

Estimate Logo Development

Lone Star Emergency Group

PREPARED FOR **Brad Fullington**
 PREPARED BY **Craig Whitlock** VP OF DESIGN
Julie Olson PRESIDENT
 DATE **November 13, 2017**
 VERSION **1**



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CUSTOM Logo

Development of Brand Logo includes primary logo, symbol and wordmark. Alternate layouts and potential secondary graphics may be included.

Concept, Design & Production		
\$4,250 \$4,250 ONE TIME ~~+1,063~~ RUSH FEES 25% WAIVED		
RESEARCH & CREATION		
Brand Research	Standard	Limited: Review of existing logos Standard: Review of existing brands, industry competition
Initial Design Concepts	3 (w/Regional + Group)	Each concept includes primary logo, symbol and wordmark. In addition, potential secondary graphics (e.g. alternate logo, wordmarks, symbols, etc.) may be included.
Rounds of Revisions	Unlimited	Pre-set timeline consideration. Revisions to approved artwork negotiated/billed separately.
CONSULTATION		
General Brand Development	Included	Establish general guidelines for logo use, including application of logo and brand assets in print, web and other media.
BRAND DOCUMENTS		
Guidelines for Use	PDF Extensive	Official <i>Logo Guidelines For Use</i> document with direction and guidelines for use of brand logos, graphics, fonts, etc.
PRODUCTION & ARTWORK DELIVERY		
Formats (print, web)	EPS, JPG, PNG	Artwork prepared as vector (EPS) and rasterized (PSD, JPG, PNG) formats.
Color Models	PMS, CMYK, RGB, B/W, Gray	Artwork prepared for print (PMS, CMYK, Grayscale, Black/White) and screen (RGB) color models.
Delivery Date (Estimated)	11/2/17	Delivery date may be affected by Client review. Official <i>Logo Guidelines For Use</i> document to be completed after logo delivery, typically within 3 months of logo completion.

Authorization Required

AUTHORIZATION

Authorization of Client denotes acceptance of terms and grants permission to Turner Lee Consulting & Design to begin project. Project will commence upon receipt of deposit (1/4 of total project price). Second payment (1/4 of total project price) due upon approval of concepts. Remainder of payment due upon completion of project, prior to release of deliverables.

ESTIMATE

Listed prices are estimates only. Estimated prices are no longer valid if these specifications change in any way. Estimate does NOT include printing costs, photography or miscellaneous items (e.g. shipping charges, color proofs).

ADDITIONS/CORRECTIONS

Changes beyond specified allowances outlined on the first page of this contract will be billed at a rate of \$70-90 per hour. Additionally, any changes made to artwork after Client approval at each stage will result in additional charges.

CANCELLATION FEES

Work cancelled by the Client while in progress shall be compensated for on the basis of work completed at the time of cancellation and assumes that Turner Lee Consulting & Design retains the project whatever its stage of completion. Upon cancellation, all rights, publication and other revert to Turner Lee Consulting & Design unless Client gives payment in full.

PAYMENT

By accepting this agreement, Client attests financial responsibility, ability, and willingness to pay invoice within terms. Client is liable to pay for all services rendered that were requested that are above and beyond what is outlined herein which arise from assignment, including but not limited to photography, copyrighting, shipping charges, printing charges, scanning, etc.

USAGE RIGHTS

By accepting this estimate the Client warrants that all text and images supplied for reproduction either conventionally or in digital form are unencumbered by copyrights and other usage rights connected with the text or images and agrees to hold harmless and indemnify Turner Lee Consulting & Design, its Principals and Employees for expenses for any actions in law that may result from the use of the supplied text or images. Client also grants Turner Lee Consulting & Design permission to use Client's company name and/or product names, and project artwork for use in promotions or marketing efforts of Turner Lee Consulting & Design.

Client Content, including all pre-existing Trademarks, shall remain the sole property of Client or its respective suppliers, and Client or its suppliers shall be the sole owner of all rights in connection therewith. Client hereby grants to Turner Lee Consulting & Design a nonexclusive, nontransferable license to use, reproduce, modify, display and publish the Client Content solely in connection with Turner Lee Consulting & Design's performance of the Services and limited promotional uses of the Deliverables as authorized in this Agreement.

All Third Party Materials are the exclusive property of their respective owners. Turner Lee Consulting & Design shall inform Client of all Third Party Materials that may be required to perform the Services or otherwise integrated into the Final Art. Under such circumstances Turner Lee Consulting & Design shall inform Client of any need to license, at Client's expense, and unless otherwise provided for by Client, Turner Lee Consulting & Design shall obtain the license(s) necessary to permit Client's use of the Third Party Materials consistent with the usage rights granted herein. In the event Client fails to properly secure or otherwise arrange for any necessary licenses or instructs the use of third party art, Client hereby indemnifies, saves and holds harmless Turner Lee Consulting & Design from any and all damages, liabilities, costs, losses or expenses arising out of any claim, demand, or action by a third party arising out of Client's failure to obtain copyright, trademark, publicity, privacy, defamation or other releases or permissions with respect to materials included in the Final Art.

USAGE RIGHTS (CONTINUED)

Turner Lee Consulting & Design retains all rights in and to all Preliminary Works. Client shall return all Preliminary Works to Designer within thirty (30) days of completion of the Services and all rights in and to any Preliminary Works shall remain the exclusive property of Turner Lee Consulting & Design. Turner Lee Consulting & Design retains all right and title in and to any original artwork comprising Final Art, including all rights to display or sell such artwork. Client shall return all original artwork to Turner Lee Consulting & Design within thirty (30) days of completion of the Services.

Upon completion of the Services and expressly conditioned upon full payment of all fees, costs and out-of-pocket expenses due, Turner Lee Consulting & Design assigns to Client all ownership rights, including any copyrights, in and to any artworks or designs comprising the works created by Turner Lee Consulting & Design for use by Client as a Trademark. Turner Lee Consulting & Design shall cooperate with Client and shall execute any additional documents reasonably requested by Client to evidence such assignment. Client shall have sole responsibility for ensuring that any proposed trademarks or Final Deliverables intended to be a Trademark are available for use in commerce and federal registration and do not otherwise infringe the rights of any third party. Client hereby indemnifies, saves and holds harmless Turner Lee Consulting & Design from any and all damages, liabilities, costs, losses or expenses arising out of any claim, demand, or action by any third party alleging any infringement arising out of Client's use and/or failure to obtain rights to use or use of the Trademark.

All Turner Lee Consulting & Design Tools are and shall remain the exclusive property of Turner Lee Consulting & Design. Turner Lee Consulting & Design hereby grants to Client a nonexclusive, nontransferable (other than the right to sublicense such uses to Client's Web hosting or Internet service providers), perpetual, worldwide license to use the Turner Lee Consulting & Design Tools solely to the extent necessary with the Final Deliverables for the Project. Client may not directly or indirectly, in any form or manner, decompile, reverse engineer, create derivative works or otherwise disassemble or modify any Turner Lee Consulting & Design Tools comprising any software or technology of Turner Lee Consulting & Design.

USAGE RIGHTS TO FINAL ART

Turner Lee Consulting & Design hereby grants to Client the exclusive, perpetual and worldwide right and license to use, reproduce and display the Final Art solely in connection with the Project as defined in the Proposal and in accordance with the various terms and conditions of this Agreement. The rights granted to Client are for usage of the Final Art in its original form only. Client may not crop, distort, manipulate, reconfigure, mimic, create derivative works or extract portions or in any other manner, alter the Final Art.

ADDITIONAL CLIENT RESPONSIBILITIES

Client acknowledges that Client shall be responsible for performing the following in a reasonable and timely manner:

- (a) Communication of administrative or operational decisions if they affect the design or production of Deliverables, and coordination of required public approvals and meetings;
- (b) Provision of accurate and complete information and materials requested by Turner Lee Consulting & Design such as, by way of example, not limitation, color/material samples and all applicable codes, rules, and regulation information;
- (c) Final proofreading and written approval of all project documents including, by way of example, not limitation, artwork, message schedules, sign location plans and design drawings before their release for fabrication or installation. In the event that Client has approved work containing errors or omissions, such as, by way of example, not limitation, typographic errors or misspellings, Client shall incur the cost of correcting such errors;

If you have any questions or comments, please contact us anytime:



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