

ESTIMATE – BRAND ID

Estimate n° 3217/3219 December 1st 2015

Pierre Boulez Saal
Barenboim-Said Akademie
Leipziger Strasse 40/41
D 10117 Berlin
Germany

SCOPE DESCRIPTION

The purpose of this project is to develop the visual identity and brand of the **Barenboim-Said Akademie** at the same time as the visual identity for the **Pierre Boulez Saal** in order to provide the 2 projects a whole and solid identity.

Brand:

- Design + versions
- Different applications:
 - Office documents (business cards, letter paper + envelope, and folder)
 - Social Media (Facebook & Twitter profiles)
 - Poster & Roll-up
 - Hand Program for the Saal
 - Ticket design for the Saal
 - Brochure for the Akademie
- 2 (two) rounds of reviews and amendments

Brand Guidebook:

- Application rules
- Scalings
- Protection space
- Graphic environment
- Typographic family
- Chromatic code

Technical:

- PDF with Brand Guidebook
- Vectorial & JPG/PNG files

Project Management:

- Management through the duration of the project
- Keeping a fluid and dynamic workflow between the client and Molina Visuals

EXCLUSIONS

- More than two rounds of reviews and amendments. Additional feedback will be considered as a Change and will require a separate budget not included in this estimate.
- **Final artwork for all applications.** (charged per hour, depending on the needs. 60€/h)
- For a better workflow and to ensure the correct execution of the webpage, we recommend that all amendments are done within 1 week after Molina Visuals delivers the images.
- Further specific applications such as cd artwork, flyers, banners, etc... We will be happy to provide a new estimate for each new necessity.

COST ESTIMATE Budget Breakdown by Role:		
Creative Director	€	5.729,00
Art Designer	€	6.048,00
Project Manager	€	1.428,00
Contingency 5%*	€	660,25
TAX BASE	€	13.865,25
VAT 0,00%**	€	0,00
TOTAL	€	13.865,25

* Contingency allows for small unexpected changes. Contingency will only be used if necessary.

** VAT at 0% for EC clients - subject to the reverse charge procedure.

PROCESS STEPS

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- 1 Estimate for the planned project.

 - 2 Client secures booking: Signature of Terms & Conditions and First payment (invoice of 50%. Payment due on receipt).

 - 3 Briefing: character, necessities and communication purposes.

 - 4 Client provides all information needed.

 - 5 Creation of personalized concept (Creative Direction + Graphic Design)

 - 6 Presentation of the main design and 2-3 secondary proposals.

 - 7 Approval of the main design (Client Sign-off and Invoice of 40%. Payment due on receipt)

 - 8 Creation of all applications agreed + Brand Guidebook.

 - 9 Presentation of final project.

 - 10 Round of amendments.

 - 11 Final approval (Client Sign-off).

 - 12 Final payment (invoice of 10%. Payment due on receipt.)

 - 13 Delivery of complete graphic design.

 - 14 Delivery of final artwork for applications.

 - 15 End of the project (Client Sign-off)
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TERMS & CONDITIONS

The following Terms and Conditions of Service apply to all artwork and graphic design provided by Molina Visuals.

1. ESTIMATE

A copy of the written estimate or quotation is to be signed and dated by the customer to indicate acceptance and should be returned to Molina Visuals.

A signed estimate and 50% of the estimate total is due before Molina Visuals will start working.

2. PAYMENT

The payment is split into three parts: 50% to secure the booking, 40% after the main designed has been approved and 10% after final sign off. The client will be asked to provide the final sign off prior to print/publication and will subsequently receive the third invoice. At this time the fees due will become payable. Accounts which remain outstanding for 60 days after the date of invoice, will incur an extra charge of 2% per month of the outstanding amount.

Payments may be made by transfer.

3. ALTERATIONS

The customer agrees that changes required over and above the estimated work or that are required to be carried out after acceptance of the draft design will be liable to a separate charge.

4. SUPPLY OF MATERIALS

The client must supply all materials and information required by Molina Visuals to complete the work in accordance with any agreed specification. Such materials may include, but are not limited to, photographs, written copy, logos and other printed material.

Where there is any delay in supplying these materials to Molina Visuals which leads to a delay in the completion of work, Molina Visuals has the right to extend any previously agreed deadlines by a reasonable amount.

5. COPYRIGHT & TRADEMARKS

Copyright of all graphic design work is retained by Molina Visuals including copy, concepts, ideas, proofs and illustrations (unless specifically released in writing) until after all invoices have been settled. If multiple design concepts are submitted, only one concept is deemed valid by Molina Visuals as fulfilling the contract. All other artwork designs remain the property of Molina Visuals, unless agreed in writing.

By supplying text, images and other data to Molina Visuals for inclusion in the graphic design, the customer declares that he or she holds the appropriate copyright and/or trademark permissions and grants Molina Visuals permission to use this material freely in the pursuit of design and to utilize the designs in Molina Visuals' portfolio unless agreed otherwise. The ownership of such materials will remain with the customer, or rightful copyright or trademark owner.

The customer agrees to fully indemnify and hold Molina Visuals free from harm in any and all claims resulting from the customer in not having obtained all the required copyright, and/or any other necessary permission.

6. LICENSING

Any design, copywriting, drawing or idea created for the customer by Molina Visuals, or any of its contractors, is licensed for use by the client but may not be modified in any way or form without the express written consent of Molina Visuals and anyone of its relevant sub-contractors.

Where there is a risk that another party may make a claim, all design work should be registered by the client with the appropriate authorities prior to publishing or first use or searches and legal advice sought as to its use. Molina Visuals will not be held responsible for any and all damages resulting from such claims.

7. Design PROJECT DURATION and COMPLETION

Any indication given by Molina Visuals of a design project's duration is to be considered by the customer to be an estimation. Molina Visuals shall not be liable for any failure or delay in supply or delivery of products/services where such failure or delay is wholly or partly due to any cause or circumstances whatsoever outside the reasonable control of Molina Visuals.

Molina Visuals considers the design project complete upon receipt of the customer's sign off. If the client is unable to sign-off the final artwork, Molina Visuals accepts no responsibility for errors that

may subsequently occur.

8. DESIGN CREDITS

The customer agrees to allow Molina Visuals to place all designs on Molina Visuals' own website for portfolio and demonstration purposes and to use any designs in its own publicity unless agreed otherwise.

9. CONFIDENTIALITY

It is agreed that employees and collaborators of Molina Visuals shall not at any time either during the continuance of the work outlined or thereafter, except in the course of their duties, divulge any of the confidential affairs of the customer or any of its clients or associated companies to anyone whatsoever without the previous consent in writing of the customer.

10. APPROVAL OF FINAL ARTWORK

While Molina Visuals takes all care to avoid errors, Molina Visuals accepts no responsibility and shall not be held liable for typographical errors, spelling mistakes, or incorrect information contained in the final product after it has been approved by the client and has been committed to print or production. Molina Visuals will not be held responsible for any changes or amendments made after approval. It is the sole responsibility of the client to notify Molina Visuals of any such errors during the revision cycle and before the final files have been generated. No refunds are given if any errors are found after a final approved design has gone to print due to oversights by the customer.

11. Acceptance of QUOTATION and TERMS AND CONDITIONS

The placement of an order for design and/or any other services offered by Molina Visuals and validated by the customer's signature on the estimate or quotation, constitutes acceptance of the estimate or quotation and agreement to comply fully with all the Terms and Conditions and forms a Contract for Business between the signatory and Molina Visuals.

DATE: _____

SIGNATURE: _____