

Two Tribes X TILEYARD

Terms of Agreement

Parties involved: TWO TRIBES BREWING, TILEYARD STUDIOS, TILEYARD RD, KINGS CROSS, LONDON, N7 9AH
TILEYARD EDUCATION, TILEYARD ROAD KINGS CROSS LONDON N79AH
Isabel Murphy, 28 Waddon Park Avenue, Croydon, Surrey, CR04LU

Services

"Services" means the Artist's services for Two Tribes X TILEYARD in respect of design of the Temptation edition brew and all design developments: consisting of 1 Can Wallpaper design, 1 Overbox design and any other additional (but not required) physical or digital assets discussed.

Designer Role

It is understood by the two associated parties, Two Tribes and TILEYARD and the designer, Isabel Murphy that the role required is to manage the project development of "Temptation" as a special edition product, to research the current alcohol and beverages market, any competitors and the brands themselves and create innovative designs in accordance with the brief, with special focus on the values of creativity, collaboration and community in relation to the music industry.

Duration

The collaboration project is expected to be delivered in Summer 2021, preferably for a live launch and event in June/ July.

Pre-Production: March - April, all assets will be prototyped to suit the design and business criteria.

Production: Expected April - June/July. Once signed off, the brewery will outsource for printing, digital and social assets, whilst the designer, oversees and manages the project development. Prepare all products and assets for launch.

Aftercare: July onwards. After launch the designer and project manager will assess the success of the product, where it is being sold, where the footfall and attraction comes from and will use this research to create solutions that will maintain the success of a product and any other future collaborations and design potentials.

Payment

Two Tribes and TILEYARD have agreed to pay the designer a total cost of **£3000**. Calculated on a UK Freelancer Day Rate of £150.

Breakdown: (£150 x 5 days a week) x 4 weeks = £3000.

Payment is expected in 3 installments over the project duration: Pre Production 40% (£1200)

Production 40% (£1200)

Delivery 20% (£600)