

Apex Creative

Studio

Design & Development Agency

ESTIMATE

REFERENCE QT-2024-0781

DATE July 9, 2024

VALID UNTIL August 8, 2024

FROM

Apex Creative Studio

1428 Market Street
San Francisco, CA 94102

✉ hello@apexcreative.co

📞 (415) 555-0192

TO

Meridian Technologies Inc.

Attn: Sarah Chen, Creative Director
3500 Deer Creek Road
Palo Alto, CA 94304

✉ s.chen@meridian-tech.com

Project Summary

Complete brand refresh and digital presence overhaul for Meridian Technologies, encompassing visual identity design, a new responsive corporate website, a scalable UI/UX design system, and supporting photography assets. All deliverables are outlined below with fixed-price line items.

Services & Pricing

#	Service	Description	Rate	Amount
1	Brand Identity	Complete identity package: logo design, color palette, typography system, and comprehensive brand guidelines document.	\$3,200	\$3,200
2	Website Design	Responsive corporate website: 6 pages, CMS integration, contact forms, SEO optimisation, and cross-browser testing.	\$6,500	\$6,500
3	UI/UX System	Scalable design system with 30+ components, pattern library, interactive prototypes for web and mobile platforms.	\$4,200	\$4,200
4	Photography	Professional product photography (20 images), executive team headshots, and custom icon set for digital use.	\$2,100	\$2,100
Subtotal				\$16,000
Sales Tax (8.625 %)				\$1,380
Total				\$17,380

TERMS & CONDITIONS

- **Payment schedule:** 50 % deposit (\$8,690) due on acceptance; remaining 50 % due within 30 days of final delivery.

- **Validity:** This estimate is valid for 30 days from the date of issue. Pricing may be revised after expiry.
- **Revisions:** Includes 2 rounds of design revisions per deliverable. Additional revisions billed at \$150 / hour.
- **Timeline:** Estimated 8–10 weeks from deposit receipt and receipt of all required materials from the client.
- **Ownership:** All work product remains the property of Apex Creative Studio until payment is received in full.
- **Late payment:** Overdue balances subject to 1.5 % monthly interest.