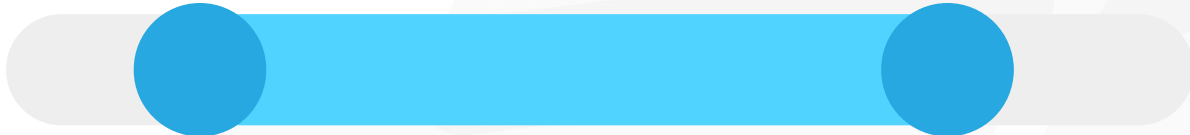


UMN Biotechnology and Biomanufacturing Innovation Center

Proposal for Branding, Communications and
Website Development

COST RANGE

\$13 090 – \$16 362
Estimated hours: 222



Overview of costs

| Task Description | Estimated Hours | Estimated Cost |
|--|-----------------|----------------|
| Project management | | |
| Client meetings, project scope and day-to-day management (20% of project cost) | 40 | \$2,424.00 |
| Design | | |
| Logo design and brand style guide, based on UMN guidelines | 12 | \$840.00 |
| Icon development | 12 | \$840.00 |
| Infographic x 2 | 32 | \$2,240.00 |
| Stock photo research | 6 | \$420.00 |
| Based on DSI or IIB website, create site map and page structure (10-15 pages) | 16 | \$1,120.00 |

Continued...

Overview of costs

| Task Description | Estimated Hours | Estimated Cost |
|--|-----------------|----------------|
| Communication strategy and content | | |
| Rewriting and editing of content | 32 | \$2,240.00 |
| Upload website content | 16 | \$960.00 |
| Web development | | |
| Set up development environments | 12 | \$720.00 |
| Customize existing DSI or IIB website infrastructure for BBIC's use | 36 | \$2,280.00 |
| Create a webform to request info | 4 | \$200.00 |
| Support and maintenance | | |
| Knowledge transfer: two 1-hour training sessions on website and communication plan | 4 | \$260.00 |
| Contingency | | |
| Contingency 15% | | \$5456.00 |
| Total | 222 | \$20,000.00 |

Project overview

Our approach goes beyond surface-level design to establish lasting frameworks that will guide your organization's digital presence and stakeholder communications.

At the heart of this initiative is a strategic focus on building foundational brand and communication systems. While the website serves as a primary touchpoint, the value lies in developing robust brand and messaging guidelines that will empower you for years to come. These guidelines will ensure consistency across all channels, enabling teams to:

- Create compelling content that resonates with your core audiences
- Make confident design decisions that reinforce your brand identity
- Deliver unified messaging that builds trust and recognition
- Scale communications efficiently as your organization grows

Project deliverables

Phase 1: Immediate online presence (Month 1)

Using existing content and the university's Drupal framework, we intend to launch a basic website with two to five pages of information about the Biotechnology and Biomanufacturing Innovation Center. We will also provide a way for people to get in touch, for example, via a contact form.

Project deliverables

Phase 2: Brand Development and Design (Months 1-2)

Our brand development process begins with a collaborative workshop to establish core identity elements and visual direction. Guided by the UMN's brand guidelines, we will develop a brand system including:

- **Logo design and brand style guide.** One logo option is presented. We typically include a stacked logo, horizontal logo and stand-alone icon if appropriate. All logos are delivered in these formats : ai, pdf, png, jpg and SVG. The logo sets the tone for the colour palette and style guide in the next step.
- **Brand style guide.** Guide for the composition, design, and general look and feel of the organization's branding.
 - a. Showing logo application best practices in different formats
 - b. Icon style
 - c. Photo style
 - d. Look and feel of social media posts
- Custom icons
- Visual asset library including curated stock photography
- Infographics for content visualization

Project deliverables

Phase 3: Web Development (Months 2-4)

The web development phase focuses on creating an intuitive, user-centered digital experience:

Design

- Comprehensive website prototype
- User interface components
- Responsive design system

Development

- Drupal implementation based on the DSI or IIB websites
- 10-15 core webpages
- Specialized content views for news, events, and projects

**Thank you for
your consideration!**