



**BUSHIDO**

## **BUSHIDO:REBRANDING INITIATIVE**

Mr. Nishimatsu | (212) 587-8080 | [TKNishimatsu@bushidousa.com](mailto:TKNishimatsu@bushidousa.com)



PREPARED BY: Andrea | English Blackwell | 832 698 1266 | [Andrea@englishblackwell.com](mailto:Andrea@englishblackwell.com)

## PROJECT TEAM

JAMION - CREATIVE DIRECTOR AND LEAD DESIGNER

ANDREA - ART DIRECTOR

JORDAN - DESIGNER

HANNAH - DESIGNER

MICHAEL - ADMIN AND SUPPORT

## PROJECT SCOPE

ENGLISH BLACKWELL will conceptualize and design (3) concepts with (2) iterations of each of the (2) brand/collateral systems for a total of (12) complete collateral designs, one for BUSHIDO and one for BUSHIDO USA. Recommendations will be provided as well as any cross branding opportunities if they exist.

Project will include collateral mockups and final setup files for both approved concepts, as well as, all rights transferred to BUSHIDO USA.

## PHASE 1: R&D BUSHIDO

Competitive analysis

Identity analysis

Market analysis

Meetings

## PHASE 2: CONCEPTUALIZATION AND DESIGN BUSHIDO

(3) rounds plus (2) iterations of brand/collateral exploration and design

## PHASE 3: PRESENTATION AND FINAL REVISIONS FOR BUSHIDO

(3) unique brand/collateral presentation packets (6) total

(2) rounds of revisions for chosen concept

## PHASE 4: R&D BUSHIDO USA

Competitive analysis

Identity analysis

Market analysis

Meetings

## **PHASE 5: CONCEPTUALIZATION AND DESIGN BUSHIDO USA**

(3) rounds plus (2) iterations of brand/collateral exploration and design

## **PHASE 6: PRESENTATION AND FINAL REVISIONS FOR BUSHIDO USA**

(3) unique brand/collateral presentation packets (6) total

(2) rounds of revisions for chosen concept

## **PHASE 7: FINALIZATION**

Production asset turnover of approved concepts

All rights granted for approved concepts

## QUOTE AND MILESTONES

### MILESTONE 1

#### WEEK 1

In depth design consultation with BUSHIDO management to determine the direction of the brand(s)

**PAYMENT: \$2250.00**

### MILESTONE 2

#### WEEK 2

Conceptualization for BUSHIDO brand redesign and collateral systems (collateral systems to include: brand mark, business card, letterhead, ETC.

### MILESTONE 3

#### WEEK 3

BUSHIDO logo redesign and accompanying collateral system (3 concepts/2 iterations), including 2 revisions

### MILESTONE 4

#### WEEK 5

BUSHIDO USA logo redesign and accompanying collateral system

**PAYMENT: \$21725.00**

### MILESTONE 5

#### WEEK 7

Presentation at BUSHIDO USA corporate headquarters and final asset turnover with rights granted

**PAYMENT: \$26725.00**

SUBTOTAL: \$50700.00

TAX: \$4182.75

**TOTAL INVESTMENT: \$54882.75**

TOTAL INVESTMENT WITH OPTIONAL SERVICES: \$54882.75

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INITIAL IF ACCEPTED

## Terms and Conditions

### 1. Engagement:

BUSHIDO agrees to engage English Blackwell and English Blackwell accepts engagement to provide services as outlined in the proposal.

1.1 English Blackwell will render services at our offices or if needed can be available for travel to client's offices for meetings and presentations.

1.2 This engagement will commence on the signed date of both parties and extend to the completion of the project, as agreed by both parties and described in the proposal.

### 2. Fees and expenses:

English Blackwell's professional fees are provided on a fixed fee basis. Invoices for work performed will be prepared and delivered as outlined in the professional fees section of this document.

Payment for an invoice is due upon receipt; payments that are more than 10 business days past due may be assessed a monthly interest charge of two percent (2%). In the event that invoices are delinquent, the client agrees to bear the cost of collection of fees included on those invoices, including any required legal fees.

2.1 Reimbursable expenses are invoiced in addition to the fee for services and includes actual expenditures accrued during the course of the project and having been previously approved by BUSHIDO. Transportation and travel related expenses will be billed at cost. Computer output, color copies, courier services, printing, etc., will be billed at cost plus 15%.

### 3. Addition or changes:

English Blackwell will perform professional services for the fees that have been outlined in the proposal. If English Blackwell is requested to make any additions or revisions to schedule, specification, design parameters or any other form of project implementation, the client shall pay English Blackwell a set fee agreed on by both parties.

### 4. Delays:

If any part of the project is delayed for more than one month, English Blackwell reserves the right to renegotiate professional fees.

### 5. Confidentiality:

During the term of this agreement, thereafter in perpetuity, English Blackwell stipulates that neither party may disclose to outside party without written consent any confidential information regarding any party described in this proposal. Such information includes private data about processes, fees, products, and services including but not limited to computer software or techniques used by either party which is unique to said party, information relating to research development, inventions, client lists, marketing techniques, pricing policies, financial information and/or any trade secrets of the client or English Blackwell.

5.1 Confidential information will not include information which is disclosed by BUSHIDO without restriction, becomes publicly available through no act of English Blackwell or is rightfully received by English Blackwell from a third party.

### 6. Termination:

This agreement may be terminated by either party if there occurs any breach or default by the other party of any material obligation in this agreement, which breach or default is not cured within thirty (30) business days of written notice from the offended party. If the default remains uncorrected after this (30) day period, this agreement shall terminate. In the event of termination, English Blackwell will be paid compensation for all services performed to termination date, including reimbursable expenses then due all the terminated expenses.

### 7. Waiver of Breach:

The waiver by any party of a breach of any provisions of this agreement shall not operate or be construed as a waiver of any subsequent breach by any party.

### 8. Amendment:

This agreement may not be changed orally but only by an agreement in writing signed by the party against whom enforcement of any waiver, change, modification, extension or discharge is sought.

### 9. Relationship:

English Blackwell is an independent contractor for BUSHIDO. This agreement will not be deemed to create a partnership, joint enterprise or employment between the parties.

### 10. Disputes:

If either party commences any action or proceeding against the other in order to enforce provisions hereof, or to recover damages resulting from the alleged breach of any of the provisions hereof, and prevails in such action, such non-breaching party will be entitled to

recover from the breaching party all reasonable costs incurred in the connection therewith, including but not limited to attorneys' fees. The venue for any suit or dispute arising from this agreement shall be in Spring, Tx. In no instance will the liability of English Blackwell exceed the total fees for services paid to English Blackwell by BUSHIDO during the term of this agreement.



PREPARED BY  
Andrea  
English Blackwell  
Andrea@englishblackwell.com  
832 698 1266



PREPARED FOR  
Mr. Nishimatsu  
BUSHIDO  
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(212) 587-8080

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# INVOICE

BUSHIDO  
account receivable dept.  
(212) 587-8080



Andrea  
English Blackwell  
Andrea@englishblackwell.com  
832 698 1266

INVOICE NUMBER	DATE
23 -	06/22/2015

DESCRIPTION	RATE	HOURS	TOTAL
In depth design consultation with BUSHIDO management to determine the direction of the brand(s)			\$ 2250.00

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SUBTOTAL:	\$ 2250.00
TAX	\$ 185.63
<b>TOTAL:</b>	<b>\$ 2435.63</b>

Thank you, Mr. Nishimatsu.