00	\$600.00
Design Main Mark	16	\$75.00	\$1,200.00
Design Main Seal	8	\$75.00	\$600.00
Design Mascot	8	\$75.00	\$600.00
Design Stationary	4	\$75.00	\$300.00
Design Signage & Banners	8	\$75.00	\$600.00
Design of Apparel Applications	4	\$75.00	\$300.00
Design Print Collateral	4	\$75.00	\$300.00
<b>DESIGN PHASE SUBTOTAL</b>			<b>\$4,500.00</b>
<b>PRODUCTION PHASE</b>			
Production of Media-Ready Files	12	\$75.00	\$900.00
Production of Stationary	4	\$75.00	\$300.00
Production of Brand Style Guide	12	\$75.00	\$900.00
Production of Signage and Banners (16 hrs)	0	\$75.00	\$0.00
Production of Artwork for Collateral and Apparel (8-12 hrs)	0	\$75.00	\$0.00
<b>PRODUCTION PHASE SUBTOTAL</b>			<b>\$2,100.00</b>
<b>SUBTOTAL</b>			<b>\$6,840.00</b>
<b>SALES TAX</b>			<b>\$0.00</b>
<b>GRAND TOTAL</b>			<b>\$6,840.00</b>
<b>50% DEPOSIT</b>			<b>\$3,420.00</b>
<b>DUE UPON RECEIPT</b>			<b>\$0.00</b>

THIS IS ONLY A PROPOSAL—DO NOT PAY UNTIL INVOICED