

Scoped Brand + Website SOW (Template)

STATEMENT OF WORK

Prepared for: [Client Name]

Prepared by: [Your Name], Gev Design

Date: [Date]

Engagement Tier: Tier 3 - Full Site + Product UI Polish

1. Parties

Service Provider

[Your Name]

Gev Design

Toronto, Ontario, Canada

Email: [your email]

Client

[Client Company Name]

Primary Contact: [Contact Name]

Email: [contact email]

2. Scope of Work

This engagement is a full rebrand and multi-page website redesign, built to compete visually with category leaders in the client's space. It is not a refresh. Scope includes:

- Logo refinement
- A complete type, color, and imagery system
- Brand guidelines
- A wireframe clickthrough phase
- Full site design and front-end build
- A voice and content pass across all pages
- Simplified product UI polish that tells the platform story on the site itself

Any prior strategy and messaging work (if applicable) carries forward as the foundation for this engagement, reducing scope risk and copy cycles on the design side.

Tech Stack

The front end will be built in Next.js. Provider delivers working, production-ready code, not just design files. This gives Client's engineering team a codebase they can take, stand up, and extend directly, rather than re-interpreting a static design handoff.

Back-end work is explicitly excluded. Provider owns and delivers the front end only. Client owns the stack, infrastructure, hosting, deployment, and any server-side implementation.

Product design and UX work on the platform itself is explicitly excluded from this engagement. This SOW is limited to brand and marketing site work, plus UI polish assets intended to visually represent the product on the site. Any ongoing product design, UX problem solving, or platform UI work is out of scope and will be governed by a separate agreement if pursued.

Process

Two workstreams run in parallel:

- **Brand stream:** logo, color, typography, imagery direction, hero mock-up, starting with a design survey where Client ranks reference sites to establish direction quickly.
- **Website stream:** wireframes, messaging, and information architecture improvements happen concurrently, independent of final brand polish, so both tracks converge once brand direction is approved.

Once brand direction is approved, it is applied to the wireframes, which are clicked through with Client before high-fidelity design begins.

3. Deliverables

Brand

1. Design survey and discovery process (reference site ranking) to establish direction
2. Logo refinement and iteration
3. Typography system
4. Color system
5. Imagery direction
6. Brand guidelines document

Website - Full Site

7. Wireframes and information architecture across all pages, developed in parallel with brand stream
8. Clickthrough review of wireframes with Client before high-fidelity design begins
9. Homepage, designed and built in Next.js
10. Templated subpages (for example: Platform, Solutions, Resources, Integrations, Enterprise)
11. Custom Pricing page
12. Voice and content pass across all pages
13. Full front-end build and handoff in Next.js (working code, not design files alone)

Product UI Polish (site-facing only)

14. Simplified product UI visual components for use on the website, designed to communicate the platform story without relying on literal product screenshots
 15. Components designed so they can later inform actual in-product design work, if and when Client engages Provider for that separately
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4. Working Cadence

- Provider requires one hour per week from a Client stakeholder with decision-making authority for brand and design decisions.
 - Brand and website work run in parallel, not in sequential phases, to avoid stacking delays.
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5. Kickoff Requirements and Working Cadence

Design Survey (First Step)

- Provider will send Client a design survey within 1 business day of signed SOW.
- Survey consists of ranking approximately 15 to 20 reference sites against Client's preferences.
- Estimated time to complete: 30 minutes.
- Completed survey responses are due back to Provider within [X] days to keep the engagement on schedule.
- Survey results directly inform the direction presented in the first brand review session.

Weekly Working Session

- A recurring 1-hour weekly meeting is required for the duration of the engagement, attended by a stakeholder with authority to make brand and design decisions.
- This session covers mood boards, visual direction, logo refinement selection, typography, color, hero mock-up approval, and review of wireframes as brand direction is applied.
- Provider will propose a recurring calendar hold at kickoff. Client is responsible for maintaining consistent attendance, as delays in this session directly delay the delivery timeline.

Wireframe Review and Feedback

- Feedback on wireframes is required within 24 to 48 hours of Provider sharing each round, in order to keep the parallel brand and website workstreams on schedule.
 - Delayed feedback beyond this window may push back the delivery timeline.
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6. Timeline

- **Kickoff:** within 1 business day of signed SOW and first payment received
 - **Design survey sent:** within 1 business day of signed SOW
 - **Design survey due back:** [Date]
 - **Wireframe feedback turnaround:** 24 to 48 hours per round
 - **Delivery window:** approximately 2.5 to 3 months from kickoff for full brand and site redesign
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7. Fees and Payment Structure

Total Engagement Fee: \$[XX,XXX] USD

Payment is split into thirds:

- One third due upon signing of this SOW, prior to kickoff
- One third due at the engagement midpoint, upon approval of brand direction and wireframes
- One third due upon final delivery and acceptance of deliverables

(If you want to include a “reinvestment” or equity-style piece, you can add an optional note here.)

8. Change Orders

Any work outside the scope defined in Section 2, including back-end development, in-product UX or design work, additional pages beyond those specified, or additional revision rounds beyond what is outlined, requires a signed change order or separate agreement with an associated fee before work begins.

9. Terms

- This SOW is valid for 7 days from the date above.
 - Cancellation forfeits payment for the milestone period in progress; any work completed to date will be delivered.
 - All deliverables remain the property of Provider until final payment is received in full.
 - Upon full payment, all rights to final deliverables, including front-end code, transfer to Client.
 - Delays in completing the design survey, maintaining the weekly working session, or providing wireframe feedback within the required window may result in a corresponding delay to the delivery timeline.
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10. Signatures

Client

Signature:

Name: [Client Name]

Title: [Title]

Date:

Service Provider

Signature:

Name: [Your Name]

Title: Founder, Gev Design

Date:
