

NoHo West Logo Proposal

October 28, 2024

19300 Rinaldi St. #7524

Northridge, CA 91327

wmoore@moorebusinessresults.com

818 252-9399



Service Objectives

Moore Business Results (MBR) appreciates partnering with NoHoWest Neighborhood Council for online outreach. This proposal is to design a new logo.

Approach

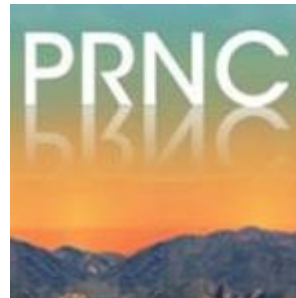
We plan to develop a new logo for NoHoWest using the Whitsett Mural for inspiration as requested. Our process is:

- We will provide 2 designs. You select one and provide input
- As a result of your review of the designs, you will summarize the specific feedback in writing to provide direction for the next design. This will eliminate the cost of us attending meetings.
- We use that input to create as many as 3 iterations to reach the final design
- The final design will be provided in high resolution such that it can be used on fabric embroidery for polo shirts, light pole banners, flyers and online. File types include: .jpg and .psd. You may choose to request a vector version which can be used on anything, and would be required for screen printing. File type is .eps

Our Work

Our designer, Mary Reichenbach designed many of our website layouts and did a custom website design and logo for the Porter Ranch Neighborhood Council. She redrew logos for North Hills West and Mission Hills. She created the logo design for Watts NC.

She has done design work for Verizon, Marriott and Ascend Marketing. Some examples of her work include:



PORTER RANCH
neighborhood council

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Pricing

The 2 original designs and 3 iterations will be invoiced for \$1,000. If further iterations are needed, they will be at \$200.

Vector option is an additional \$300. We need to know in advance if you want a vector file, because it will influence the design.

Timing

We understand that you have a nimble ad hoc logo committee that will be reviewing and providing feedback and the final logo will be presented to the board for approval. We expect to be able to respond to your iteration feedback with a 2 week turnaround for each iteration.

Why Moore Business Results?

I am very knowledgeable about Neighborhood Councils. I bring to the table about 20 years of working with Neighborhood Councils, professionalism, timely service and significant experience with eblast communications and social media. I have a strong reputation across the City for superior work and service partnering with Neighborhood Councils across the spectrum of their outreach needs.

View Portfolio at moorebusinessresults.com/portfolio/.

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