

Date: 9.16.15
Client name: Brian Shanley and Renee Roy
Business name: NUYU Matcha
Contact info: reneeroy7@gmail.com 781.264.0234

PROJECT DESCRIPTION: Logo Package

This agreement is made and entered into by and between, Creative Allure Design/Elizabeth Nelson ("Consultant") and NUYU Matcha/Brian Shanley and Renee Roy ("Client").

ESTIMATED COSTS: Labor and Consultation fees (design, art direction, production, copywriting, revisions, client services, etc.) are estimated as follows:

LOGO PACKAGE

INCLUDES:

- **3 VARIATIONS OF SIMILAR LOGO DESIGN CONCEPTS** based on consultation, Pinterest Boards and Questionnaire
- **BRAND BOARD**-Includes the following:
 - Integrity Standards
 - Full Color Palette with color specs in PMS, CMYK, RGB and HEX
 - 2 Font Recommendations
- **SECONDARY/ALTERNATE LOGO** Examples: Stacked Variation, Color Variation, Simplified Version, Logo Mark etc.
- Up to **3 rounds of revisions** of chosen logo and brand board to arrive at final (excess revisions billed @ \$60/hr)
- **PDF proofs**

Files Provided of Main and Alternate Logo

Press Ready Vector PDFs
300 dpi JPG at around 10" wide that can be scaled down.
300 dpi transparent background PNG at around 10" wide that can be scaled down.

Any other formats or file creation can be purchased for \$15.00 a file.

TOTAL ESTIMATED COST: \$350.00

Any work the Client wishes Consultant to create, which is not specified in the above sections of this agreement, will be considered an additional service. Such work shall require a separate agreement and payment separate from and above that specified in this agreement.

Project estimates are valid for 10 days from the date of estimate. Project may be re-estimated if, upon receipt of all project elements, the designer determines the scope of the project has been altered dramatically from the originally agreed upon concept.

DEFINING A REVISION:

A revision constitutes a change or variation to an initially presented—or in-progress—design concept. A revision is simply meant to be a modification or course correction to progress toward the final design. A new design concept is not considered a revision. This means that a new design concept would be an addition to the project, and would need to be estimated separately, in addition to the current project estimate.

EXPENSES:

Client agrees to reimburse Consultant for any of the following expenses necessary in completion of the Work: Font Licenses, Stock photography, Copy Writing Services etc. All expenses will be presented to Client for approval before purchase is made.

PAYMENT SCHEDULE:

50% of the estimate listed above is due at the start of the project in the amount of **\$175.00**. Payment for the remaining balance is to be paid 15 days from receipt of the final invoice for the completed project. Final files will not be provided until final payment has been received. Finance charge of 6% per month on all overdue balances. (Additional payment arrangements: Please ask me about my monthly pay off plans.)

REPRODUCTION OF WORK:

The client assumes full reproduction rights upon payment for completed project. The designer retains only personal rights to use the completed project and any preliminary designs for the purpose of design competitions, future publications on design, educational purposes and the marketing of the designer's business. Where applicable the client will be given any necessary credit for usage of the project elements.

REJECTION/CANCELLATION OF PROJECT:

The Client shall not unreasonably withhold acceptance of, or payment for, the project. If, prior to completion of the project, the Client observes any non-conformance with the design plan, the Consultant must be promptly notified, allowing for necessary corrections. Rejection of the completed project or cancellation during its execution will result in forfeiture of deposit and the possible billing for all additional labor or expenses to date. All elements of the project must then be returned to the Consultant. Any usage by the client of those design elements will result in appropriate legal action. Client shall bear all costs, expenses, and reasonable attorney's fees in any action brought to recover payment under this contract or in which Creative Allure Design may become a party by reason of this contract.

COMPLETION/DELIVERY OF PROJECT

The estimated initial logo concepts completion date is **10 -15 business days** from *date deposit and signed agreement are received*. The estimated final completion date is **10-15 business days** there after.

Any alteration or deviation from the above specifications involving extra costs will be executed only upon approval with the Client. Any delay in the completion of the project due to actions or negligence of Client, unusual transportation delays, unforeseen illness, or external forces beyond the control of the Consultant, shall entitle the Consultant to extend the completion/delivery date, upon notifying the client, by the time equivalent to the period of such delay. **Client has 2 business days to submit each revision request. Estimated completion date will be extended 1 day for each day revision request is not received to Consultant after this time.**

FINAL FILES

Consultant will provide a download link to all final files that will be active for 30 days post project completion. Client must download and save these files to a safe place. While Consultant backs up all work, Consultant is not responsible for file storage or management after 30 days post completion.

ACCEPTANCE OF AGREEMENT:

The above prices, specifications and conditions are hereby accepted. The Consultant is authorized to execute the project as outlined in this agreement. Payment by the Client will be made as proposed above.

Client's signature:

Consultant's signature:



Elizabeth Nelson
Founder/Owner
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720-341-7749

Date: 9/16/2015