



DK Designs

123 Pine Ct. Suite 2 Crossville, TN 38555
931.337.0353

GeoTherm Systems Branding Campaign Project Charter

February 8, 2015

Prepared For



HOLIDAY COVE
CONSTRUCTION
Building A Dream



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Please review the attached Project Charter and forward acceptance at your earliest convenience.

DK Designs is looking forward to our Project Contractual Agreement meeting in the near future.

The best as always,

Executive Project Manager
DK Designs Inc
931.337.3350
dkdesigns.us



DK Designs Branding Campaign
New GeoTherm Systems Product Line
Holiday Cove Construction

Description of Product

Holiday Cove Construction is unveiling *GeoTherm Systems*, which a new geothermal climate control system for high-end single family homes. This system is not only designed for new home construction, but also for retrofitting into existing homes. This new “Green” technology is sustainable and is a very reasonable *return on investment* opportunity. To drive the marketing aspect of this project and to make certain branding identity is quickly and properly realized, HCC has commissioned DK Designs for this marketing campaign.

Executive Hierarchy for This Project

Holiday Cove Construction (HCC)

Charles F Newsome - CEO

Russ Timberline – Executive VP Marketing

Thomas DeWitt – Corporate Sales Manager

Tim Taylor – Construction Consultant

Perry Mason III - Legal

Heidi Klug – Accounting Executive

DK Designs

Roger Dean – CEO/President

Kevin Downey – Executive Project Manager

Herb Lubalin– Senior Graphic Designer

Tim Berners-Lee – IT Administrator

Tim Bucktoo – Production Manager

Tally Ho – Junior Designer

Paul Nottingham – Production Gopher

Teresa Boston – Legal

Anita Tawanda – Finance Manager



Project Scope

Scope of this project is to develop, implement and deploy a full marketing strategy for HCC regarding its new GeoTherm Systems product. This scope is designed to employ the deliverables described in this charter in a proficient, profession and complete manner. Also included in this scope of work are pre-production and post-production phases outlined in the below meeting schedule. Not included in this scope of work are any additional items that are not spelled out in the deliverables section. Any additional work or changes beyond which are described in the approval contract will be approached as a separate project and subject to additional costs as outlined in the change order section in said contract.

Project Milestones

- Branding Concept Completed
- Website Rollout
- All Printed Materials Assembled
- Electronic Presentation Published
- Billboard Installation
- Project Release to Client

Project Deliverables Descriptions

- New Product Branding, Including Logo and Tagline development.
- Multiple page GeoTherm product website upgrade (including website mock-up). New site will include *Home*, *Contact*, *About GeoTherm*, *Blog*, and *Showcase* pages. This site will be responsive and correctly viewable on all mobile devices.
- 6-Panel brochure - 8x10 tri-fold booklet, full color, folded.
- DVD packaging - Including campaign presentation, DVD hard shell cover, disc label.
- Billboard design - Included in this are a 32'x18' static highway billboard.
- Stationary package - Letterhead/envelopes/business cards including logo, company address, contact info and new product tagline and reverse of card.
- Set-up & printing (of all applicable materials) in full color, on high grade medium.
- Continued web hosting of the new site with our well known 99.995% uptime guarantee.



Future Deliverables Descriptions

- Flash Drive with the campaign presentation included.
- Electronic Billboard
- Project Expectations & Assumptions
- Design Team & Client Meeting Punctual Attendance
- Client Release of Associated Materials & Data
- Electronic Methods of Transmittal and Communication Setup and Updated
- Pertinent Contact Information for All Associated Members Relayed
- Any Needed Site Preparation in Place
- Design Team Production Equipment Ready to Run Large Volumes
- Design Team Web Servers Patched and Secure
- Additional Personnel Needed to Complete Project Available
- Any & All Project Funding Available & Secure

Project Phase Approval Document Requirements

All phases of this project require a sign-off meeting and related approval document(s) to be signed by the client and transmitted to the “designated point of responsibility” individual of the Design Team. DK Designs will provide these documents to the Client during the initial *Contact Signing Meeting* as outlined in the Project Schedule. At times, mid-phase approval documents may be electronically signed and delivered via secure electronic methods. These methods are also defined in said Approval Contract.



Project Pricing Breakdown

DK Designs has been commissioned to produce a new product branding strategy for HCC. Our initial approved proposal estimate stated that we will price this project on a per piece basis. Following is our pricing breakdown for each specific design module deliverable.

New Product Branding

Product Branding is a critical phase of the development of a new product's success. Our unrivaled success in creating brand recognition initiatives makes us a perfect fit for this piece of the project. Following is a cost breakdown for the *New Product Branding* and its associated components.

Spec Detail	Total
Prototypical Design Research Process	1500
Initial Draft Presentation (3 Selections)	2800
Final Revisions & Presentation	1800
Brand Image Monitoring (Post-Production)	2400
New Product Branding Total Cost	8500

GeoTherm Product Website Upgrade

The website development phase of the project is the most time consuming as well as costly. But it is also the most cost effective method to get information and material to your prospective and existing customers. This website will integrate into your existing site, which is product of DK Designs. Following is a cost breakdown for the *Website Upgrade* and its associated components.

Spec Detail	Total
Site Research and Copyright Investigation	1450
Web Graphics Design Process	2325
Website Mockup	1150
Website Development and Design	5120
Server Integration and Setup (Database)	2250
Social Networking Build Out	1550
Intranet Prototype Testing	1375
Limited Market Live Testing/Analytics	1285
Final Rollout - Going Live!	N/C
Website Upgrade Total Cost	16505



6-Panel 8x10 Tri-Fold Booklet Brochure

Design, printing, and 1000 piece distribution of the 6-panel brochure is an exciting part of this project. We are currently in the initial informational gathering phase of this project, and truly appreciate the prompt transmittal of all requested documents, including photographs, external data and mailing lists. Following is a cost breakdown for the *Brochure Design* and its associated components.

Spec Detail	Total
Compilation of Associated Materials	650
Individual Graphics Design Process	1025
Brochure Design Process	1150
Initial Draft Presentation	300
Final Draft Revisions & Presentation	720
Pre-Press Review	225
*2000 Piece Print, Cut & Fold Run	1000
Assembly and Mailing (250 pcs) Cost	630
Booklet Brochure Total Cost *Materials Included	5700

DVD Campaign Presentation Packaging

In today's fast moving mobile market, getting the message to potential customers is critical. By packaging the new GeoTherm presentation on DVD, HCC can get this message out to potential and existing clients in a manner that they can have instant access to new product information. Following is a cost breakdown for the *DVD Campaign Presentation Packaging* and its associated components.

Spec Detail	Total
Final Draft Revisions & Preview	300
250 Blank Printable DVDs	50
Replication onto DVDs	400
DVD Printing	250
DVD Case Liner Printing	200
DVD Package Assembly	300
Campaign Presentation Packaging Total Cost	1500



Static Billboard Design

We all realize how getting the name in lights can grow business and dramatically increase attraction to the brand. There are 5 high traffic locations that will be a perfect fit for these billboard ads. Following is a cost breakdown for *the Static Billboard Design* and its associated components.

Spec Detail	Total
6 Month Rental of Four Single Side Billboards	CLIENT
Large Format Ad Design	1000
Large Format Material Printing	875
Billboard Design Total Cost	1875

Stationery Package

A stationery package is great method to showcase a complete corporate identity. The HCC branding identity is well known throughout the construction marketplace. By adding the new product logo and tagline to your existing correspondence, you can rest assured that the GeoTherm name will follow the success that HCC has enjoyed for years. Following is a cost breakdown for the *Stationary Package* and its associated components.

Spec Detail	Total
Package Graphics Design Process	850
Business Card Design Process**	800
Letterhead Design Process**	300
Mailing Envelope Design Process**	720
Pre-Press Review All Items	225
500 Business Cards Print & Cut (10 up, 2 sided)	350
*500 Letterhead Printing (Executive Linen)	550
*500 Mailing Envelope Printing (2 Sided)	400
**Includes 1 General & 3 Specific Individuals	-
Stationary Package Total Cost *Materials Included	4195



New GeoTherm Website Hosting

By hosting your new GeoTherm site on the extremely reliable DK Designs servers, it is a certainty that viewers will be able to access the information they need at any time, night or day. Following is a cost breakdown for the *Web Hosting* and its associated components.

Spec Detail	Total
Domain Procurement (5 Year Period)	100
Server Management (Annually)	1000
IT Administration/Redundant Backups (Annually)	1500
Website Hosting Total Cost	2600

Project Pricing Totals

Per our Bid Proposal Agreement, we have broken down the new GeoTherm Branding Campaign modules. These numbers should be within our $\pm 5\%$ pricing margin. These prices will be discussed at our contract approval meeting and any variance will then be discussed and submitted to HCC for approval. We are certain that DK Designs will continue to bring HCC the most cost effective and affordable solution for a successful marketing strategy. Following is a cost breakdown for the *Total Design Package* and its associated components.

New Product Branding	8500
Website Upgrade	16505
Booklet Brochure	5700
Campaign Electronic Presentation Packaging	1500
Billboard Design	1875
Stationary Package	4195
Website Hosting	2600
New Product Branding Campaign Total Cost	40875

Future Pricing Estimations

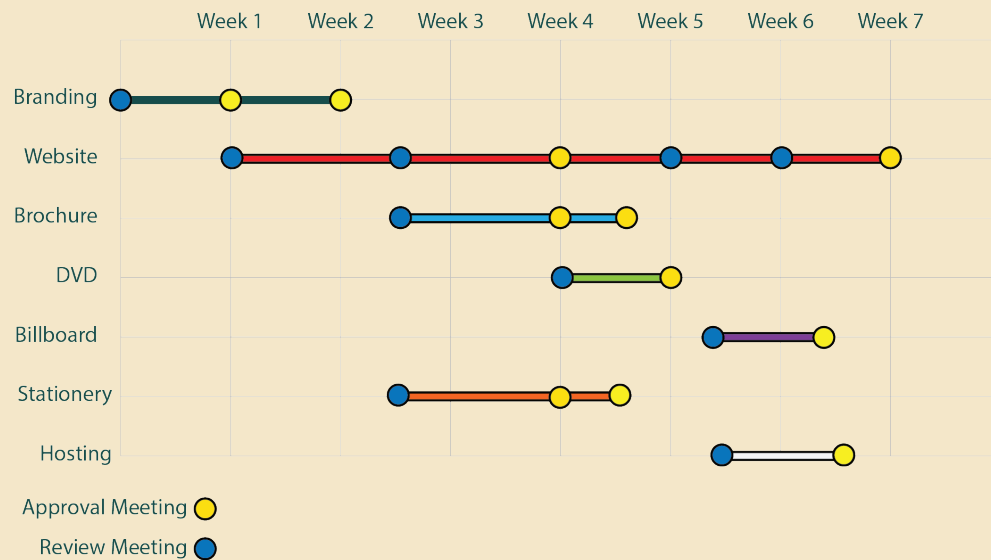
The second phase of this project will include the estimated costing for the following modules.

Spec Detail	Total
Flash Drive (with the campaign presentation included.)	800
Electronic Billboard Leasing Agreement	Client
Electronic Billboard Ad Designs	1875
Phase Two Projected Total Design Costs	2675



Project Timeline

Following is our best effort project schedule timeline. As you are well aware, DK Designs stands on our promptness, dedication to detail and open communication before, during and after a project is agreed upon. Included in this project timeline are also tentatively scheduled meetings with your project manager and our design team. If any situation should arise (by either ourselves or HCC) that would hinder the timely completion of this schedule, we will make sure that all issues are resolved as soon as possible so that the project deadlines will not be in jeopardy.



Project Variables

Should any addition or variation to this project occur, DK Designs will propose a pricing addendum to the original contract. This addendum will include a revised pricing schedule at rates defined in the following "billable hours" section of this business plan. All "billable hour" rates are calculated in 20 minute increments, with a one hour minimum. Any additional print or electronic medium usage specifically defined in this business plan will be charged at the traditional "cost plus" rate defined in the original contract.

Title	Rate
Project Manager/Design Director	50.00
Web Development	32.00
Web App Development	45.00
Web Publishing	22.00
Graphic Designer	25.00
IT Administration	25.00
Printing and Print setup	18.00



Project Charter Approval Document

By both parties approving by signature the attached *Project Charter*, DK Designs and Holiday Cove Construction hereby accept the terms set forth within this document. Both parties will make best effort to fulfill all points defined in this *Project Charter*. Also noted by signature below is recognition of *Project Expectations and Assumptions* outlined in the *Project Charter*.

Any revisions or omissions to this document will be taken into consideration, and will also be defined and superseded in the actual *Project Contractual Agreement* for this project upon approval by signature(s). Any variances from the *Approved Project Charter* must be addressed in a timely and professional manner in order to move forward with the scheduled Project Phases. Any disagreements or conflicts derived from revisions or omissions will be reviewed at the highest corporate personnel level of both HCC and DK Designs. The resolution methods will be spelled out in the *Project Contractual Agreement*.

Holiday Cove Construction Representative

Date

DK Designs Representative

Date

Prepared by Teresa Boston November 3, 2014



These conceptual pre-production diagrams, sketches and logos will eventually be honed down to a slick and polished comp and used to produce the deliverables recognized in the project plan. The following pages are only partial and draft quality content. Since the plan has been finalized, these concepts are pretty close to being a completed design.

GeoTherm Heating and Cooling Systems is a partner of Holiday Cove Construction. GeoTherm is offering a brand new line of geothermal climate control for luxury homes, both existing and new. Following are three branding concepts that are intended as building blocks for our future identity and advertising campaign. In the very new future, our collaborative efforts will consolidate these ideas into an exciting new adventure.

DK Designs is looking forward to our selection meeting in the near future.

The best as always,

Executive Project Manager
DK Designs Inc
931.337.3350
dkdesigns.us

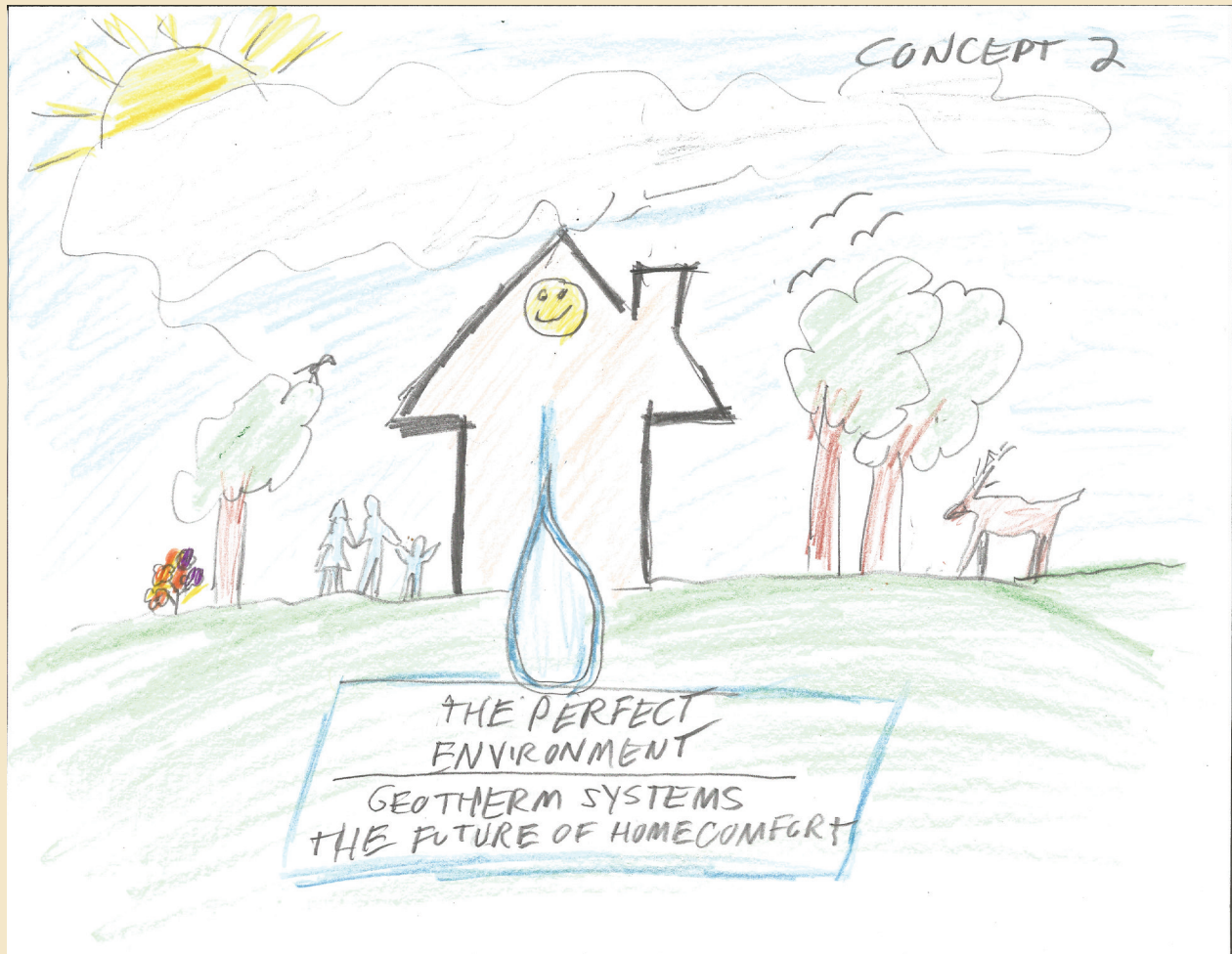


Concept 1 wants to get the point across that energy consumption is costly, and luxury home utility bills are typically 300% higher than the average single family home.



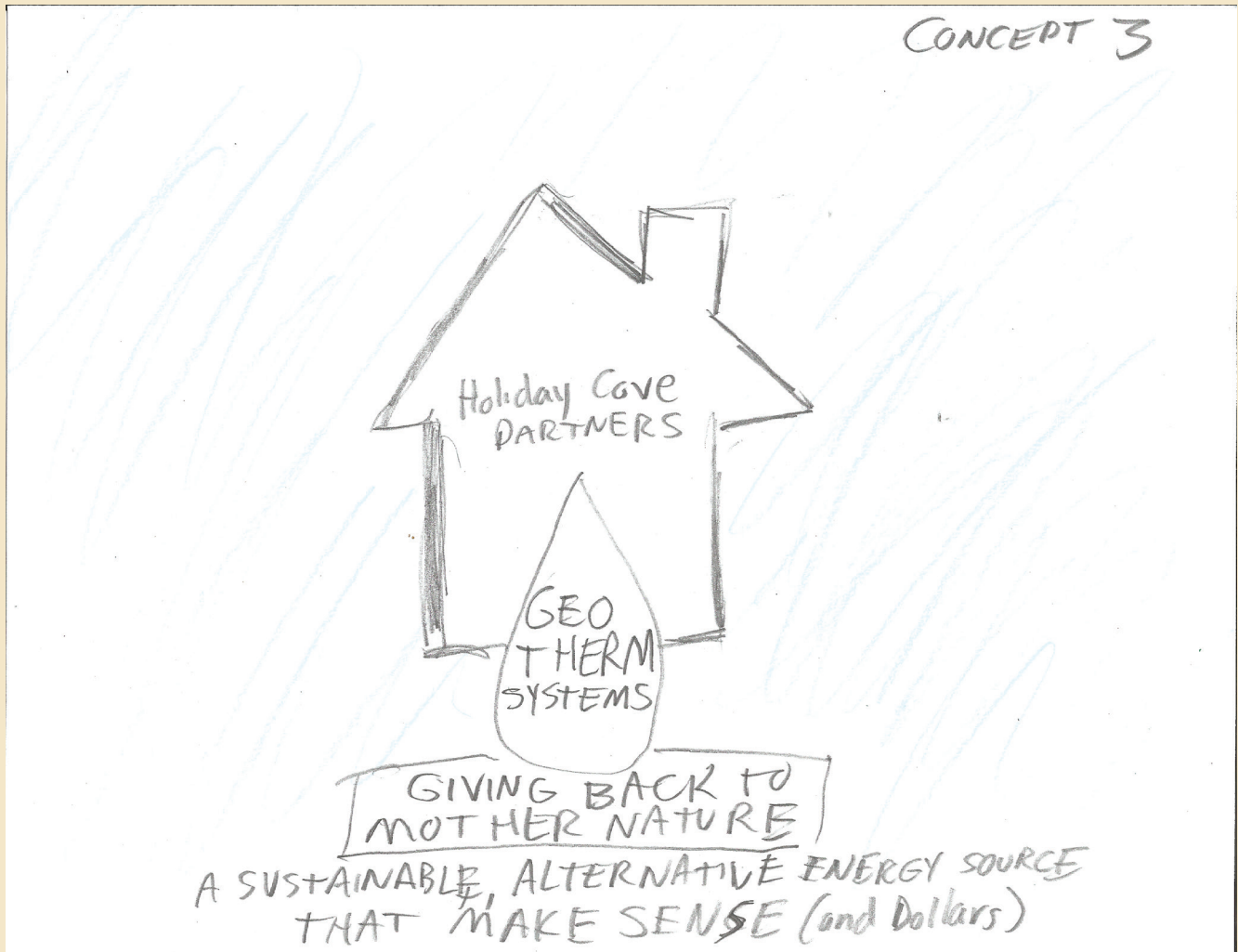


Concept 2 intends the consumer to look at thier home and environment as one big happy family.





Concept 3 really touches the heart, as everybody loves Mom. Also we intend to revive the conservative approach to luxury home living.





Following are conceptual proposed logotypes for this project. Also included is the rebranded HCC logo.



Conceptual GeoTherm Logo #1



GeoThermSystems.com
Conceptual GeoTherm Logo #2



GeoThermSystems.com

Conceptual GeoTherm Logo #3 (Greyscale)



HHC Logo Rebrand Concept



Following are the proposed logotypes and color palettes for this project.

Art Deco Color Palettes

		
70,15,0,0	88,49,62,39	32,99,98,47
		
2,2,69,0	73,67,56,56	WHITE
		
4,8,22,0	65,47,100,43	33,0,26,0

Proposed Fonts:

Lato

The quick brown fox jumps over the lazy dog

Maiandra GD

The quick brown fox jumps over the lazy dog

Minion Pro

The quick brown fox jumps over the lazy dog



Following are conceptual mockup designs of the proposed deliverables.



High Traffic Area Billboard





Holiday Cove Construction
Setting The Industry Standard For Fifty Years

Holiday Cove Construction is unveiling GeoTherm Systems, which is a new geothermal climate control system for high-end single family homes. This system is not only designed for new home construction, but also for retrofitting into existing homes. This new "Green" technology is sustainable and is a very reasonable return on investment opportunity.

Holiday Cove Construction utilizes "Green Building" materials in all of our new construction and renovation projects. We create environments that conserve energy and utilize environmentally responsible building materials - while still designing a custom home that is fresh and comfortable. Like our clients, we care about the environment. We take extra steps to incorporate green building techniques in all stages of your construction project. From landscaping that takes advantage of the natural setting of your property to best benefit from the sun and wind, to installing energy-efficient and water saving appliances. Important aspects of green building include proper ventilation and insulation, reducing and recycling construction waste, utilizing products that do not put a strain on the environment and provide healthy indoor air quality. In addition, 95% of the lumber we utilize meets The Sustainable Forestry Initiative. We are a proud member of the Green Building Initiative.





How Does It Work?

Geothermal essentially means the heat from inside the earth. Unlike traditional heating systems that burn a fuel to create heat, a geothermal system collects and distributes heat that already exists naturally, with 2/3 of it being free energy from the earth right beneath your feet.

The earth absorbs and stores nearly half of the sun's energy that hits the earth. A geothermal system taps into that free, renewable energy at a constant temperature and puts it to work in the home. The earth's natural heat is collected in the winter by a series of pipes called a loop system. The loop carries heat to the home where it's compressed and released to raise the temperature of the home where it's compressed and released to raise the inside temperature this process is reversed in the summer.



The loop system is what powers geothermal energy, and there are 4 loop configurations available to match the needs of any new or existing home. For instance, to retrofit an older home in an existing neighborhood, the vertical loop is often used because it fits in where land area is limited. Certified and experienced installers can find a way to make geothermal work in most every residential situation. The loop system is what powers geothermal energy, and there are 4 loop configurations available to match the needs of any new or existing home. For instance, to retrofit an older home in an existing neighborhood, the vertical loop is often used because it fits in where land area is limited. Certified and experienced installers can find a way to make geothermal work in most every residential situation.

The Perfect Environment



www.GeoTherm.com

The Future of Home Comfort

GeoThermal Energy Quick Facts

History says that the first use of geothermal energy occurred more than 10,000 years ago in North America by American Paleo-Indians. People used water from hot springs for cooking, bathing and cleaning.

The first geothermal plant in USA started in 1922 with a capacity of 250 kilowatts. It produced little output, and due to technical glitch had to be shut down. However, in 1946 first ground-source geothermal heat pump was installed at Commonwealth Building in Portland, Oregon.

During the 1960's, Pacific Gas and Electric began operation of first large scale geothermal power plant in San Francisco, producing 11 megawatts. Today there are more than 40 geothermal power plants operating in USA at 31 sites across the country.

As effect of climate change started showing results, governments of various countries joined hands to fight against it, for which Kyoto Protocol was signed in Japan in 1997, laid out emission targets for rich countries and required that they transfer funds and technology to developing countries, 184 countries have ratified it.


The first industrial use of geothermal energy began near Pisa, Italy in late 18th century. Steam coming from natural vents (and from drilled holes) was used to extract brine, and from the hot pools that are now known as the Larderello fields. The first industrial use of geothermal energy began near Pisa, Italy in late 18th century. Steam coming from natural vents (and from drilled holes) was used to extract brine, and from the hot pools that are now known as the Larderello fields. In 1904, Italian scientist Piero Gonzi invented the first geothermal electric power plant in which steam was used to generate the power.

Geothermal power today supplies less than 1% of the world's energy in 2007 needs but it is expected to supply 10-20% of world's energy requirement by 2050. Geothermal power plants today are operating in about 20 countries which are actively visited by earthquakes and volcanoes.

Future of GeoThermal Energy

Recent national focus on the value of increasing our supply of indigenous, renewable energy underscores the need for reevaluating all alternatives, particularly those that are large and well-distributed nationally. This analysis will help determine how we can enlarge and diversify the portfolio of options we should be vigorously pursuing. One such option that is often ignored is geothermal energy, produced from both conventional hydrothermal and Enhanced (or engineered) Geothermal Systems (EGS). An 18-member assessment panel was assembled in September 2005 to evaluate the technical and economic feasibility of EGS becoming a major supplier of primary energy for U.S. base-load generation capacity by 2050. This report documents the work of the panel at three separate levels of detail. The first is a Synopsis, which provides a brief overview of the scope, motivation, approach, major findings, and recommendations of the panel. At the second level, an Executive Summary reviews each component of the study, providing major results and findings. The third level provides full documentation in eight chapters, with each detailing the scope, approach, and results of the analysis and modeling conducted in each area.





About Our Team



Holiday Cove Construction has been in the luxury home building business for thirty two years. During that period, they have over two thousand successful projects nationwide and have supported hundreds of other building industry contractors. Holiday Cove has always been a mainstay in the middle Tennessee area, helping countless clients fulfill their dreams of owning a custom home in a custom environment. Not only is the company a driving and respected force in the home building industry, they also have been benevolent contributors in many areas. They support a "green initiative" in all the subsequent trades they are associated with, give back to the community in many ways, sponsor several internship programs in our local school systems, donate time and materials to area shelters, and give to many other unspoken organizations and charities. In the world of uncertainty today, one thing is certain: you can always depend on HCC.

Corporate Office
100 Executive Blvd NE
Suite 102
Crossville TN 38555
info@geotherm.com
Tel: 800.456.7890
Fax: 800.456.7890

www.GeoTherm.com

6-Panel Trifold Brochure



Presentation DVD & Jewel Case



Full Stationery Package



Holiday Cove Construction

[HOME](#)

[SHOWCASE](#)

[ABOUT US](#)

[CONTACT](#)

[BLOG](#)



The Perfect Environment



The Future of Home Comfort



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Multi-Page Website

GeoTherm.com



Conclusion

DK Designs and Holiday Cove Construction have a long and prosperous relationship. We have always worked together in a way second to none. We always seem to bring out the best of each other, and many of our employees have sustained friendships well beyond the typical business model. We can offer you a service unsurpassed by other design and consultant services. You can count on us to go above and beyond all expectations. We realize that this is an important project for both HCC and DK Designs. We will put this project ahead of all projects in house at this time. We also plan on utilizing our project manager, Kevin Downey, as the web developer and application developer during this project. Also, we will be using our two part-time interns and one staffing employee to assist in the printing and packaging components of this project. Even though we have a small staff, we have always been prompt and complete in our projects, and are always on or ahead of schedule.

It has always been a pleasure working with you. We believe that this next project will turn out even better than the last. We are looking forward to moving forward with this project soon.

Thanks for considering DK Designs for all your design and marketing needs!

Thanks for your business!

Kevin Downey

DK Designs



Holiday Cove Construction

GeoTherm Systems Branding Campaign

Primary Contractual Agreement

Client: Holiday Cove Construction

Primary Contact: Contact person's name and email

Project: GeoTherm Systems Branding Campaign

Designer: DK Designs

Date of Project: February 8, 2015 - April 3, 2015

Project Deadline: March 27, 2015

Purchase Order #: DK141011-HC

Invoice #: 141011-HC

Fees and Costs:

See Project Proposal Invoice (Page 32) for details.

1. Payment

All invoices are payable within 21 business days of receipt. A \$50 service charge is payable on all overdue balances for reissuing each invoice at 45, 60, 75 and 90 days from the date of original invoice. The grant of any license or right of copyright is conditioned on receipt of full payment.

2. Default in payment

The Client shall assume responsibility for cost outlays by designer in all collections of unpaid fees and of legal fees necessitated by default in payment. Invoices in default will include but are not limited to fees for collection and legal costs.



3. Beyond Scope Estimates

The fees and expenses shown on the Bid Invoice Document are minimum charges only unless an hourly fee has been agreed upon. That fee will be Hourly Fee per hour and the designer shall keep the client apprised of a tally of hours within a reasonable period of time. Final fees and expenses shall be shown when invoice is rendered. The fees and expenses shown are minimum estimates only unless the quote and/or invoice is clearly marked **BID INVOICE**, otherwise the stated hourly fee in the Project Variables Document will be payable on all time over that which was quoted with a minimum in 20 minute increments.

4. Changes

The Client must assume that all additions, alterations, changes in content, layout or process changes requested by the customer, will alter the time and cost. The Client shall offer the Designer the first opportunity to make any changes.

5. Expenses

The Client shall reimburse the Designer for all expenses arising from this assignment, including the payment of any sales taxes due on this assignment, and shall advance the Designer for payment of said expenses, including but not limited to Stock Photography, Artwork, and or material needed for the project.

6. Cancellation

In the event of cancellation of this assignment, ownership of all copyrights and the original artwork shall be retained by the Designer, and a cancellation fee for work completed, and expenses already incurred, shall be paid by the Client. Cancellation fee is based on the hours submitted, if the project is on an hourly basis or a percentage based on the time estimate for the entire job. A 100% cancellation fee is due once the project has been finished, whether delivered to the client or not. If the project is on an hourly basis and the project is canceled by the client, the client agrees to pay no less than 100% of the hours already billed for the project at the time of cancellation plus a flat fee of \$250 or 50% of the remaining hours that were expected to be completed on the project, whichever is greater.



7. Ownership and return of artwork

The Designer retains ownership of all original artwork, whether preliminary or final, and the Client shall return such artwork within 30 days of use unless indicated otherwise below. If transfer of ownership of all rights is desired, the rates may be increased. If the Client wishes the ownership of the rights to a specific design or concept, these may be purchased at any time for a recalculation of the hourly rate on the time billed or the entire project cost.

8. Credit Lines

The Designer and any other creators shall receive a credit line with any editorial usage. If similar credit lines are to be given with other types of usage, it must be so indicated here.

9. Releases

The Client shall indemnify the Designer against all claims and expenses, including attorney's fees, due to the uses for which no release was requested in writing or for uses that exceed authority granted by a release.

10. Modifications

Modifications of the terms of this contract must be written and authorized by both parties, involving the implementation of a new version of the contract as a whole following standard procedures of documentation and approval.

11. Uniform commercial code

The above terms incorporate Article 2 of the Uniform Commercial Code.

12. Code of fair practice

The Client and the Designer agree to comply with the provisions of the Code of Fair Practice (which is in the Ethical Standards section of chapter 1, Professional Relationships).

13. Code of fair practice Details

The Designer warrants and represents that, to the best of his/her knowledge, the work assigned hereunder is original and has not been previously published, or that consent to use has been obtained on an



unlimited basis; that all work or portions thereof obtained through the undersigned from third parties is original or, if previously published, that consent to use has been obtained on an unlimited basis; that the Designer has full authority to make this agreement; and that the work prepared by the Designer does not contain any scandalous, libelous, or unlawful matter. This warranty does not extend to any uses that the Client or others may make of the Designer's product that may infringe on the rights of others. Client expressly agrees that it will hold the Designer harmless for all liability caused by the Client's use of the Designer's product to the extent such use infringes on the rights of others.

14. Limitation of liability

Client agrees that it shall not hold the Designer or his/her agents or employees liable for any incidental or consequential damages that arise from the Designer's failure to perform any aspect of the project in a timely manner, regardless of whether such failure was caused intentional or negligent acts or omissions of the Designer or Client, any client representatives or employees, or a third party.

15. Dispute Resolution

Any disputes in excess of maximum limit for small-claims court arising out of this Agreement shall be submitted to binding arbitration before a mutually agreed-upon arbitrator pursuant to the rules of the American Arbitration Association. The Arbitrator's award shall be final, and judgment may be entered in any court having jurisdiction thereof. The client shall pay all arbitration and court cost, reasonable attorney's fees, and legal interest on any award of judgment in favor of the Designer. All actions, whether brought by client or by designer will be filed in the designer's state/county of business/residence. This contract is held accountable to the legal system of State Name and any applicable statutes held therein.

16. Acceptance of terms

The action of the sending and receipt of this agreement via electronic method will hold both parties in acceptance of these terms. The Designer as sender and the client as recipient will acknowledge acceptance of these terms either through an e-mail noting acceptance or acceptance is acknowledged at the beginning of any work on said project. Electronic signatures shall be considered legal and binding.



Primary Contractual Agreement Execution Document

By their execution below, the parties hereto have agreed to all of the terms and conditions of this Agreement effective as of the last date of signature below, and each signatory represents that it has the full authority to enter into this Agreement and to bind her/his respective party to all of the terms and conditions herein.

DESIGNER AUTHORIZED AGENT

Date

CLIENT AUTHORIZED AGENT

Date

Web Development
Graphic Artists



Website Design
Logo Creation

dkdesigns.us
931.337.0353
123 Pine Ct. Suite 2 • Crossville, TN 38555

PROJECT BID INVOICE

Client Info:

Holiday Cove Construction, LLC
123 Main St, Crossville, TN
ATTN: Russ Timberline, Exec. VP - Marketing

Date: 10/14/2014
Reference: 141011-HC
Due Date: 04/03/2015
Terms: See Below

Project Breakdown

Amount

Multi-page GeoTherm product website design (including website mock-up). Includes Home, Contact, About, GeoTherm, Blog, and Showcase pages.	\$ 16,505.00
2000 6-Panel Brochures - 8x10 Tri-fold Booklet, Full Color, Folded. Includes 250 pc. Direct Mailing Costs.	\$ 5,700.00
DVD packaging including Campaign Presentation Hard Shell Cover, Insert Booklet, DVD Label. Flash Drive Included.	\$ 1,500.00
Billboard Design - 32'x18' Static Highway Billboard	\$ 1,875.00
Stationary Package - Letterhead/Envelopes/Business Cards Includes New Product Logo, Company Address, Contact Info	\$ 4,195.00
Website Hosting Package. Includes 2 Year Support. Application Database Servers Running Redundant Backups Daily.	\$ 2,600.00
New Product Branding, Including Logo and Tagline development.	\$ 8,500.00

Signature of Approval

By approving this document, all terms & conditions stipulated in the proposal document and in this invoice are subject to the arranged payment schedule. Any deviance of these terms & conditions must be approved by DK Designs as well as the Client's authorized representative.

SubTotal	\$ 40,875.00
Deposit	\$ 20,000.00
Total Due	\$ 20,875.00

Thanks for your Business!

The grant on any license of copyright is conditioned on payment in full. DK Designs retains ownership of all original artwork and digital files thereof unless express release is given in writing at the time this agreement to perform above work was signed and delivered. All payments in full are due within thirty days of receipt of this document. Late payment is subject to a fee of 5% per month of total balance.

We accept cash, checks, PayPal and major credit cards.

Prepared By KD



Project Summary

Holiday Cove Construction (otherwise known as HCC) has been in the luxury home building business for thirty two years. During that period, they have over two thousand successful projects nationwide and have supported hundreds of other building industry contractors. Holiday Cove has always been a mainstay in the middle Tennessee area, helping countless clients fulfill their dreams of owning a custom home in a custom environment. Not only is the company a driving and respected force in the home building industry, they also have been benevolent contributors in many areas. They support a “green initiative” in all the subsequent trades they are associated with, give back to the community in many ways, sponsor several internship programs in our local school systems, donate time and materials to area shelters, and give to many other unspoken organizations and charities. In the world of uncertainty today, one thing is certain: you can always depend on HCC.

Holiday Cove Construction is unveiling GeoTherm Systems, which a new geothermal climate control system for high-end single family homes. This system is not only designed for new home construction, but also for retrofitting into existing homes. This new “Green” technology is sustainable and is a very reasonable return on investment opportunity. To drive the marketing aspect of this project, and to make certain branding identity is quickly and properly realized, HCC has commissioned DK Designs for this marketing campaign. The approved project charter included the following designed deliverables:

New branding concept, Multiple page GeoTherm product website upgrade, 6-Panel brochure – 8x10 tri-fold booklet, full color (folded), DVD campaign presentation packaging, billboard design, complete stationery package and continued web hosting.

We truly appreciate the approval of all the proposed deliverables and commissioning DK Designs to move forward with this project. Our design team has worked hard to submit to your marketing team a variety of conceptual sketches and draft designs regarding the finished product. We are well pleased that you are happy with the results. We intend to move full speed ahead to provide you with the quality designs you expect.

Although there were a few underlying issues with stock photography that caused brief delays in getting you the documents required, both of us have taken steps to insure that these resolutions are put into place in our design and proofing processes. Not only will that help DK Designs be more efficient in the future, it will also help all our clients receive the quality and service they have come to expect from us.

As you are aware, Holiday Cove and DK Designs have collaborated on many successful projects in the past. We are extremely pleased that you have commissioned our firm to work with you on this new project, and agree that the resulting deliverables have met and surpassed the high standards of consultation and design you have come to expect from us.

As Always.

Kevin Downey

Executive Project Manager - DK Designs



Notes