

our **des!gn** principles

**we're as
serious
about
design...**

**as you are
about
your
business**

**a successful design project is
a partnership between
designer and client.**

we would be happy to meet
and talk about your proposed
project – and, if you decide you
would like us to work with you,
we will discuss the brief in
detail and start thinking
about a solution.

**we charge an initial set fee
for producing concept ideas
– this is dependent upon the
complexity of the project.**

after this we will either charge
for our time at a daily rate or
give you a set price for the
project whatever you prefer.

an important point is that
we do not work for nothing
– our ideas are our livelihood
and we do not simply give
them away.

**so please don't expect any
"free samples", we are
professional designers who
are running a business –
just like yours.**

that's why, in order to give
your project the attention it
deserves, we charge our
initial fee for the time we
spend coming up with ideas.

**let's face it, something
you get for nothing has no
value has it?**

there are a number of things we need to discuss which will help us both as the project progresses...

we need to know who is going to be our contact within your organisation, who we will be presenting to and who will be responsible for any major decisions that have to be made.

we need to have some idea of the budget you have available for the project...

we are happy to discuss possible costs with you – after all, we must design your project to stay within budget from the very first stage.

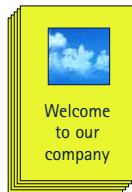
once we have presented our initial visuals we will have an idea of the direction the project is taking.

our discussions will have given us a good idea of what is involved to take the project through to the next stage.

before carrying out any work on the project we will let you know what it will cost – and will not proceed until you are happy for us to do so.

it may be that we have to involve outside specialists i.e. photographers, illustrators etc. – we will tell you what their

when everything is finished and ready for print, upload to a web site or whatever – we would be happy to quote for final production.



if you wish we will liaise with your own printer, web site host or whatever and provide them with everything they need.



whatever you decide, we want you to be happy with the final piece of design – if our partnership has worked well this should be no problem.



if there is a problem we will do everything we can to put it right.



we will...

produce a professional design solution that meets your company's needs, resources and budget.

let you know in advance what our charges will be for any stage of the design process – we will not proceed without your authority.

manage and direct the design project on your behalf and keep totally confidential all private information that we may be party to.

invoice our agreed fees on a

if you will...

appreciate that we charge for
our professional skills.

**see the project as a
partnership and understand
that we will need your help
and specialised input.**

commit time, resources and a
realistic budget to the project.

**accept our invoices monthly
or on completion of each
stage of the project.**

pay our invoices after 30 days.





colin clifford **des!gn**

Baden House

Westbourne Road

Walsall

WS4 2JD

☎ 01922 63 88 09

☎ 01922 62 12 37

email: info@

ccdesign.co.uk

Visit our website

www.ccdesign.co.uk