

Identity and wayfinding system for Westhill Yards

INSTRUMENT

SOW-2026-009

Revision 1.0 · 6 Jan 2026

PROVIDER

Acme Studio LLC
48 Mercer Street, Brooklyn, NY
11201

CLIENT

Westhill Property Group
400 Kent Avenue, Brooklyn, NY
11249

TERM AND VALUE

6 January – 22 May 2026
USD 72,000.00, net 15 days

MASTER AGREEMENT

MSA dated 2 May 2025
Governed by the law of New York

RECITAL

This Statement of Work is made as of 6 January 2026 by Acme Studio LLC (Provider) and Westhill Property Group (Client) under the Master Services Agreement identified above (the MSA). Terms not defined here carry the meaning given in the MSA; where the two conflict, the MSA governs.

INSTRUMENT NO. SOW-2026-009.
SUPERSEDES THE ESTIMATE OF 12
DEC 2025.

01

DEFINITIONS

1.1 “**Deliverable**” means an item listed in the schedule at clause 3.1, in the form of delivery stated against it there.

1.2 “**Acceptance**” means Client’s written approval of a Deliverable, or five (5) business days from delivery without written rejection identifying the failure relied on.

1.3 “**Change Order**” means an instrument signed by both parties that varies scope, fees or dates.

DEFINED TERMS ARE CAPITALISED
THROUGHOUT AND BEAR THESE
MEANINGS WHEREVER THEY
RECUR.

02

SCOPE OF SERVICES

2.1 Provider will design an identity system and a wayfinding scheme for Westhill Yards, the mixed-use development at 400 Kent Avenue, and will support fabrication through first installation.

2.2 The following sit outside scope and proceed only under a **Change Order**: (a) photography, film and copywriting; (b) sign fabrication, permits and installation labour, which Client procures directly; and (c) the leasing website build and any content management work on it.

SITE: 400 KENT AVENUE. THREE
LEVELS, TWO STREET FRONTAGES.

03

DELIVERABLES, DATES AND FEES

REF	DELIVERABLE	FORM OF DELIVERY	DUE	FEE (USD)
3.1.1	Identity system	Wordmark, monogram, colour and type standards, 42-page guide	13 Feb 2026	21,600.00
3.1.2	Wayfinding scheme	Eleven sign types, placement plan for three levels, fabrication drawings	20 Mar 2026	28,400.00
3.1.3	Applications	Hoarding, leasing brochure, template set, directory screen artwork	24 Apr 2026	15,750.00
3.1.4	Fabrication support	Vendor review, two press checks, on-site sign-off at first install	22 May 2026	6,250.00
TOTAL CONTRACT VALUE				72,000.00

3.1 Provider will deliver, and Client will pay for, the items in the schedule below.

FEES IN USD, EXCLUSIVE OF SALES
TAX.

3.2 Forty per cent (40%) of the contract value is invoiced on execution and credited against the fee at 3.1.4; each remaining fee is invoiced on **Acceptance** of the Deliverable it is stated against. Invoices are payable net fifteen (15) days, and sums outstanding beyond thirty (30) days accrue interest at 1.5% per month or the maximum rate permitted by law, whichever is lower.

3.3 Dates assume Client’s materials, approvals and each **Acceptance** arrive within the periods stated. Delay attributable to Client moves every subsequent date by the length of that delay.

DEPOSIT INVOICE ISSUES ON
EXECUTION. NET 15 THROUGHOUT.

04

REVISIONS, CHANGE CONTROL AND INTELLECTUAL PROPERTY

4.1 Each Deliverable carries two (2) rounds of revision. Further rounds are billable at \$160 per hour on written authorisation, and any variation to scope, fees or dates after **Acceptance** takes effect only by **Change Order**.

4.2 On receipt of the final payment under clause 3.1, Provider assigns to Client all right, title and interest in the Deliverables and their source files. Provider retains its pre-existing tools and methods and licences them to Client, perpetually and royalty-free, as embodied in the Deliverables. Typefaces are licensed by Client directly from their foundries.

REVISIONS: TWO ROUNDS.
FURTHER ROUNDS \$160 / HOUR.
ASSIGNMENT ON FINAL PAYMENT.

In witness whereof, the parties have executed this Statement of Work by their duly authorised representatives as of the date first written above. This instrument may be executed in counterparts.

ACME STUDIO LLC — PROVIDER

BY _____
NAME Ava Cruz
TITLE Design Director
DATE _____

WESTHILL PROPERTY GROUP — CLIENT

BY _____
NAME Elena Marsh
TITLE Development Director
DATE _____