

## Waterford at the Lake Apartments - Rebrand

THRIVE DEVELOPMENTS

06.07.19

DEI  
Creative



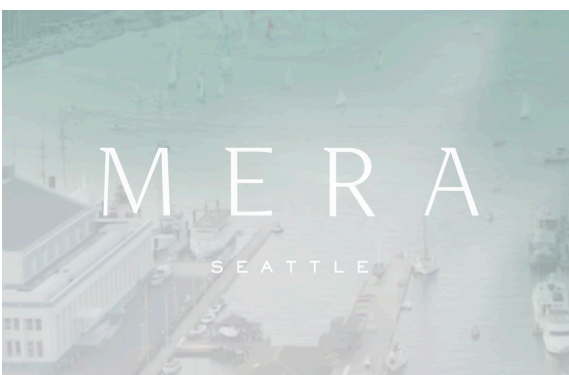
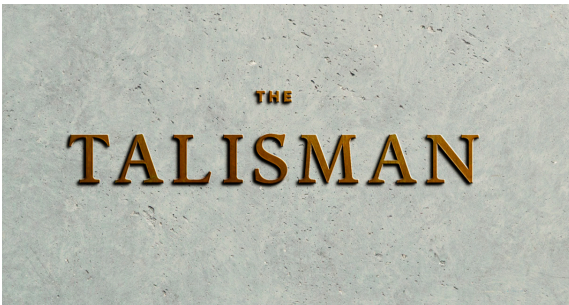
## Small but mighty.

DEI Creative is a boutique graphic and interactive firm located in the heart of Seattle. Recognized for award-winning design, DEI is a fiercely creative family of designers, developers, and producers who love bringing brands to life.

Over the years DEI has had the opportunity to work on a wide variety of projects, but our niche is certainly in the development of brand identities, print collateral, and websites for unique products and communities—from residential properties, to restaurants and breweries, to the iconic Pike Place Market. We understand that effective design is about storytelling, and take pride in our ability to design befitting, innovative materials that truly connect with the intended audience.

Furthermore, while approaching each project with over a decade of experience, we believe that it is our collaborative creative process that sets us apart. Because we are a small firm (by design), we are flexible. And we have found that good relationships and communication with our clients results in the highest level of work.

To learn more, we encourage you to check out our website at [DEICreative.com](https://DEICreative.com).



## Brand Strategy + Naming

### SCOPE OF WORK

#### Discovery

- Kickoff meeting to discuss the building design (exterior and interior) and any planned updates, the location/ neighborhood, the building and area amenities, the current tenants and target audience groups, and the goals of the rebrand
- Review of competing projects and discussion of how to best differentiate / reposition the project

#### Brand Strategy / Name Concepts

- Presentation of 4 name concepts, each to include:
  - Project positioning (brand story and value propositions)
  - Name (and potentially a modifier)
  - Domain availability

#### FEE

\$3,750 (if a name selected in the first round)

\$5,500 (if a second round of 2-3 names is requested)

#### DEPOSIT

50% of low-end fee

## Visual Identity & Guidelines

### SCOPE OF WORK

#### Discovery

- Presentation of a visual identity mood board for review/discussion

#### Visual Identity

- Round 1 presentation to include:
  - 4 unique logo concepts
  - Multiple color palette options
  - A mock-up of each logo in-use
- Round 2 presentation to include:
  - Revisions to the selected logo direction and color palette
  - A series of 3-5 supporting graphics (i.e. pattern, icons, textures, secondary logo)
  - Typography recommendations
  - Photography styling recommendations
- Round 3 presentation to include final revisions to the above package

#### Visual Brand Guidelines

- A brand guide will be developed outlining the logo, color, font, and supporting graphic usage across both print and digital applications; all final artwork provided in both print and web formats

#### FEE

\$6,750

#### DEPOSIT

50% of low-end fee

## Leasing Tools / Collateral Package

### SCOPE OF WORK

#### Brochure

- Design of a small brochure/flyer (double sided or with a single fold -- TBD)
- Coordination of production

#### Floor Plans

- Design of 5 updated/branded floor plan flyers
- Coordination of production (if needed; may be printed in-house by the leasing team)

#### Site Map

- Design of an updated/branded site map flyer
- Assumes using existing base artwork as provided by Thrive, but changing the colors and adding labels
- Coordination of production (if needed; may be printed in-house by the leasing team)

#### Vicinity Map

- Design of an custom location/vicinity map
- Assumes noting approx. 15-20 total landmarks, parks, streets, retailers, etc.
- Coordination of production (if needed; may be printed in-house by the leasing team)

#### A-Boards

- Design of a new a-board (potentially with arrow variations -- TBD)
- Coordination of production

#### Building Banners

- Design of 2 leasing banners (size and location TBD)
- Coordination of production

#### Social Media Graphics

- Design of banner and profile graphics for all social accounts

### FEE

\$9,000 - \$11,000

### DEPOSIT

50% of low-end fee

## Fee Schedule

Payment will be due, in full, upon completion of the individual deliverables or the project as a whole, minus any deposits noted above.

## Payment Terms

All invoices are due upon receipt or net 15. A late payment of 1% per month may be applied to unpaid invoices more than 60 days over due. DEI Creative reserves the right to put a project on hold if required payments are not made.

## Deposits

Deposits paid are non-refundable. Should the client change their mind or cancel a project after research, resources allocated or design work has commenced on a project, the initial deposit is forfeited, plus a pro rata payment based upon the time spent, if necessary.

## Work & Schedule Changes

DEI Creative will charge \$180 per hour to complete deliverables or additional reviews that go beyond the scope of work. When a project goes outside of the scope of work the client will be notified with a Project Addendum form. This form will define the additional work required and the estimated associated cost. The client must approve this form for project work to continue. If the type or amount of work changes significantly in a project, DEI Creative reserves the right to re-bid the entire or deliverable or project.

In addition, DEI Creative may charge a 2% delay penalty on the total sum of contract for a significant shifting of schedule timing or start date. Any shift in the schedule due to a delayed start or client changes will change the design schedule accordingly.

## Website Maintenance

After the website has launched, DEI Creative will invoice the client at their hourly rate of \$180\* for any and all maintenance work completed on the website per the client's request. Maintenance work may include but is not limited to the following:

- Content updates (imagery and copy)
- Browser optimization / troubleshooting
- Server or domain troubleshooting
- Website support
- WordPress and WordPress plugin updates

Upon the client's request, DEI Creative will provide an estimate for any requested website updates or maintenance work prior to proceeding with the work. Whether an estimate is provided or not, the client agrees to pay DEI Creative for all work rendered on the website.

\*Hourly rate subject to change



## Expenses

The vendor/supplier will invoice all expenses directly to the client unless otherwise noted or agreed upon. For expenses paid directly by DEI Creative, the client shall reimburse DEI Creative for all costs including sales taxes due.

### Photography

- Stock: Images sourced from stock image services of which DEI Creative pays a membership fee will be invoiced at a rate of \$20 per image. Images sourced from other stock image services will be invoiced at the price they are purchased for.

### Typography

Fonts sourced online for use on client specific projects will be invoiced at the price they are purchased for.

### Production

- Unless otherwise agreed upon, DEI will assist in selecting materials best suited for each project and prepare the files for press accordingly. The selected printer will invoice the client directly.

### Copy/Content

- If a contract copywriter is hired, the client will be invoiced directly.

## Client Responsibilities

DEI Creative will design deliverables based on information provided by the client will make every reasonable effort to assure the accuracy of the material produced. It is important that all client-provided details be accurate and timely to prevent scope and schedule changes. It is the client's responsibility to gain usage rights and confirm accuracy of any provided content, copy, logos, trademarks, images, etc. Also, the client is responsible for any zoning permits needed for environmental marketing. DEI Creative will not be responsible for loss, damage, or unauthorized use of materials, and is not responsible for the actions of any hired vendors/suppliers.

The work done in this project is done in partnership with DEI Creative and the client. Just as DEI commits to delivering on the determined schedule, the client will need to perform their duties on that same schedule, providing feedback and approval in a timely manner.

## Indemnification

The client shall indemnify DEI Creative against all claims and expenses, including attorney fees, due to uses of text, illustration, photography, third party copyrights or trademarks, or other intellectual property content provided to DEI Creative by the client.

## Transfer of Rights

With receipt of full payment, DEI Creative will transfer usage right on all final designs to the client. The client will have full ownership of the designs and content at that point, not including any 3rd party, non-transferable software.

## Intellectual Property

Early in the design cycle DEI Creative will show concepts, comps, and visuals that are solely for the purpose of demonstrating an idea or message. The client does not receive legal title to or permanent possession of these items. The client will only be transferred rights of the single concept that is brought through to completion.

## Accreditation/Promotion

Once the project has been completed and released to the public, DEI Creative has the right to add the client's name and project to our website, and the right to enter the work into design competitions. DEI Creative also reserves the right to show the completed project to other companies as a demonstration of previously completed work.

Where appropriate, we may decide to include a small credit in the footer of websites reading "Website by DEI Creative". When printing collateral, we will request a small number of printed samples for demonstrative purposes. Finally, DEI Creative reserves right to photograph environmental projects that we have designed.

## Confidentiality/Exclusivity

DEI Creative will keep client information confidential and share only what is needed to accomplish objectives. The relationship between DEI Creative and the client is not exclusive. DEI reserves the right to work with a variety of clients.

## Contract Termination

Either party reserves the right to terminate this contract without cause at any time. Parties agree that DEI Creative will be promptly compensated for services performed and/or associated costs, based on enclosed project scope, up until date that DEI Creative receives notice or gives notice of agreement termination.

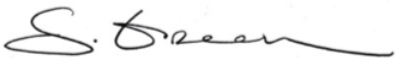
## Expiration

Prices quoted are valid 30 days from the date of proposal.

## Agreement

DEI Creative agrees to provide all services listed under "Scope of Work" for the stated fees. Client agrees to pay all stated fees and expenses incurred during and related to the project.

The above is an agreement with both parties with understanding of all terms. Please initial preceding pages.



Sara Green, DEI Creative

Sara Green

Print Name

5.30.2019

Dated Signed

Client Signature

Print Name

Dated Signed

Invoicing Contact Name

Invoicing Contact Email & Phone