

STATEMENT OF WORK (SOW)

This Statement of Work ("SOW") is entered into on **[Date]**, and is governed by the terms of the Master Service Agreement ("MSA") between:

[Your Company Name] ("Service Provider")
and
[Client Name] ("Client")

This SOW defines the specific scope, deliverables, timelines, and conditions for the project described below.

1. PROJECT OVERVIEW

Project Title: [Project Name]

Project Objective:

A clear description of what this project is intended to achieve. (e.g., Brand identity development, website design, social media campaign, etc.)

Project Summary:

The Service Provider agrees to deliver the services outlined in this document in accordance with the agreed scope, timeline, and fees.

2. SCOPE OF WORK

The Service Provider will perform the following services:

- [Service 1 – e.g., Brand strategy development]
- [Service 2 – e.g., Logo design concepts]
- [Service 3 – e.g., Social media templates]
- [Service 4 – e.g., Website UI design]

Scope Boundary Rule:

Any work not explicitly listed above is considered **out of scope** and will require a Change Order under the MSA.

3. DELIVERABLES

The Service Provider shall deliver the following:

- **[Deliverable 1]**
Description: [Details]
Format: [File type / medium]
Quantity: [e.g., 3 concepts]
- **[Deliverable 2]**
Description: [Details]
Format: [File type]
Quantity: [X]
- **[Deliverable 3]**
Description: [Details]
Format: [File type]

Delivery Condition:

Final deliverables will only be released upon full payment as stated in the MSA.

4. PROJECT TIMELINE

Start Date: [Date]

Estimated Completion Date: [Date]

Milestones:

- Phase 1: [Description] — [Date]
- Phase 2: [Description] — [Date]
- Phase 3: [Description] — [Date]

Timeline Note:

All timelines are dependent on timely feedback and material delivery from the Client. Delays from the Client will extend deadlines accordingly.

5. REVISION POLICY (ANTI-SCOPE CREEP CONTROL)

To maintain efficiency and protect project scope, revisions are strictly limited as follows:

- **[Deliverable 1]:** [X] revision rounds
- **[Deliverable 2]:** [X] revision rounds
- **[Deliverable 3]:** [X] revision rounds

Revision Rules:

5.1 A “revision round” is defined as one consolidated set of feedback provided at one time.

5.2 Feedback must be clear, actionable, and submitted in a single communication.

5.3 Additional revision rounds beyond the agreed limit will be billed at **[Rate]**.

5.4 Any revision that significantly changes the original direction, concept, or scope will be treated as a **Change Order**.

6. CLIENT RESPONSIBILITIES

The Client agrees to:

- Provide all necessary content, assets, and information before project commencement
- Deliver feedback within **3 days** of receiving deliverables
- Assign a single point of contact for approvals and communication

Failure to meet these responsibilities may result in delays, additional fees, or project suspension.

7. ASSUMPTIONS & DEPENDENCIES

This project is based on the following assumptions:

- All required materials will be provided on time
- Feedback will be given within agreed timelines
- No major changes to project direction after approval stages

Any deviation may affect cost and timeline.

8. OUT-OF-SCOPE WORK

The following are explicitly excluded unless otherwise agreed:

- Additional concepts beyond stated quantity
- New deliverables not listed
- Platform-specific adaptations not defined
- Extensive redesign after approval

All out-of-scope requests require:

- Written approval
- Revised cost and timeline
- Formal Change Order under the MSA

9. FEES & PAYMENT STRUCTURE

Total Project Fee: ~~N~~[Amount]

Payment shall follow the terms defined in the MSA:

- 70% upfront deposit before work begins
- 30% balance before final delivery

Additional work, revisions, or changes will be billed separately.

10. APPROVAL PROCESS

10.1 Each phase requires Client approval before proceeding.

10.2 Once a deliverable is approved:

- It is considered final
- Any further changes will be billable

11. TERMINATION & PAUSE

This SOW is subject to termination terms outlined in the MSA.

If the project is paused due to:

- Client delays
- Non-payment

The Service Provider reserves the right to:

- Adjust timelines
- Apply restart fees
- Reallocate resources

12. ACCEPTANCE & SIGN-OFF

By signing below, both Parties confirm that they understand and agree to the scope, deliverables, timelines, and terms outlined in this SOW.

SERVICE PROVIDER

Name: _____

Signature: _____

Date: _____

CLIENT

Name: _____

Signature: _____

Date: _____

This SOW is governed by the Master Service Agreement (MSA) between both parties.