



Cactus | Hothouse Job Estimate

Date: April 10, 2002
Company Name: Millennia Mind, Inc.
Contact: John Watson
Address: Devra West
City, State, Zip: 736 Fred Burr Road
Victor, Montana 59875
Phone / Email: 406.240.3651 / john@starpeople2000.com

Project Title: Corporate Identity Package

Job Description: Cactus Marketing Communications will develop a complete identity package for Millennia Mind including a new logo, stationery package and graphic standards.

Cactus will develop initial logo design concepts and present to client. Based on client feedback and direction, Cactus will go through one round of logo concept refinement to achieve a final approved logo design. Upon client approval of one logo design, Cactus will finalize layout, typesetting, logo mark (if applicable) and color palette, and create final electronic logo artwork files.

Once logo is finalized, Cactus will develop design concepts for a stationery package, present to client, and based on approved design will finalize layouts, select paper stock, prepare final electronic artwork and manage print production for stationery package components. Stationery package includes: letterhead, second sheet, business cards (2 people), mailing label, and #10 envelope.

Cactus will also develop and produce an identity standards manual, outlining guidelines for the corporate identity package created for Millennia Mind, Inc. including logo, color and font usage, as well as specifications for stationery package components. Client will be provided with one, color, bound copy of the final manual.

Staff Time Estimate: \$ 15,935.00
Materials Estimate: \$ 800.00
Total Estimate: \$ **16,735.00**

This estimate does not include costs for typesetting additional business cards, or print production expenses for the stationery package or additional copies of the graphic standards manual. These items will be estimated separately based on final layouts and specifications.

Approved by: _____

Date: _____

Submitted by: Lisa Van Someren

Date: 4/10/02