



# Ströer Logo

A logo is the central element of a brand identity. At Ströer, we pay attention to the uniqueness of your logo. Each logo is made individually. It should serve to quickly recognize your company and set you apart from your direct competitors. We attach particular importance to ensuring that it suits your company and works in different contexts, media and sizes. The logo design will serve as the basis for your future website.

## Ströer Logo service description

### 1. Included services:

- ★ Briefing to clarify the ideas
- ★ Concept, creation and implementation by experienced graphic designers
- ★ Initial selection from 2 proposals
- ★ Including 2 rounds of revisions for a proposal
- ★ Scalable file, version in RGB color space (web) and CMYK color space (for print products)
- ★ Transfer of the full rights of use\*
- ★ Can be booked as a supplement as required:
  - Suggestions for individual fonts
  - Suggestions for specific color variants

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### Prerequisite for booking:

A logo can only be booked in conjunction with a Ströer website.

### Customer requirements for corrections and release:

After completion of the two logo drafts, the client must check them and, if they are essentially in accordance with the contract, select and approve one. With the selection and approval of the logo design, the logo is explicitly accepted (explicit acceptance). With the release, the customer receives the full rights of use. The inspection and approval

Invoices for the following types of costs are issued as listed:  
- Logo creation: The creation fee is due in a single payment after conclusion of the contract.

(acceptance) must be carried out within 5 working days of being requested by RegioHelden GmbH. If no specific correction requests and a selection are made by the client within the deadline, RegioHelden GmbH will decide on a design that is selected to the best of its knowledge and belief for the best possible representation of the client. This is then deemed to have been accepted by you (fictitious acceptance). The selected logo will be used for the website creation in accordance with the contract. Upon acceptance, as well as in the case of fictitious acceptance, you as the client are solely responsible for the correctness of the content and the legal correctness and harmlessness of the logo we have created for you. If the client provides materials such as photos/logos/images/texts or similar materials (hereinafter referred to as "content") for the creation of logos, e.g. for an exact replica, the client assures with their provision - without the contractor having to check this - that the client is entitled to the reproduction, trademark, name, processing and other property rights to this content to the extent necessary for the creation and use of the logo created on this basis.

Two rounds of revisions for a proposal are included during the creation phase, further changes can be ordered for an additional charge according to the valid prices. RegioHelden GmbH reserves the right to adjust the planned website launch date depending on the scope of the correction loops.

### **Logo files**

The customer receives the logo in the form of two files, one of which can be used for web and one for print. Please note that there may be color differences between the printed and online forms. If the logo consists of an image and text element, the customer also receives these separately as files