



Texas Dept of Motor Vehicles Purchase Order # 60800 000002307

Payment Terms: **NET30** Freight Terms: **FOB Destination** Ship Via: **VNDR** PCC: **X** Date: **03/07/16** PO Method: **DG** Dispatch: **Dispatch Via Print** Rev Dt:

PLEASE NOTE: ADDITIONAL TERMS AND CONDITIONS ARE LISTED AT THE END OF THE PURCHASE ORDER.

Vendor: TXC TEXAS CREATIVE LTD
334 N PARK DR
SAN ANTONIO TX 782162725
United States

Ship To: 1P00
4000 Jackson Avenue
Austin TX 78731
United States

Vendor ID: 1742387134

Purchaser: Paula A Ramsey
Phone: 512/465-4193
Fax: 512/465-5641
Email: Paula.Ramsey@TxDMV.gov

Bill To: 4000 Jackson Avenue
Austin TX 78731
United States

Fax:
Email: DMV_FIN-INVOICES@TxDMV.gov

PO Information:

Change orders will be allowed only if unforeseen conditions arise such as, but not limited to, increasing or decreasing quantities or if the department needs dictate changes. All changes shall be in the scope of original work. No verbal change orders shall be permitted. All change orders must be in writing with a Purchase Order Change Notice (POCN) issued by TxDMV Purchasing Section.

The logo to be imprinted on the goods covered by this procurement is copyrighted by TxDMV. The vendor is advised that permission for use of the logo is granted only for meeting the requirements of this procurement. Any person or company wishing to use the logo for other than this purpose must contact the TxDMV Purchasing Section at (512) 465-4193.

Each SVCU (service unit) is priced at \$1.00. A SVCU is a TxDMV internal system unit of measure. Vendor shall invoice at the price(s) for work authorized under the purchase order.

Payment:
Payment will be made in accordance with the Texas Prompt Payment Act, TGC, Subtitle F, Chapter 2251. Vendor shall submit one copy of a correct itemized invoice showing the purchase order number, payee ID., remit to address, and phone number on invoice. Vendors may submit an electronic invoice. All electronic invoices shall be sent to DMV_FIN-INVOICES@txdmv.gov (note: There is an underscore "_" between DMV and FIN). All invoices received at the email address will be filed for future reference and you will receive a receipt confirmation email. To avoid the confusion of duplicate invoices, please do not send other copies of this invoice via regular mail, fax or other means. On emails for electronic invoices, include the company name (as it appears on the invoice) and the purchase order number in the subject line to assist in identifying and processing your invoices in a timely manner. TxDMV will not incur any penalty for late payment if payment is made in 30 days or less from receipt of goods or services and a correct invoice, which-ever is later.

Note: warrants will not be issued to a vendor without a current Texas Identification Number.

Quantity(ies):
Quantities are estimated: TxDMV does not guarantee to purchase any minimum or maximum quantity. TxDMV reserves the right to increase or decrease the quantity(ies) of the purchase order at the same original terms and conditions. The vendor will be notified in writing by purchase order change notice of any requirements for any increased or decreased quantity(ies).

Authorized Signature

Paula Ramsey, CTM, CTM

03/07/2016



Texas Dept of Motor Vehicles
Purchase Order # 60800 0000002307

Line-Sch	Line Description	Class/Item	Quantity	UOM	Unit Price	Extended Amt	Due Date
1- 1	LACE System Brand Identity Design Service. Period of service 3-8-2016 through April 30, 2016. See SOW and Vendor SOW Response.	915/02	8110.7000	UNT	1.00000	8110.70	03/07/2016
						Schedule Total	<input type="text" value="8110.70"/>
						<u>ReqID:</u> 0000002306	
Brand identity design services for the new Licensing, Administration, Consumer Relations and Enforcement system (LACE) Service specifications are detailed in the attached specification sheet Deliverables will be utilized by TxDMV divisions - IT, MCD, CRD, and EPMO Per TXMAS Contract # TXMAS-16-00CORP01.							
						Item Total for Line # 1	<input type="text" value="8110.70"/>

Total PO Amount

All Shipments, Shipping papers, invoices and correspondence must be identified with our Purchase Order Number. Overshipments will not be accepted unless authorized by Buyer prior to Shipment.

Terms and Conditions:
 Texas Department of Motor Vehicles Standard Terms and Conditions can be found at: <http://www.txdmv.gov/contractors-vendors>

Authorized Signature
Paula Ramsey, CTM, CTM
03/07/2016

Texas Department of Motor Vehicles

Creation and Production of LACE Brand Asset Services

February 15, 2016



PRESENTED BY **Texas Creative**[®]

An idea state of mind.

February 15, 2016



Paula Ramsey
Texas Department of Motor Vehicles
4000 Jackson Avenue
Austin, Texas 78731

RE: Creation and Production of LACE Brand Asset Services

Good afternoon,

Thank you for the opportunity to submit a quote for producing brand assets for the automation efforts for Licensing, Administration, Consumer Relations, and Enforcement system, internally known as LACE. After three successful years partnering with the TxDMV in various capacities, from logo and icon designs for various projects, to developing the Two Steps One Sticker and Title Check campaigns, Texas Creative is excited to continue our fruitful relationship.

Included in this submission are proposed agency fees, timelines and deliverables based on the Statement Of Work provided by the Texas Department of Motor Vehicles.

Texas Creative (TXC) is an award-winning full-service advertising and communications firm and is known for providing creative and innovative solutions that exceed the requirements of our valued clients. TXC has the ability to handle all objectives as detailed in the solicitation and provide the Texas Department of Motor Vehicles with a firm fixed price. **Texas Creative is submitting this quote under the TXMAS contract TXMAS-16-00-Corp01.**

We can get started on this project right away.

Kindest regards,

A handwritten signature in black ink that reads "Ashley Landers".

Ashley Landers
EVP of Client Services

334 North Park Drive
San Antonio, Texas 78216
Ashley@TexasCreative.com
(210) 828-8003

Daily Main Point of Contact:

Tina Sikorra
Account Manager

334 North Park Drive
San Antonio, Texas 78216
Tina@TexasCreative.com
(210) 828-8003

Texas Creative Overview

Texas Creative (TXC) is a full-service advertising and communications firm with 30 years of experience providing clients with innovative ideas, effective strategies and award-winning creative. With a team of over 30 talented staff members including graphic designers, web developers, media planners, digital specialists, strategists and account managers, TXC has the experience necessary to help companies define and execute marketing solutions that lead to business growth.

As a scalable firm, no challenge is too large or too small. We conform to clients' visions, styles, budgets and billing requirements. TXC has successfully satisfied hundreds of local, national and international clients on thousands of projects with innovative ideas, original design concepts and thorough execution of everything we do.

OUR QUOTE PER OUR TXMAS CONTRACT NUMBER IS TXMAS-16-00CORP01; WE ARE A CERTIFIED SMALL BUSINESS.

RECENT ACCOLADES:

- 2015 #1 Largest Graphic Design Firm
- 2015 #3 Largest Advertising Agency
- 2015 #4 Largest Web Design & Development Firm
- 2014 #1 Largest Graphic Design Firm
- 2014 #2 Social Media Marketing Firm
- 2014 #3 Largest Web Design & Development Firm
- 2014 #4 Largest Advertising Agency

CREATIVE AWARDS AND DESIGNATIONS:

- American Advertising Federation — multiple local & regional ADDY awards for branding, print and digital projects
- International Association of Business Communicators IABC — Bronze Quill Awards for print and digital project
- American Corporate Identity Magazine Competition
- Clampitt Paper Design Competition
- The American Association of Webmasters

Scope of Work

The Texas Department of Motor Vehicles (TxDMV) is looking for an experienced and creative partner to produce brand assets for the automation efforts for Licensing, Administration, Consumer Relations, and Enforcement system, internally known as LACE.

LACE is changing to offer a new full-service system for all types of vehicle dealer licensing, and provide a management tool for promoters and program management. The new system will offer the public online access to information on dealership type, product lines, and mapped locations of sales and service centers.

TxDmv is seeking help with the name and logo development as well as overall brand identity, brand guidelines and an icon for LACE.

Over the last several years, Texas Creative has implemented numerous successful campaigns for the state of Texas, including the "Two Steps, One Sticker" and the "Title Check" campaign. Texas Creative has numerous years of experience designing and developing logos, icons and brand identities. Below is a detailed explanation of TxC's process and cost structure for all marketing initiatives.

Thank you for this opportunity. We look forward to discussing this proposal with you further.

Projects

Name Development

Texas Creative will assist the TxDMV with developing a name for a new system that will offer the public online access to information on dealership type, product lines, and mapped locations of sales and service centers.

Upon approval of this proposal, Texas Creative (TxC) will submit a creative brief for client review and completion. The creative brief is essential to the design process and is utilized to draw valuable information before the preliminary concept portion begins. The creative brief outlines the competitive market place, goals and objectives, creative considerations and design mandates. Upon completion of the creative brief, TxC will begin developing a list of up to 10 potential names for presentation.

TxC will conduct an in-house "knock-out" trademark search of the U.S. Patent Trademark Office (PTO) database to ensure all names presented are free from federal trademarks. In addition, TxC will conduct an Internet search and corresponding domain name search. Once TxC presents the list of potential names, the client will be asked to narrow it down to three (3) acceptable options. We highly recommend that the client then perform a secondary search of the remaining name options as outlined below.

This estimate includes a TXC project management fee which encompasses agency time to work collaboratively with the client through the research, design, and development of the new product family names. All client and internal meetings, daily client correspondence, providing status updates, proofing, and ongoing project management is included in this estimate.

Logo Development

TXC will present up to four (4) design options for consideration. Included with each design option will be concept justification and rationale. The final presentation will include usage options and basic standards (color, reverse treatment, along with horizontal and vertical configurations) for the selected logo/icon direction.

Specifically included in this estimate is time for creative direction, design, production, and project management. This estimate also includes one (1) round (up to four (4) agency hours) of client revisions for the selected logo option. Upon final approval, TXC will provide final artwork in all industry standard file types as outlined in the Statement of Work by the TxDMV.

Brand Guidelines Development

TXC will also deliver a brand standards guide, which serves as a tool to define, control and maintain the integrity of a newly established brand identity. It also serves as a communication tool for management, employees and vendors to maintain consistency when presenting the firm's visual brand identity. This estimate includes the design, production, and project management time necessary to complete the brand standards guide. Also included in this estimate is one round of client revisions (up to four (4) agency hours).

The Brand Standards will include the following elements:

- Acceptable logo versions
- Colors & fonts
- Various styles
- Minimum size information & clear area
- Color palette
- Typeface: primary and secondary fonts, with examples

Icon Development

TXC will present up to four (4) icon design options for consideration. Included with each design option will be concept justification and rationale. Specifically included in this estimate is time for creative direction, design, production, and project management. This estimate also includes one (1) round (up to four (4) agency hours) of revisions for the selected icon option. Upon final approval, TXC will provide final artwork in all industry standard file types.

Estimated Timeline

Below is an estimated timeline for this project. On average, this project will take about 4 weeks. Texas Creative created an estimated timeline based on the dates in the Statement of Work.

**Please note that dates are subject to change. TxDMV will approve final production calendar from TxC before work begins.*

- Proposal approval and PO by February 17th
- Creative brief developed by TxC and final approval by TXDMV by February 19th
- Project name suggestions to TxDMV for review by February 23rd
- Final Project Name approval by TxDMV by February 26th
- TxC to send logo options (including icon) to TXDMV by March 2nd
- Initial round of client feedback to TxC by March 4th
- Final feedback due to TxC by March 9th
- Final file delivery includes the brand guidelines, icon and logo files (as outlined in statement of work) after final approval of all creative

Project Costs

Please find all itemized costs associated with the Statement of Work below. All rates are based on TXMAS rates.

Description	Cost
Brand identity design and development efforts (Project Naming, Logo Design, Icons, Brand Guideline Development)	\$4,817.65
Project management	\$1,066.75
File preparation	\$457.60
One round of design revision	\$1,311.10
Final file transfer.	\$457.60
Total cost for all services provided/firm fixed price:	\$8,110.70

Billing Practices

We have a flexible billing system that allows us to tailor our billing cycle to your payment cycle or to the needs of the project. Unless other arrangements are made, client payment is expected within 30 days of receipt of all invoices.

If a project is put on hold for more than 30 days, the actual time spent on the job will be billed. Should a project be cancelled prior to completion, a kill-fee of “costs-to-date” or 75% of the estimate (whichever is greater) is expected.

In the event that the project has unplanned revisions that alter the original estimate, Texas Creative will submit a revised estimate for additional authorization before the work commences.

The following is not included in this estimate:

- Travel Expenses
- Copywriting
- Sales Tax
- Translation Services
- Any unforeseen considerations not outlined in this proposal

Next Steps

Upon acceptance of this proposal, please provide Texas Creative with a PO.

Thank you for this opportunity.

Signature

Date

Note: Creative charges are based on accurate information provided by the client. Should the scope of the project change a change order for any additional services will be submitted for approval. After acceptance of the production timeline, if the client requires the project be completed prior to the accepted delivery date, a rush fee may apply and will be estimated for the client's review. If the project is put on hold for longer than 30 days, Texas Creative may bill charges incurred to-date. The Client represents and warrants that the use of any material supplied by the Client shall not infringe any copyright, trademark, trade secret or other third party proprietary right. All source files are the intellectual property of Texas Creative. Unless indicated, estimate does not include printing, delivery, shipping, sales tax. Estimate is valid for 30 days. Actual cost may vary +/- 10%. Terms - net 30 days.

Texas Department of Motor Vehicles
Creation and Production of LACE Brand Asset Services
Statement of Work

The Texas Department of Motor Vehicles (TxDMV) is looking for highly qualified, experienced creative and graphic design product providers. TxDMV requires creative services to originate and produce brand assets for the automation effort for the Licensing, Administration, Consumer Relations, and Enforcement system, known to TxDMV as LACE. The system is changing to offer a new full-service system for all types of vehicle dealer licensing, and provide a management tool for promoters and program management. The new system will offer the public online access to information on dealership type, product lines, and mapped locations of sales and service centers.

Brand assets are the name creation and development, graphic visual identity that include colors and logo and icon development and usage guidelines.

The services to be provided consist of the LACE System brand identity design and development efforts, project management and file preparation and one round of design revision and final file transfer. The revision round will cover 10 business days beginning on February 29, 2016 in order to accommodate TxDMV executive approval process of services and any revisions. TxDMV will identify and assign division staff to the revision team, including a team lead. Team lead will schedule design revision meetings with creative team representatives designated by the vendor. Logo and icons created will be in industry standard file types and conform to format and conditions specified by TxDMV staff and allow usage in print, Web, film, projection and other multi-media contexts. The services to be provided do *not* include messaging or advertising. The logos and icons created and provided for the LACE System brand identity project are owned by TxDMV and TxDMV will retain ownership of created logos and icons. Use of logo and icons created is granted to the vendor solely for meeting the requirements of this project. Person(s) or businesses wanting to use the logo and icons for other than this specified purpose must contact the TxDMV Purchasing Section – 512.465.4193.

1. **Audience** – TxDMV stakeholder groups who include authorized individuals and entities regulated by the agency.
2. **Purpose** – The brand assets will familiarize end users with the LACE System and expedite use of the online full-service system to improve business efficiency transaction time savings and convenience.
3. **Deadline** –Preliminary review and revision of brand assets will be conducted beginning February 29, 2016 and be completed on or before March 11, 2016.
4. **Price** – Services will be paid upon delivery of brand asset components.
5. **Format** – The LACE System brand visual identity components will include but are not limited to name development, usage guidelines and graphic elements. Logos must be created in CMYK vector files to allow the TxDMV to use them in any size required for print, Web, film, projection and other multi-media projects. Minimum resolution for four-color graphics is 300 dpi. Minimum resolution for black-and-white line art is 600 dpi with 1200 dpi preferred. Icons will be 300 dpi and each icon will match each corresponding logo.
6. **Experience of Creative/Graphic Design Services Providers** – Minimum of 10 years full-service creative and graphic design services. Scalable solutions provided that conform to TxDMV's style, budget and billing requirements.

7. Quality requirements

The brand assets delivered must be of such a quality that they can be implemented upon final delivery. Final delivery of brand assets requested on or before March 11, 2016. Any further revision, review and/or correction by the contracting authority will be specified by TxDMV during revision round. The preliminary revision round will be conducted for 10 business days and occur between February 29 – March 4 and March 7 – March 11, 2016.

To this end, the contractor shall thoroughly revise and review the entire brand asset deliverables or asset deliverables specified by TxDMV revision team lead. Contractors must ensure, that:

- The delivered brand assets that consist of the name creation and development, graphic visual identity that include colors and logo and icon development and usage guidelines are consistent and complete (no omissions or additions are permitted) and conform to all industry standard file types; the TxDMV revision team will obtain and provide executive approval of final delivered brand assets;
- Sufficient attention has been paid to the clarity and register of the text, logo and icon;
- The text elements contains no syntactical, spelling, punctuation, typographical or other grammatical errors;
- The formatting of the original has been maintained (including codes and tags if applicable)

8. Cost/Price - This will be a firm fixed price for the services provided from your current TXMAS Contract.

TXMAS Contract#: VYT QUEI EEC0 [!] €F -

Itemized costs associated with this Statement of Work:

Description	Cost
Brand identity design and development efforts	~ (ž %&'*)
Project management	~ %/\$ * * "+)
File preparation	~ () +'* \$
One round of design revision	~ %/2 %/8%'/\$
Final file transfer.	~ () +'* \$
Total cost for all services provided:	\$8,110.70

Please return your response to me by Monday, February 15, 2016.