



**bridgewater creative & Clint English**

**video + branding**

**Bridgewater Creative** is excited to partner with **Clint English** to offer a **video + branding** package for startups, businesses, and organizations looking to revamp, refresh, and elevate their marketing and branding materials.

**What's the advantage of having videos and branding materials created by one team?**

**Bridgewater Creative** and **Clint English** will work very closely together throughout the entire process to ensure all of your branding is consistent and maintains the highest standard of quality as it translates from graphic design to video. There is no longer a need for you to constantly send over files of different types and formats. We'll handle all of that, you just sit back and relax.

*Clint English has been providing art direction and branding for the music industry, businesses, and organizations since 2007*



***Ohhhh, so you need branding too...***

# Video (You choose 4) 30 sec. - 2 min.

*Including, but not limited to:*

- ✓ **Promotional/Marketing** - Promote your business or organization, product, or service
- ✓ **Explainer** - Showcase a detailed, visual explanation of how your product or service works and how it can help your clients or members
- ✓ **Introductory** - An introduction to your business or organization that explains your story, history, and expertise surrounding your products or service

- ✓ **Training** - Train your employees, clients, or members on how to use a particular feature within your software, system, or for other internal reasons
- ✓ **Interview/Testimonial** - If you are local this can be included, if travel is necessary, we can discuss additional costs or options

*All videos will utilize a combination of motion-graphics, images, stock video, text, animation, music, screen-recordings, and voice overs to bring them to life. Scripts will need to be provided, but BC can advise in the development of those scripts if necessary.*

*All videos will be in MP4 format, a universal video-type that can be shared and uploaded to any website and social media page.*

Video, being that there are a lot of moving parts, will be flexible with revisions. After two rounds, it is Bridgewater Creative's discretion on whether revision limits have been reached. Additional fees apply after this threshold.



## So, what's included?

# Branding

Logo & Branding includes design submission(s), two included rounds of revisions and approval of agreed upon design

*Final deliverables include:*

- ✓ **Logo** (wordmark and icon) in vector and other various standard file formats
- ✓ **Brand style guide**
- ✓ **Color palette**

✓ **Social media collateral**

✓ **Business card design**

*For a sample brand style guide, please download PDF from the web page*

Two rounds of revisions are included with Branding. Additional fees apply after this threshold.



***So, what else is included?***



# Process + Pricing

You'll meet with both Bridgewater Creative and Clint English on a conference call to discuss your needs and ideas.

We'll begin with the branding materials. Once feedback is gathered and materials are approved, all necessary files will be sent to Bridgewater Creative to incorporate into the video content. We can discuss storyboarding and video ideas if you have any, otherwise Bridgewater Creative can lead this process.

We'll take it one video at a time, keeping communication flowing regarding feedback and revisions to the videos.

Each video will be delivered upon approval.

*If you're in need of a website as well, please inquire about our **Video + Branding + Website** package. Get everything you need to launch or revamp your business or organization in one place, with one team, working together to ensure your value is showcased to the world.*

*Does not include other service or transactional fees that may be included in your package.*

*50% deposit due at the start of contract, remaining 50% due upon completion.  
Estimated time: 2 months or less*



# \$8,000

# Thank You!

## **Bridgewater Creative**

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## **Clint English**

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*\*Please keep this document confidential.*