

PRESENTED TO

CrossFit Hale



# LETTER OF AGREEMENT

A. TOWNE DESIGN

PREPARED BY

Abby Towne

OVERVIEW

This service agreement was designed to ensure that we’re both protected from any unexpected circumstances. The letter also serves as the basic groundwork for how the project will progress and what is to be expected. Payment details are outlined at the bottom. We’re looking forward to working with you!

PROJECT STAGES

1. Brand Identity Design (\$1,000)

Five initial logo concepts, developed into one main logo with the opportunity for you to make up to three rounds of revisions.

- + One main logo & two secondary logo marks
- + Sub mark system for business locations (Richmond, Berkeley)
- + Sub mark system for clubs (Barbell, Run/Endurance)
- + Brand colors (outlined in Brand Guidelines)
- + Font recommendations (outlined in Brand Guidelines)

2. Brand Guidelines (\$150)

Once branding is complete, a brand guide PDF will be designed—outlining logo usage guidelines, colors, typography and style guide for Google Docs and post-its.

CHANGES & REVISIONS

This contract is fixed-priced, however, sometimes things change throughout the scope of a project. I don’t want to limit your ability to change your mind. If you want to change your mind or add new elements at a later date, that is no problem. Any additional fees will be confirmed in writing prior to doing the work.

COPYRIGHTS

The original creator owns the copyright, however, once final payment has been cleared, the logo design copyright will transfer to you. A Transfer of Copyright form will be sent to you when the project is completed, and not likely to be subject to any last minute changes. You are responsible for having your new logo trademarked, if you choose to at this time.

PAYMENT

The first stage of this project costs **\$1,150** (for the Brand Identity Design + Brand Guidelines). Half of the fee (**\$575**) is due before any work begins, with the remaining 50% (**\$575**) due before release of the digital files. Once stage 1 is complete, the remaining templates and brand assets will be created and charged by the hour after the project is complete.

To pay the 50% deposit, you have two options—

1. Check - Checks can be mailed to: Abigail Towne 44311 Fir Rd. Gold Bar, WA 98251

**Please note:** the project won’t begin until the check has arrived and cleared, (so a first proof will be sent 3-5 weeks after.) Once the project is complete, you can send the remaining 50% via check, but the digital files won’t be released until the check has arrived and cleared.

2. Square - Payment can also be made through the Square invoice platform.

Digital files will be released after final payment is received.  
Work may be showcased on my website, featured in magazines or books or submitted for awards.

