

MARGIE R. IBARRA  
COUNTY CLERK  
FILED

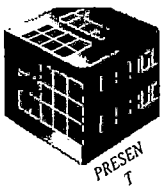
# LOGO BRIEFING / ADMIN

2020 DEC 18 PM 3:59

WEBB COUNTY, TEXAS

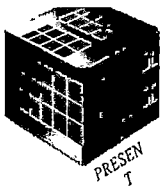
NAME OF COMPANY		BY <u>REW</u> DEPUTY
CONTACT PERSON		
ADDRESS		
TELEPHONE		
EMAIL		
BILLING ADDRESS (IF DIFFERENT TO ABOVE)		
IS THE LOGO FOR A COMPANY OR PRODUCT?		
WHAT IS THE FULL NAME THAT WOULD YOU LIKE TO APPEAR IN THE LOGO?		
WHAT SORT OF COMPANY OR PRODUCT IS THE LOGO FOR?		

A CREATIVE EXPERIENCE  
www.acreativeexperience.com / frank@acreativeexperience.com  
310.227.4599 / skype: acreative.frank



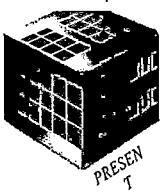
# LOGO BRIEFING / BACKGROUND

<p>DO YOU HAVE A TAGLINE OR A SLOGAN? WOULD YOU LIKE TO SEE IT INCORPORATED WITH THE LOGO?</p>	
<p>WHAT ARE THE MARKETING AND BUSINESS GOALS USING THIS LOGO; WHAT WILL IT ACCOMPLISH?</p>	
<p>DESCRIBE YOUR DIRECT COMPETITION; PROVIDE ADDRESSES TO THEIR WEBSITES IF AVAILABLE</p>	
<p>WHO DO YOU WANT YOUR LOGO TO APPEAL TO? DESCRIBE YOUR TARGET MARKET, GENDER, AGE, GEOGRAPHY.</p>	
<p>WHAT FIVE WORDS BEST DESCRIBE YOUR COMPANY, ITS PRODUCTS OR SERVICES?</p>	



# LOGO BRIEFING/SPECIFICS

What colors do you like?	
What colors do you not like?	
Please let us know what logos in the marketplace you like & why you like them. <b>PLEASE ANSWER THIS.</b> <b>IF YOU DO NOT GIVE US AT LEAST ONE EXAMPLE, WE CANNOT BEGIN THE PROJECT. WE HAVE TO GET A HANDLE ON YOUR TASTES!</b>	
Do you want a modern/fresh look or a traditional/ classic look?	
How many colors do you want your logo to be?	
Does your logo require any illustration (i.e. a character)?	
Do you have any preconceived ideas about the design of your logo?	
Do you want your logo to include text only, text and graphic, or graphic only?	
Do you have any specific themes for an icon, if you would like an icon included?	
Additional comments? The more input you give us, the smoother the process!!!	



# LOGO BRIEFING / WORKING

It is our full intention to ensure you are 100% happy with your logo and we hope that together we can create an identity both you and ACE are proud of. By agreeing to the following, this project will be started and we look forward to working with you!

- 1/ A Creative Experience will supply initial concepts for the logo design and will supply these to you in the form of a pdf. presenter produced by several of our designers these initial concepts are purely created to see what direction you prefer for your logo.
- 2/ From these initial concepts we require your feedback and your preferences to colors, styles, typography, icons etc. Based on your feedback, we will produce a second stage presenter with further concepts that consider all of your feedback.
- 3/ Based on your feedback to stage 2, we would hope to have agreement on an overall direction. Based on this direction, we will keep working with you to finalize your logo through as many stages as needed to complete the logo to your 100% happiness.
- 4/ If after stage 2 we are no nearer having a direction that you are happy with, we will require you to provide us with a more specific brief to what you would like to see. Based on this specific brief we will produce further options for you to see and then work with you as per #3.
- 5/ If your logo requires illustration work (i.e. character art, specific illustration beyond graphic design), this process will incur additional costs, to be agreed between client/ace prior to creation.
- 6/ should you as the client decide that after stage 3, 4, etc., that you would like to begin the process again and revert back to a previous concept from stage 1 or 2, or go in a completely different direction, an additional \$70 fee will be incurred.
- 7/ If at any point after stage 2 you decide not to proceed with your logo, you will be responsible to pay 75% of the originally agreed cost of logo creation. This is to cover a portion of the time our team will have spent on your project.
- 8/ Once the logo is 100% approved by you (to be confirmed by email), a Creative Experience will supply the logo to you in various file formats for print and digital use. These include: AI, eps., pdf., png., gif., jpeg. Color reference (i.e. pantone colors) will be indicated on the AI file for your reference.
- 9/ Fonts will not be supplied. It is illegal to transfer fonts. We will of course let you know what typefaces have been used, or the logo is based upon.
- 10/ Once the final logo formats are supplied to you, the project will be considered completed and payment expected. Once payment is received you will own 100% full rights to the logo. The scope of the project includes the delivery of file formats for one logo. If you as the client would like file formats for an additional logo, be that a different color combination, favicon styled version etc., the cost for this project addition is \$20. Under no circumstances will that fee be waived, it is a charge that covers our time in the production of the file formats.
- 11/ If at any point after completion, further work is required on your logo, this will incur fees as agreed between us prior to working.
- 12/ ACE agrees to defend, indemnify and hold harmless Webb County from and against any and all third party liabilities, third party claims, costs, damages, losses, or judgments arising out of or in connection with the development, production, distribution, or other exploitation of the design logos. Webb County agrees that ACE shall have the sole right to control the legal defense against any claims, demands or litigation, including the right to select counsel of its choice and to compromise or settle any such claims, demands or litigation. Notwithstanding the foregoing, no such compromise, settlement or other agreement shall be finalized, entered into or effective without the prior written

A CREATIVE EXPERIENCE

[www.acreativeexperience.com](http://www.acreativeexperience.com) / [frank@acreativeexperience.com](mailto:frank@acreativeexperience.com)

310.227.4599 / skype: acreative.frank



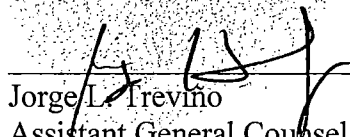
consent of Webb County, if such compromise, settlement or other agreement includes an admission of liability on behalf of or by the Webb County. For the avoidance of doubt, ACE acknowledges and agrees that Webb County does not waive any rights, privileges or immunities conferred unto the County by the Texas Legislature, common law, or case law.

I agree to the above terms: \_\_\_\_\_ signature  
Judge Tano Tijerina \_\_\_\_\_ full name  
County Judge \_\_\_\_\_ Job title  
December 14, 2020 \_\_\_\_\_ Date

**ATTESTED:**

  
Margie Ramirez-Ibarra  
Webb County Clerk

**APPROVED AS TO FORM:**

  
Jorge L. Treviño  
Assistant General Counsel  
Civil Legal Division

\*The General Counsel, Civil Legal Division's Office may only advise or approve contracts or legal documents on behalf of its clients. It may not advise or approve a contract or legal document on behalf of other parties. Our review of this document was conducted solely from the legal perspective of our client. Our approval of this document was offered solely for the benefit of our client. Other parties should not rely on this approval, and should seek review and approval of their own respective attorney(s).\*

*Passed and approved by the Webb County Commissioners Court  
On December 14, 2020; Item No.29.*