

**THE CITY OF KELLER
ECONOMIC DEVELOPMENT
CORPORATION**

**THE CITY OF KELLER
BRAND DEVELOPMENT
AND MASTER PLAN VISION
FOR PROJECT 377**

**A 20 ACRE PROJECT THAT
INCLUDES SAMANTHA SPRINGS PLAT
AND SHANNON BREWERY.**

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FEBRUARY 20, 2018

FREACH DESIGN

FREACH DESIGN PROPOSAL FOR PROJECT 377

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To: Trina Zais
Director of Public Services/Economic Development
City of Keller, Texas

This agreement is made on Feb. 20, 2018 by and between Freach Design and

In consideration of the mutual agreement made herein, both parties agree as follows:

Work: Freach Design agrees to produce project materials for Project 377 (the Work) at the request of the client for fees agreed upon in advance and delivery of the Work by an agreed-upon deadline. Freach Design agrees that Freach Design will be the sole author of the Work. Freach Design will cooperate with the client in editing and otherwise reviewing the Work prior to completion and launch.

Compensation: Client agrees to pay Freach Design 50% of the total project cost before any services are provided, and the remaining 50% is to be paid before any workable files are delivered. If the parameters of the Work change, or if it involves more time than estimated, Freach Design will inform Client and they can renegotiate the Work's cost.

Cancellation: Both parties understand that Client or Freach Design may terminate the service at any time if, for any reason, the relationship is deemed unsatisfactory by either party. Upon written or verbal cancellation, Client is responsible for payment for all expenses incurred and any work done towards the completion of the project based on the percentage of the project completed that is determined by Freach Design. Should Client cancel the project following its completion, Client is responsible for full payment as per the agreed upon estimate plus all expenses incurred. In the event of cancellation, Freach Design retains ownership of all copyrights and original work created.

Acceptance of Terms: Client promises to pay for the services rendered by Freach Design for the Work as agreed upon. By signing below, Client agrees they have read, understood, and are considered legally bonded to these terms.

Client Name and Signature

Date

FREACH DESIGN PROPOSAL FOR PROJECT 377

To: Trina Zais
Director of Public Services/Economic Development
City of Keller, Texas

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1. Concept Design

Concept design includes the following: design visioning, brand discovery, potential naming,* sketching illustrative diagrams to illustrate the various design options. The initial deliverable will be a 20-30 page sketch pack with a wide range of concepts and exploration of opportunities, aesthetic direction. Three rounds of revisions to the initial option selected. Additional revisions will be billed at an hourly rate.

* Naming and trademark searches are not included in this fee.

Schedule: 2-4 weeks (depending on approvals)

2. Design Development

Design development includes the following: refinement of concepts into hand drawn sketches, graphic layouts and augmented by reference images. illustrative site plan, 4-5 hand sketches showing the major architectural elements. these would need to be formatted into a book/pdf file and a small microsite (3-5 pages). Additional revisions will be billed at an hourly rate.

Schedule: 2-4 weeks (depending on approvals)

Project Total: \$23,000

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Approval

Client Name and Signature

Date

The City of Keller will own all rights to the final chosen concepts only.
All other concepts will belong to Freach Design.