

BRANDING SCOPE OF WORK

Brightline Studio LLC

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Sample scope of work · dates in MM/DD/YYYY

SOW No.: SOW-2026-021

Date: 10/20/2026

Start date: 11/02/2026

AGENCY

Brightline Studio LLC

Maya Torres, Managing Director
hello@brightline.example
Austin, TX, USA

CLIENT

Kavya Home Decor

Kavya Rao, Founder
88 Park Avenue, Pune, India
kavya@kavyahome.example

This scope of work covers a new brand identity for Kavya Home Decor, a handmade home decor brand moving from Instagram sales to its own online store.

1. Objectives

- A distinctive brand identity that works on packaging, the website and social media.
- A logo that reads clearly at 32 px on mobile and on a 1 m shop sign.
- Brand guidelines the client's team can use without the agency.

2. Deliverables

Deliverable	Qty	Format	Due
Brand discovery workshop and research summary	1	Workshop + PDF	Week 2
Positioning statement and moodboards	2	PDF	Week 3
Logo concepts	3	PDF presentation	Week 5
Final logo suite (primary, stacked, icon)	1 set	SVG, PNG, PDF	Week 6
Color palette, typography and iconography	1 system	PDF + font files	Week 7
Brand guidelines	24 pages	PDF	Week 8

3. Timeline

Phase	Weeks	Milestone
1. Discovery and research	Weeks 1 to 2	Research summary approved
2. Strategy: positioning and moodboards	Week 3	Direction approved
3. Logo concepts and 2 revision rounds	Weeks 4 to 5	Final logo approved
4. Visual identity system	Weeks 6 to 7 (1.5 weeks)	Palette and type approved
5. Brand guidelines and asset handover	Weeks 7 to 8 (1.5 weeks)	Files delivered

4. Client Responsibilities

- Join the 2-hour discovery workshop in week 1.
- Name one decision maker who gives consolidated feedback.
- Reply to each review within 3 business days. Later replies move the timeline by the same amount.

5. Revisions

The logo phase includes 2 revision rounds on one chosen concept. Other deliverables include 1 revision round. Further rounds are billed at USD 95 per hour.

6. Out of Scope

- Website design or development
- Printing and print management
- Trademark search and filing
- Photography and copywriting

7. Acceptance Criteria

Each deliverable is accepted when the client approves it in writing or does not request changes within 3 business days. The final logo files are accepted when they open correctly in the listed formats.

8. Fees and Payment Schedule

The total fee is USD 9,600, paid as follows:

Payment	Due	Amount
1. On signing (40%)	11/02/2026	3,840.00
2. On logo approval (30%)	End of week 5	2,880.00
3. On guidelines delivery (30%)	End of week 8	2,880.00

Total USD 9,600.00

Invoices are due within 14 days. Ownership of the final logo and identity files passes to the client on full payment.

9. Change Requests

Any work outside this scope is requested in writing. The agency replies within 2 business days with the effect on fee and timeline, and the change starts only once both parties approve it in writing.

Sign-Off

By signing below, both parties agree to this scope of work. It forms part of the service agreement between them.

FOR THE AGENCY

Name: _____

Title: _____

Signature: _____

Date: _____

FOR THE CLIENT

Name: _____

Title: _____

Signature: _____

Date: _____