

Project Proposal

Athene

Online Style Guide

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Presented by Blue Compass

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Project Overview

Blue Compass proposes to create an online style guide for Athene. This guide will serve as a custom UI/UX library for all of Athene's future digital projects through clear examples of various design and interactive elements. Deliverables will be uncompiled HTML/CSS/javascript files and a custom Bootstrap framework. CSS will be provided using the SASS language. The guide will provide a design and code for the following elements (See reference PDF "Athene Proposal Example") :

- Buttons & button lists
- Text styling (H1, H2, H3 & H4 headings, Paragraph text, etc.)
- Form elements (text box, text area, radio, checkbox, select & notification handling)
- Tables
- Navigation bar (includes logo & accordion mobile menu/hamburger nav)
- Grid system
- Images
- Image slider
- Responsive utilities
- Helper classes (contextual information)
- Social icons

When deliverables are provided, written instructions will also be given to assist your team in compiling the CSS. Consultation time for a meeting or phone call is also included.

PRICING

50% due at beginning of project; Final 50% payment due 30 days after project completion. Requires signing of Blue Compass' standard agreement. May be re-estimated after 60 days, or if additions are made. Note that an additional estimate may be required for the styling of any custom applications.

Service	Hours	Price
Initial Planning & Project Management	10 hours @ \$150/hour	\$1,500.00
Layout/Responsive Design	40 hours @ \$150/hour	\$6,000.00
Programming/Development	60 hours @ \$150/hour	\$9,000.00
On-Location Consultation.....	14 hours @ \$200/hour	\$2,800.00
Final Total.....		\$19,300.00

PORTFOLIO

Orchard Place



"Blue Compass clearly shined above the competition. Simply put, they have set the bar extremely high for Web companies. They continue to evolve to meet the changing needs of customers and the technology behind what the end user sees. We could not be more proud to work with Blue Compass. They have been professional, smart, and forward thinking in everything they have done for us."

Craig Olson, Director of Communications

UnityPoint Health



"We could not have done this without Blue Compass. The work that was done to create content, find beautifully accurate photos and do all of the backend work so that our site was at the top for innovation, was unbelievable. I do not think any other team would have been able to produce such an amazing product."

We honestly felt like we were the only group that Blue Compass was working with, when we know that was not the case. I continue to receive compliments on the look of the site and how well it navigates for a consumer. I cannot thank the team of Blue Compass enough for the work they did for us and the support they continue to be!"

Kirsten Corley Marketing Manager, UnityPoint Clinics

NAPA Auto Parts



"We were looking for a simple, yet effective way for our sales team and customers to view and order image related elements and marketing materials from our secure website and the results exceeded our expectations. We continue to update our offerings and since our site was developed with growth and expansion in mind, changes and updates are easy to perform with no downtime. I'd recommend the expertise of Blue Compass Interactive for any project and as a result of their efforts, they continue to be provided with new growth opportunities from NAPA."

Terry Mann Director of AutoCare and Wholesale Marketing, NAPA Auto Parts

Spalding Sports Equipment



"When we set out to redesign our websites, our goal was to make them user-friendly and unique to our industry. The staff at Blue Compass Interactive listened to our ideas, goals and concerns and provided creative solutions that met and exceeded our expectations. The end result is a website that we proudly associate with our brand and an enhanced online experience for our customers. We look forward to working with Blue Compass Interactive again on our next web project."

Jason Harris Marketing Manager, Spalding Athletics

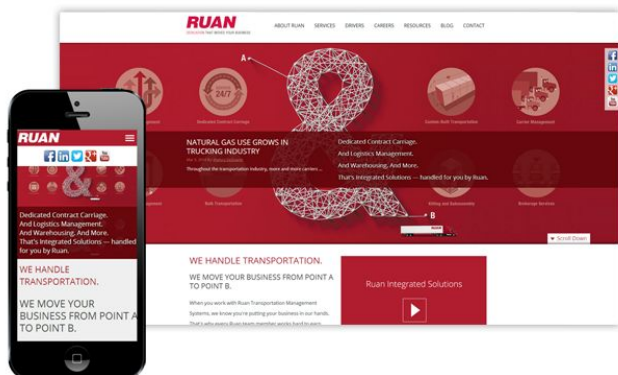
Fareway Food Stores



It's been a pleasure for Fareway Stores, Inc. to work with Blue Compass to grow our website and online presence. The staff is full of new, fresh, creative ideas that strengthen our goals and visions. We gave them creative control over the look and feel of our website, and we couldn't be happier with the results. Blue Compass has proven to be dependable and professional in all areas, even with short deadlines. Thanks for the great service and innovative ideas!

Jeff Stearns VP Sales & Marketing, Fareway Stores, Inc.

Ruan Transportation



"We're thrilled with the outcome! I enjoy working with the Blue Compass team and highly recommend them for all interactive needs. They delivered for an amazingly competitive price. We're thrilled with the look and feel of the new Web site. It really captures the direction in which we're taking the brand. The site is a great way for us to showcase Ruan as an industry leader."

Tara Meier Vice-President of Marketing,
Ruan Transport Corporation