



*Contracts &
Stipulations*



Brand Proposal

for Example Client

My goal is to ensure you, the Client, is delighted with my service. One way I accomplish this is by making sure both parties have a clear understanding of what is to be expected. This proposal outline the work to be done, the timeline for completing the project and the project quote.

Description of Work

The purpose of this project is to create a professional, modern , and unique brand revamp package *Client Business Name*. This will be achieved with the work as outlined below:

Brand Identity & Development

The new *Client Business Name* brand identity design and development package will include the following:

- ❖ A design template that reflects the work of *Client Business Name*.
- ❖ Overhaul of current brand identity, including logo and brand imagery
- ❖ Unique and concise style guide for *Client* to adhere to
- ❖ Social media aid and regime that only fits *Client's* lifestyle, but also provides a fresh life to their brand.

Needed Materials

The following is a list of materials needed in order to start the project. These materials are used a jumping off point,

- ❖ High-Resolution images of current brand stlye guide
- ❖ Short paragraph explaining what *Client Business Name* means to *Client*
- ❖ 3 or more brands *Client* admires

Timeline for Project Completion

The project as described above in the description of work will be completed within 7 to 10 days, assuming the Client is available to provide feedback to the Muses Imagerie on a daily basis. Muses Imagerie will provide aid in navigating their new brand for up to 30 days, free of charge

Project Quote

Brand Identity and Content Creation (as outlined above).....\$XXX,xx

Quote Valid Until MM/DD/YYYY



Client Contributions

for Example Client



Renewing a brand or redesigning your current one can be an overwhelming task. We're here to help simplify the process. It is important to spend time before renewing your brand to think about what you would like to achieve with your brand. When you have about 30-60 minutes, use the time to consider the following questions. Take notes and write down questions if you're not sure. We'll be happy to help you answer any questions you may have at the end.

What features would you like to keep (if any)? This question is especially important because it's that spark that made you begin your brand.

Do you know who your competitors are? List them here.

What makes your products / services unique? How do you stand out from the crowd?

Who is your target audience? Describe them as much as possible.

Let's Talk About Materials Needed to Get Started

Congratulations! You're already a step ahead of most people because you've spent the time really thinking about your newbrand identity before you jumped right in. Now it's time to get started so let's make sure you have everything you need...

- ❖ This completed guide, so we can learn more about you
- ❖ Social Media Access (i.e. smarthone/computer)
- ❖ You ! The most important part of this process is that your heart is in it.





Development Proposal

for Example Client

My goal is to ensure you, the Client, is delighted with my service. One way I accomplish this is by making sure both parties have a clear understanding of what is to be expected. This proposal outline the work to be done, the timeline for completing the project and the project quote.

Description of Work

The purpose of this project is to create a professional, modern , and unique brand revamp package *Client Business Name*. This will be achieved with the work as outlined below:

Brand Identity & Development

The new *Client Business Name* brand identity design and development package will include the following:

- ✿ A design template that reflects the work of *Client Business Name*.
- ✿ Overhaul of current brand identity, including logo and brand imagery
- ✿ Unique and concise style guide for *Client* to adhere to
- ✿ Social media aid and regime that only fits *Client's* lifestyle, but also provides a fresh life to their brand

Timeline

The project as described above in the description of work will be completed within 7 to 10 days assuming the Client is available to provide feedback to the Service Company on a daily basis. Each day the Client is unavailable to provide feedback may push the project completion date back by one day. Failure to submit required information or materials as outlined below may cause delays in the production. Please provide additional time for client feedback. Muses Imagerie will provide aid in navigating their new brand for up to 30 days, free of charge

Needed Materials

The following is a list of materials needed in order to start the project. These materials are used as a jumping off point,

- ✿ High-Resolution images of current brand stlye guide
- ✿ Short paragraph explaining what *Client Business Name* means to *Client*
- ✿ 3 or more brands *Client* admires



Client Contract (cont'd)

Payment Terms

Web Design and Development as described above.....\$ X,XXX.

A 25% deposit for the web design and development work of \$XXX is due at the start of the project. The remaining balance of \$XXX is due immediately upon completion and upload to the Client's medias. *This quote is guaranteed until MM/DD/YY*

Fees & Additional Services

Any work which is not specified in the description of work above will be considered an additional service and will require a separate agreement and payment from what is included in this agreement. Excessive change requests will be charged separately at the hourly rate of \$XX.

Authorization

The Client, Client Business Name, is engaging Your Business Name as the Service Company to develop a website that is to be installed on the Client's server upon completion. The Client hereby authorizes the Service Company to access this account for the purposes of developing and maintaining the website to be created.

Confidentiality

The Client and Service Company may disclose confidential information one to the other to facilitate work under this Agreement. Such information shall be so identified in writing at the time of its transmittal, and shall be safeguarded and not disclosed to third parties by the receiving party.

Permissions and Releases

The Client agrees to indemnify and hold harmless the Service Company against any and all claims, costs, and expenses, including attorney's fees, due to materials included in the Work at the request of the Client for which no copyright permission or previous release was requested or uses which exceed the uses allowed pursuant to a permission or release.

Termination

Either party may terminate this Agreement by giving 30 days written notice to the other of such termination. In the event that Work is postponed or terminated at the request of the Client, the Service Company shall have the right to bill pro rata for work completed through the date of that request, while reserving all rights under this Agreement. If additional payment is due, this shall be payable within thirty days of the Client's written notification to stop work. In the event of termination, the Service Company shall own all rights to the Work. The Client shall assume responsibility for all collection of legal fees necessitated by default in payment.





Client Contract (cont'd)

On behalf of the client(s):

Signature

Date

Name, Please Print

Signature

Date

Name, Please Print

On behalf of Muses Imagerie:

Signature

Date

Name, Please Print

