

2020 Policy Update

Below, please take a look at our 2020 policy updates!

Effective immediately, the following policies will be implemented:

Payment Option Changes:

Projects under \$600 require a full payment before any services are rendered.

We offer “half now, half later” payment options for projects over \$600! The payments are to be made 6 weeks apart regardless of the status of your project. **Please note:** if the second payment of your design project isn't paid on the date agreed upon, there will be a \$150 late penalty, we don't like to charge these additional fees, so please be sure you are able to fund your entire project before signing your contract to avoid these fees.

Logo Design:

We no longer provide stand-alone logo designs. As a holistic branding agency, we believe it is important to have a good foundation when beginning your branding journey, so for this reason, we are introducing the “mini-branding package”.

This package is a full logo development package that includes the following:

3 logo concepts (additional concepts are \$50 each)

2 modifications per concept (additional modifications range from \$15-\$50 per revision)

Official logo file formats included (PNG, JPEG)

You will receive a digital mockup of your logo on a product of your choosing (t-shirt, mug, backpack, etc.)

Branding Guideline Packet - You will receive a packet that will include your mission, vision, brand font links, color schemes, kerning/spacing rules, & mood board). What's this for? You want to build a cohesive brand. This booklet will help you keep your brand image consistent across all platforms if you choose to create your own designs or may need to have someone else create them for you in the future. This will also help you relay your message easily when collaborating with brands.

You will also receive a complementary Brand Audit!- We will send you a survey before you begin working with us to identify where you currently stand within your branding journey! This package will be a \$600 investment.

Feedback window:

From the time of completion for website design projects, there is a 14-day window to respond with any feedback or changes you'd like to have made. After this date, there will be a late penalty of \$100 since this will effect our project calendar.

Cancellations:

You have 48 hours to cancel your project for a full refund. After 48 hours, you will only receive up to 70% of your deposit back (this is only if the project hasn't been started). If your project has begun, you will receive a 20% refund of your applied deposit. If your project has been completed, you will not be eligible for a refund.

Repurchasing files:

Clients files older than 2 years will have to be redesigned (resulting in new fees being issued) because our office does not have the capacity to hold onto files longer than this period. Files older than one year will result in a small retrieval fee if you lose them.