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**To:** Janet Convey, Taahra Ghazi and Nicola Cadbury, ActionAid  
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**From:** David Grbac, Thomas.Matthews  
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**cc:** Alexie Sommer, Thomas.Matthews  
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**TM ref:** USP\_070 Send My Friend 2013  
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**Date:** 21.11.12  
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## Contract: Send My Friend to School 2013

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TM: Useful Simple Projects Ltd T/A Thomas.Matthews  
AA: ActionAid (The Global Campaign for Education - GCE)  
SMF 2013: Send My Friend to School 2013

### PROJECT OVERVIEW

SMF 2013 will focus on the urgency for an increase in teachers globally. World leaders promised they would work together to make sure all children get an education by 2015. The Global Campaign for Education exists to challenge the UK government to keep its promises on education through mass public campaigning and media work and through lobbying DFID the UK government and MPs.

In 2013, GCE internationally will be campaigning for the need for more trained teachers to deliver education for all.

### SCOPE OF WORK

Working with the AA team, TM will design and artwork SMF 2013 for print and online.

Thomas.Matthews to:

- Take the existing SMF brand and refresh it for 2013 around the theme of increasing the number of teachers globally.
- Create a bold, fun 'call to action' engagement device (buddy) based on 'every child needs a teacher'.
- The main SMF logo to remain consistent with the 2012 version with the additional 'sub-brand' - 'every child needs a teacher' - included on all campaign materials.
- To update the SMF campaign design and graphic theme, keeping in mind the ethos of previous solutions - apply it consistently across all communications.
- Refine typeface usage and colour palette, building on the success of the SMF design 'go for gold'.
- To support AA in concept development for the creative campaign action working alongside the media team to help create maximum impact.
- Develop, refine and amend design concepts through to artworking and production.

ActionAid to provide all necessary content (text, imagery, tables, charts and logos) in high-resolution, accessible, digital formats.

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communication design

## OUTPUTS

### 1. Identity

- Logo (supplied in EPS/Jpeg/TIFF) including Welsh version
- Graphic elements i.e. 'buddies'

### 2. Action template

- Format TBC
- CMYK colour

### 3. Marketing material

- Format: A6 postcard TBC
- CMYK colour

### 4. A4 sticker sheet

- (to include approx. 30 stickers)
- CMYK colour

### 5. DVD: cover and disc design

- CMYK colour

### 6. Teachers guide

- 4-6 printed pages
- Format (finished size A4)
- CMYK colour

### 7. Poster x 4 (one design, four different case studies)

- Format: A2
- CMYK colour

## FEE

**Design, artworking and project management fee: £8,000.00 + VAT**

Includes 20% charity discount.

## PAYMENT SCHEDULE

Stage 1, on signing of contract: £4,000.00 + VAT  
Stage 2, on sign-off final artwork: £4,000.00 + VAT

Taahra Ghazi on behalf of ActionAid

Date:



**Mike Munday**

(on behalf of Useful Simple Projects Ltd T/A Thomas.Matthews)

Date: 21.11.12

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## Terms and Conditions

The following standard conditions of contract apply to all work carried out by thomas.matthews (TM) unless specifically amended in writing by TM prior to the commencement of work. 'The Client' is the person, company, authority or other body who instructs TM to carry out the work. 'Fees' are defined as the charges for the services TM provides.

Fees quoted do not include VAT or expenses, which will be billed in addition. Expenses can be expected to be between 5% and 10% of the fee. In the event of unexpectedly high expenses The Client will be notified in advance for approval. Fees do not include any work that is carried out by external consultants or contractors unless otherwise agreed. Fees do not include any printing or fabrication costs, original photography, illustration, copywriting, printing, scanning, translations, purchasing of fonts, web-hosting or specialised software which will be costed separately and itemised in the scope. The Client will be notified of any additional costs in writing in advance and will be billed in addition.

Fees allow for three rounds of corrections/changes on each item of artwork. Any changes beyond this are considered 'author's alterations' and will be charged in addition at an hourly rate. (The Client will be notified of additional charges in advance.) A comprehensive definition of 'rounds of changes' can be provided on request.

A payment schedule must be agreed in advance. Payment is due in full within 30 days of each invoice date. In accordance with the Late Payments of Commercial Debts (Interest) Act 1998, and at the firm's discretion, TM reserves the right to charge interest after 30 days from the date of invoice, at a rate of 8% above HSBC base rate.

If The Client fails to adhere to an agreed schedule or requires a revised schedule, TM reserves the right to review the contract terms and fees. If The Client, after having approved a concept/design approach for development, later requests a significant change to this approach, this is considered a 'change of scope'. In this instance TM reserves the right to revisit the contract terms and fees, and the schedule.

The content of any document, plan, drawing or photography supplied by TM must not be copied, or altered, unless an alternative arrangement has been agreed. Where TM works include copyright third party material, such as illustrations, photographs or plans, copyright issues and/or payment will be the responsibility of The Client.

Work produced by TM - including reports, plans, illustrations and other material - remains the property of TM until paid for in full. Copyright and intellectual property rights remain with the authors unless agreed otherwise. TM reserves the right to photograph and document its work in situ on its completion and publish in relevant trade press.

The Client agrees to indemnify, save and hold harmless TM from any and all damages, liabilities, costs, losses or expenses arising out of any claim, demand, or action by a third party caused by any breach of The Client's responsibilities or obligations, representations or warranties under this contract.

The liability of TM under this contract for any claim or series of claims arising out of the same occurrence or series of occurrences shall not exceed the sum of £8,000.00 + VAT

Fees are valid for 60 days from date of this document. TM requires a written contract before commencing any work.

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