

**SCHEDULE B:  
PROJECT ORDER NO. 1**

This Project Order No. 1 is entered into as of the date last signed by and between **ABX Studios**, and **Kim Winters**, pursuant to and in accordance with the Master Creative Services Agreement signed between ABX Studios and Kim Winters & Tim Davis with an effective date of April 3rd. This Project Order No. 1 defines the Services, Schedule, Fees and other specifications for work to be completed by ABX Studios for Kim Winters.

1. **TERM OF PROJECT ORDER.** The period of performance for this Project Order No. 1 shall begin on April 10, 2023 and shall be completed no later than August 31, 2023. Any extension beyond the Expiration Date must be in writing and signed by both parties.

2. **SCOPE OF SERVICES AND DELIVERABLES.** ABX Studios shall provide the following Services and Deliverables to Client:

- 2.1 **Brand Direction & Positioning**

- 2.1.1 Description: Brand strategy development through research and consultation.
    - 2.1.2 Deliverables: Initial 15 pages of company brand handbook with summary of information and data.
    - 2.1.3 Revisions: Two rounds of revisions on request.
    - 2.1.4 Does not include: Printing expenses.
    - 2.1.5 Fee for Service and Deliverable: \$10,000.
    - 2.1.6 Due Date for Deliverables: June 31, 2023.

- 2.2 **Strategic Brand Messaging**

- 2.2.1 Description: Define brand voice & tone, market messaging, mission statements, taglines, and communication resources
    - 2.2.2 Deliverables: Final 15 pages of company brand handbook with summary of information and data.
    - 2.2.3 Revisions: Two rounds of revisions on request.
    - 2.2.4 Does include: Printing expenses.
    - 2.2.5 Fee for Service and Deliverable: \$10,000.
    - 2.2.6 Due Date for Deliverables: June 31, 2023.

- 2.3 **Visual Identity Design**

- 2.3.1 Description: Translate brand strategy into compelling visual design language with color, type, shapes, stylescapes, layouts, icons, and collateral
    - 2.3.2 Deliverables: In depth 50 page styleguide including collateral templates.
    - 2.3.3 Revisions: Minor design changes on request.
    - 2.3.4 Includes: Printing expenses.
    - 2.4.5 Fee for Service and Deliverable: \$10,000.
    - 2.5.6 Due Date for Deliverables: July 31, 2023.

- 2.4 **Logo Mark**

- 2.4.1 Description: Design, revise, and refine enterprise logo mark with variations
    - 2.4.2 Deliverables: Logo file package (10+ files) with color, size, and format versions.

- 2.4.3 Revisions: Unlimited revisions.
- 2.4.4 Does not include: N/A.
- 2.4.5 Fee for Service and Deliverable: \$2,000.
- 2.4.6 Due Date for Deliverables: June 31, 2023.

### 3. PAYMENTS.

3.1 Compensation. For all of the services described above, the client shall pay ABX Studios a total of \$32,000. Any additional deliverables outside of the scope of this document will incur additional fees. Payments may be made upfront or may default to the following schedule if not otherwise stated:

- 50% of the total due upon commencement of Project Order No. 1
- 25% of the total due upon the completion of phase two- strategic messaging
- Remaining 25% to be invoiced upon project completion

3.2 Advance for Expenses. ABX Studios may request that you provide an advance to ABX Studios to cover anticipated expenses. Any such funds advanced shall be used only for the purpose for which the funds were requested, unless otherwise agreed in writing. Alternatively, ABX Studios may arrange that bills in amounts over \$500.00 for expenses incurred on the client's behalf be sent or forwarded directly to client for payment, and will notify client in writing before doing so.

3.3 Terms of Payment: Unless a mutually agreed Advance for Expenses, receipts for authorized expenses and invoices for services must be presented to the client before payment can be made. Payment will be sent either by check, by wire transfer, or Federal Express.

4. CLIENT MANAGER AND DIRECT REPORT. ABX Studios shall report to and receive direction from Kim Winters and additional members. Diego Állune Balcels shall be Kim Winter's primary contact at ABX Studios.

5. TIMELINE. If any milestone and/or delivery is delayed due to late feedback or approvals, overages will incur. In the event that the client notifies ABX Studios in writing of delays in its project timeline, ABX Studios may slow or stop work accordingly, and ABX Studios will initiate scheduling a conference with the client to coordinate and determine new due dates and timelines, which shall be memorialized in writing. If the client fails to respond or places the project on hold for longer than ten (20) business days without prior notice and agreement, a new Project Order will be required to continue.

7. AUTHORIZATION. This Project Order No. 1 is authorized and incorporated fully by reference in the above-identified Agreement through the signatures below. By their signatures below, each party agrees to be bound by these terms and conditions.

AGENCY:

CLIENT 1:

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

CLIENT 2:

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_