

# HBRA BUILDER RESOURCES

## - DESIGN SERVICES -

### **SIGNATURE PACKAGE \$350**

Need a logo? We will walk you through the branding process and design your customized logo in-house. Extra benefits include setting up your social media accounts and company products so that you have a unique brand that fits your business.

#### **INITIAL CONSULTATION**

- Meeting to discuss client goals, ideas, vision, and timelines

#### **BRAINSTORM SESSION (OPTIONAL)**

- Client is presented with moodboard, initial sketches, color scheme, and font options

#### **DESIGN**

- Client is presented with 3-5 different logo variations for review

#### **REVISION**

- Client can request minor revisions. 2 rounds of revisions are included in the logo package.

#### **PRESENTATION**

- Final files are delivered in original file format as well as PDF, EPS, and JPG formats.

### **Add - Ons**

‡50 Any revisions after 2 exchanges will be an extra ‡50, at sole discretion of the HBRA.

#### **Social Media**

‡25 - Social Media Icons (Applied to all social media accounts)

‡25 - Banners and Headers for Website, Social Media web pages

‡25 - Individualized Hashtags

‡100 - Social Media Account Set Up Per Account

‡100 - Basic Overview of Social Media and First Post on All Accounts

‡250 - Social Media Account Set Up for Twitter, Instagram, and Facebook

#### **Application of Logos to Branded Products**

‡100\* - Small Items such as t-shirts, mugs, pens, notepads, office supplies

‡500\* - Large Prints such as vans, billboard, power equipment, custom prints

\*Does not include the cost of materials

# HBRA BUILDER RESOURCES

## - DESIGN SERVICES -

### **WEB PACKAGES**

Need a website? We can show you how to find a hosting site, register a domain, and display photos of your work online in order to attract more homeowners.

### **BUILDING YOUR FOUNDATIONS: \$2000-\$3500**

**For the builder who does not currently have a website or who is looking to overhaul their current site. Pricing will depend on the scope of work to be determined after initial consultation.**

#### **INITIAL CONSULTATION**

- Meeting to discuss client goals, ideas, vision, and timelines.

#### **BRAINSTORM SESSION (OPTIONAL)**

- Client is presented with moodboard, initial sketches, color scheme, and font options.

#### **DESIGN & DEVELOPMENT**

- Lead you through hosting and domain name set up (Prices not included in package)
- Create an information architecture plan for your site
- Guide you through the selection of the appropriate themes and plug-ins for you site
- Create a home page and 2 additional page templates
- Create a portfolio gallery to display up to 20 photos of your work
- Assistance with SSL certificate

#### **REVISION**

- Client can request revisions. 2 rounds of revisions are included in the web package

#### **PRESENTATION**

- Builder is presented with a website with home page, 2 subpages, and a dashboard (if using wordpress)

### **FRAMING \$1000**

**For the builder who is looking to make quick changes or redesign their current site**

#### **DESIGN & DEVELOPMENT**

- 3 Custom Web Templates - Design Only
- 2 Revisions
- 1 Information Architecture

### **Add - Ons**

- \$100 - SEO Optimized
- \$100 - Copyrighting ( 250 - 1000 words)
- \$100 - Link on HBRA social media
- \$100 - Google Analytics Set Up

# HBRA BUILDER RESOURCES

## - DESIGN SERVICES -

### **PRINT MATERIALS**

Want to place an ad in your local magazine or newspaper but don't know where to start? Do you need a flyer? Using materials that you provide, we can put together quarter page, half page, and full page ads as well as flyers, brochures, pamphlets, invitations, etc.

#### **INITIAL CONSULTATION**

- Meeting to discuss client goals, ideas, vision, and timelines

#### **DESIGN**

- Ad is designed in-house

#### **REVISION**

- Client can request revisions. 2 rounds of revisions are included in the print package

#### **PRESENTATION**

- Builder is presented with print ad or other requested materials

### **Specifications**

\$100 - Quarter Page Ad

\$250 - Half Ad

\$500 - Full Page Ad

\$100 - Company Business Cards\*

\$250 - Event Postcards\*

\$500 - Poster Design\*

\$750 - Brochures\*

\* Does not include printing

# HBRA BUILDER RESOURCES

## - DESIGN SERVICES -

### **SIGNATURE LOGO PACKAGE \$350**

#### **Add - Ons**

- \$50.Revisions.

#### **Social Media**

- \$25 - Social Media Icons
- \$25 - Banners and Headers for Website, Social Media web pages
- \$25 - Individualized Hashtags
- \$100 - Social Media Account Set Up
- \$100 - Basic Overview of Social Media and First Post on All Accounts

#### **Application of Logos to Branded Products**

- \$100 - Small Items
- \$500 - Large Prints

### **BUILDING YOUR FOUNDATIONS** **WEB PACKAGE: \$2000 - \$3500**

#### **FRAMING \$1000**

#### **Add - Ons**

- \$100 - SEO Set Up
- \$100 - Copyrighting ( 250 - 1000 words)
- \$100 - Link on HBRA social media
- \$100 - Google Analytics Set Up

#### **PRINT MATERIALS**

- \$100 - Quarter Page Ad
- \$250 - Half Ad
- \$500 - Full Page Ad
- \$100 - Company Business Cards\*
- \$250 - Event Postcards\*
- \$500 - Poster Design\*
- \$750 - Brochures\*

# HBRA BUILDER RESOURCES

## - DESIGN SERVICES -

### **HBRA of Fairfield County Design Agreement**

1. Home Builders & Remodelers Association of Fairfield County Inc. (the “HBRA”) agrees to provide certain graphic design services in accordance with its meeting with the Client and the media package selected by the Client, all as set forth on Exhibit 1 attached hereto and made a part hereof. All amounts owed under this Agreement will be agreed upon before the delivery of the HBRA’s work product.
2. The Client hereby acknowledges that the HBRA, in the course of its activities pursuant to this Agreement, may become aware of information that relates to the Client on a personal level, past, present or future, including, without limitation, information related to the Client’s customer names, marketing plans, project information, and/or financial situation. The HBRA agrees to use reasonable efforts to keep confidential any information so obtained.
3. The work outlined in this Agreement will be performed by the HBRA pursuant to a reasonable, non-rush, schedule, to be determined, where possible, and mutually agreed upon, at the start of each project. Late or weekend hours incurred to accommodate additional compressed deadlines, if needed, will be negotiated separately, and are not covered by this Agreement. The HBRA’s schedules assume timely review and response by the Client of all deliverables and other items requiring the Client’s review and response, and the HBRA, therefore, shall not be responsible for delays caused by the Client’s failure to review and respond in a timely manner.
4. Client Responsibility. The Client shall appoint a single representative who shall have full authority to provide, or to obtain, any and all necessary information and approvals that may be required, including, without limitation, proofreading all final designs, type, press proofs and test sites in a timely manner, in order to ensure the accuracy, and timely delivery, of design materials.
5. Delays and Termination. In the event that this Agreement, or any project which is the subject of this Agreement, is terminated, for any reason, any and all payments received by the HBRA under this Agreement, as of such termination, shall be non-refundable.
6. Consequences of Non-Payment. The HBRA reserves the right to suspend work, and/or withhold issuing any project documents, in the event that any invoice payments are not received by the HBRA within thirty (30) days of the Client’s receipt of the HBRA’s work product.
7. Length of Storage. The HBRA agrees to release all files to the Client at the time of full and final payment.
8. File Requirements. If the Client has specific requirements for how project files must be prepared, he or she must communicate this, in writing, to the HBRA before the start of the project.

# HBRA BUILDER RESOURCES

## - DESIGN SERVICES -

9. The HBRA's services under this Agreement do not include implementation, such as printing, fabrication, and installation of the project design. The Client and the HBRA agree that any such implementation is to be provided by others, and that the HBRA's services with respect to such implementation shall be limited to providing specifications, coordination, and quality checking. Unless otherwise specified in this Agreement, the HBRA shall have no responsibility to the providers of such implementation, and all charges therefor shall be billed directly to the Client.

10. The Client hereby agrees to, and does hereby, defend, indemnify, and hold forever harmless the HBRA, its officers, directors, officials, employees, agents and volunteers from any and all claims, demands, causes of action, liabilities, losses, damages, judgments, penalties and costs and expenses (including reasonably attorneys' fees and expenses), arising out of, or in connection with, the HBRA's performance of this Agreement.

**The Client does hereby agree to the above terms and conditions.**

**[INSERT NAME OF ENTITY]**

By: \_\_\_\_\_  
Signature      Date

\_\_\_\_\_  
Printed

**AGREED AND ACCEPTED:**

**HOME BUILDERS & REMODELERS ASSOCIATION OF FAIRFIELD COUNTY INC.**

By: \_\_\_\_\_  
Signature      Date

\_\_\_\_\_  
Printed