

Quotation

Brightline.com replatform — for Brightline, Oakland

ISSUED
April 8, 2025

KICKOFF HELD
May 5, 2025

DELIVERY
Six weeks

TOTAL QUOTED

\$16,200

Valid until May 8, 2025
Fixed fee · two revision rounds

PREPARED FOR

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PREPARED BY

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01 Scope & fees

FIVE DELIVERABLES

DELIVERABLE	QTY	RATE	AMOUNT
Website redesign Eight templates, design system and CMS build on the existing stack	1	9,500.00	9,500.00
Commerce & configurator module Product pages, cart, Stripe billing and the desk-lamp finish configurator	1	3,800.00	3,800.00
Product photography art direction Shot list, two studio days directed on site, retouch supervision	2	850.00	1,700.00
Copy pass Home, product and support pages, edited against the Brightline voice	1	1,200.00	1,200.00
Launch support Two weeks after go-live — analytics, bug triage, one training session	1	900.00	900.00

All amounts in US dollars. Fees exclude any sales tax that applies at invoicing. The returning-client credit is applied once, against the 2024 Brightline brand refresh.

Subtotal \$17,100.00
Returning-client credit -\$900.00

TOTAL \$16,200.00

02 Payment schedule

THREE STAGES · NET 14

Deposit	Due on signature, releases the kickoff week	50%	8,100.00
Design approval	On sign-off of the final page designs	25%	4,050.00
Launch	Within seven days of go-live	25%	4,050.00

03 Terms & assumptions

READ BEFORE SIGNING

WHAT THE FEE COVERS

Six weeks from kickoff, assuming assets and feedback land on schedule.
Two revision rounds per deliverable; further rounds bill at \$145/hour.
Hosting, Stripe processing and stock licensing pass through at cost.

WHAT IS QUOTED SEPARATELY

Photography beyond the two studio days, packaging artwork, and any dealer-portal work. Pricing holds until May 8; after that date the schedule is re-quoted at the then-current rate card.

04 Acceptance

RETURN ONE SIGNED COPY

Countersign below to accept this quote at the fees stated and return a copy to alex@acmestudio.co. The May 5 start date is held for ten business days from the issue date above.

SIGNED FOR BRIGHTLINE

PRINTED NAME & TITLE

DATE