

# The Logo Lab Terms of Agreement

MDC Design Studio  
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## 1. Scope of Work (The Logo Lab)

The Studio agrees to provide the Client with the following specific deliverables as part of the limited-time Logo Lab service:

- **Custom Logo Design:** Delivery of one (1) primary logo concept based on the Client's provided brief and discovery session.
- **Brand Color Palette:** Development of a supporting color palette (typically 3-5 colors) with corresponding color codes (e.g., HEX, RGB, CMYK).
- **Revisions:** The Studio will provide a maximum of one (1) round of revisions to the primary logo concept. Additional revisions requested by the Client will be billed separately at an hourly rate of \$65/hr.
- **Final Files:** Upon final approval and receipt of all payments, the Studio will deliver the logo files in common formats (PNG, EPS).
- **Exclusions:** Logo Lab project deliverables will not include full brand style guides, stationery design, social media graphics, copywriting services, or font licensing fees.

## 2. Client Responsibilities

The Client agrees to actively participate in the process by:

- **Providing Content:** Delivering all necessary information, existing brand assets, and content requested by the Studio promptly (e.g., brief answers, inspiration). Delays in providing materials may extend the project timeline and incur additional fees.
- **Feedback & Approval:** Providing clear, consolidated, and timely feedback within one (1) business day of receiving design concepts.

## 3. Project Timeline

By design, the project is planned to be a fast moving engagement. The entire process is scheduled to be completed within a maximum of two weeks from the date of your in-person session. This timeline is contingent upon the Client meeting the feedback deadlines outlined in Section 2. Client delays may extend the project timeline and incur additional fees.

## 4. Fees and Payment

**Total Fee:** The total fixed fee for the Logo Lab service is \$475. Payment is due at registration.

## 5. Intellectual Property and Ownership

**Studio Ownership:** The Studio retains all copyright and intellectual property rights to any design concepts that are not chosen by the Client or designs created during the process that do not become the final approved logo.

**Client Ownership:** Upon final approval, the Studio assigns to the Client the exclusive, perpetual, world-wide right and license to use the final, approved logo design and color palette for all business purposes.

## 6. Portfolio Rights

The Client agrees that the Studio retains the right to display the completed project and design process in its professional portfolios, websites, social media, and other marketing materials for promotional purposes.



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