

Item 2: Base Price Proposal

Category #3 – Graphic Design Services, including branding and identity design, marketing and print design, website and digital design, website redesign and user experience enhancement, digital content and graphics, UX/interface and systems design, workflow/process visualization, and content support. For custom website or web application services requiring consultation, Alpha Tango will provide a written project-specific list price based on the approved scope, functionality, integrations, platform requirements, and project complexity. The awarded Category #3 discount will apply to the final written list price approved for that project.	12 % Discount
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Item 3: Catalog of Services

1. Branding & Identity Design

Service	Current Published List Price
Logo Design (3 concepts + final selection)	\$2,250
Brand Identity Package	\$4,500
Brand Guidelines Document	\$2,750

• Marketing & Print Design

Service	Current Published List Price
Flyer / One-Page Design	\$325
Brochure Design (Tri-fold or Bi-fold)	\$850
Presentation / Report Design	\$1,450
Banner / Signage Design	\$525

• Website & Digital Design

Service	Current Published List Price
Landing Page Design	\$2,250
Website Design (up to 5 pages)	\$6,250
Website Design (6-10 pages)	\$8,950
Website Design (10-15 pages)	\$11,500
Website Redesign & User Experience Enhancement	\$8,250
Custom Website / Web Application (React or advanced functionality)	Project-Specific List Price (Consultation Required)

• Digital Content & Graphics

Service	Current Published List Price
Social Media Graphic (single)	\$150
Social Media Graphic Package (10 graphics)	\$1,150
Email Template Design	\$525
Digital Ad Creative Set (3 sizes/formats)	\$650

• UX / Interface & Systems Design

Service	Current Published List Price
Workflow / Process Visualization	\$1,250
Dashboard / Portal UI Design	\$3,250
UX Audit & Recommendations	\$2,500

• Content Support (Optional)

Service	Current Published List Price
Light Copywriting (per page)	\$325
Content Structuring & Messaging Support	\$650

Website Design Requirements & Platform Options

Alpha Tango provides website solutions using customer-approved platforms that may include Shopify, WordPress, Squarespace, Wix Studio / Wix, or custom React-based development environments. All custom or advanced website projects require an initial consultation before final project scope, final project-specific list price, and timeline are confirmed.

Project-specific list price for custom work. For custom websites, web applications, advanced integrations, or React-based development, Alpha Tango will establish a written project-specific list price after consultation based on approved scope, functionality, integrations, platform requirements, accessibility considerations, and project complexity. The awarded contract discount will apply to the final approved project-specific list price.

Revision Policy

Each design service includes up to two revisions on the final selected concept. Additional revisions beyond the included two revisions will be billed at \$50 per revision. Extensive redesign requests, new concepts, additional pages, scope modifications, or additional development requirements may require a separate written quote or scope adjustment.

Pricing Notes

- Prices listed represent Alpha Tango's current published list prices for evaluation and contract pricing purposes.
- Final customer pricing will reflect the awarded percentage discount from the applicable current published list price or customer-approved project-specific list price.
- List pricing is designed to include Alpha Tango administrative, operational, and cooperative contract-related requirements. TXShare administrative fees will not be invoiced separately to the customer.
- Sales tax is not included. Governmental customers may provide applicable tax exemption documentation when required.
- Third-party platform subscriptions, hosting, domain registrations, paid plug-ins, stock assets, printing, mailing, shipping, production expenses, or other third-party pass-through items are not included unless expressly stated in the customer-approved scope.
- Prices may be updated periodically in accordance with contract terms and market conditions. The awarded discount percentage remains subject to the executed contract terms.