
AGREEMENT

WEBSITE DESIGN + DEVELOPMENT

Prepared for HSI - Health Services, Inc.
1845 Cherry Street | Montgomery, AL 36107-2613
Mia Mothershed | mia.mothershed@hservinc.org

Submitted by Avant Creative
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PROCESS

PHASE I: OUTLINE & HIERARCHY

Before any actual creative work begins, Avant Creative conducts extensive background research which we detail in a report outline; this includes hierarchical suggestions in order to decide how and where information will be provided. This will include wireframes of the website that focus on content, and not design, so that submissions are properly set with a cohesive, concise dictation that guides the flow of information. Upon approval, a detailed project schedule will be provided to ensure on-time delivery and migration.

PHASE II: DESIGN

When our outline & hierarchy wireframes are complete and HSI has approved the initial concepts, design & development work begin. We keep your communication needs and priorities at the core of every decision – from colors to image selection to font styles. We will create the website based on the main concept of the logo that dictates the look, focus on the central message and content information, and create a cohesive brand image that reflects the graphic style kit while maintaining the approved hierarchy.

You will receive one initial approach that will allow adjustments to be made after the fact. Upon approval of the initial design, we ask that all content is submitted that follows the guidelines set out in the outline and hierarchy in the proper and necessary formats and (if required) sizes. Any adjustments made after the fact, or work that must be adjusted on our end, may incur an additional fee if it is out of the scope of service; this includes, but is not limited to: photographs of physicians that are improperly sized, allocation of stock photographs, creation of icons, etc.

PHASE III: IMPLEMENTATION

After you have approved the direction of Phase II, we begin development execution. Avant Creative works with you to select images and gather copies for the final website including, but not limited to, submission of text information and artwork as well as stock photography. We will produce draft outputs for your review that include your content and make sure that your input is reflected before any part of the site is launched and migrated. When your quality standards (and ours) are achieved, we prepare your site and server for final launch.

PHASE IV: EVALUATION

After the design is complete, we test the User Interface & User Experience system using data gathering and onboarding evaluations to ensure loading times, interactivity effects, linking, and information flow. We then correct any issues we find on our end, or provide issues associated with the internal submissions to HSI for review and adjustment.

OVERVIEW AND SCOPE

Based on our understanding of HSI's scope and requirements, we will collaborate as a project management and creative team to produce a new logo for the organization.

Mission: Health Services, Inc. (HSI) is a medical home providing access to affordable primary, preventive and wellness services distinguished by compassion, quality, integrity and respect in Montgomery and surrounding areas.

Target Audience/Key Demographic: Residents in Montgomery, Alabama and the surrounding area who require access to and awareness of community health centers that focus on primary, wellness, and preventative medical services; FPIG guarantees provision of services on an income-based sliding scale fee.

SCOPE OF SERVICE

We create visual systems and branding that encompass the broad spectrum of mission, goal, demographic served, industry, organization, and identity. **Due to the nature of logo design and website development, please read the timeline following for specific information.** Adjustments of the previously provided logos and website (depending on scope approved) will be made to finalize concept into actionable product with relevance, endurance, versatility, and distinction in mind.

Revisions or alterations to the scope of work or schedule may obligate HSI to additional fees. These may include copy or layout changes made after initial HSI approvals. Extensive alterations, such as a change in marketing objectives or project goals, shall be considered new work and will require that this agreement be amended with a change order to reflect the revised scope of service.

Any successful collaborative effort requires careful management and adherence to strict due dates by our team and yours to achieve agreed-upon milestones. We will formalize a schedule after approval and agreements have been submitted, and complete Phase I: Research, as outlined in the section above, to include the following key milestones:

- + Conduct research to support creative development (Avant Creative) Deliver first draft of creative brief (Avant Creative)
- + Provide feedback on creative brief (HSI)
- + Provide final creative brief (Avant Creative)
- + Assign job to creative team (Avant Creative)
- + Present comparative design approaches for review (Avant Creative) Provide feedback on designs and determine direction (HSI) Provide final designs for approval (Avant Creative)
- + Approve final designs (HSI)
- + Deliver final designs for production (Avant Creative)

TIMELINE

Upon agreement, Avant Creative will provide the initial steps for the website development for HSI by designing the main website template, dictated by the logo and the look and feel that it suggests; this will include exact matching of color and font use. The website development of phase one will also include lorem ipsum sample text to ensure that content provided will be used in line with the styling suggested. This step will be completed within within 12 - 18 business days. A collaboration meeting to discuss reception, focus, adjustment, and theme will then be scheduled on the day of submission within 2-5 business days, depending on the availability of HSI.

The website will be created as a dynamic, responsive site based within a CMS framework so that future development may be extended beyond the final, approved site. This includes, but is not limited to: assigning users and permissions, user login and development of a dashboard for permission-based information access, update of specific information areas alone, and adding additional forms and delivery methods.

PHASE 0: CREATIVE BRIEF: Delivered in 3 business days

PHASE I: OUTLINE & HIERARCHY: Delivered in 5 business days

PHASE II: DESIGN: Delivered in 12 - 18 business days

PHASE III: IMPLEMENTATION: Delivered in 10 business days

PHASE IV: ONBOARDING EVALUATION: Delivered in 5 business days

FEE SCHEDULE

WEBSITE DEVELOPMENT

Total fixed fee for project: \$3,500

Deposit due: \$1,750, 50% of agreed upon fee, due at time of agreement signing

Balance: \$1,750, 50% due date of delivery

WEBSITE HOSTING, DOMAIN TRANSFER, & EMAIL ADDRESSES

Total fixed fee for service: \$85/year

WEBSITE MAINTENANCE

Monthly updates to server language, code, and integrations: \$25/month

Fee adjustments may be made due to rush delivery requests or prompt payment, as follows:

Urgent delivery requires a price increase of 30% of the total fixed fee defined above.

If full fee is paid on date of deposit, HSI shall receive a 5% discount on fees stated above.

OUTLINE

Includes up to 30 pages

- + Home
 - Includes up to 3 sliders to direct and highlight information
- + System
 - About
 - History
 - Accreditation
 - Administrative Team
 - Governance
 - Employment Opportunities
 - + Online Application
(Allows submission of employment application delivered via email to administrator)
 - + Current Job Listings
(Includes Google Document placement, updates information as submitted - or static PDF)
 - Contact Information
- + Facilities:
 - Autaugaville Family Health Center
 - Capital Family Health Center
 - Chisholm Family Health Center
 - Clanton Family Health Center
 - Eclectic Family Health Center
 - Hayneville Family Health Center
 - Montgomery Primary Care Health Center
 - Ramer Family Health Center
 - River Region Health Center
 - Southside Family Health Center
 - Mobile Unit
 - Wellness Center
- + Services
- + Policies
- + Physicians: Find a Provider
(Includes 25 Physician Bios with contact information & clinic locations)
- + Calendar of Events
(Includes Google Calendar placement, updates information as submitted)
- + Search Bar
(Allows search for all information on website, including location and provider names)

REQUIREMENTS

Upon agreement, Avant Creative requests that all documentation be provided for content use by HSI, including artwork and imagery, using the following methods and formats.

All content may be submitted to your Avant Creative Project Manager, Temisha Young, via e-mail: temisha@avant-creative.com.

Logo: Provided in the following vector-only formats: .AI, .EPS, and .PDF with all fonts converted to outlines.

Fonts: Provided in the following formats: .OTF or .TTF, which must include full license attribution.

Graphic Standards Kit: Provided as a vector .PDF which includes the following that will dictate the site design:

- **PMS and Web Hex numbers** for all primary, secondary, and tertiary color swatches.
- **Example of use of Logo** with wide, stacked, and single image variations.
- **Headline and Body Copy** sizes, established both together and separately, should include font size, color variations acceptable, and body size along with leading and kerning if applicable. A paragraph formed with Headlines of various sizes and uses along with body copy placement should be submitted. If there are more than two fonts (one for body, and one for headline) then these must also be submitted separately as a paragraph noted above.

Photography: Stock photography should be submitted no smaller than 600 pixels wide or height, whichever is the lesser area, for use with paragraph indent copy inset on pages or no smaller than 1400 pixels wide for use as home page slider or parallax wide area effect images. Please note that photographs on the website may not appear larger than their file pixel size. We will not scale up photography provided as it causes damage to resolution. We will accept images no smaller than 72 dpi and no larger than 300 dpi.

Icons & Illustrations: Must be submitted as vector .AI, .EPS, or .PDF files with any fonts used converted to outlines.

Copywriting Content: Provided as a Word document, .RFT or .TXT file, .PDF, or copied into the body of an e-mail; it is the sole responsibility of HSI to provide finalized, proof read, and edited content for the timeline to remain in tact. Edits and adjustments made after the fact will be implemented, however Avant Creative may inform of additional fees associated with several iterations of pages due to lack of current and edited content. We understand that mistakes can be made, though after four edits to the same content, we will approach the point where we must inform of additional fees to continue editing.

***Note:** Certain portions of website development phases cannot be completed without the above information. Avant Creative will not be held at fault for disruption of the timeline that may occur if information is withheld.

TERMS OF SERVICE

Ownership and Usage Rights: Upon receipt of full payment, the HSI is hereby granted exclusive and unlimited usage and reproduction rights to the final designs prepared for the HSI as part of this project. Avant Creative reserves the right to reproduce any and all designs created in print and electronic media for Avant Creative's promotional purposes.

Errors & Updates: HSI has responsibility to proofread and review all work produced during the project. As a result, the client is fully responsible for any errors in spelling, typography, illustrative layout, photography or other errors discovered after printing or reproduction or for any work performed by third-parties selected by HSI. Updates made after the site launch will incur a fee which may be handled either by a monthly service charge, separate from a monthly maintenance charge, and will be priced according to the hourly rate of adjustment type. You may request a quote for any modifications.

Cancellation: In the event HSI cancels this agreement prior to completion, within five (5) business days of such cancellation, HSI shall pay Avant Creative for: (1) all work performed up to the date of termination; (2) all outside expenses and commitments that have been incurred and cannot be cancelled; and, (3) a cancellation fee equal to 15% of the remaining fees that would otherwise have been paid if the project would have been completed.

Useable Artwork, Stock Photography, and Written Content: It is the full responsibility of HSI to deliver content to Avant Creative in a timely fashion or there will be a delay in the timeframes given. The content must also be provided in the correct file types, sizes, and all text must be fully edited. Specifications will be delivered with the Creative Brief upon acceptance.

Fee Adjustments: Fee adjustments may be made due to rush delivery requests or prompt payment, as follows: Urgent delivery requires a price increase of 30% of the total fixed fee defined. If full fee is paid on date of deposit, HSI shall receive a 5% discount on project only.

Permissions and Releases: HSI agrees to indemnify and hold Avant Creative harmless against any and all claims, costs, and expenses, including attorney's fees, due to materials included in the project at the request of HSI for which no copyright permission or privacy release was requested, or for which uses exceed the uses allowed pursuant to a permission or release.

Miscellany: This Agreement shall be binding upon the parties, their heirs, successors, assigns, and personal representatives. This Agreement constitutes the entire understanding of the parties. Its terms can be modified only by an instrument in writing signed by both parties, except that HSI may authorize expenses or revisions orally. No terms attached to any check for payment under this Agreement can modify the Agreement except under an independent instrument in writing signed by both parties.

Any dispute regarding this agreement shall be arbitrated in Montgomery, Alabama under the rules of the American Arbitration Association and the laws of Alabama. A waiver of a breach of any of the provisions of this Agreement shall not be construed as a continuing waiver of other breaches of the same or other provisions. This Agreement shall be governed by the laws of the State of Alabama and courts of such state shall have exclusive jurisdiction and venue.

AGREEMENT

The proposed information set forth in the sections listed of Process, Overview & Scope, Timeline, Fee Schedule, Outline, Requirements, and Terms of Service previously stated will be held as a legal and binding agreement between the parties below:

AVANT CREATIVE:

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Montgomery, AL 36103
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hello@avant-creative.com

Temisha Michell Young
Project Manager
temisha@avant-creative.com

HEALTH SERVICES, INC.:

1845 Cherry Street
Montgomery, AL 36107
+1 334.420.5001
info@hservinc.org

Mia Mothershed
Marketing Director
mia.mothershed@hservinc.org

Avant Creative Rep. Signature

HSI Rep. Signature

Date

Date