



Estimate For Logo Design Services

This document is an estimate between **Rogue Shard Design, LLC** and **Prince William County, VA** regarding Logo concept and initial treatments created for "Prince William County", due 1 month from ratification of this estimate or before November 30, 2011.

In consideration of the premises set forth herein, the parties hereto agree as follows:

Rogue Shard Design, LLC will provide multiple, (no more than 3,) logo treatments that will demonstrate use of all the necessary criteria - as laid out by officers of Prince William County, VA - to create an impactful, timeless, contemporary design. These designs will provide an initial direction so that the treatments can be modified, adjusted and altered to arrive at a more finalized single treatment or direction.

(Phase 1) Prince William County logo concepting will entail:

- 1) 40 hours of in-house concepting, research, treatment creation, internal review and process for presentation. The initial designing will provide several treatments (looks) for review to narrow a direction for logo design. Despite the estimated 40 hours of actual design time, we estimate the initial design period to take one month to begin when this estimate is agreed to as described in this document.
- 2) 40 hours of in-house logo adjustment using criteria established in the initial review with Prince William County. This re-design and re-working of the logo as well as designing an alternative logo will take approximately 2 additional weeks from the time of review. This phase of design will be used to finalize the basic shape of the logo and establish standards for the final design.
- 3) We estimate that in the event of unforeseen changes or last minute modifications, we will have to re-design or make considerable changes to the initial design to accommodate requests. We estimate an additional 20 hours would be needed to make those changes and submit for approval. These additional hours may not be needed if initial designs are accepted.

80 hours @ \$125.00 - \$10,000.00

20 hours @ 125.00 - \$2,500.00

Total estimate for (Phase 1) of Prince William County Logo design
\$12,500.00

The Contracting Parties agree as follows:

To Pay

Prince William County, VA to pay \$12,500.00 to **Rogue Shard Design, LLC** for the creation of logo treatments as listed above (this includes all modifications, design adjustments and alternative treatments as determined by Prince William County, VA).

To Receive

Copies of all deliverables (which will be provided as Adobe Illustrator .ai or .eps Vector files - on DVD data disk) to be received by **Prince William County, VA** and used at their discretion.

Terms of Agreement

All designed materials will be considered final and complete as agreed to by **Rogue Shard Design, LLC** and **Prince William County, VA** at time of delivery and will become the property of **Prince William County, VA**. Any additional changes or modifications needed after the agreed completion of designed deliverables will incur an additional \$300 per hour charge, payable to **Rogue Shard Design, LLC**.

Rogue Shard Design, LLC

Prince William County, VA

Larry Cedrone / Date

Jason D. Grant / Date

Christopher M. Abolt / Date