

BRAND DESIGN SERVICE CONTRACT

Hello, and thank you choosing Moonlight Studio! My name is Shai, and I am a Student, Entrepreneur, and Professional Brand Designer with over 5 years of experience. The services that I offer are listed further in this document, but before we dive deeper, I would like to walk you through the **design process**.

BRANDING PROCESS ---

- 1. CONTRACT AND AGREEMENT** - This document will be signed in agreement in order to start the process of designing your logo and brand assets with Moonlight Studio.
- 2. INQUIRY FORM** - Please fill out this form so I can know more about your company's products and/or services, goals and intentions. This is essential for redesigning a brand.
- 3. BRAND PACKAGE** - You must specify your Brand Design package based on your business' needs. You can select your package using the form in STEP 2.
- 4. RESEARCH AND VISUALIZATION** - After getting to know more about the business and their desired brand goals, inspirational boards will be put together to help visualize potential designs for the logo and other assets.
- 5. BRAND ASSET CREATION** - Depending on the package that you choose, your assets will be created over the specified period of time using inspiration from the vision board.
- 6. ADD ONS** - Please message Moonlight Studio if you would like to add on other brand assets. View add-on options and pricing on my website. Include your name, package and brand name.

LAUNCH + PAYMENT - Once you are completely satisfied with your logo design(s) and other brand designs, a packaged file containing all digital files will be sent to you via email, along with a detailed invoice. Please pay via e-Transfer.

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BRAND DESIGN SERVICE CONTRACT

Full Name

Contact Email

Name of Business

Description of your business:

The design process could take 12-25 days or more to complete. Throughout that time, I will work towards creating a solid foundation, and creating unique branding tailored to your company's specific needs. All communications will be done via email. Contact Moonlight Studio at mdstationeryca@gmail.com.

I, (full name) _____ confirm that the information above is true and all details are correct.

Terms of contract:

This contract is legally binding between you and Moonlight Studio, which constitutes an order for my design services. You, the client, hereby allows permission for all design work to be used and shared by Moonlight Studio for self-promotional purposes, once the client has publicly launched their designs. Unused designs created during the process, and which are not included in the final signed-off designs, remain in full ownership of the designer, which allows them to be used as they please.

Client name and signature:

I accept the terms and conditions of this design contract and will abide by what is stated.

Signature signed: _____

Designer name and signature:

I accept the terms and conditions of this design contract and will abide by what is stated.

J Coleman

Signature signed: February, 2023

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BRAND DESIGN SERVICE CONTRACT

Packages

Starlight Package

Designed for smaller entities, small businesses and startups. Business who also want a slight facelift can benefit from this package as well.

Package Contents

Primary Logo

Detailed Colour Palette

Submark Logo

Typographic Elements (fonts)

Total Cost:
\$240 CAD

Estimated Completion Time:
12 - 15 days

Moonlight Package

This package contains all contents for businesses that would like a full or partial rebrand, fully equipped with visual and additional branding elements.

Package Contents

Primary Logo

Typographic Elements (fonts)

Submark Logo

Mood/Vision Boards + Creative Direction

Detailed Colour Palette

Patterning+ Variations

x1 Add-On Service

Total Cost:
\$460 CAD

Estimated Completion Time:
15 - 20 days

Planet Package

If a startup or existing business is looking for a loaded package that contains social media branding as well, this package is ideal to meet those needs.

Package Contents

Primary Logo

Mood/Vision Boards + Creative Direction

Highlight Covers

Submark Logo

Patterning+ Variations

Cover (2560x1440 px.)

Detailed Colour Palette

x2 Add-On Services

Copyright-Free Imagery

Typographic Elements (fonts)

Total Cost:
\$785 CAD

Estimated Completion Time:
15 - 20 days

Galaxy Package

If a startup or existing business is looking for a loaded package that contains social media branding as well, this package is ideal to meet those needs.

Package Contents

Primary Logo

Mood/Vision Boards + Creative Direction

x2 Covers (2560x1440 px.)

Submark Logo

Patterning+ Variations

x10 Copyright-Free Imagery

Detailed Colour Palette

x3 Add-On Services

Custom Post and Story

Typographic Elements (fonts)

x6 Highlight Covers

Template Kit

Total Cost:
\$950 CAD

Estimated Completion Time:
20 - 25 days

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Add-On Services

Social Media Designs

x5 Post Templates

x5 Story Templates

x6 Highlight Covers

Pricing (CAD)

\$6.25 (\$1.25 each)

\$6.25 (\$1.25 each)

\$6.00 (\$1.00 each)

Card Designs

x2 Business Cards

x2 Invitation Designs

x1 Thank You Card Designs

Pricing (CAD)

\$6.25 (\$1.25 each)

\$6.25 (\$1.25 each)

\$6.00 (\$1.00 each)

Additional Stationery

Flyer Cover

Letterhead

Labels/Tags

Menu/Price List (1-2 sided)

Postcard Design

Z-fold Brochure

Poster Design

x2 Package Designs

Pamphlet Design

Catalogue

*Please contact Moonlight Studio for pricing inquiry, as these are Custom Print items of which pricing is to be determined depending on your needs.

Note to client:

Taxes are applicable to the overall payment. Moonlight Studio charges GST, which is 13%.

Aside from the design services that I offer as a part of the branding process, I also offer print services. You may visit my website for more details if you are interested in having your designs printed for your company.



Follow Moonlight Studio on Instagram!

@mnlght.studio