

Service Agreement

Between Lumen & Pike Design Studio, 27 Kiln Lane, Hartwell HW3 9QT (the Studio), and Harbour Lane Bakery, 3 Harbour Lane, Port Elm PX2 4LS (the Client).

Dated 26 February 2026.

1. Scope

The Studio will refresh the Client's brand identity: the logo, the colours and the typefaces, and a short guide to using them. The work covers the shop, the menus, the website and the packaging the Client uses today.

Work that is not described in this agreement, such as photography or the building of the website, is quoted separately and starts only after the Client accepts the quote in writing.

2. Deliverables

The Studio will deliver the logo in colour, black and white, as vector and image files; a palette of no more than six colours; two typefaces licensed for the Client's use; and a guide of about twenty pages.

Every file is delivered through a shared folder that the Client owns, and stays there after the agreement ends.

3. Timeline

Work starts on 2 March 2026. The Studio presents first ideas within three weeks, a refined direction two weeks after the Client's feedback, and the final files within four weeks of the Client approving the direction.

If the Client needs more time to give feedback, the dates that follow move by the same number of days.

4. Fees and payment

The fee for the work in clause 2 is GBP 3,340.00 plus VAT. The Studio invoices half of the fee when work starts and the rest when the final files are delivered. Invoices are payable within fourteen days.

Printing, signage production and any licences beyond those in clause 2 are paid by the Client at cost, after the Client approves the estimate.

5. Revisions

The fee includes two rounds of revisions at each stage. Further rounds are charged at GBP 45.00 an hour, and the Studio says how many hours a request will take before starting it.

6. Ownership and licence

When the fee is paid in full, the Client owns the final logo and the guide. The Studio may show the work in its portfolio once the Client has launched it, and never before.

Drafts and ideas the Client did not choose remain the Studio's and are not used for anyone else in the same trade.

7. Confidentiality

Both parties keep the other's business information private, during this agreement and for two years after it ends, unless the information is already public or the law requires it to be shared.

8. Ending the agreement

Either party may end this agreement with fourteen days' notice in writing. The Client then pays for the work done up to that day, and the Studio delivers every file made so far.

9. Notices

Notices under this agreement are sent by email to the addresses in Schedule A and take effect on the next working day after they are sent.

10. Changes to this agreement

Any change to this agreement is made in writing and accepted by both parties. An email that both parties answer with their agreement counts as writing.

11. Whole agreement

This agreement and its schedule are the whole agreement between the parties about the work, and replace anything said or written about it before.

12. Law

This agreement is governed by the law of England and Wales. The parties will first try to settle any disagreement by talking it through in good faith.

For the Studio

For the Client

Daniel Pike, Director

Priya Raman, Owner

Schedule A: stages, payments and notices

Stage 1, first ideas	by 23 March 2026
Stage 2, refined direction	two weeks after the Client's feedback
Stage 3, final files	four weeks after the direction is approved
Payment 1, when work starts	GBP 1,670.00 plus VAT
Payment 2, when the final files are delivered	GBP 1,670.00 plus VAT
Notices to the Studio	daniel@lumenpike.example
Notices to the Client	priya@harbourlane.example