

Professional Standards of Practice

Consultation

Except in unusual circumstances, we make one free introductory visit to a prospective client. Subsequent calls should be part of a billable assignment unless both parties agree otherwise.

Speculative work

We do not do speculative work—i.e., assignments where payment is contingent on approval of the work. Speculative work is unprofessional, subject to abuse and results in inflated pricing in the industry.

Proposals and estimates

When sufficient information is provided by the client, it is our policy to provide a written estimate or proposal before work begins. If sufficient information is not provided it is our responsibility to say so. If information is not available and the project must proceed, it will be based on an hourly rate with frequent reviews of time expended.

Billing

Our clients have the right to expect that the price on the bill will not exceed the estimate by more than 15% plus applicable sales tax unless otherwise appended, verbally or in writing, prior to invoicing.

Confidentiality

Our clients have the right to expect that any information or material provided will be treated confidentially and that all reasonable efforts will be taken to safeguard it. If requested, we will willingly sign a nondisclosure agreement.

Working arrangements

We enjoy working closely with our clients in a collaborative relationship but in order for the work to progress in an orderly fashion we believe there should be a distinct division of responsibilities. In general, conveying product information, defining market objectives, budgets and approvals are the responsibility of the client. Conceptualization, art direction, project management and production are the responsibilities of the design firm.

Submissions

It is our responsibility to recommend what, in our professional opinion, is the best way to meet the client's objectives. We also recognize it is our responsibility to follow direction, input, criticism and comments made by the client.

Ownership

Upon final payment, all finished output created by us becomes the property of the client. This does not apply to work purchase on the client's behalf from third-parties including, but not limited to, photography and illustration. Preliminary artwork such as sketches, computer files etc. remains the property of the design firm.

Approvals

It is the sole responsibility of the client to review all materials before production and attest to its accuracy.

Non use

In accordance with accepted professional services practice, the client is financially obligated for work done, whether or not it is utilized.