

The scope of work, filled in

SCOPE OF WORK

Client: Bramble & Rye Coffee Co.

Project: Brand style guide

Version: v1

Date: [date this version was sent]

Status: [draft / sent for review / signed]

1. BACKGROUND AND OBJECTIVE

1.1 Bramble & Rye is opening its ninth location, and the identity built for the first store in 2019 no longer holds up across signage, packaging and a growing social presence.

1.2 The objective is a single style guide the in-house team can apply to new locations without calling us for every one.

2. DELIVERABLES

2.1 Updated primary and secondary logo lock-ups, delivered as vector files.

Done when: both lock-ups are approved in writing.

2.2 A color palette with hex, CMYK and Pantone values for five colors.

Done when: the palette is approved in writing.

2.3 A typography system naming two typefaces and their use across headings, body text and signage.

Done when: approved in writing.

2.4 A 12-page style guide PDF covering logo usage, color, type and one packaging mockup.

Done when: delivered and approved in writing.

3. TIMELINE

Kickoff: [date]. Four working weeks, contingent on [client] supplying existing brand assets and any prior guidelines at kickoff.

Palette and type approved: end of week two.

Full guide delivered: end of week four.

A late approval from [client] moves every later date by the same number of business days.

4. EXCLUSIONS

4.1 Packaging production files beyond the one mockup in 2.4 are \$450 per item.

4.2 Signage production files are \$600 per location.

4.3 Photography and stock licensing aren't included.

5. REVISION LIMIT

Two rounds of feedback are included across every deliverable in section 2. A third round is billed at \$135 an hour, quoted before we start.

6. CHANGE-CONTROL PARAGRAPH

Anything not listed in section 2 is a change, however it arrives. We reply within two business days with the price and the schedule effect, and work starts once the named approver accepts in writing.

7. APPROVAL (starts on its own page)

I approve version [v#] of this scope of work for the work described in sections 1 to 6.

Name: _____

Title: _____

Date: _____

Version approved: _____

Signature: _____