

410 PROBANDT

Brand, Experience + Growth Partnership

PREPARED BY

HILMY

in collaboration with Hot Metal Design Co.

PREPARED FOR

AREA Real Estate

San Antonio, Texas

SCOPE OF THE INITIAL ENGAGEMENT

A. Brand Strategy + Visual Identity

Positioning, narrative platform, naming direction, and the complete visual identity system for the property.

B. Brand Applications + Implementation Coordination

Signage and environmental direction, collateral and stationery, preliminary advertising concepts, and coordination with the build and leasing teams.

Included throughout

Strategic Development + Hospitality Consultancy across a four-month initial term, running across both work blocks.

TOTAL INITIAL ENGAGEMENT

\$40,000*

* Plus applicable sales taxes on design deliverables.

CLIENT INFORMATION

LEGAL COMPANY NAME

TITLE

PHONE

AUTHORIZED REPRESENTATIVE

EMAIL

BILLING CONTACT EMAIL

BILLING ADDRESS

PO NUMBER (OPTIONAL)

AUTHORIZATION

By signing below, the client authorizes HILMY to begin the initial engagement described above and confirms the total initial engagement of \$40,000, plus applicable sales taxes on design deliverables. Return the completed form to alex@hilmy.com.

SIGNATURE

DATE