

# Terms & conditions

Updated August 2011



## 1 The brief

In order for us to provide you with an accurate quote we need you to provide us with a written brief. When providing the brief try to include as much information as possible.

If you're used to commissioning design, your standard brief or tender should be okay. If there's anything you've missed that we need to know we'll contact you before putting the quote together.

If you need an idea of what you should include in your brief, you can complete our online briefing form at [www.debutcreate.com/contact](http://www.debutcreate.com/contact) or download a print-friendly briefing form at [www.debutcreate.com/forms/debut\\_brief.pdf](http://www.debutcreate.com/forms/debut_brief.pdf)

## 2 Schedules and deadlines

Please make us aware of all deadlines at briefing stage so that we can schedule your work accordingly. We will provide you with key dates (such as when copy and amendments are required by and when proofs will be delivered) in order to meet your deadlines. We will be as flexible as we possibly can to meet your requirements, but please respect that we may not always be able to drop everything, as we may be committed to another client.

As we run a busy studio it is important that we follow the agreed schedule as closely as possible. Please be aware that delays in providing content or amendments may result in your job being rescheduled.

## 3 The quote

We base our quotes on the complexity of the brief provided. We designate one designer for larger projects and quote on a daily rate. Quotes provided are only valid for 30 days.

Please bear in mind that the quote not only includes the physical time it takes to layout a document, it includes development time too. Within the quote we also allow a small amount of time for administration, and the costs involved in proofing the job.

Please note: Additional services such as print handling, art direction in regards to photography and models, sourcing stock imagery, the purchase of typefaces, web domain names and web hosting - if included - will all be itemised clearly within the quote.

## 4 Before we begin...

We require written authorisation to proceed either in the form of an email, letter and/or purchase order number (where relevant) before any work can commence. Your authority is given on the basis that you find the quote acceptable and that you agree to these terms and conditions. If an incremental payment is required, no work will be undertaken until this is received (please see section 8).

Please note: Whenever possible all approved content should be supplied to the studio before any artwork begins, as once the project is underway, any additional content supplied may result in the reworking of the document or artwork and additional charges (please see section 6).

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## 5 First proof

The first proof will, in most cases, be presented as a complete document. However, where there is a large quantity of text or where the brief involves illustrations, for example, an interim proof may be required which will indicate how we propose to present information and use imagery. This minimises the time and costs involved in reworking large amounts of text should our initial approach be unsuitable. This will be discussed and agreed to at briefing stage and will not affect the proofing process (see section 6).

When the brief is for an identity, campaign branding or a visual identity which will span across different mediums we would recommend two conceptual approaches. Please state on the brief if you would like two conceptual approaches as unless specified, only one conceptual approach will be submitted. The cost for additional approaches will be reflected in the overall quote.

If you work alongside a marketing department, or where there are partners or other individuals that will be involved in the sign-off of artwork, it is a good idea to run the first proof past them, including any changes you wish to make to the proof, at this stage.

## 6 Amendments

When we have provided you with a proof that meets the original brief, we understand that it is only natural for there to be minor amendments that you wish to make. We're happy to make a reasonable amount of amendments, as long as they fall within the original brief. Amendments that deviate from the original brief substantially will be quoted for in addition to the initial quote. There are no hidden costs; we'll ask for your agreement to this quote before we continue.

If a proof has been provided and you feel that it doesn't meet the brief or that amendments have been overlooked, we will need to discuss your requirements before a further proof is provided. Should it be agreed that we have not followed your instructions we will provide you with a further proof at no additional cost.

If however, it is agreed that we have met your brief to our full understanding, a further proof can be produced upon request, the production of which will be charged for at our standard hourly rate.

Please note: To minimise costs outside of the original quote, where ever possible, ensure content has been approved by the parties involved before it is supplied to Début. Author's corrections to the copy or imagery provided are chargeable at standard hourly rate (this can be provided upon request).

Any adjustments needing to be made in relation to the artwork, e.g., the repositioning of logos to meet logo usage guidelines, that were not clearly stated on the initial brief will be undertaken outside of the original quote and charged at the standard hourly rate.

## 7 Final proof and sign off

By signing off the final proof you are giving us instruction to continue with production, i.e., to submit the files to yourselves, to the printers or manufacturers, to make a website or holding page live or to submit advertisements to the publications they are to appear in. We will not amend the document in any way once we have received sign off.



## 8 Payment

Once the quote has been agreed, we ask for either a formal purchase order for the full amount of the job, or a deposit, interim payment and balance upon completion, depending on the client or organisation. If we are handling print or art directing photography, we may also ask you for payment of these additional services in advance.

With exception to payments required in advance / incremental payments, our payment terms are 30 days. Any invoice not paid within 30 days of the invoice date is considered 'late', and in line with 'The Late Payment of Commercial Debts (Interest) Act 1998'. Début Design Ltd will claim interest on overdue payments at 8% above the prevailing Bank of England base rate, as well as compensation for debt recovery costs. These charges are: £40 or debts under £1,000, £70 for debts of £1,000 - £9,999 and £100 for debts over £10,000.

## 9 Additional services

**Print:** We offer a print handling service. This involves liaising with printers to source high quality print, providing samples, negotiating timescales and delivery. We can also discuss finishing options, such as suitable binding and coatings for your document. We charge a print handling fee for this service.

**Sourcing stock imagery:** Whether the sourcing of stock imagery is requested within in the brief, or whether during the conceptual development the designer considers stock imagery to be a suitable approach, you will be provided with a proof containing low quality versions of the images we propose to use. These images are free to use as for this purpose and so there would be no cost should the images we have sourced be unsuitable. We will not purchase any stock imagery without your written instruction. We charge a handling fee for this service on each image sourced.

**Photography:** We will not undertake the art direction of, or commission any photography, hire studios or models etc. without your written instruction.

**Purchasing typefaces:** There may be occasions where typefaces need to be sourced and purchased. We will not purchase any typefaces without your written instruction to do so. We charge a handling fee for this service on each typeface sourced.

**Web domain names and web hosting:** We will not purchase any web domain names or web hosting packages without written instruction.

## 10 Your files

We archive any work we produce for you, so that if you want to update a document that we have produced for you previously, we will only quote for the time it takes to update the file, i.e., replacing text or imagery, and not for the job in its entirety. Source files are not included within a standard quote, although we are happy to quote for source files on request.

