



November 11, 2023

[Police Department Name]

[Chief's Name]

[Street Address]

[City, State, ZIP Code]

Re: [Police Department] Custom Badge Development

Dear [Chief's Name],

Thank you for the opportunity to work with you to develop a new custom badge. I enjoyed meeting you today. The new patch is very well designed. Combining input from you and your team with the experience of our design team, I believe we can design a truly special badge. Based on our conversation, I propose using the BadgeStudio professional design service for this project.

In preparation for your BadgeStudio experience, please review the following proposal for this service.

### **Your Proposal:**

[View Your Webpage](#)

Quote Number:	XX-1112233-OTC-Z
Title:	BadgeStudio – [Police Department]

**Phase 1: BadgeStudio Concept Development - \$950 (Discounted to \$450 for straight to Vector Illustration)**

**Scope of Phase 1:**

We will begin with an initial consultation with you and your team. The purpose of this call is to gain a comprehensive understanding of your project, design vision, city, and department. Your account manager and the designer assigned to your badge project will join the video call.

During the call, we will:

1. Screen Sharing and Questions: Share screens to review your materials and ask detailed questions to ensure we grasp your requirements fully.
2. Material Review: Examine all relevant materials to align our vision with yours.
3. Concept Development: Collaboratively brainstorm and refine ideas until we have a clear direction for the project.

By the end of the meeting, our badge designer will have gathered sufficient information to initiate the design process. The project will commence with the creation of your concept sketch. This initial sketch will be loose and conceptual, evolving into a more detailed and refined design based on your feedback and input.

Once the sketch is approved, the designer will create a vector illustration of your badge using the finishes and enamel color we've discussed. This part of the process helps departments visualize what their finished badge will look like.

### **Deliverables:**

1. **Concept Sketch:** [\(e.g. Sketch\)](#)
2. **Full-color Vector Illustration** (including up to 3 revisions): [\(e.g. Illustration\)](#)

### **Cost:**

**\$950 or \$450 if straight to illustration**

### **Timeline:**

1. 5-10 business days for the initial concept sketch, revisions 1-2 days per revision.
2. 5-10 for the initial vector illustration, revisions 1-3 days per revision.

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## Phase 2: BadgeStudio Product Development - \$3,950.00

### Scope of Phase 2:

Once the Full-Color artwork is approved, our design team will proceed to create a **greyscale 3D rendering** based on the approved illustration. This 3D render serves as the final checkpoint for you to confirm all design details before we move into production. At this stage, revisions cannot be made, so it's crucial to ensure accuracy in this render.

Following your approval of the 3D rendering, we will manufacture the dies and tools to produce your badges. These tools are customized to your design specifications and are exclusively yours, ensuring that your badge remains unique to your department.

Next, we will produce a **pre-production sample badge**. This sample is a fully finished product that allows you to review the actual badge before we begin production. It ensures that all aspects of the badge meet your expectations and standards.

In addition, we will provide you with a comprehensive **Vector Art Media Package**. This includes all the vector files you need to use your badge design across various platforms and items such as business cards, vehicle graphics, posters, apparel, and billboards. The vector art files are particularly valuable as they can be resized without any loss of quality, maintaining the integrity of your design in any application.

For departments interested in flexible badges, we offer the production of a **flexible badge mold** at no additional cost as part of the BadgeStudio design service. This mold allows for the creation of badges that can adapt to different uses and environments.

After the pre-production samples are approved, our photography and marketing team will step in. We will provide high-quality portrait and creative photos of the badge, along with video footage from the sample production process. These visuals will be used to prepare marketing materials in collaboration with your department's communications team, ensuring a successful public launch of your new badge.

**Deliverables:**

1. **3D Model with 3D Render:** ([e.g. Render](#))
2. **Dies & Tools**
3. **Pre-Production Sample**
4. **Vector Art Media Package**
5. **Flexible Badge Mold** (if needed)
6. **Catalog Photography + Video**

**Cost:**

**\$3950**

**Timeline:**

1. 10-14 weeks for the development
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**Phase 3: Purchase of Initial Badge Order****Scope of Phase 3:**

Now that the development work is complete, it's time to make badges. Your Smith & Warren team member will coordinate with you and your preferred Smith & Warren dealer to facilitate the badge order along with leather credential cases and accessories. Your Smith & Warren dealer will also assist you with any future re-orders.

**Badge Unit Cost:**

\$175.00 EA

**Min initial order:**

30 Badges

**Min follow-up order:**

1 badge (no MOQ on reorders)

If you have any questions, please feel free to ask. We appreciate this opportunity and look forward to designing a special badge for your department.

Respectfully submitted,

Lee Galperin

President

Smith & Warren

Helpful Resources:

<https://www.smithwarren.com/badgestudio>

<https://www.smithwarren.com/Is-Badgestudio-right-for-my-department>

<https://www.smithwarren.com/learning-center/badgestudio-what-we-deliver>

<https://www.smithwarren.com/learning-center/badgestudio-creative-process-explained>

<https://www.smithwarren.com/learning-center/badgestudio-consultation-preview>