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August 18, 2016

Subject: **Project Posting**
New logo design as part of ongoing rebranding effort

Dear Sir or Madam:

I would like to present this project posting for design of a new company logo for our company, TKJ Structural Engineering. I envision this as phase 1 of a rebranding effort. In the following, I have attempted to summarize who we are, and what we are looking for.

Overview of Company

What do we do?

We are a structural engineering firm located in San Diego, California (U.S.). We provide design and consulting services to architects, contractors, and building owners. In general, structural engineers design buildings and structures, and the load-resisting elements comprising them (foundations, walls, columns, beams, connections, etc.), to withstand the forces imposed on them (gravity, wind, earthquakes, etc.) We generate plans showing how the load-resisting components of a building or structure should be built.

Types of projects we work on include new homes, new commercial buildings, additions, remodels, renovations, and upgrades. We have a niche specialty in the energy sector for checking that a building's roof is strong enough to support the weights of new solar panels or energy-efficient rooftop equipment, and anchoring the panels and equipment to withstand wind storms or earthquakes.

Who is our target market?

Architects, contractors, developers, and building owners who work on building projects with construction budgets of \$5M or larger.

Who are our main competitors?

Other structural engineering firms in our area are:

- DCI Engineers (www.dci-engineers.com)
- Hope-Amundson Structural Engineers (www.hope-amundson.com)
- Wiseman + Rohy Structural Engineers (www.wrengineers.com)

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- Lovelace Engineering (www.lovelaceeng.com)
- Patterson Engineering (www.pattersoneng.com)
- Stedman & Dyson Structural Engineers (www.sdse.com)
- GSSI Structural Engineers (www.gssi-se.com)
- Degenkolb Engineers (www.degenkolb.com)

What is our history?

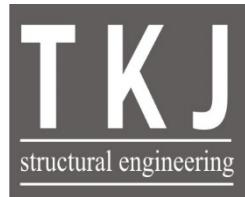
I started TKJ Structural Engineering 10 years ago last January. The letters in the company name are my initials (Timothy Kyle Jaquess.) I worked out of my house the 1st year (no other employees—just me). I obtained office space the 2nd year, and have been building clients, portfolio, and employees since. We are now up to 5 total employees, and have experienced significant growth in project size and revenue over the past 3 years.

Here are the logos I have used over the time we have been in business.

This was my first business logo:



Here is the logo we currently use:



Goals

What are our goals?

The ultimate goal is to rebrand the company image over the next several months. We want to put forward the message that we can compete with the larger firms for more challenging and profitable projects.

To achieve this, I would like to develop a long-term working relationship with the graphic designer or design firm that can best help us convey this message.

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Immediate priority:

1. Generate a new logo and immediately begin placing on letterhead, building plans, business cards, website, etc.

Longer-term priorities:

1. Update and modernize website (www.tkjse.com)
2. Design new business cards
3. Design new stationery and graph paper
4. Develop direct marketing material (printed fliers, etc.)
5. Develop indirect promotional material (t-shirts, jackets, coffee mugs, etc.)

Why are we rebranding?

I do not like our current logo. I think it conveys that we are small and amateur-ish. Short term, I would like a new logo that conveys our identity, experience, and professionalism. Long-term, I would like to develop a cohesive brand that reinforces the same.

What message do we wish to communicate?

The main ideas I want to communicate are stability and comfort. Our company, as well as the buildings we design, are stable. Potential clients should feel completely comfortable hiring our firm to take on projects of any size or complexity.

I want to convey to clients and potential clients that we are professional and that we have sufficient resources and experience to take on larger and more complex projects. Long-time clients know that I started the company as a 1-man firm working out of my home. I want to clearly communicate to old clients and potential new clients that we are a substantial company with experience, technical knowledge, and resources. I do not want them to think of us as the small firm, only capable of handling the small projects.

Requirements

Milestones

The following is my initial idea of steps during the design process:

1. Initial Phase:
 - a. Designer to provide preliminary concept ideas for review. Estimate 8-12 different concepts to be provided.
 - b. We will select between 1 and 3 different schemes to further develop. We will provide suggestions and comments for the designer to incorporate.
2. Development Phase:
 - a. Designer to generate between 1 and 4 variations on the selected schemes.

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- b. We will select a final scheme to pursue, and will provide comments and suggestions.
- 3. Final Phase:
 - a. Designer to provide between 1 and 4 variations on the final scheme
 - b. We will select the final logo design.

I have not had experience working on graphic design projects, so I am open to suggestions to achieve a more efficient and effective workflow for the design process.

Deliverables

- 1. Logo graphic files in high-resolution (for print), medium-resolution and a web-appropriate resolution.
- 2. At a minimum, one version of each resolution to be provided to us in .jpg format

Budget and Deadlines

How much money are we willing to spend?

I am new to this, so unsure about the going market rate for this type of work, but I am hoping to stay within a budget of around \$800 total for the logo design. Further consulting work would likely be performed at an hourly billing rate, not to exceed a negotiated maximum fee.

What is the deadline?

September 5 for a final logo design—earlier, if possible.

Conclusion

If you have any questions or comments, please feel free to contact us. I look forward to hearing from you!

Sincerely,



Timothy Kyle Jaquess, SE
Principal
TKJ Structural Engineering