



### **OUR SERVICE TO YOU:**

At Blonde and Bear, we offer you a Business Concept Design service. This means that what we offer you is a 'Concept'. It does not include all the legalities to copyright ideas, trademark names, nor own the concepts. We simply bring your ideas to life, and you can choose to do with it as you please. 'Concept' also means an abstract idea. Your deliverables are plans, intentions and designs that contain framework and guidance for service providers to able to work from. Blonde and Bear deliverables should be regarded as foundations for growth and not final products.

### **YOUR CONCEPT BOOKLET WILL CONTAIN:**

[Expect up to 2 slides per heading]

- **MISSION**

This is your mission statement. It summarises broadly who your brand is, what it stands for and why it matters to the world.

- **BRAND STORY**

A brand story is a cohesive narrative that encompasses the facts and feelings that are created by your brand. Unlike traditional advertising, which is about showing and telling about your brand, a story must inspire an emotional reaction and is the central anchor for creating your business. It will drive your tone of voice, style, colour palette, even who your customer should be. This is the 'soul' of your brand and will be your guiding light for the future.

- **BRAND VALUES**

Brand values determine what your brand stands for, it's look and feel, as well as the culture and community you want to create - it is like the belief system of a person, except for a brand. We will work with you to determine your own values and outline this within the document.

- **BRAND GUARDRAILS**

Your brand guard-rails are exactly what is written on the tin. Guardrails to assist you in directing the right approach with your brand. We will include a guide that shows what your brand is, what it could be and what it definitely is not.

- **DEFINING THE CLIENT**

An important process in creating your brand is defining the ideal client you want to attract. This section will outline the client we want to attract - what they look like, who they are, why they want your brand and what we will offer them.



- **TARGET MARKET**

We will create an overview of your target market - a particular group of consumers for your brand. This expands beyond defining the individual client and will include an overview of different attributes of this client and how we might find them.

- **BUSINESS DIFFERENTIALS**

We work together to create your business point of difference. This difference is what makes you unique in the market and creates a memorable experience for your brand.

- **CUSTOMER EXPERIENCE**

During our consultations, we will come up with many ideas that relate to your brand's unique customer experience. This is important in ensuring that your customer receives the best possible service when dealing with your brand and remembers it! We will summarise these new ideas and expand on other possibilities which will be included in the document for future reference.

- **NAME**

We select a name that is a reflection of you and your business, and that it is memorable and effective. This does not include the copyright of the name, or municipal registrations, nor any other legal jargon that goes with it. We just simply agree on the name that suits your business and you can do the rest. The name may exist elsewhere on the globe but we believe its the overall brand that makes it unique not just the label of your business.

- **LOGO**

3 options for logo design will be included with your final concept. These will be a compilation of existing logos that will help to conceptualise the look and feel we would suggest for your actual logo, based on the current brand style. The final logo concepts can be used to explain your brand to the chosen graphic designer who will do the final work for you. Our options do not include copyright of the logo, nor any of that other legal jargon that goes with it. It is just the concept.

- **COLOUR PALETTE**

We will offer you an agreed tone and general colour palette in your final booklet, which you can provide to designers when creating any brand material. These may be used as guidelines in selecting the colour codes for future branding guidelines.

- **TYPOGRAPHY**

We will include an agreed option for typography (fonts and styles), that will best suit your brand look and feel. This can be provided to designers to either refine or find similar ones to work with.

- **BRAND TONE OF VOICE**

'Tone of voice', like a person, is the way in which your brand speaks or communicates to its audience. This is important in defining how you want your brand to be conveyed, especially through written communication.



- **WORDS WE LIKE**

To ensure consistency and a quick reference on your brand language, personality and values, we include a ‘words we like’ section. This will offer examples of words we like to use, versus words or sayings that do not suit the brand. This can be used by yourself or professionals who are writing on behalf of your brand.

- **COLLATERAL CONCEPTS**

We will provide you with collateral concepts that we believe suit the look and feel of the agreed brand. It will be a collection of existing online images, which will allow future graphic designers to use as a guideline when creating your content.

- **PHOTOGRAPHY GUIDELINES**

We will provide you with conceptual guidelines around what type of photos or images we would expect to see when engaging with your brand. This will assist but is not limited to, social media strategies, advertising material and your website.

- **MOOD BOARD**

As the old saying goes, a picture speaks a 1000 words. We will provide an image mood board which expands on your brand identity to further provide a visual look and feel. Depending on the needs of your brand, we will provide a collection of images to help transform your brand further and give designers the ability to see more of the look and feel.

### **UNDERSTANDING THE TERMS:**

- **DELIVERY DATES**

In order to deliver you the best possible concept, we will agree on the first stage date which we are ‘contractually obliged’ to meet. We may provide you with information before this, but we hold ourselves accountable for these dates should we be busy. The subsequent presentations will be agreed on based on the number of ‘working days’. These days will apply once formal approval is given to that particular stage.

- **WORKING DAYS**

We determine working days as a Monday - Friday working week, and do not include Governmental Public Holidays of Australia.

- **PAYMENT & CONTRACT ACCEPTANCE**

Payment is required upfront for all projects. Upon receipt of payment, it is acknowledged that the terms and conditions have been accepted by you, as outlined within this contract. Payment can be made through our online invoice system, by cash or by payment transfer to our business account.

- **INTELLECTUAL PROPERTY**

When it comes to conceptual work, while it may seem like just a ‘great idea’, it’s a serious business for us. You will be presented with three (3) concepts during our meetings, where you will select one (1) of those concepts as your final concept. This will be shaped and modelled to meet your needs. Once this final package is presented to you, it changes hands and becomes your own intellectual property with full rights to execute as



and how you require. All other concepts, ideas and materials outside of that final package, however, remain the exclusive rights of Blonde and Bear. Should there be a breach of this agreement, not only will it break our heart, but we will be required to pursue legal action.

- **FOLLOW UPS**

The “Find your Path” package comes with additional follow-ups. These are mentoring sessions to ensure that your brand is coming to life as intended. These sessions can be used to review work that has taken place, discuss your own personal progress or a bit of everything. Follow-ups will be conducted via the phone or internet - depending on what works for you.

- **COPYRIGHT**

All the images used in your booklet are there to assist yourself and your suppliers to conceptualise the brand. We always recommend following correct procedures and channels in obtaining images to be used for your business platform to avoid any plagiarism.

### **DEALING WITH THE BUMPS ON THE ROAD:**

- **CHANGES**

As part of the Blonde and Bear process, we hope that we have been able to capture all of your needs before we deliver the final concept. However, we understand that life can throw curve balls and people can change their mind. Once we have an approved final concept, changes will be charged at an hourly rate of \$150.

- **DELAY CAUSE**

We are all human, and at Blonde and Bear, we too may face challenges along the way. Whilst we pride ourselves on delivering an amazing concept design service, should we become delayed in delivering your concept, we will offer you a 5% reimbursement of the current design fee stage, per day, until that concept has been delivered.

- **REFUND POLICY / TERMINATION**

No one likes to talk about the negative things, but at Blonde and Bear, we encourage transparency and offer you a refund policy to support changing needs. This is based on the work that has begun and will be provided to you, even if you have to cancel. If termination is requested, a refund will be calculated from the date of the request based upon the work that has taken place. This includes any meetings conducted between Blonde and Bear and the Client, and work undertaken by Blonde and Bear on the concept. This work will be calculated at a rate of \$150 per day and eligible refunds will be processed within 30 working days.