

The graphic design contract

Project: [project name]

Reference: [TBH-01]

Date: [date]

1. PARTIES

1.1 Client: Thackery Bakehouse, [address]. Client contact: [name, title, email].

1.2 Designer: [your agency name], [address, email].

1.3 This document covers the work described in section 2, the fee in section 4, the rates for anything added later in section 5, and the way additions get approved in section 6. It replaces any scope described in earlier proposals, emails or calls.

2. WHAT WE ARE MAKING

2.1 Identity exploration: two concept routes, each presented as a direction board, logo artwork and one applied example. Thackery selects one route to carry forward.

2.2 Logo suite on the selected route: a primary lockup, a stacked lockup, a monogram and one horizontal variant, each supplied as vector artwork in full color, one color and reversed.

2.3 Brand guidelines document, twenty-four pages, covering logo use, clear space, minimum sizes, the palette in CMYK, RGB and Pantone, typography, photography direction and the three misuses we see most often.

2.4 Packaging artwork, six items: two bag stamps, two sticker sizes, one box wrap and one loaf label.

2.5 Menu board artwork, two boards, sized to the frame measurements Thackery supplies under 9.2.

2.6 Anything not listed in 2.1 to 2.5 sits outside this contract and is priced under section 5. Section 3 names the items most likely to come up.

3. WHAT IS NOT INCLUDED

3.1 Print production, print management and press attendance. We supply print-ready artwork and answer the printer's questions by email, and we are not on press.

3.2 Photography and illustration commissioned for the packaging or the boards.

3.3 Copywriting. Thackery supplies final approved text for menus and packaging.

3.4 Signage, vehicle graphics, uniforms, and artwork for a fourth location.

3.5 Website, social templates and digital advertising artwork.

3.6 Trademark searching, clearance and registration.

4. FEE AND PAYMENT

4.1 The fee is \$15,750, made up as follows: identity exploration and route selection \$5,400; logo suite \$2,900; brand guidelines \$3,200; packaging artwork, six items at \$410 each, \$2,460; menu boards, two at \$895 each, \$1,790.

4.2 Payment: 40% (\$6,300) on signature, 30% (\$4,725) when Thackery approves a route under 2.1, and 30% (\$4,725) on delivery of final artwork.

4.3 Invoices are due fifteen days from the invoice date. Thirty days past due, work pauses and final artwork is held until the account is current.

4.4 The fee excludes sales tax and any pass-through costs quoted separately, including stock photography and typeface licenses bought in Thackery's name.

5. RATES FOR ANYTHING ADDED

5.1 Additional concept route beyond the two in 2.1: \$2,700.

5.2 Revision round beyond the two included at each stage: \$560.

5.3 Additional logo variant beyond the four in 2.2: \$480.

5.4 Additional packaging item: \$410.

5.5 Additional menu board: \$895.

5.6 Additional guidelines page beyond the twenty-four in 2.3: \$140.

5.7 Layered working files, meaning the original Illustrator and InDesign documents with the fonts as used: \$2,350.

5.8 Anything not listed above: \$120 per hour, quoted in writing and approved under section 6 before it starts.

6. HOW ADDITIONS GET APPROVED

6.1 Thackery names one person whose written approval commits money: [name, title, email].

6.2 We price the request against section 5 and send it in writing. Work starts when that person replies approving the price and any date change.

6.3 An approved addition is added to the fee and invoiced with the next scheduled payment.

6.4 Where a request moves a date, the same message says so, in working days.

7. REVISION ROUNDS

7.1 Two revision rounds are included at each of the three stages: route presentation, logo suite, and guidelines and artwork.

7.2 A revision round is one consolidated set of notes from Thackery on the same piece of work, sent in one message.

7.3 Correcting our own error is not a revision round.

7.4 A change of direction after a route has been approved under 2.1 is a new route, priced at 5.1, not a revision round.

8. SCHEDULE

8.1 Eight weeks from signature, assuming the approvals in 8.2.

8.2 Thackery returns each consolidated set of notes within five working days. Every working day beyond that moves the remaining dates by the same number of days.

8.3 Dates move under 8.2 or under an approval given in section 6, and not otherwise.

9. WHAT THACKERY SUPPLIES

9.1 Final approved menu and packaging text.

9.2 Frame measurements for the menu boards in 2.5.

9.3 Printer and packaging vendor specifications, including die lines and color requirements, before artwork begins.

9.4 Where Thackery supplies photography, artwork or text, Thackery confirms it holds the right to use it.

10. ACCEPTANCE

10.1 A deliverable is accepted when Thackery approves it in writing, or five working days after delivery if no notes arrive.

10.2 After acceptance, a change to that deliverable is priced under section 5.

11. OWNERSHIP AND USE

11.1 Until the fee and any approved additions are paid in full, everything we make stays ours.

11.2 On full payment, the final artwork in 2.2 to 2.5 transfers to Thackery, worldwide and with no time limit, for Thackery's own use as a bakery business, across packaging, print, signage, digital and advertising.

11.3 The unselected route in 2.1, and any concept not carried forward, stays ours.

11.4 The layered working files stay ours unless bought under 5.7. Thackery receives production files: vector artwork as PDF and SVG, packaging artwork as print-ready PDF, and the guidelines as PDF.

11.5 Typefaces are licensed in Thackery's name under 4.4 and are not ours to transfer.

11.6 We may show the finished public-facing work in our portfolio once Thackery has launched it, unless Thackery asks us in writing not to.

12. ENDING IT EARLY

12.1 Either of us may end this contract with fifteen days' written notice.

12.2 If Thackery ends it, Thackery pays for every deliverable in 4.1 completed or in progress at the date of the notice, valued at the amounts in 4.1, plus any additions approved under section 6. Amounts already invoiced above that total are credited back.

12.3 Work stopped before completion transfers under 11.2 once the amount in 12.2 is paid.

13. CONFIDENTIALITY

13.1 Neither of us shares the other's non-public information. Recipes, supplier terms, opening dates and pricing stay confidential until Thackery announces them.

14. LIABILITY

14.1 Our total liability under this contract is limited to the fee paid under it.

14.2 We are not liable for print costs on artwork Thackery has approved in writing, so proofs are worth reading slowly.

15. GENERAL

15.1 Governing law: [state or country].

15.2 Changes to this contract are made in writing and signed by both of us.

15.3 This document replaces anything discussed before it was signed.

SIGNED

For Thackery Bakehouse: _____ Date: _____

For [your agency]: _____ Date: _____