PRINCIPLE

MARCH 29, 2017

City of Bellaire

PROPOSAL FOR:

OVERVIEW OF BRANDING SERVICES APPLICABLE TO THE CITY OF BELLAIRE

HOUSTON STUDIO:
2412 Bartlett Street No. 5, Houston, Texas 77098

PRINCIPLE www.designbyprinciple.com

2412 Bartlett St, No. 5
Houston, Texas 77098

713 521 1625
713 521 1605 (f)

MARCH 29, 2017

CITY OF BELLAIRE
Paul Hofmann, City Manager
Michelle Jordan, Project Manager
7008 S Rice Avenue
Bellaire, TX 77401

Dear Paul + Michelle,

Thank you for the opportunity to provide an overview of potential branding services for The City of Bellaire. Included in this PDF is our high-level outline of the process, broken out step-by-step, which includes potential applications and brand pieces to consider across many mediums.

We're excited about the opportunity to partner with you on establishing a strong, compelling and cohesive brand for The City of Bellaire. Let's set up a time to chat after you've had a chance to review.

Best regards,

Allyson Lack
Partner, Creative Director

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Houston, Texas 77098

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713 521 1605 (f)

MARCH 29, 2017

REBRANDING MENU OF SERVICES — STEP 1: IMMERSION, RESEARCH & BRAND AUDIT
THE CITY OF BELLAIRE

TO: PAUL HOFMANN, MICHELLE JORDAN

Principle will gain a thorough understanding of the project and goals by conducting immersion interviews with key stakeholders.

Before embarking on the rebrand, Principle will conduct a brand audit of all internal and external facing communications and materials in order to assess opportunities and develop recommendations for the City of Bellaire. The process of collecting and analyzing these materials will help reveal key insights, distill messaging and create a clear and cohesive brand experience and expectation for all stakeholders; additionally, it may reveal additional needs not already scoped prior to kick-off. It often helps refine our "wish list" of deliverables as well.

A. IDENTITY AUDIT
Logo, typography, color palette, all graphic / design elements

B. PRINTED COMMUNICATIONS AUDIT
Brochures, business cards, stationery, misc. collateral, internal / external printed materials

C. ONLINE COMMUNICATIONS AUDIT
Current website, email marketing, social media, etc.

D. EXPERIENTIAL AUDIT
The physical environment (municipal spaces / park spaces) / signage / interior design of your various locations; on-site visits to be scheduled where applicable; renderings to be provided for future buildings

E. TEAM AUDIT
Time spent interviewing city leadership, key stakeholders, city staffers and other representative people

F. COMPETITOR AUDIT
Analysis of the visual and verbal identities of other cities in Houston, and beyond, who boast strong brands

Findings and recommendations will be delivered as a PDF presentation.

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REBRANDING MENU OF SERVICES — STEP 2A: BRAND VISION (VERBAL)

THE CITY OF BELLAIRE

TO: PAUL HOFMANN, MICHELLE JORDAN

BRAND VISION

Principle will develop an overarching brand messaging strategy for the City of Bellaire. This distinct foundational language will help establish, clarify and differentiate your position(s) as a unique place to live and work in Houston.

The process of creating this distinct positioning will inform the concept and design development for your team; it will also serve as an internal reference and guide as we evolve the way in which you develop future materials and messaging (e.g. external communications, social media, internal campaigns, web content, etc.).

The brand positioning will define your brand's attributes + points of differentiation and consider the following factors:

- personality, experience, and aspirations
- verbal communication style
- core messaging / value proposition

BRAND LANGUAGE

Once we agree that Principle has captured your Brand Vision, we will then develop the language that will form your go-to "elevator pitch" – a way by which your internal team can speak consistently about The City of Bellaire in every given situation. This language can be leveraged across a variety of platforms (on your website, in collateral, etc.). The verbal communication style we create here will live and work hand-in-hand with the visual components we develop to give your brand a distinct, unified tone and personality across all touchpoints.

Considerations:
+ your audience(s)
+ your core competency
+ other unique attributes and points of differentiation
+ experience, narrative and goals
+ tone of voice and writing style
+ pacing and organization

Two rounds of revisions and refinements for the brand vision + language are included. Once agreed upon that we've captured your brand verbally, we'll develop the visual components and integrated brand system (detailed in the next sections).

Findings and recommendations will be delivered as a PDF presentation in conjunction with Step 2B.

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MARCH 29, 2017

REBRANDING MENU OF SERVICES — STEP 2B: BRAND IDENTITY (VISUAL)

THE CITY OF BELLAIRE

TO: PAUL HOFMANN, MICHELLE JORDAN

BRAND IDENTITY

After your brand audit, it is likely that we will recommend an update to the current City logomark/seal in order to establish a timeless and reproducable look that will work across the many mediums (print, digital, built environment, etc). Our goal will be to re-envision the current logo and create a brand system that all future expressions can stem from, which will include the following elements:

1. LOGO REDESIGN

Principle will envision a new aesthetic for the City's logo / seal. Several options will be presented for review.

2. TYPOGRAPHY PALETTE

Principle will address all typography used throughout the brand system — from signage on the new Town Square campus to integration on the City's website, and everything in between. We will demonstrate these new selections through a range of visual studies in our presentation.

3. COLOR PALETTE

Principle will address all color palettes and unify into one consistent palette for application across all mediums (including neutrals for metal work). We will demonstrate this refined palette through demonstrative design studies.

4. ANCILLARY GRAPHICS / ICONOGRAPHY

We will also explore any ancillary graphics, iconography, illustration or photographic elements that may be relevant as we demonstrate how the visual elements work together to articulate various aspects of the new brand.

IMPLEMENTATION / FILE PREP

One round of revisions, refinement and file preparation for final logomark. Additional revisions bill hourly.
Final assets to be delivered for internal / external use to fit client needs.

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MARCH 29, 2017

REBRANDING MENU OF SERVICES — STEP 3: INTEGRATED BRAND SYSTEM

THE CITY OF BELLAIRE

TO: PAUL HOFMANN, MICHELLE JORDAN

DESIGN DEVELOPMENT

With a new verbal and visual identity in place, Principle will begin to envision how this identity will be carried across numerous branding opportunities and via ongoing communications with the citizens and stakeholders of Bellaire.

INTEGRATED BRAND SYSTEM

Below is a list that can be customized / detailed further to fit your needs:

PRINTED

- Stationery System (refreshed business cards, letterhead, digital letterhead)
- Updated Assets to be applied internally to the following: Water Bill, Recycling Guidelines, Trash Pickup, etc.
- Updated Map of the City (after new construction) celebrating new buildings, new brand
- Updated City Bulletin / Newsletter (if applicable)
- Other Internal City documents to be determined during Brand Audit

DIGITAL

- E-blast Newsletter / Template Redesign (standardized communications with Bellaire community)
- Website Assets (to be applied to current site infrastructure)
- Social Media Assets (per needs)
- TV Monitor Graphics

BRANDING OPPORTUNITIES (CITY-WIDE)

- City-Wide Signage: consistent use of identity, typography at all Bellaire parks / public facilities:
  i.e. Evergreen Park, Library entrance signage, etc.
- City-Street Signs: updated brand applications to Bellaire street signs (aluminum signs per street name)
- City Limits Signage (consistent use of identity, typography at all Bellaire parks -- "Welcome to Bellaire")
- City Banners for Streetlights (currently seen on Bellaire Blvd. and Rice Ave)
- Public Works Infrastructure (ex: man hole covers)
- Redesign of Esplanade City Markers (example, current brick monument sign at the trains tracks on Bellaire Blvd).
- Sponsorship Banners (Template)

CITY TEXT + SIGNAGE (NEW BUILDINGS)

Identity & Lettering Application on the following new building sites:

A. City of Bellaire Municipal Facilities, INTERIOR:
   1. City Hall Lettering at Reception and other graphic treatments applicable
   2. Courtroom Graphics in Police / Courts
   3. Council Chambers Graphics
   4. Lobby / Courtroom Entrance Design
   5. Lobby / Memorial Wall Design
   6. All Wayfinding throughout new buildings (ADA signs, restroom, directional)

B. City of Bellaire Municipal Facilities, EXTERIOR:
   1. New City Hall / Civic Center Lettering on Building
   2. Police / Municipal Lettering on Building

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OTHER BRANDING OPPORTUNITIES (NEW BUILDINGS)

- Welcome Floor Mats (Branded); All City Buildings
- Concrete Inlays (intersection at new community center)

BUILT ENVIRONMENT (OTHER)

- Recycle Center (doesn't currently exist but could be a nice addition to community)
- Bus Shelters (introduce brand elements)
- Branded Benches (introduce brand elements)

VEHICLES

- Recycling & Garbage Trucks, update graphics and branding
- City Official Vehicles (Police, Fire, others to be defined)
- Municipal Truck Graphics (all the white pickups that currently have Bellaire seal)

LIVE IN BELLAIRE: WELCOME KIT

- Branded Recycle Bins
- Branded Picnic Blanket
- Branded Trash Cans

MUNICIPAL (INTERNAL)

- City Official Swag (pins, hats, bags, name badges, lanyards)
- City Uniform for Municipal Workers in the field (tee or embroidered polo, hat, work / jumpsuits)
- City Flag Design

BRAND ROLLOUT EVENT + MATERIALS (GRAND OPENING, NEW CAMPUS)

- Promotional Design for: invitations, digital promos, banners, posters, signage, saleable merch, etc. all celebrating new brand identity for COB (TBD on specific deliverables)

MISCELLANEOUS PROMOTION

- Businesses in Bellaire -- provided a sticker or vinyl decal for windows
- Campaign or Event Signage (Trolley Run, Tents in the Park, etc.)
- City Merch for Sale:
  - City Bumper Stickers
  - City of Bellaire Vehicle Stickers (for vehicle back window)
  - City T-Shirts and Hats

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REBRANDING MENU OF SERVICES — STEP 4: BRAND STANDARDS

THE CITY OF BELLAIRE

TO: PAUL HOFMANN, MICHELLE JORDAN

BRAND STANDARDS GUIDE

At the conclusion of the integrated brand system, Principle will create a brand standards guide that summarizes all of the new brand elements developed for The City of Bellaire. This is important internal document that will introduce, explain and demonstrate the proper execution of the newly redesigned brand and all its component parts - from voice and tone to look and feel. This will help ensure all internal staff are complying with the brand image you want to put forth.

This PDF document, which can also be printed and bound, will include guidelines for logo usage, color palette, typography standards, color palette, photography/illustration, and formatting recommendations or demos. In addition, we will develop content regarding brand voice / messaging and any specifications crucial for consistency.

Two rounds of revisions, refinements and file preparation for the brand standards are included.

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MARCH 29, 2017

REBRANDING MENU OF SERVICES — MISCELLANY

THE CITY OF BELLAIRE

TO: PAUL HOFMANN, MICHELLE JORDAN

PROJECT MANAGEMENT (ONGOING)

Project management involves our team facilitating continuous service by coordinating the various phases and technical aspects of your project, production and schedule management. We charge hourly for this over the life cycle of the project. This includes all time dedicated to calls, emails and meetings with clients, printer, architects, fabricators, and other approved vendors / third parties.

ART DIRECTION (PHOTOGRAPHY AS NEEDED)

As part of your brand expression / promotion of your company, you may want to invest in original imagery. We can be involved in the following steps to help guide the process: selecting the appropriate talent, organizing / coordinating the photoshoot, mood boards and styling, attending the photoshoot in an art direction capacity, and reviewing / editing selections for all marketing efforts (print, digital, etc.).

CONCEPT NAMING // ORIGINAL NAME IDEATION

We have the capability to generate name candidates for any municipal needs you might have. We would develop a creative brief with themes to guide our naming process, including communication points, construct, approach, target audience, etc. Once we have a signed creative brief, we will begin developing names for the new concept.

HOURLY FEE BREAKDOWN (FOR OUT OF SCOPE WORK)

- Senior Level Creative Direction and Design ($165/hr)
- Photography Art Direction ($150/hr)
- Naming Strategy & Consultation ($135/hr)
- Brand Strategy / Copywriting ($125/hr)
- Graphic Design ($110/hr)
- Production ($95/hr)

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MARCH 29, 2017

ESTIMATE | RANGES FOR ALL PHASES

THE CITY OF BELLAIRE

TO: PAUL HOFMANN, MICHELLE JORDAN

STEP ONE

Immersion, Research & Brand Audit (depending on no. of interviews; delivered via PDF)	$ 8,000

STEP TWO

Brand Vision + Language	$ 8,750
Brand Redesign	
1. Identity Redesign	14,500
2. Typography Palette	4,500
3. Color Palette	2,500
4. Ancillary Graphics / Iconography	TBD
Project Management (presentations, meetings, correspondence, tracked hourly)	3,500

STEP THREE

Integrated Brand System (see pages 6-7 for detailed deliverables; to be further defined)

1. Signage, City-Wide	45,000 - 50,000
2. New Facility Text + Signage / Wayfinding:	
a. Interiors	20,000 - 25,000
b. Exteriors	12,500 - 15,000
3. Integrated Brand System	$85,000 - 90,000
Implementation on all approved deliverables, in Step Three ($95/hour)	*hourly*

STEP FOUR

Brand Standards Guide	$ 8,500
Project Management *(for ALL Phases)*	*hourly*

TIMELINE

Step 1:
4 weeks from kick-off on 4/18; PDF presented in June.

Step 2:
8-10 weeks from completion of Step 1: design development + 3 weeks for focus groups and internal presentations.

Branding Finalized:
September 2017; Step 3 to be revisited at this time.

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CLIENTS

Adair Family Restaurants | *Houston, Texas*
Bella Cucina | *Atlanta, Georgia*
Black Walnut Café | *Houston, Texas*
Brighter Bites | *Houston, Texas*
Chandos Interiors | *Houston, Texas*
Chronicle Books | *San Francisco, California*
DePelchin Children's Center | *Houston, Texas*
Evelyn's Park Conservancy | *Houston, Texas*
Found for the Home | *Houston, Texas*
Houston Zoo | *Houston, Texas*
Goode Company Restaurants | *Houston, Texas*
Larson-Juhl | *Norcross, Georgia*
Lovett Homes | *Houston, Texas*
Maryland Institute College of Art | *Baltimore, Maryland*
Microsoft | *Redmond, Washington*
NapaStyle | *Napa, California*
National Building Museum | *Washington D.C.*
The Natural Light | *Lynn Haven, Florida*
Nichole Sloan Photography | *McDonough, Georgia*
Nordstrom | *Seattle, Washington*
OmegaFi | *Atlanta, Georgia*
Paddywax Candles | *Atlanta, Georgia*
Philips | *Atlanta, Georgia*
Precision Drilling | *Houston, Texas*
Progressive Insurance | *Mayfield Village, Ohio*
Rockport Publishers | *Minneapolis, Minnesota*
Studio Communications | *Houston, Texas*
Texan Bank | *Houston, Texas*
Texas Children's Hospital | *Houston, Texas*
Theatre Under The Stars (TUTS) | *Houston, Texas*
The Walters Art Museum | *Baltimore, Maryland*
The Woodhouse Spas Corporation | *Victoria, Texas*
UTHealth, School of Public Health | *Houston, Texas*
Wing Aviation | *Houston, Texas*

RECOGNITION

2006-2007

Print Magazine | *regional design annual*
Vizual | *Commarts newsletter, Vol 3, No.1*
Communication Arts | *packaging: design on the frontline*
Communication Arts | *50 essential bookmarks*
How Magazine | *profile: A tale of 3 cities*
Print Magazine | *regional design annual*
GD USA | *2007 People to Watch Issue*
How Magazine | *promotion design awards*
The ONE Show | *judge*
DSVC Show | *judge*
AIGA National Design Conference "Next" | *speakers*

2008-2009

Communication Arts | *Exhibit*
AIGA 365: Annual Design Competition | *judge*
Art Director's Club of Metropolitan Washington | *judge*
Design Matters: Brochures 01 | *Rockport Publishers*
Design Matters: Packaging 01 | *Rockport Publishers*
Women of Design: Influence and Inspiration from the Original Trailblazers to the New Groundbreakers | *How Books*
Communication Arts | *design annual 2008*
Communication Arts | *feature article*
Communication Arts | *design annual judge*
Commarts.com | *exhibit*
AIGA South | *seed awards jury*
ADDY Award | *silver, district 10 regional*

2010-2012

Letterhead & Logo Design 11 | *Rockport Publishers*
University of Maryland Design Week | *keynote speaker*
Houston Chronicle | *business section*
The Texas Show | *exhibit*
Communication Arts | *design annual judge*
Typography Referenced | *Rockport Publishers*
Neenah Paper UNshow | *identity design award*

2013-2016

HOW Packaging | *feature on food packaging*
ADDY Award | *gold, silver, merit awards, Houston*
ADDY Award | *silver, district 10 regional*
Mohawk Felt & Wire | *design feature*
Print Magazine | *regional design annual*
AIGA Awards Houston | *gold award, identity*
Art of the Menu | *design feature*
AIGA | CASED | *national finalist*

DESIGN TEAM PROFILE + CAPABILITIES

PRINCIPLE is a decade-young design and branding boutique based in Houston, Texas. With roots in high-end, exquisitely produced packaging and printed matter, Principle has expanded its capabilities over the years to include brand strategy, naming, writing and web design. From small niche brands to Fortune 100s, what our clients hold in common is an appreciation for engaging concepts, inspiring design and forward-thinking collaboration. Principle has produced noted campaigns, publications, packaging systems, identities and more, building long-standing relationships with clients who have come to rely upon our expertise and passion for work that is both beautiful to experience and delivers a resonant message. From Nordstrom to Napa and non-profits to nationally recognized icons, our mission is simple: to help translate a brand's potential into a purpose.

Partner, Creative Director

ALLYSON LACK is a partner and co-founder of Principle. She graduated with a business degree in Marketing from the University of Maryland but soon thereafter, with design as her true calling, headed to Atlanta to attend graduate school at Portfolio Center. With meaningful stints at Houston's Rigsby Design and later as Senior Designer for Rutka Weadock in Baltimore, Ally honed her talents for rich typography and masterful production. Before forming Principle, Ally ran her own one-woman studio where she made a name for herself with exceptional work for museums, art schools and cultural institutions. Her work has been featured in *Print, AIGA, Communications Arts,* and the *New York Type Directors Club.*

Partner, Creative Director

PAMELA ZUCCKER is a partner and co-founder of Principle. Pamela graduated with a BFA from the University of Michigan and continued her design studies at the Portfolio Center in Atlanta. She began her career at Rigsby Design in Houston, working with clients such as Dell and International Paper where her responsibilities ranged from conceptual development to design to highly-crafted production. Prior to establishing Principle in 2004, Pamela ran her own design office, landing national accounts that encompassed everything from book design to advertising. Outside the office, she serves as a portfolio advisor to senior design students, has juried international design competitions and is a past board member of the AIGA, Houston.

Brand Strategist

INA RILEY is a senior strategist for Principle. She has expertise in developing integrated branding, verbal and creative strategies for high-profile consumer and corporate clients. After spending several years at Interbrand New York, Ina is now based in Houston. She holds a BBA in International Business and Marketing from the University of Texas at Austin. Ina's experience includes naming, architecture and brand identity initiatives for clients including AT&T, Walgreens, Johnson & Johnson, Unilever, Exxon, Disney Digital, Tiffany + Co., Bank of America and Avon Foundation.

Brand Strategist, Design Writer

ERIN O'CONNOR is the brand verbalist at Principle. She graduated with a BA in Journalism from the University of Georgia, where she fell in love with branding's ability to tell a story, share an idea – set an expectation. She sharpened her pencil at the Portfolio Center in Atlanta before bringing her talents west to The Richards Group in Dallas, currently the nation's largest independent branding agency, and then to Greatest Common Factory in Austin, a strategic branding, advertising and production firm. While she specializes in the wordier aspects of a project, Erin is fluent in the language of design, bringing graphic savvy and a keen eye for detail to every collaboration.

Graphic Designer

ELIZABETH FOX-HELSER is a graphic designer at Principle. After graduating from Furman University with a BA in Studio Art and Philosophy she completed the graduate design program at Portfolio Center in Atlanta, GA. Before joining Principle, Elizabeth spent a few years at Carbone Smolan Agency in New York where she learned to apply her classical print design training to a digital space.

Graphic Designer

RACHEL ROTHBERG is a graphic designer at Principle. After earning her BA from University of Houston's design BLOCK program, she began her career in-house for Transwestern. Rachel then spent several years honing her skills at PH Design where she became proficient in typography, identity and experimentation with paper and production.

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☐ 2412 Bartlett St, No. 5
Houston, Texas 77098

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713 521 1605 (f)

AGREEMENT FOR CREATIVE SERVICES

This Agreement for *City of Bellaire // Step 1: Immersion, Research, Brand Audit and Step 2: Brand Vision/ Language and Visual Identity Redesign* ("Agreement") is made as of April 18, 2017.

A. Design Firm: **DESIGN BY PRINCIPLE LLC**
2412 Bartlett Street, No. 5
Houston, TX 77098
Telephone: (713) 521-1625
Email: ally@designbyprinciple.com

B. Client: **CITY OF BELLAIRE TEXAS**
7008 S Rice Avenue
Bellaire TX 77401
Telephone: 713-662-8282
Email: phofmann@bellairetx.gov

Please select:
- ☐ a(n) _____ * general partnership
- ☐ a(n) _____ * corporation
- ☐ a(n) _____ * limited liability company
- ☐ a(n) _____ * non-profit organization
- ☑ other Municipality

C. Client's Representative: Paul Hofmann / City Manager

D. Project: See proposal for full description of project and services.

E. Schedule: *Immersion, Research, Audit: late April; Brand Audit Presentation: 6/19; Verbal and Visual Identity Redesign: Summer 2017; Focus Groups: August 2017; Completion: September 2017.*

F. Fees: A preliminary creative fee of $20,500 will be due upon signing the contract in order to begin the project. An second invoice will be provided on July 1st for an interim payment on Step 1 and 2 deliverables for $10,000. A final invoice of the balance of Step 1 and 2 plus expenses will be furnished once the brand identity has been finalized and approved.

1. SERVICES

A. Principle shall provide the Services for the Project as described in the attached Proposal.

B. Principle's Services under this Agreement do not include services which must be provided by third parties *("Outside Services")*. Client specifically grants to Principle the right to act on Client's behalf to give instructions to any person or entity involved in the Project, such as photographers, illustrators, writers and programmers. Client shall be bound by all such instructions given by Principle within the scope of this Agreement. Client agrees to be bound by any terms and conditions, including required credits, with respect to reproduction of such material as may be imposed by such third parties. Designer will endeavor to obtain for the Client the same reproduction rights with respect to materials that the third parties provide.

C. Client is responsible for proofreading and approval all final text prior to the production of the artwork.

2. SCHEDULE

A. Principle reserves the right to adjust the schedule in the event that Client fails to meet agreed deadlines for submission of Client Materials or granting approvals and to allow for changes in the scope or complexity of Services from those originally outlined by this Agreement.

B. In the event that Client allows the project to remain at a stand still for more than 30 days, Principle will invoice for all services rendered up to that point. Future movement on the project will be re-estimated for Client approval.

3. FEE STRUCTURE AND BILLING PROCEDURE

A. *Fee:* Proposals are structured on a fixed-fee basis as described in section "F" above. Client shall pay a service charge for all overdue amounts at the rate of 2% per month. Requests made by Client for rush creative services (7 business days or less to generate deliverable) will incur a 15% markup to hourly rates applied.

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B. *Materials:* A handling and administrative mark-up of 20% will be applied to all out-of-pocket expenses. Expenditures include, but are not limited to: fonts, ink transfers, presentation materials, shipping, and proofs. These purchases are to be paid in full within 30 days of invoicing and are not included in the aforementioned estimate. Any estimates presented for reimbursable expenses are for planning purposes only. All costs that exceed estimated budget shall be approved by Client before Principle incurs cost.

C. *Revisions and Alterations:* Principle shall keep Client informed of additional services that are outside the scope of the attached Proposal and shall request Client's approval for any additional services which would cause an increase in the Fixed Fee. Such additional services may include, but are not limited to, changes in the extent of work, changes in the complexity of any elements of the Project, and any changes made after approval has been given for a specific stage of design, documentation, or, preparation of artwork.

4. CLIENT MATERIALS Client shall provide accurate and complete materials to Principle in a timely manner and shall be responsible for the accuracy and completeness of all so provided. All copy provided shall be in a form suitable for typesetting. Photographs, illustrations, or other visual materials provided shall be of professional quality and in a form suitable for reproduction without further preparation or alteration. Client shall pay all fees and expenses arising from Client's provision of materials that do not meet such standards. Client guarantees that all materials supplied to Principle are owned by Client or that Client has all necessary rights in same to permit Principle to use them for the Project. Client Materials will be returned within 30 days after completion of the Project conditional to receiving the Fixed Fee and other amounts due.

5. RIGHTS AND OWNERSHIP All preliminary concepts and visual presentations produced by Principle remain the property of Principle and may not be used by the Client without written permission and are for the exclusive use of the Client's project. Designs created during this period may not be resold or reproduced for the promotion of any other establishment without the prior written consent of Designer. According to the United States Copyright Law, all materials used in the production of this project—including, but not limited to: original artwork, computer generated files, and sketches—remain the property of Principle. Principle will provide all file types needed by the Client for their branding purposes. Client will have full ownership rights to the logo(s), and rights to use anytime, anyplace in perpetuity.

6. TERMINATION Either party may terminate this Agreement upon giving written notice to the other. Upon termination of this Agreement by Principle for cause, all necessary and related expenses incurred will be due in full from the Client within 30 days of termination. In addition, the following cancellation fee is requested: (A) cancellation prior to the design phase: 30% of the original fee, (B) cancellation after the work is completed: 100% of the original fee.

7. MISCELLANEOUS

A. Principle's services shall be performed in accordance with the American Institute of Graphic Arts Code of Ethics and Professional Conduct for Graphic Designers.

B. This Agreement shall be governed by the laws of Texas.

C. The client shall provide Principle with 10 samples of any finished design pieces mass-produced. Such samples shall be representative of the highest quality of of work produced. Principle shall have the right to photograph all completed designs and to use such imagery for publication, exhibition, social media or other promotional purposes. Where possible, Principle will run a credit in City of Bellaire materials: *Brand Design: Principle (Houston, TX).*

E. This Agreement represents the entire agreement between Client and Designer and may be changed or modified only in writing signed by both parties.

F. Client represents that Client has full power and authority to enter into this Agreement and that it is binding upon Client and enforceable in accordance with its terms. Principle represents that Principle has full power and authority to enter into this Agreement and that it is binding upon Principle and enforceable in accordance with its terms.

Allyson Lack, Partner

Paul Hofmann, City Manager