Logo and Brand Identity Agreement

This agreement is made between the Designer and the Client named below and takes effect on the date of the last signature.

Designer

LEGAL NAME

EMAIL

PHONE

GSTIN

ADDRESS

Client

FULL NAME

EMAIL

PHONE

ADDRESS

Scope of work

The Designer will design a logo and brand identity for the business named below and deliver a brand guide.

BUSINESS OR BRAND NAME

INDUSTRY

LOGO CONCEPTS

REVISION ROUNDS

DELIVERY DATE

Deliverables

- Primary logo, secondary marks and icon
- Colour palette and typography
- Brand guidelines PDF
- Logo files in vector and web formats

Fees and payment

TOTAL AMOUNT (₹)

PAYMENT SCHEDULE

Payment method

◯ UPI ◯ Bank transfer ◯ Card ◯ Cheque ◯ Cash

Invoices are payable within 15 days unless the schedule says otherwise. Late payments may attract interest at 1.5% per month.

Specific terms

- Copyright assignment. On full payment the Designer assigns all copyright in the final logo to the Client so the Client can register it as a trademark.
- Originality. The Designer confirms the logo is original and not copied from another mark; the Client should still run a trademark search.
- Portfolio. The Designer may show the logo in its portfolio after launch.

Standard terms

- Independent contractor. The Designer is an independent contractor, not an employee, and is responsible for its own staff, taxes and statutory dues.
- Ownership. Once the Client has paid in full, the Client owns the final deliverables. The Designer keeps its pre-existing tools, templates and know-how, and may show the work in a portfolio unless the Client objects in writing.
- Confidentiality. Each party keeps the other's non-public information confidential during this agreement and for two years after it ends.
- Liability. Except for fraud, wilful misconduct or breach of confidentiality, each party's total liability is limited to the fees paid in the three months before the claim.
- Termination. Either party may end this agreement by written notice of the period chosen below, or at once if the other party commits a serious breach and does not fix it within 7 days. The Client pays for work done up to the end date.
- Taxes. Fees exclude GST, which is added to invoices where applicable.

Notice period to terminate

◯ 7 days ◯ 15 days ◯ 30 days

Initials

General terms

- Governing law. This document is governed by the laws of India.
- Entire agreement. This document is the whole agreement between the parties on its subject and replaces earlier discussions.
- Amendments. Changes are valid only in writing signed by both parties.
- Severability. If a clause is unenforceable, the rest of the document still applies.
- Notices. Notices may be sent to the email addresses given above and take effect on delivery.
- Electronic signatures. The parties agree to sign electronically; electronic signatures and records are valid under the Information Technology Act, 2000.

Designer

SIGNATURE

PRINTED NAME

DATE

Client

SIGNATURE

PRINTED NAME

DATE