



Issue Paper

DATE:

8/11/2022

AGENDA ITEM (ACTION ITEM):

Consider/Approve statement of work between Dust Village and Scott High School for official branding of Scott High School, the logos, and school colors.

APPLICABLE BOARD POLICY:

01.1 Legal Status of Board

HISTORY/BACKGROUND:

Dust Village will create a zip file that we can share with any vendor that encompasses our official logo and colors in order to better represent Scott High School. They will also design a school crest that we can use on graduation announcements and school documents.

FISCAL/BUDGETARY IMPACT:

\$1500 from Scott Athletic budget

RECOMMENDATION:

Approval to sign the statement of work between Dust Village and Scott High School for official branding of Scott High School, the logos, and school colors.

CONTACT PERSON:

Casey Fisk, Athletic Director


Principal/Administrator


District Administrator


Superintendent

Use this form to submit your request to the Superintendent for items to be added to the Board Meeting Agenda. Principal –complete, print, sign and send to your Director. Director –if approved, sign and put in the Superintendent's mailbox.

Statement of Work

PREPARED FOR: Casey Fisk - SCOTT HIGH SCHOOL

Aug 9, 2022



Thank you for partnering with Dust Village on this project. This document outlines the project scope, schedule and deliverables.

Package

- **LOGO DESIGN**
A Final Mascot Logo, "S" 3D Look, School Crest
- **Stage 1**
2 or 3 options in SKETCH form, all B+W. Client will choose from options.
- **Stage 2**
More refined look at choosen option, adding color, Only small changes from here.
- **Final Logo + Assets**
Final Logo set
Brand Guidelines
Digital assets (.jpeg, .png, vector)



Key Deliverables & Milestones

1. **Stage 1 - Sep 19nd**
2. **Stage 2 - Sep 26th**
3. **Final Logo & Assets - Sep 30th**
4. **LAUNCH**



Project Assumptions

1. Dust Village requires that the client provide a Creative Brief prior to beginning work.
2. All collaboration and review sessions will include primary stakeholders and approvers whether in person or online.
3. A general direction (concept) will be determined & approved by team members before start of final designs.
4. Dust Village will manage concept development & execution of design, copy, structure identification & delivery of production ready files.
5. If additional rounds of revisions are needed or unforeseen changes in scope occur, Dust Village will meet with the client to revisit the overall scope and impact of the changes in regard to our approved contribution.
6. Should the client choose a more illustrative theme/overall style or photography, the client will need to fund.
7. All imagery contained in this project is restricted to usage in this project only. Should the client decide to use images for anything other than its original intended purpose, the client is responsible for purchasing any required licensing.

Terms & Conditions

1. All images contained in this deliverable are for internal purposes only. If an image is needed for purposes beyond this deliverable, the image license must be purchased by the client.
2. Changes to project scope (including creative deliverables and rounds of revisions) as outlined in this SOW, may require a change in fees approved in the form of a Dust Village issued Change Order.
3. Additional costs may be incurred if the project is extended over 30 calendar days from the start of approved time-line, as the project was budgeted accordingly.
4. Dust Village will notify client of any changes in scope or expenses that will require additional fees in advance of incurring those expenses.
5. Dust Village terms of payment are net 30 days from delivery.
6. Client is hereby granted full, unrestricted and royalty-free property rights from Final Deliverables of all project related artwork upon invoice payment satisfaction. In the case of partial or installment payments, all deliverables accrued up to the point of invoice issuance will be included under the aforementioned property rights coverage.
7. Cancellation Fee – Once approved, If client chooses not to move forward with this project at any time, a cancellation fee will be applied, as Dust Village has fully allocated resources to this project. The cancellation fee will amount to 50% of remaining balance of the SOW yet to be invoiced.
8. Both companies will demonstrate good corporate citizenship to respect the recommendations, privacy and intellectual property of each company.
9. Client will own all content, and can use for other campaigns in the future.



Dust Village requires that an authorized representative sign this document to initiate the project detailed in this Statement of Work. In doing so, Dust Village will view this project as approved and will begin work.

Project Cost: **\$1500.00**

Signature

Printed Name

Date



Thank You!