

Statement of Work

Project Name: Digital Platform Branding

Effective Date: December 01, 2024

Project Completion Date: December 31, 2024

SOW Number: SOW-2024-081

Project Scope

Lucerne Publishing will provide comprehensive branding services for Woodgrove Bank's digital platform, including brand identity design, marketing materials, and UI/UX design.

Project Objectives

- Develop a cohesive brand identity for the digital platform.
- Create marketing and print design materials.
- Design UI/UX for the website and mobile applications.
- Provide detailed guidelines and documentation.

Tasks

- Brand Identity & Design Strategy
- Marketing & Print Design
- Digital & UI/UX Design

Schedules

- Project kick-off: December 01, 2024
- Brand Identity & Design Strategy: December 05, 2024
- Marketing & Print Design: December 15, 2024
- Digital & UI/UX Design: December 25, 2024

Requirements

- Access to Woodgrove Bank's branding assets and guidelines.
- Collaboration with the marketing team for feedback and approvals.
- Approval of design drafts before finalization.

Payments

terms: Net 30

penalty: 10% for late deliveries or payments

Compliance

- Data Security: All data transfers between the Service Provider and Client will use secure, encrypted communication protocols. Data at rest will be encrypted using industry-standard encryption algorithms (e.g., AES-256).
- Access Control: Access to the branding assets and sensitive client information will be granted only to authorized personnel.
- Multi-factor authentication (MFA) will be enforced for all administrative access.
- Audit and Monitoring: Lucerne Publishing will maintain comprehensive logs of all access and changes to branding assets. Regular audits will be conducted to ensure compliance with security protocols.
- Incident Response: In the event of a security incident, the Service Provider will notify the Client within 24 hours. A detailed incident report will be provided within 48 hours, outlining the root cause, impact, and mitigation steps.

- Regulatory Compliance: The project will comply with applicable regulations, including GDPR, PCI DSS, and ISO 27001, as they pertain to the management of branding assets.

Project Deliverables

Item	Milestone Name	Deliverables	Amount	Due Date
1	Brand Identity & Design Strategy	Brand Identity Guidelines & Design Framework	\$5,000.00	2024-12-05
2	Brand Identity & Design Strategy	Typography & Color Palette Selection	\$3,000.00	2024-12-05
3	Marketing & Print Design	Bank Brochure & Print Collateral	\$4,000.00	2024-12-15
4	Marketing & Print Design	Advertisement & Promotional Materials	\$6,000.00	2024-12-15
5	Digital & UI/UX Design	Website & Mobile UI/UX Mockups	\$8,000.00	2024-12-25
6	Digital & UI/UX Design	Infographics & Data Visualization for Reports	\$4,000.00	2024-12-25
7	Digital & UI/UX Design	Social Media Graphics Package	\$3,000.00	2024-12-25
Total			\$33,000.00	

Signatures

_____ (Lucerne Publishing - Ana Bowman)

_____ (Woodgrove Bank - Chris Green)