



Shamin Hotels - Proposal

January 30, 2025



INTRODUCTION

About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – [Chocolate Chip Cookies](#)

Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

LOGO DESIGN AND STYLE GUIDE

Logo Creation

Our team of designers will create a set of logo designs for your review. Feedback and rounds of revisions will be given until you are satisfied with the end result.

Once approved, all variations of the final logo will be produced and provided to the client. (Full Color, Single Color Black, Single Color White, and Reversed Versions). Also a full set of file *types* for each - Vector EPS, JPG and Transparent PNG files.

Style Guide

Once the final logo is approved, we will create a Style Guide document, detailing the logo's web hex # colors, fonts, etc. Also correct ways in which to use the logo, in regards to spacing, non-distortion, etc.

This guide will help anyone who needs to utilize your logo to know the best-practices for its use, ensuring brand-consistency.

WEBSITE DESIGN AND DEVELOPMENT

Including FREE Hosting and Maintenance!

Design

Our team of graphic designers will create a minimum of three mockups for the website to include the home page. Designers will make any and all revisions requested by the client.

Development

Once the mockup is approved by the client, the project developer will take all of the individual graphic elements from the mockups and use them to create the actual, functional site. Elements such as the CMS, interactive contact forms, and Search features are implemented and made functional during this phase, as well.

Copywriting

Our copywriter will work with the client to write compelling SEO friendly copy for the pages of the website.

Page Styling Modifications:

We will use existing content and any other text or imagery content that the client can provide, and style each page to be consistent in look and feel.

Initial SEO/SEM:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. The basic package includes: Google Analytics Integration, Keyword Research & Meta Tags, Robots.txt file integration, XML Site Map Creation, Verification of your site with Google Webmaster Tools.

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Testing/Delivery/Training:

The site will be thoroughly tested - viewing differences between different web browsers, ensuring that the website is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. **NO CHARGE**

Hosting:

Studio Center can host the client site on our Google Cloud-Based Server at **NO CHARGE** to you.

Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades. *(Does not include actual content additions or change in the original scope of work.)* **NO CHARGE**

PRICING SUMMARY

Logo Design	\$5,000
Brand Guide	\$915
Website Design & Development <i>To be built within Wordpress CMS, using Elementor plugin. Allows for easy client edits after project completion.</i>	\$28,365
TOTAL:	\$34,280

Thank you for the opportunity to submit a proposal. We look forward to working with you!

Accepted by:

Client

Date

Studio Center

Date

Estimate valid for 10 days from 1/30/25

THANK YOU!

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