

Working with Barthelmes Brand

Let's Get Started

Barthelmes**BRAND**

Welcome

Thanks for considering Barthelmes Brand as your creative partner. I will do everything possible to make sure that your experience is a good one.

As with any relationship, communication is key: if there is something you don't understand, have thoughts on a new creative direction or just want to understand the process better—let me know.

The creative process is not science, it's not an assembly line and it's not a single-minded pursuit. There are many different paths to solving marketing and business problems—and a good collaborative relationship between both parties is an essential element.

Working with Barthelmes Brand is simple and straightforward. You talk — we listen. Together we set a plan that addresses your business's brand and marketing needs. We'll dig, research, gather, investigate, think, dream, interview and analyze to understand the business problem that you need to solve. And then develop solutions to help move your brand forward. Your help and contributions in this area are invaluable and don't be afraid to share your ideas and thoughts. The best results always come from good collaboration and an open mind.

This package contains the **agreement** that will allow us to get started; I hope that you'll find it to be simple and clear—and if not—let me know so that I can be sure that our expectations match.

Chip Barthelmes

Principal and Creative Director

Work & Fees

Barthelmes Brand works with clients in several ways:

Project. Contract. Retainer.

In each case, a thorough estimate is drafted and signed off by both parties and the project begins with the down-payment. *Barthelmes Brand accepts business checks and PayPal.**

Project: The simplest structure. The client hires the agency to produce work for a specific project. This model has no long term commitments or obligations from either party and works best for “one-off” projects. Deposits and payments are made by check or PayPal.

Contract: A business or other agency may hire the agency or individual to work on-site for a period of time (in hours, days, etc), usually to help get through a particular project and normally applies only to businesses with in-house creative departments.

This helps businesses get through busy times without hiring permanent full-time employees and can sometimes be used to “audition” an agency for other assignments. This model works best for purely tactical projects.

Retainer: The business hires the agency for certain amount of hours/month on either an open-ended basis or installments for a full advertising budget. Some of the benefits of this structure include:

- » gaining a committed agency partner who is thinking strategically beyond the scope of a single project to help solve business problems
- » a predictable marketing budget, as the entire budget is amortized across the length of the contract
- » the agency is at your service when needed

Agency Rates:

PROJECT	\$90/hr**
RETAINER	\$80/hr**
CONTRACT (agency, corp-on-site)	varies

*With PayPal's Online Invoicing:

- Invoices are e-mailed to customer from Barthelmes Brand PayPal account
- Accepts customer's credit card or bank payments securely
- Customers don't even need a PayPal account

**Any expenses exclusive of normal overhead are not included in this agreement and will be invoiced separately. Examples include: printing, proofs, laser prints, copies and mock up materials, stock photography, printing, outside creative consultants (photographers, illustrators, copy writers) as needed, delivery services, travel required for client's business and the meals associated with that travel.

Expectations

Good relationships come from good communication and clear understanding of what is expected from both parties.

A business hires Barthelmes Brand to perform specific work or solve a business problem. Barthelmes Brand agrees to perform that work for an agreed upon amount of money. Please note: The client is hiring and paying for the agency's time, expertise and point of view. The client chooses the agency based upon the agency's reputation and examples of previous professional work. The subjective nature of creative work and idea development combined with a client's expectations and relative level of understanding of agency—client relationships, the creative process and the client's ability to clearly communicate what they want can result in a disconnect between expectations and outcomes. On the rare occasion that this happens, that responsibility falls to the client. So, once the agency delivers the work per the contract, the job is complete and payment due, regardless of client satisfaction.

This is a business relationship that has responsibilities by both parties. Please see Creative Services Contract for additional details.

Client Brand Assets

- » Client supplied content and materials are expected to be final and ready to use in layouts. All written content must be delivered in an editable, digital format. Any edits or key-stroking needed to make the content ready for layout will be billed as an additional service.

- » Client supplied photography and art is expected to be final and ready to use in layout. Any retouching or other edits will be billed as an additional service.

Project Estimates

- » Project estimates are valid for 30 days from the date of estimate. Project may be re-estimated if, upon receipt of all brand assets and project content, the agency determines the scope of the project has been altered from the original agreement.

Hours of Operation

- » Barthelmes Brand's normal operations are Monday through Friday; 8:30 AM to 5:30 PM. Normal turn-around times are a bit less defined, but common sense should rule. Generally, iterations should be expected within 24 hours. Rush and work beyond normal office hours will be charged at RATE + 50%. We will always do whatever we can to help you meet your deadlines.

Out of Pocket Expenses

- » All OOPs are marked up at 15%. Examples include: printing, proofs, laser prints, copies and mock up materials, stock photography, outside creative consultants (photographers, illustrators, copy writers) as needed, delivery services, travel required for client's business and the meals associated with that travel.

- » Outside creative consultants such as photographers, illustrators, copy writers and printers receive a markup of 15% and Barthelmes Brand will receive 50% of all bid third-party costs in advance of the start of projects involving third-party vendors and will receive the final 50% ten days before the estimated date of those deliverables. In some cases, third-party costs may be invoiced directly to the client.

Terms

- » All invoices are as specified in contract. Balances past 30 days are charged 2%/month.
- » Payment: cash, check, PayPal or credit card (through PayPal billing)
- » One hour minimum charge* on all changes, additions, unarchiving files, re-sizing files, extras, etc.

Ownership of Files

- » Upon project completion and invoice paid in full/account in good standing (all projects paid in full), Barthelmes Brand will deliver final art files to the client. This includes the final production file and linked art. (Fonts may not be transferable per license). Layered Photoshop and other work-product files remain property of Barthelmes Brand.

Storage of Files

- » Barthelmes Brand stores client files for 1 year.

About Barthelmes Brand

Founder and creative director, Chip Barthelmes has applied his client-side thinking and consumer-centric design & visual story telling to dynamic communication solutions for 25 years.

“Success goes far beyond designing a nice logo or brochure—finding a way to connect with the right audience—to capture their attention—and to speak in a voice that they will understand, embrace—and act upon—should be the goal.”

No one wants to be “sold to”, but consumers do need information and want to be presented with goods and services that have relevance to their lives. Brands that reach out to the appropriate audience in an authentic way—and with deference to consumers’ busy lives—will thrive.”

A solid understanding of a brand’s market and customers, creates a foundation for creative that hits the mark and delivers results.

The Barthelmes Brand approach is disciplined, strategic and visually arresting. And by helping our clients leave their comfort zone for ideas and solutions that will cut through the noise—we deliver results.

Chip founded Barthelmes Brand in 2009, knowing the time was right for a creative business model that was nimble, collaborative and small—yet highly experienced—a branding agency that could solve business problems for clients and deliver “big agency” results at a fraction of the cost and time of traditional agencies. In essence, finding the sweet spot known as VALUE and offering it to businesses of all sizes.

Visit BarthelmesBrand.com



Visual Brand Development & Brand Marketing Capabilities

- » **Strategic thinking and support**
- » **Creative concept development**
- » **Creative execution—design and copy writing**

BRANDING

Brand Identity (logo, visual voice, brand color palette and fonts)

Brand Standards Manual/Guidelines

Brand Messaging

Brand Positioning workshop

FOUNDATIONAL CONCEPT DEVELOPMENT

Big ideas that attract your audience and connect on an emotional level. Foundational concepts that form the basis for brand and marketing campaigns.

INTEGRATED MARKETING CAMPAIGNS

Collateral and sales materials

Advertising

E-mail marketing

Website design and development

Tradeshow design

Launch campaigns and events

Video and motion graphics

Social campaigns

Content writing and graphics

Agreement (aka: client services contract)
