



# Pro Bono Project Agreement

The individual providing services will be LovelyPixels, referred to in this contract as “the Creative.” If the Creative is working with a team of other professionals, then all information will be communicated through the Creative only. All efforts will be made to provide appropriate and successful solutions to meet the communication needs of the organization.

One member of the Company is to be assigned as sole liaison between the Creative and client. This person is \_\_\_\_\_ . In case of communication delay or difficulty, the secondary contact is \_\_\_\_\_ .

A Creative Brief compiled, approved and signed by all members of the Design Team will be required to provide insight into the criteria used to provide the solution. All members of staff that desire creative input will be required to attend any meetings where concepts or comprehensives are presented.

The designer reserves the right to present concepts and/or comprehensives to the assembled staff in person.

A project budget must be submitted to the designer before work can begin.

A total project or monthly time-cap will be determined for this project. The project will end upon the date specified in the contract under the production time line. Exceptions will be determined on a per project basis.

The number of original concepts presented and revisions provided for this project will be agreed upon before work commences.

Agreed-upon number concepts for Project: \_\_\_\_\_

After a concept is selected, the revision process begins. Revision is defined by the Creative as a variation which constitutes a significant change to the form, content, or components of the selected concept.

NOTE: revisions are a natural part of the design process, but excessive revisions creates an endless loop between the Creative and the Organization, and may lead to a project stall. The Creative agrees to notify the organization if the project revision process is approaching a stall point, upon which the project will be halted until the Creative and the Organization determine the best course of action.

Agreed-upon number revisions for chosen concept: \_\_\_\_\_

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

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

Project Manager: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Secondary Contact: \_\_\_\_\_

Business Address: \_\_\_\_\_

Additional Contributors (if any):

Photographer: \_\_\_\_\_

Copywriter: \_\_\_\_\_

Programmer: \_\_\_\_\_

Illustrator: \_\_\_\_\_

Printer: \_\_\_\_\_

Estimated commercial cost of project based on the Design Brief: \$\_\_\_\_\_.

Design & Layout: Pro Bono

Project Hours Estimate: \_\_\_\_\_  
(# of estimated hours) @ (\$ 00.00) per hour.

All project estimates are solely dependent on the organizations ability to provide the necessary project material in the format requested and in a timely fashion.

Purchase of any fonts, third-party services and stock artwork used in the final concept will be billed to the organization.

Printing fees: paid for by \_\_\_\_\_  
(Name of organization)

Specifics from Creative Brief

Project Objectives: \_\_\_\_\_

Distribution: \_\_\_\_\_

Creative Considerations: \_\_\_\_\_

Look and feel desired: \_\_\_\_\_

Current organization colors are: \_\_\_\_\_

Current Organization Fonts: \_\_\_\_\_

## Production Specifications & Schedule

### Submission of materials to the Creative: Rules and Guidelines.

Please read the following rules and guidelines carefully. Failure to comply with these requirements may delay your project or possibly cancel all bounding agreements between the Creative and the Company.

### Text

Please deliver all text based information as a text-only word processing file prepared as follows:

- \* Open and Save a document in your word processing program in the text-only format (.txt)
- \* Type all information as one file (don't use text boxes).
- \* Do not use: Indents, Tabs, Underlines, extra spaces or symbols.
- \* Specialized symbols, like accent marks, tildes, or scientific designators are an exception to the rule and the Creative should be notified of their usage and supplied with a print-version of select symbols.
- \* Space once after a period.
- \* Please use Courier, Arial, or Times New Roman for your text.
- \* Utilize or signify appropriate capitalization, punctuation, bold, or italics.
- \* Double-space or triple-space between paragraphs or other sections you wish to be set apart or formatted in a special manner.

\* Put notations or instructions in where necessary. For instance: (Empty page) (Form goes here) (Photo to be provided as digital, hard copy or whatever may apply) etc.

\* Please provide a hardcopy proof of your text for comparison purposes.

**The Creative is not responsible for ensuring proper grammar, spelling or citation of references. Please have your team provide proofreading and quality control for all text.**

## Graphics

Graphics may be submitted on a Compact Disc or via email. Please read the following guidelines for submission carefully.

If your project is Web-based:

The following formats and qualities are acceptable for Web usage:

- \* Photos - original professionally developed and printed hard copies
- \* Digital Camera - medium quality or higher.

Formats that are appropriate or can be converted for print media are

- \* TIFF, JPEG, EPS, GIF, PNG
- \* Files from vector-programs such as Illustrator, Freehand or CorelDraw
- \* Files from raster-program files such as Photoshop.

If your project is print-based:

The following formats and qualities are acceptable:

- \* Photos - original professionally developed and printed hard copy.
- \* Digital Camera - Highest resolution available

Formats that are appropriate or can be converted for print media are

- \* TIFF, uncompressed JPEG, EPS
- \* Files from vector-programs such as Illustrator, Freehand or CorelDraw
- \* Files from raster-program files such as Photoshop.

Graphics files embedded in word processing files (including Word, Powerpoint, PDF, Publisher, Excel or Keynote are incompatible formats and will be rejected. Graphics files from Websites, camera phones or screen captures are unacceptable and will be rejected.

## Deliverables

Content, graphics, photographs or information needed to complete the project. Please be aware that pro bono work must be a secondary consideration when scheduling work. If the schedule below does not seem realistic and you feel you will need more time, please note an alternate schedule date next to the suggested schedule date.

Deliverables from \_\_\_\_\_ (Name of organization) \_\_\_\_\_ (date)

(Print Jobs Only) Delivery of Digital Files to Printer: \_\_\_\_\_

Final Delivery of digital files and/or \_\_\_\_\_ (Other project items) to \_\_\_\_\_ (name of organization)

Completion/delivery of project: The estimated completion date of this project is:\_\_\_\_\_

## Legal Requirements

Client assumes all responsibility for use of any artwork, copyrighted material or trademark's provided by the client or by direction or request of the client to the designer for use in the project.

(Initial here\_\_\_\_\_)

Signed proofs protect the Organization and Creative equally, and are required before work can be completed. The Client agrees to accept responsibility for reviewing text for grammatical and spelling errors, fact-checking, color and image approval.

(Initial here \_\_\_\_\_)

(Print Jobs Only) There may be slight color variations between proofs and finished jobs. Final color is dependent upon the printing equipment and paper stock used. (Laser is not as accurate as Offset. Designated color-matching systems, such as Pantone can be specified, but not always duplicated on laser printers).

## Reproduction Rights

Any work of the designer, whether original or using previously established design elements, is considered a new work of art and therefore sole rights to that art and all native electronic files (ie: Illustrator, Photoshop, InDesign, Quark Xpress or Pagemaker) remain the sole property of the designer. If a creative proposal is not accepted as presented, the artwork, whole or in part remains the legal property of the designer unless otherwise agreed upon by the Creative and the Company.

## Reproduction of Artwork

The client assumes full reproduction rights upon completion of the project.

(Initial here\_\_\_\_\_)

The designer retains personal rights to use the completed project and any preliminary designs for the purpose of design competitions, future publications on design, educational purposes and the marketing of the designer's business. Where applicable the client will be given any necessary credit for usage of the project elements.

(Initial here\_\_\_\_\_)

The Designer reserves the right to use examples of this project in portfolios, design publications, educational materials, competitions and for marketing purposes. When used for these purposes and where applicable, the client will be given credit for usage of the project elements.

(Initial here\_\_\_\_\_)

Credit Line: A "Design & Layout by LovelyPixels" credit line may be inserted (at the discretion of the creative) on the publication or Website in an appropriate location.

(Initial here\_\_\_\_\_)

Client-supplied hard copy photographs will be returned upon completion of the project. In addition, all photographs, text, and concepts originating with the Organization remain the property of the Organization

(Initial here\_\_\_\_\_)

All preparatory materials purchased or created for use in the project remain the property of the Creative.

(Initial here\_\_\_\_\_)

In the event that the Creative and the Organization conclude that the project has reached a point where continuance is no longer desirable, this project is subject to a mutually agreed upon termination. In the event of cancellation of this assignment, ownership of all concepts, sketches, programming and revisions shall be retained by the designer.

(Initial here\_\_\_\_\_)

Acceptance of agreement: The above, specifications and conditions are hereby accepted. The Creative is authorized to execute the project as outlined in this agreement. Proposal is accepted as outline above.

Client's signature\_\_\_\_\_

Creative's signature\_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_