



UNANIMOUS

UNANIMOUS
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City of Isle of Palms, South Carolina

City Branding and Strategy Services

PROJECT#: 37054 - SUBMITTED 05.06.2026



May 6, 2026
Project: #37054

Douglas Kerr
City Administrator
City of Isle of Palms
1207 Palm Boulevard
Post Office Box 508
Isle of Palms, South Carolina 29451



UNANIMOUS

Dear Douglas,

Thank you for the opportunity to discuss the City of Isle of Palms' branding initiative. We are excited about the possibility of partnering with you to create a cohesive brand that reflects the City's unique character, aligns with its broader vision, and helps position Isle of Palms as a family-friendly beach destination. Based on our experience in community branding and strategic marketing, UNANIMOUS is an excellent fit for this project.

The marketing, creative, web, and video teams at UNANIMOUS understand the importance of solid research, powerful messages, and a cohesive appearance. From the onset of the project, our team implements a formalized development and design process to ensure the successful, timely completion of each part of the project. At UNANIMOUS, we also strive to foster a collaborative relationship with our clients so the finished project fulfills your business requirements and expectations.

UNANIMOUS greatly appreciates your consideration of our agency's services for this exciting project. If you have any questions regarding the proposal or would like to discuss any details or modifications to the project as we have defined it, please contact me at Jamie@BeUNANIMOUS.com or by calling 402.423.5447.

Thank you for this opportunity,

Sincerely,

Jamie Riha
Marketing Director



Why UNANIMOUS?

UNANIMOUS is a Lincoln, Nebraska-based marketing agency that assists clients with branding, marketing, creative, web, and video projects of all sizes and scopes. Founded in 1979, UNANIMOUS has over 350 active clients across 15 states. Our agency is known for its collaborative style, and we pride ourselves on rhyme, reason, and results.

SPECIALISTS

Cities & Communities.

Our experience working with cities, municipalities, and community organizations runs deep. We understand the unique dynamics of representing diverse populations, balancing tradition with progress, and fostering civic pride. From public communication to destination marketing, we help communities clarify their identity and amplify their voice. For Isle of Palms, that means creating a brand that reflects the City's beach community character and positions the island as a family-friendly beach vacation destination.

ALIGNED

Strategic & Intentional.

We utilize our proven process to seek truth, gain understanding, and provide organizational clarity. We look to fully understand your unique brand while we examine your goals and needs. We dig deep, ask questions, and pride ourselves on being avid listeners. These insights fuel our ability to create compelling strategies, thoughtful designs, intuitive websites, engaging videos, and powerful results for true brand alignment.

COMPREHENSIVE

Complete & Coordinated.

We focus on brand alignment. From research and strategy to verbal and visual, we deliver opportunities for you to showcase your organization's very best. Our team provides intuitive web design and development, creative design and illustration, resourceful marketing strategy and execution, and inspiring video storytelling and photography. Our agency size enables us to be agile and efficient while offering complete depth of service and responsiveness.

EXPERT

Skilled & Professional.

Our agency has been serving clients for over 40 years. Our professional team delivers measurable results for diverse projects in both size and scope. Our vast experience translates to outstanding quality and enables us to provide you with industry insights and efficient communication platforms. We are detail-oriented and consultative, staying current on the latest trends and technology to meet the ever-changing needs of our clients.

CONNECTED

Collaborative & Consultative.

We are a positive partner making powerful changes for your organization. Our expert team is accessible and responsive, and we look forward to being a trusted extension of your team. We establish a partnership that creates efficiencies and multiplies the impact of your organization. We involve you throughout our creative process to bring unity and consensus to every project. Our strategy for success evolves as your objectives expand and your vision unfolds.

IMPACTFUL

Results & Returns.

We are discerning and seek to establish measurable metrics as we develop your goals and objectives. We are thoughtful and intentional as we consider the evolution of your brand, audiences, services, differentiators, competitors, and how your bottom line is impacted. We remain proactive and schedule regular reviews to assess and refine tactics and strategies for the future.



Our Agency Services

If you're looking for brand alignment, rebranding, or want to start something new, UNANIMOUS will build a foundation, generate awareness, and take your brand to the next level! We create effective marketing campaigns, design intentional communication strategies, and develop custom websites that accurately represent your organization, identify workflow efficiencies, convert leads, and boost returns.

Marketing & Advertising

STRATEGY + VERBAL IDENTITY

Connecting with and engaging your audience is the key to success in a competitive marketplace. We work diligently to understand your organization, research the market, and make sure you stay top of mind. We will analyze your competition, develop strategies to reach your targets, motivate action, and build brand loyalty.

- Internal Communication
- External Messaging
- Research & Analysis
- Brand Naming & Renaming
- Digital & Traditional Media
- Social Media Management
- Fully Integrated Campaigns
- Copywriting & Content
- Public Relations

Creative & Design

AESTHETICS + VISUAL IDENTITY

Like most things, you get out of it what you put into it—your brand is no different. It's your first impression, and people will make an instant decision about the merit of your work based on your appearance alone. It's important to be intentional and to ensure your brand represents the quality of your organization.

- Logo & Identity Design
- Guidelines & Standards
- Brand Architecture
- Brand Stationery & Collateral
- Vehicle Graphics
- Signage & Outdoor
- Tradeshow & Exhibits
- Promotional Materials
- UX/UI Design

Website & Interactive

WEB DESIGN + DEVELOPMENT

Comprehensive website planning, design, and development is the true passion of the UNANIMOUS web team. Our website projects range in size, scope, and complexity. We ensure our websites offer a professional user experience to engage visitors with compelling messaging and intuitive functionality.

- Custom Web Design
- In-House Web Development
- Web Planning & Architecture
- E-commerce & E-Transaction
- API & Third-Party Integrations
- Analytics & Search Console
- Landing Pages & Micro-sites
- Hosting & Maintenance
- Website Support

Video & Photography

STORYTELLING + IMAGERY

Put your organization in the spotlight, bring your story to life, and activate your brand. UNANIMOUS will guide the entire process from storyboarding, animating, shooting, editing, and distribution. Our experts combine strong imagery with compelling stories to connect and encourage audience action.

- Pre-Production & Planning
- Video Shoot Production
- Post-Production & Editing
- Project Scripting & Storyboarding
- Professional Portraits
- Product Photography
- Drone Video & Aerial Photography
- Motion Graphics & Animation
- Video Distribution & Promotion



Your Expert Team

UNANIMOUS is a full-service branding agency based in the heart of the Midwest—Lincoln, Nebraska. We have partnered with clients to develop strong brand alignment through strategic marketing, creative design, engaging websites, and compelling video projects of all sizes and scopes. UNANIMOUS is known for collaborative partnerships and works with a variety of clients nationwide. Our agency prides itself on rhyme, reason, and results.



Trent Wilcox
President
 Experience: 28 years
Trent@BeUNANIMOUS.com

Trent shares an equal passion for technology, design, strategy, and people. As the leader of the organization, Trent focuses on building a talented team to achieve goals and get results for a growing list of clients while lending vision to all facets.



Jamie Riha
Marketing Director
 Experience: 15 years
Jamie@BeUNANIMOUS.com

Jamie creates results-driven strategies to meet short-term and long-term goals. As an avid multitasker, Jamie manages multiple projects to ensure the timely integration and execution of cohesive, cross-channel marketing strategies.



Scott Claypool
Vice President, Creative
 Experience: 26 years
Scott@BeUNANIMOUS.com

Scott is constantly developing and inspiring innovative ideas. His passion for design and attention to detail are on display in every project. He has a unique ability to understand specific needs and translate those into iconic brands.



Tristen Metcalf
Senior Marketing Strategist
 Experience: 10 years
Tristen@BeUNANIMOUS.com

Tristen blends strategy, creativity, and performance to build marketing plans that are thoughtful and effective. With strengths in paid media, marketing operations, and campaign execution, she helps teams work smarter and campaigns perform better.

AGENCY STRUCTURE

Trent Wilcox PRESIDENT		Matt O’Gorman VICE PRESIDENT, WEB		Scott Claypool VICE PRESIDENT, CREATIVE	
OFFICE	MARKETING	WEB	DESIGN	VIDEO	
Fronia Jeppson FINANCE DIRECTOR	Jamie Riha MARKETING DIRECTOR	Patrick Sullivan WEB DIRECTOR	Branden Bopp SENIOR GRAPHIC DESIGNER	Bill Griepenstroh HEAD OF VIDEO PRODUCTION	
	Tristen Metcalf SENIOR MARKETING STRATEGIST	Kurt Naeve SENIOR WEB DEVELOPER	Emily Bray GRAPHIC DESIGNER	Drew Bohlke DIRECTOR	
	Tina Joyce SENIOR MARKETING STRATEGIST	Uriah Rittenhouse WEB DEVELOPER	Thea Seibel GRAPHIC DESIGNER	Makayla Hogenson ASSOCIATE DIRECTOR	
	Ashden Denton DIGITAL MARKETING STRATEGIST	Holden Steinhauser WEB DEVELOPER	Bryce Keck GRAPHIC DESIGNER	Jack Buglewicz VIDEO PRODUCTION SPECIALIST	
	Avery Smith MARKETING STRATEGIST	Elise Raymond WEB STRATEGIST	Rachel Dempsey GRAPHIC DESIGNER	Brian Hall MOTION DESIGNER & EDITOR	
	Alyssa Earl MARKETING STRATEGIST			Chelsea Marine CREATIVE PRODUCER	





Project Overview

STRATEGIC BRAND ALIGNMENT PROCESS

UNANIMOUS knows you are seeking to partner with a firm to design and develop a modern and visually memorable brand. The experienced brand team at UNANIMOUS fully understands the importance of properly blending strategy and design. To ensure the successful completion of each project, we follow a customized and formalized process.



01	02	03	04	05
DISCOVERY Onboarding & Research	VERBAL Messaging & Communication	VISUAL Design & Aesthetics	TACTICS Initiatives & Implementation	REVIEW Analyze & Refine

Scope of Work

A STRATEGIC BRAND BUILT FOR COMMUNITY IDENTITY AND DESTINATION GROWTH

The City of Isle of Palms is seeking a comprehensive brand strategy that strengthens the City's identity, reflects its unique coastal character, and positions the community as a family-friendly beach vacation destination. UNANIMOUS understands this opportunity requires more than a logo—it calls for thoughtful research, strategic messaging, cohesive visual design, and practical implementation across City departments and communications. Our team will guide a collaborative process that aligns with the City's broader vision, engages key stakeholders, and delivers a flexible brand system designed to serve residents, visitors, and future growth.





01. Discovery

ONBOARDING & RESEARCH

Through our customized JUMPSTART discovery session, UNANIMOUS will meet with key stakeholders of your organization to better understand the goals and overall perceptions of your organization. We will focus on learning everything about your current mission, brand, and goals for the future.

- **Jumpstart Kickoff Meeting:** UNANIMOUS will dive into your history and background, core audiences, challenges, pain points, and metrics for future success. Various activities, exercises, and guided discussions will take place to understand the full scope of your organization. We'll use this information as the driving force behind our campaign strategy and creative recommendations. UNANIMOUS will document the discovery.
- **Audience & Market Research (4-6 Audiences):** A highly focused and intentional strategy begins with comprehensive audience and market research to fully understand your audience's motivations, barriers, perceptions, and more, while identifying key elements of the City of Isle of Palms that will help shape and strengthen the brand. We formulate a tailored strategy utilizing primary methods like surveys, interviews, and host up to 2 virtual workshops with the Isle of Palms City Council, as well as secondary methods like industry studies and competitor data. Your involvement is key to identifying and inviting research participants. UNANIMOUS will create questions, facilitate the research, and document results. The compiled data will be presented to your team, provide the groundwork for your messaging platform, and inform strategic marketing decisions.
- **Brand Audit:** A comprehensive brand audit is an essential first step in refining and strengthening your brand's identity. It provides a clear and detailed understanding of how your brand is currently perceived, both internally and externally. This process uncovers valuable insights into your brand's strengths, weaknesses, and opportunities for growth. By evaluating all elements of your brand, such as taglines, slogans, messaging, and design direction, we uncover opportunities to strengthen differentiation, clarify perception, and build a cohesive brand system. A brand audit helps ensure that your brand is not only aligned with your business goals but also resonates effectively with your target audience. Ultimately, this process empowers you to make informed, strategic decisions that enhance brand consistency, build trust, and drive success.



02. Brand, Vision, & Message Development

INTERNAL COMMUNICATION

Your internal communication is the foundation of your organization. It impacts your company culture, drives the direction of your organization, clearly defines all internal communication, and sets the stage for external messaging. UNANIMOUS will develop the following internal elements with up to three rounds of revisions to finalize each:

- **Mission Statement:** Your mission statement should provide clarity to your purpose. It is the who, what, and why of your organization. It is an action-based statement conveying why you exist and how you serve your audience. UNANIMOUS will develop a mission statement to influence your business goals and organizational direction. Everything your organization does should work towards your mission and be communicated clearly during onboarding and team documentation to build focus and create alignment.
- **Vision Statement:** Your vision statement is a declaration made by an organization about your desired end state and what you intend to achieve as a result of your work and effort. Meant to inspire, this is your motivation, your aspiration, and will provide a foundation for future planning. UNANIMOUS will develop a vision statement



that will be used to guide your direction and overall growth strategy.

- **Core Values:** A well-defined set of core values sets the groundwork for your company's growth and success. Your values shape your vision and build a focused, consistent, and intentional culture. Do you hire, fire, and evaluate your team based on your current values? If you want your team to truly live your brand, you should. Holding your organization to the standard of your values helps create a culture where your team authentically lives your brand. Based on information gathered during Discovery, UNANIMOUS will recommend and define a set of core values.
- **Brand Voice:** While your messages drive your communications, your voice guides how you say them. Your brand voice creates consistency, conveys your brand's personality, and helps you accurately express who you are. UNANIMOUS will provide four to six core brand voice elements and examples of each.
- **Audience Personas:** Audience personas are fictional characters created to represent a specific segment of your target audience. They are developed to uncover key motivators for your clients and create intentional marketing and communications moving forward. UNANIMOUS will develop up to five audience personas.

EXTERNAL MESSAGING

Your external messaging is critical to an organization's brand. It is the core "what to say and to whom" driving all your communications efforts, maintaining consistency, and generating trust for your brand. Strategic, thoughtful, and consistent brands build trust among your target audience and distinctly separate you from the competition. UNANIMOUS will develop the following external elements with up to three rounds of revisions to finalize each:

- **Tagline:** Your tagline is the most succinct delivery of your brand messaging. UNANIMOUS will create a tagline to appropriately position your organization and set the stage for the messaging platform.
- **Brand Pitch:** UNANIMOUS will write a brand pitch providing you with a very concise message about your organization. A brand pitch communicates who you are, what you do, and why it matters. The best pitch prepares you to consistently share a succinct message about your organization with anyone at any time.
- **Brand Promise:** Your brand promise is a single statement that captures what people can expect from you. It's more than what makes you special or unique. It verbalizes your continuous commitment to your customers.
- **Positioning Statement:** Positioning is how your organization wants to be perceived in the minds of your most important audiences. It defines who you are and serves as an intentional framework to base your communication and outreach efforts.
- **Key Brand Messages:** Your key messages are an extension of your promise and positioning. What are the key selling points of your brand? Why does your brand matter? What emotional and tangible benefits does your organization provide? Why should the audience care? Your brand messages answer these questions and help you craft consistent content throughout your branded materials.

DESIGN & AESTHETICS

Your visual identity consists of your logo, colors, typography, and corresponding design elements. It is the visual representation of your brand and is best when it's purposeful, intentional, and driven by the other aspects of your brand identity. UNANIMOUS will develop the following visual identity elements with up to three rounds of revisions each..

- **Visual Identity Concepts:** UNANIMOUS will develop three brand concepts. Each concept will include seal, logo, and wordmark design, along with a color palette, typography, and iconography. Concepts will be presented as standalone marks and through use-case mockups for visualization. Initial color palettes, typography, and



visual elements will be presented and finalized through rounds of feedback. UNANIMOUS will deliver the approved design in a variety of digital formats.

- **Online Brand Management Tool:** Elevate your brand with UNANIMOUS's custom online brand guide, a comprehensive asset library that inventories your logos, photos, icons, videos, animations, design files, and more. Enjoy features like automatic file conversion, asset resizing, and support for multiple formats such as JPG, PNG, SVG, MP4, and MOV. Document your brand's colors, fonts, and usage guidelines to keep everyone aligned, and take advantage of versioning, user management, and password protection for complete control. Share your assets privately or publicly to maintain brand consistency and accessibility.

03. Strategic Brand Implementation and Engagement Tactics

IMPLEMENTATION STRATEGY

UNANIMOUS will provide a comprehensive roll-out plan to strategically introduce the new brand to internal and external audiences. This plan will include a timeline, key milestones, recommended communication channels, and launch tactics to build awareness and excitement. We will also develop launch-ready assets and provide guidance for implementing the brand across City departments and communications, with strategies to help maintain and strengthen the brand over time. To support a successful rollout, we also provide ongoing review and consultation.

RECOMMENDED INITIATIVES

Utilizing the information gathered in the previous phases, UNANIMOUS will provide a list of recommended initiatives to best achieve your brand goals and objectives, supporting both short- and long-term goals moving forward. The suggested tactics and initiatives will be provided in prioritized order and presented with investment ranges for budgeting purposes. After reviewing the provided information, you may proceed with the suggested tactics on your own or employ UNANIMOUS to help with implementation. Suggested tactics and initiatives may include the following and/or more:

- Marketing Campaign Development
- Traditional Media
- Social Media
- Digital Media & PPC
- Direct Mail
- Content Marketing
- Copywriting
- Conference & Events
- Collateral & Stationery
- Website Development or Enhancement
- Signage & Outdoor
- Photography & Graphics
- Video Production & Editing
- Tradeshow & Promotional
- Press Releases
- Guerrilla Marketing

DELIVERABLES

UNANIMOUS will provide a complete package of final deliverables to support successful implementation and long-term brand consistency. This includes an executive summary report outlining key findings and recommendations, all editable source files and templates for common communication needs such as signage, brochures, webpage layouts, PowerPoint presentations, social media graphics, report covers, letterheads, business cards, and email signatures. We will also develop comprehensive branding guidelines to ensure consistent use of the new identity across all City communications and promotional efforts.





PROFESSIONAL BRANDING EXPERTS

UNANIMOUS is happy to provide you with relevant examples of our work along with references. Partner names are linked to pages with more information about the project. [Please click here to see even more examples of our work.](#)



Holdrege Area Chamber of Commerce

UNANIMOUS collaborated to create a true brand identity for the organization. Serving local businesses, non-profit organizations, and individuals wanting to capitalize on networking, educational, and engagement opportunities, the HACC provides a collective voice for a thriving Nebraska community. [Learn More >>>](#)

Reference: Lori Larson - Executive Director
director@holdregechamber.com | 308.995.4444
504 4th Avenue, Holdrege, NE 68949



City of York

UNANIMOUS partnered with the City of York to develop a refreshed community brand. The new visual identity incorporates the landmark water tower, balancing tradition with forward-thinking energy. It features a bold logo, refined typography, and a versatile color palette supported by a comprehensive style guide for consistency. [Learn More >>>](#)

Reference: Terri Carlson - Director, Holthus Convention Center
tercarlson@cityofyork.ne.gov | 402.239.8771
3130 Holen Avenue, York, NE 68467



Main Street Beatrice

UNANIMOUS team developed a marketing campaign to promote downtown Beatrice businesses, engage and retain area residents, generate unity among the local community, and create a downtown identity. A campaign visual identity, tagline, messaging, promotional elements, and brand video were developed to launch the marketing campaign. [Learn More >>>](#)

Reference: Morgan Fox - Executive Director
mfox@mainstreetbeatrice.org | 402.223.3244
205 N 4th Street, Beatrice, NE 68310





Please Note

RISK ANALYSIS

The following issues could put this project at risk of not meeting the stated objectives, budget, and timeline. UNANIMOUS will monitor and notify you of any issues affecting the discussed timeline or agreed budget.

- Unspecified expectations for functionality or features not included in this proposal.
- Late changes to graphic design or site map after signed approval are received.
- Additional rounds of changes beyond what is specified in this document.
- Delays in payment, design feedback, or content development.
- Assignment of additional employees or contacts from your team to this project.

EXCLUSIONS

This proposal does not include media costs, mailing lists, postage, printing, video production, photography, travel, or additional services outside of those outlined above. Upon request, competitive estimates will be presented and approved before materials are sent to the preferred vendor. This proposal is written to the best of our knowledge based on the information provided. A separate budget will be provided if additional services are needed.

PERFORMANCE

Our partners acknowledge and agree that achieving any particular results, outcomes, or performance metrics depends upon numerous variables beyond the reasonable control of the vendor. Therefore, no representation, warranty, or guarantee, expressed or implied, is made as to the attainment of any such results.

STALLED PROJECTS

We understand several things can delay or hold up a project. We simply ask for communication. If an open project goes over 30 days without any partner communication, UNANIMOUS reserves the right to cancel the project and final bill for all work completed. If you wish to resume the project later, a new proposal and timeline will be provided.

PORTFOLIO CONSENT

UNANIMOUS features partner work in our online portfolio to showcase our capabilities, promote our partners, and enhance our professional reputation. Accepting this proposal grants consent, unless a specific request is made not to.

CREATIVE CONCEPT OWNERSHIP

UNANIMOUS will produce and present multiple creative concepts, variations, or options. You will select and own the rights to ONE version of the presented options from those options. This applies to all branding, logos, naming, copywriting, and content options. All other options provided shall remain the property of UNANIMOUS. If desired, additional options may be purchased.

TOOLS & TECHNOLOGY

In our commitment to innovation and excellence, UNANIMOUS may utilize Artificial Intelligence (AI) or other tools to enhance or inspire projects. AI technologies may support and refine our strategies, design concepts, and content. Please be aware that if AI assists in our efforts, final decisions and creative use are subjectively curated by our team of experts, ensuring that all deliverables meet standards and are tailored to align specifically with your brand.

TRADEMARK & COPYRIGHT DISCLAIMER

UNANIMOUS conducts initial searches to help identify any obvious conflicts. However, we do not provide legal services for trademark or copyright registration. We strongly recommend working with a qualified legal team to register your brand name, logo, or creative assets at the state and/or federal level. Upon request, we're happy to provide trusted legal referrals. Please note, registration timelines and trademark considerations may impact project budgets and schedules.



May 6, 2026
 Project: #37054

Douglas Kerr
 City of Isle of Palms
 City Administrator
 1207 Palm Boulevard
 Post Office Box 508, Isle of Palms, South Carolina 29451



UNANIMOUS

 **Investment & Timeline**

The tentative timeline and investment schedule below have been prepared to provide an overview of the anticipated project phases, associated timing, and corresponding investment by stage. Utilizing your feedback and information gathered throughout the engagement, project details may be refined, and the schedule or investment allocation may be adjusted with your approval. See Risk Analysis below for additional information regarding potential delays or changes that could impact timing or budget.

PHASE	DETAIL	SCHEDULE	INVESTMENT
01. Discovery	Jumpstart & Discovery	JUN 2026	\$4,500
	Audience & Market Research	JUN/JUL 2026	\$12,000
	Brand Audit	JUN/JUL 2026	\$7,500
02. Brand, Vision, & Message Development	Internal Communication	AUG 2026	\$8,250
	External Messaging	AUG 2026	\$10,500
	Design & Aesthetics	SEP 2026	\$17,250
03. Strategic Brand Implementation and Engagement Tactics	Implementation Strategy	SEP/OCT 2026	\$7,500
	Recommended Tactics	SEP/OCT 2026	\$5,250
	Deliverables	OCT/NOV 2026	Included
TOTAL INVESTMENT			\$45,000

ONGOING INVESTMENT	
Online Brand Management Tool	\$800/year

PAYMENT TERMS: A 25% down payment is due in advance. Work is billed monthly as “in progress” until completed. If this proposal meets your approval and you agree to the terms, please sign and return this page, authorizing our team to proceed. This page may be emailed to Jamie@BeUNANIMOUS.com.

Authorized Signature:		Date:	
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30-Day Cancellation Policy Notification Requirement: This Agreement may be terminated by either party upon giving at least 30 days written notice to the other party. The notice must clearly indicate the intention to terminate the Agreement and must be delivered through email or registered mail. **Effective Date of Termination:** Termination will become effective 30 days after the receipt of the cancellation notice. Services contracted will continue to be provided until the effective date of termination unless otherwise mutually agreed upon. **Final Payment:** Upon termination, the Client is obligated to pay for all services rendered up until the effective date of termination, along with any other fees or expenses incurred in connection with the termination. **Sales tax is added when applicable.** This proposal represents a good-faith estimate. Any additional costs exceeding 10% of the estimated amount will be submitted to you in writing for review and approval. **Conditions of Sale:** Proposals are only for work according to the original specifications. If, through a client error or change of mind, work must be altered, such alterations will incur an additional charge. If the client cancels an order or withdraws materials while work is in process before completion of the end product, UNANIMOUS assumes no responsibility for the completion of the work and is entitled to compensation for all work completed at the time of cancellation or withdrawal. In addition, if the client cancels before the completion of the project, the client assumes no responsibility for the payment of work that has not been done. Each end product produced by UNANIMOUS becomes the property of the client who ordered the product when all invoices are paid in full. Projects not completed by the end of the month will be billed for time and expenses incurred each month. Payments are net 30 days from the date of the invoice unless otherwise noted. A finance charge of 2% per month, or 24% annually, will be charged on past-due invoices.

