

A design system Brightline can build from, and a site that finally sounds like the product.

Prepared for Riley Thompson, VP Product. Fourteen weeks, fixed fee, delivered in three releases so your squads can adopt the foundations in November rather than waiting for January.

CLIENT	ENGAGEMENT	STARTS	FIXED FEE	OPEN UNTIL
Brightline, Inc.	14 weeks	20 October 2025	\$38,500 USD	31 October 2025

01 WHAT WE ARE SOLVING

Brightline ships four different button styles and a marketing site written for the 2023 product. Every squad rebuilds the same six components, sales sends PDFs because the site cannot explain scheduling, and the last two releases slipped on front-end work that was really design ambiguity. This is no longer a taste problem — it is a release-speed problem.

02 SCOPE

Component library	Sixty-eight components in Figma, tokenised for colour, type, spacing and state, mapped one-to-one to your React package
Design tokens	One JSON source exported to CSS custom properties and Tailwind config, in light and dark, versioned with your release train
Marketing site	Nine pages designed and specified: home, three product, pricing, two solutions, customers, careers
Content system	Message hierarchy, page templates and a thirty-page writing guide the growth team can publish against
Handover	Two recorded workshops plus thirty days of shared-channel support after launch

03 SCHEDULE

20 Oct – 7 Nov	Audit, tokens, foundations — release one
10 Nov – 5 Dec	Component library and first review
8 Dec – 19 Dec	Marketing site design — release two
5 Jan – 16 Jan	Content system and page templates
19 Jan – 23 Jan	Handover workshops — release three

04 INVESTMENT & TERMS

Foundations, tokens and component library	\$18,000
Marketing site — nine pages	\$13,500
Content system and handover	\$7,000

TOTAL, FIXED

\$38,500

Billed 40 / 30 / 30 on signature, 5 December and handover, net fifteen days. Front-end implementation, photography, font licensing and third-party tooling are excluded and remain with Brightline.

VALIDITY	REVISIONS	OWNERSHIP
This fee and the 20 October start hold until 31 October 2025.	Two rounds per deliverable; further rounds at \$180 per hour.	All rights transfer to Brightline on final payment.

05 ACCEPTANCE

Countersigning commits Brightline to the fee and the dates above. Return one signed copy to dana@acmestudio.co.

FOR BRIGHTLINE, INC.

FOR ACME STUDIO

Riley Thompson, VP Product · Date

Dana Kohl, Principal · Date