



A Flexible Branding Package for Your New Business

Terms and Conditions

THE DETAILS

This document lays out the details. It aims to cover both parties from the start of each project. We always try to act professionally and fairly to our clients and if any questions arise which aren't covered here please contact us and ask.

INITIAL MEETING

Upon initial payment we will organise the first phase meeting. If possible and geography and time constraints allowing we will meet face to face. If preferred or if it's more practical we can do this over skype to get the project moving. We will keep in regular touch throughout the project and each element will be signed-off by you before we progress.

WHAT'S INCLUDED

PHASE 1

Brand competitors analysis

Brand positioning

Conclusion: Final design communication brief (to be signed-off by client)

PHASE 2

Symbol/word mark

Typography

Colour palette

Signature lockup

Secondary graphics

PHASE 3

Professional photo shoot

Complimentary 1 day photoshoot including post production.

Stationery

Letterhead, continuation, business card, compliment slip, email footer, desktop background.

Printing

250 letterheads, 250 compliments slips, 400 business cards. Single sided.

PHASE 4

Web architecture (10-12 screens).

THE PHOTOGRAPHY

We include a full days free photography within the package price. The photos are taken by an experienced professional photographer using the latest professional equipment. No low res camera phones used here! A final set of photos will be supplied to you as high res JPG files and will be fully owned by yourself. The quantity of images is dependant on the type of shoot you require but we can advise and will try to cover enough to create the web site Content. If you require additional photography this can be arranged and negotiated for separately. Travel and accommodation expenses, if required, are not included and are charged at cost. If you are within a reasonable distance of our studio travel costs will be included in the price.



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THE WEBSITE

The website will be individually designed to show of the company to its best advantage. Included within the package price is an allowance for a 10-12 screen website. This will be professionally designed and templated and then uploaded to make it live and online. You will need to purchase the URL (name of the site) and the hosting package. We can advise how and where to do this. This ensures you own and control of your domain name. Any copywriting that needs completing for the site should be supplied by yourself, alternatively we can recommend a writer for you. The website is intended to be a professional tool for a new company, but due to the competitiveness of the price we cannot include complicated animations, make videos or build e-commerce applications for each site. We are very happy to build a more complex site but that would have to be specifically briefed and costed. Once the site is live, the day to day administration becomes your responsibility. If required, we can administer your site. The level and frequency of administration will be determined and priced accordingly.

THE PRINT

A stationery package is also included within the costs.

250 letterheads

250 compliment slips

400 business cards

Professional printed on quality white stock, single sided printing delivered to your door. (UK mainland). If you would like more or variations on these again we can cost that for you.

THE TIMETABLE

An approximate schedule for a typical project would be:

PHASE 1 - 5 days

PHASE 2 - 2 weeks

PHASE 3 - 1 week

PHASE 4 - 2 weeks

Some of the later phases can run together once the final identity is agreed

CHANGES & ADDITIONS

We have tried to put this package together to accommodate what a new business will need. But you can add and change these if required. We will amend the charges and agree these with you before commencement of the project. If you want to add items during the project, such as promotional leaflet, brochure or extra photography, we will advise on a separate cost for these at the time.

PAYMENT SCHEDULE

35% upon confirmation of project.

35% upon completion of phase 2.

30% upon completion of project.

VAT at the prevailing rate will be added to our invoices.

You will be invoiced by Tinfish Design who devised this working system called Kickstart™.

Invoices payable immediately upon issue.

Work will commence on the receiving of the initial payment. An exact timetable can be agreed at this time if required but see the approximate times above.



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CANCELLATION

If for any reason you need to cancel the project once it has started the fees paid to that date will be kept and any extra time spent by us or cost incurred will be invoiced by us.

If the project is cancelled by us for any reason all work to date will be passed over to you and any fee not used will be returned.

IMAGE RIGHTS

We reserve the right to use the final project designs on our promotional material. The identity will not be replicated or used for another company but only to promote our work.