

Sprout Creative

WORKING TOGETHER - A GUIDE FOR NEW CLIENTS

WORKING TOGETHER

We believe the best relationships are built on trust, transparency and a clear understanding of what we do, and why we do it. Sprout likes to work in an inclusive manner with our clients so this document aims to start the process so it will be successful, rewarding and fun.

What we do is subjective to opinion and it's not like buying a chair – which means it's not off the shelf. Sprout designs original design and creative solutions for our clients. We offer creative services and can deliver a range of concepts from a written or verbal brief to address your needs. It doesn't matter if you have limited knowledge about what it is that might best serve your communication requirements.

This guide is designed to help you make choices about how we will work together. It includes information about Sprout and our processes as well as useful guides about a range of topics we are likely to come across when working together.

This guide is not designed as a replacement for us talking to each other. Please feel free to call us if you have any questions about our service because we cover a lot.

This guide is basically to manage expectations and gives you background and a basic platform to build on. Sprout will also custom how we work to suit individual needs but you will need to work with us to develop those guidelines.

SPROUT CREATIVE

The Sprout office is open daily from 8.00am – 5.00pm.

However, should you need us in a critical situation we are happy to be on call 24 hours a day, 365 days a year!

CONTACTING US

Issues and deadlines can arise quickly and without warning. They don't always happen during working hours or when you expect them.

For this reason, our managers will make themselves available are on call at any time of the day or night to make sure you can find us when you need us.

For the most part you will be working directly with your designer, however if the matter is urgent then any of the below management are available to actively address your needs.

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OUR COMPANY

Sprout is a creative agency and marketing company comprising a team of qualified professionals with extensive experience across the Northern Territory and Australia.

We are Northern Territory owned and operated, with our head office in Darwin and we use a network of aligned companies to tailor make our creative, design, marketing services to our clients needs.

We are the Territories largest creative agency and we pride ourselves on being a one-stop-shop for our clients.

What might start as a branding exercise and business cards can then be applied to websites, television, social media and a complete suite of marketing tools all through the same company. Our full range of services ensures that our clients get brand consistency, integrated marketing thinking and strategic advice across all areas.

Creative thinking, graphic design and brand management are the fundamentals to our skill set and everything else forms as part of our implementation range of services.

Sprout was established in 2001 with only two staff. We know what it's like to be small with aspirations to grow larger. We have clients on our books who also started small and we have grown with our clients. Sprout wants to continue growing as our clients grow so even as a smaller business we are always interested in how we can help make your business stand out and take you to the next level.

Sprout has constantly punched about above our weight. We have won Gold Target Awards, several Australian Marketing Institute Awards and even a Gruen Planet on the renowned Advertising program on the ABC. Sprout may be small by national standards but our creative product is up there with the best of them. We achieve this because many of our team have worked in agencies in Sydney, Perth, Melbourne, Adelaide, New Zealand and London. Lucky for us they now call Darwin home and have settled here.

OUR COMMUNITIES

As a wholly owned and operated Northern Territory business, we are proud to support local business.

Our wages and profits are spent in the local community and we source from local suppliers wherever possible. We have purchased homes here, our children go to school here, we are actively part of the arts and sporting community.

We believe in giving back to our local community and maintain an active pro-bono program. We have supported many organisations including the Brahminy Foundation, Menzies School of Indigenous Research, The NT Firefighters, Camp Quality, Darwin Symphony Orchestra, Brownsmart and October Business Month just to name a few.

OUR SERVICES EXPANDED

CREATIVE THINKING

Providing a creative approach to your marketing and communication brief. A bad advert on television is going to cost the same to place in media as a good advert – we help you stand out and turn a great idea into something that will have a tangible outcome via sales, conversion, image or online appeal.

BRAND AND MARKETING MANAGEMENT

Development of corporate brand and marketing campaigns, including design, trademarking and implementation.

Sprout can assist you to raise your profile through our very own Territory Q magazine that is printed quarterly and has a direct mail company data base of over 4000 subscribers. 50,000 copies of Territory Q are printed annually and are distributed nationally through business lounges and Territory wide through Chamber of Commerce, hotels and business events.

ADVERTISING AND MULTIMEDIA CAMPAIGNS

Everything from traditional print/radio/television campaigns to Apps, vehicle wraps, in-store promotions, web design and maintenance direct marketing, outdoor promotions and social media.

EVENTS AND LAUNCHES

Creative events, from concept development to implementation including production of giveaways and merchandise. We undertake any challenge from internal office guerilla marketing, ambient outdoor events and branded trade-show displays to hosted functions in our unique gallery space at 51 Smith Street. Designed invitations, manage your contacts and even be a point of contact for RSVP's. Sprout can organise catering, wait staff and photographers on your behalf.

SOCIAL MEDIA

Sprout can set up your social media, and assist you with basic training to suit your needs. Linking all of your online from website, Facebook, Twitter etc and aligning all your graphic elements right through to animated banner advertising and e-newsletters is a core offering. We can assist with database collection – subscribers and creating a set of tools that will keep your customers connected and regularly informed.

INDIGENOUS COMMUNICATIONS

Helping you to effectively communicate in language at community or social services level. Sprout has created a patented set of audio tools under a company name of OneTalk. These tools deliver a controlled message in language via talking posters, Talking books, Apps, MMS, Our tools are the only ones that can deliver a controlled message to a specific demographic, in language, in community.

NETWORKING

Helping you contact and talk to the right people in business or media. We also work closely with companies that offer media training and strategic PR advice and business management consultants that can assist with HR and restructuring.

COPYWRITING

Writing corporate brochures, product brochures, newsletters, web copy, advertising for television, radio and print, editing and proofing can all be created in-house.

PRINT MANAGEMENT

Sprout offers a production management service for all of your printed needs from a brochure to a billboards. Press checks and quality control are all part of the service.

We offer very competitive prices and are totally independent so you know you will always get the best product delivered or installed without having to deal with production suppliers.

BILLING AND INVOICING

WHICH BILLING SYSTEM IS BEST FOR ME?

Sprout offers a variety of different billing methods that you can choose from depending on your needs.

QUOTED PROJECTS

For individual projects, we prefer to provide a fixed price quotation based on our estimate of complete costs. This is based off a matrix system that is the basis of our quoting and invoicing.

Advantages:

- You know exactly what you are going to pay for (with the exception of author's corrections).

Disadvantages:

- If the project takes us less time to complete than we estimate, you will still pay the quoted price.

When to use it:

- When you know exactly what you want and do not anticipate any changes.
- When adherence to a set budget is important.

MONTHLY TIME BILLING

This method of billing uses a simple calculation of used hours multiplied by the cost of each hour to calculate your invoice each month. Different rates apply to different creative and services and invoices are listed with the projects completed or partly completed in that month.

Timesheets can also be produced to verify any monthly billing clients.

Advantages:

- You only pay for what you use
- Less time is spent calculating the cost of each project up front.

Disadvantages:

- Costs can get out of control without careful management.

- Everything is charged for including meetings, briefings, advice, changes, design work.

When to use it:

- When it is impossible to predict how long or complicated a project will be.
- For ad hoc ad-hoc projects that need to be undertaken in a hurry.

BILLING CYCLE

Sprout bills monthly at the end of each month for time-billed clients.

Quoted projects are invoiced on completion and handover.

If we have quoted you for production/printing this is always quoted separately to design. It is clearly stated in the quote and also the invoice whether it is a design or supply invoice.

For larger projects we may require a deposit up front as well as regular progress payments. This ensures we are able to meet the cost of deliverables along the way and some of our merchandise suppliers have a 50% upfront clause from branded goods before they are produced these will also be billed at the time we make payment to the supplier.

PAYMENTS

As a small local business, Sprout appreciates prompt payment of our invoices. Invoices are payable within 14 days. For account clients, we offer 30 day payments. Payments can be made by EFT, cheque, credit card or cash. Details can be found on our invoice.

If you are having trouble servicing an invoice please speak with us. An appropriate payment plan can be negotiated however this is not a situation we encourage due to wages and other costs it has taken to complete the work that we have undertaken. All outstanding payments must be honoured before further work is commenced and all work remains the copyright of Sprout until invoices have been paid in full.

INVOICE QUERIES

Any queries must be made within 14 days of the invoice being issued.

DISBURSEMENTS

Many consultancy agencies charge a standard 10% for disbursements, which include phone calls, photocopying, couriers and other day-to-day costs. Sprout charges a smaller disbursement fee, and we also pass on costs for large items such as bulk photocopying, travel and freight.

ACCOUNT/MANAGEMENT SERVICE FEE

Sprout may charge an account/management service fee of between 10% to 25% for carrying costs such as production.

Sprout have to charge this fee when we are signing contracts on behalf of our clients because we are liable for payment terms and often have to pay the supplier prior to being paid carry forward those expenses into the following month.

This will be discussed with you on a case by case basis and is only applied with full disclosure and approval by the client.

PRODUCTION COSTS

If we need to outsource production to another company, we will invoice you for that service. We need to "mark up" the cost depending on the service provider. This is a standard industry practice and covers our costs including finance, administration, quality control and project management.

Some of our regular suppliers give us an industry discount for bulk services, which means the amount we invoice you is often the same or less as if you had used that supplier directly. Please discuss options for production with us so we can make arrangements that best suit your needs.

PREPAYMENTS

Sprout is sometimes asked by clients to accept pre-payments for services that may not be delivered until a later date. We understand that this is a useful service for clients who have certain timing constraints around expenditure. This practice does, however, have a significant impact on our cashflow, and tax obligations and requires careful administration.

While we are happy to assist you by accepting prepayments, the following conditions do apply:

- Projects that are invoiced in advance must be started within 3 months of the date of the invoice. This condition will only be waived in the event that Sprout is unable to deliver the service.
- Invoices in advance will only be accepted for a specific project or task as specified on our invoice.
- Prepayment projects must be completed within 12 months of the invoice date.
- No refunds will be given for prepaid services under any circumstances.

If you are requesting a prepayment, these conditions will form part of your invoice and your payment of the invoice will indicate your acceptance of these conditions. On completion of the project should there be extra charges for example – author corrections another invoice will be sent outlining the charges.

HOW WE WORK

Creative design is actually a complicated talent. Experienced designers and creatives can read a brief, come up with an idea, craft the text, compile the composition without much fuss or what can be perceived as easy. That skill has actually taken 15 - 20 years to hone. Design is also not like buying a chair - every project has a unique set of challenges, timeframes, production executions or mediums that need to be considered all at the same time as what font or colour is best to be used.

Designers work to an hourly charge. The more complicated the project, the

more it will cost. Sprout has a digital quoting system that also serves as a project management system with time sheets and projects notes.

Once the project is completed the job is marked for billing and all the notes in the file with regards to additional requests, author corrections are then exported into an invoice.

Sprout keeps all digital documentation for 7 years.

Designers are also creative people so we try to keep paperwork and administration to a minimum so we get to spend more time designing. There are some helpful points below that will ensure you will get exactly what you want, when you want it.

AVOID USING JARGON

Designers invest part of themselves in every project they produce. They can handle constructive criticism, it's part of their job, however comments like, can it be more 'webish' really make coming up with options difficult. Saying thing like 'funk it up a bit' or 'just be creative' might have a very different meaning to a designer so it is best to manage jargon or you might not like where the project goes in a hurry.

WE NEED TIME TO THINK

While some of our clients will say we do some great work under pressure, and while we don't mind doing this on occasion, it's not the optimal way to work. If we only have three hours to do a design then you will get a three hour product. If we have a day or two to think about it and gather some ideas, you always get a much better product.

Designers can do amazing things with a small budget however we find it really difficult to do amazing things with no time.

BUDGET IS NOT A DIRTY WORD

If you have a budget in mind let us know. Over time clients who use us regularly know that they can expect for a set budget but new clients should not be shy to talk dollars upfront. We can give you an on the spot estimate when we receive a brief so it is best

to let us know what you are thinking of investing so we can make sure we can manage the project and your expectations from the beginning.

We can build you a great functioning website and Facebook page for under \$4K however if you want e-Commerce with online store and shopping carts and linked feeds from social media then it is just not possible at that price.

A perfect example is creating data bases and e-Newsletters – they have lots of hours upfront but once you are up an running the costs to distribute are minimum.

WHAT IF MY JOB IS REALLY SMALL

Sprout is very competitive on price in our industry. We know what the market is both locally and nationally. Nationally the prices are double, overseas the prices are a third but with Sprout you know what you are getting is unique and designed specifically for your needs, Getting a logo and business card designed off the internet might seem like a cost effective option at the time, but when you start putting that logo on signage, vehicles, uniforms etc and you discover that 20 other businesses have the same or similar logo it can run into lots of money to fix.

WHY SHOULD I GET YOU TO DESIGN MY WEBSITE

Sprout creates beautifully designed websites which are backed up with great functionality and usability. Other web based companies have great strengths as coders and developers but have limited design skills.

Because web is such as competitive platform to engage with your clients or customers, and is often the first touch point for people finding out more about what your company has to offer - first impressions are lasting. We design first and once the proposed design and functionality is approved then we build/code the site. You are not restricted to templates or the design skills of a developer.

WHAT HAPPENS IF THERE IS A MISTAKE?

Sprout assumes all responsibility for our own mistakes or any technical output issues and the product will be replaced at no cost to you. This also covers print errors like banding in a print run or bubbles in laminating if we have arranged production for you.

However, if you provide us with the wrong information such as phone numbers, or you have signed off on a proof without checking it properly then the replacement costs are your expense.

Sprout can try to negotiate a reprint at a reduced rate on your behalf however the responsibility for anything supplied is at the responsibility of the client.

AUTHOR'S CORRECTIONS

Author's corrections are changes made to the instructions, the scope of the project, the supplied content (text or imagery) or compositional changes that exceed our standard refinement process.

Examples:

- We design you a brochure. You like the design but ask us to make the logo and text bigger and change some of the colour combinations. We make the changes and send it back to you. At this stage you have not been charged author's corrections, as this is considered refinement and is included within the quoted price. You approve the second design, but then ask us to replace two of the images that you supplied and change the words in the heading. This will incur author's corrections as you have made changes to supplied content.
- We design you a website, and you sign off on the design and sitemap, so we commence coding. Then you decide you want an additional page, and want to move the navigation from the left hand side to the top of the page. These additional changes will be charged as authors corrections as there is additional coding time in implementing the design once coding has commenced.

WHY SHOULD I HAVE TO PAY?

When we provide a quotation for a project, it is based on the time we estimate to undertake the work. All our quotes allow for one set of refinements to the design. However, when you make multiple changes to the project, or make changes to supplied content this can add considerable hours to the amount of time it takes us to complete it. We therefore need to add on the cost of this extra work.

DO I PAY IF SPROUT GETS THINGS WRONG?

You do not pay for corrections that are a result of us getting something wrong or in the case that we may have not fully understood what you where wanting.

To alleviate this we will send you a back brief after taking a verbal brief or a designer that is working on the project will ring you to make sure that the project is fully understood before commencing. At this stage if an adjustment needs to be made the scope or quotation it will be bought up with you.

HOW MUCH DO I PAY FOR AUTHOR'S CORRECTIONS?

Author's corrections are charged at a standard hourly rate of \$130 per hour plus GST and are charged in half an hour intervals.

HOW CAN I REDUCE MY AUTHOR'S CORRECTIONS?

- Make sure your text, headings and image choices are approved before you send it to us.
- For projects that require design, filming or audio, organise approvals before we proceed to the design or production stage.
- When you receive a draft make sure everyone provides their changes at the same time. It costs more for us to make three changes on three separate occasions than to change all at the same time.

- If we send through something that you are not 100% happy with, tell us what you like about it and what you don't like about it. This will make it easier for us to get it right.

WHY DO AUTHOR'S CORRECTIONS TAKE SO LONG?

It seems simple on the surface to change one or two words. Unfortunately, in many cases this can be a time consuming process. For example:

- Design files are often very large - that's what makes them such high quality once they are printed. These large files take time to load and also to save changes. By the time a designer locates the file, works on the changes, saves it as a separate version and creates a low resolution PDF, writes and sends an email, it can take up to 30 minutes to make a minor change. That's why we ask you to send through all author's corrections in one go if possible.
- If you add new words or want increase the font size on a brochure that has already been laid out, you will push words onto a new line and make the document longer than it was previously. This can bump photos out of place and make columns spill over onto new pages. Sometime we have to start typesetting from the beginning so best that these things are addressed at the initial design concept stage.

HOW WILL I KNOW IF I'M PAYING AUTHOR'S CORRECTIONS OR NOT?

Ask us. If you're not sure, give us a call and we will update you about where your project is up to. We always try to alert you when authors corrections start however timeframes and deadlines can play havoc to the best intentions so our digital timesheets keep track of this as a back up and we can usually let you know what day, changes by whom and what the changes where.

The best way to avoid being charged authors corrections is to supply us with final elements, ie text, images, logos or provide us with the best brief you can when we quote the project.

PROCEED WITH THE WORK

The important that we really understand your brief, objectives and key timeframes upfront so that we can deliver solutions on brief and within the timeframe.

THE BRIEFING PROCESS - GETTING WHAT YOU WANT

The most critical part of any project is gaining an understanding of what you need done. The briefing process allows our designers to determine exactly what it is you want us to do.

THE STARTING POINT: THE VERBAL BRIEF

Most of our projects begin with a brief from the client – be it via a phone call, email or face-to-face meeting. This is your opportunity to explain to us in detail your objectives, specific deliverables, budgets, timing and (if appropriate) guidance on the right approach to take.

Things you should think when providing us with a brief include:

- What do you want to achieve?
- What is your budget?
- What specific outcomes do you have?
- What you've seen that you like and why?
- What have you tried before that has and has not worked?
- What is your timing?

If you don't know the answers to these questions, that's okay. We are more than happy to work together to flesh these out.

To make sure that we have understood correctly we will provide you with a back brief or reverse brief. This is our interpretation of your brief.

The reverse brief: our understanding of what you have asked us to do; it outlines the project requirements,

specific deliverables and timing. The reverse brief gives you an opportunity to clarify points and ensure we don't start working on things you do not want.

You should read the back brief carefully to ensure we know exactly what you want us to do. Discuss it with us or amend it as required. The better we understand your needs the better we can deliver exactly what you want.

Once the back brief is agreed to, we ask clients to sign it off. This effectively gives us permission to proceed in accordance with the brief.

COPYRIGHT

COPYRIGHT PROTECTION

Copyright protects the original expression of ideas and automatically safeguards original works of art, design, literature, music, films, sound recording, broadcasts and computer programs from copying and certain other uses. Many of the materials we work with and supply to clients is subject to copyright protection and it is important to understand the legal implications of this.

FORMS OF COPYRIGHT

Work created by Sprout and our subcontractors on behalf of clients generally falls into one of a number of categories of copyright.

LIMITED COPYRIGHT LICENCE

In this situation, Sprout or a third party retain full ownership of the copyright and grants the client a limited licence to use the materials. This means you can use the materials for the specific purpose for which it was created but not other products or materials. This type of arrangement typically relates to photography and images purchased from an image library.

UNLIMITED COPYRIGHT LICENCE

This applies when the image, tagline or design will be used many times and the brief is to create an original body of work. Ownership of the intellectual property is retained by the creator

(Sprout) but you are granted a licence to use the materials in perpetuity. Once you have paid the invoice for work designed or produced by Sprout it falls under this category. We reserve the right to use the material we have created for self promotion however once the invoice has been paid the copyright is automatically licensed to you.

CREATIVE IDEAS OR MARKETING PLANS

Sprout has developed a number of proprietary approaches that we use to undertake work for our clients. These include rationals, models and marketing approaches or recommendations.

Our ideas and thinking represent a considerable investment in knowledge and experience through development and are subject to copyright law. This means that if we use a specific approach or develop a plan for you, you may not share the material itself with third parties, such as another design, web or marketing company.

CREATIVE DEVELOPMENT

Sometimes in developing a campaign or logo we will create several concepts for clients. Unless you go on to purchase a concept, you do not own copyright or have a licence to use any of the supplied concepts in any way.

If you do not purchase the creative development, or decide to use a different one, we may choose to present the concept or something similar to another client.

QUOTING

All design quotes are valid for 30 days from the date of quotation, and all production/printing quotes are valid for 14 days from the date of quotation.

HOW DO I OBTAIN A QUOTE?

If you have already been working directly with a designer you can request a quote from them. They will need to know all the standard information that is listed below but it will speed up the process for you. They will be more than happy to discuss options, ideas and what can be achieved within your timeframe and within your budget.

If you are a new client to Sprout or you need some help to determine exactly what you want then we have several managers who will help you through the quoting process. Details are at the front of the document but initial contact should be made with Kushla, then once the quote is approved, you will be working directly with a designer to complete your project.

Remember once a verbal brief has been taken, you will be supplied a back brief to ensure we understand what the details are before a quotation is issued.

FILL IN THE PAPERWORK

For any new clients, a customer details form needs to be filled out before we commence work. This details your business information such as your ABN/ACN and all appropriate billing information.

HOW LONG IS A PIECE OF STRING?

This is a question that often comes up when providing accurate cost estimates for design, web and marketing projects. The cost of a project can vary wildly depending on the scope of work, quality of finish, complexity of task and tightness of the brief.

We are often asked to provide a cost estimate for a 'typical' campaign or display. Unfortunately, this is just not possible without giving us some boundaries for the work.

NOT KNOWING WHAT YOU WANT

If you don't know what you want, it is impossible for us to quote it. If you are not sure what you want, a good strategy is to get us to scope the project first and let us know what budget you have in mind.

INCOMPLETE BRIEF

Even if you do know what you want, an incomplete brief will lead to an inaccurate cost estimate.

Consider all of your needs at once:

- Will the ad need to be resized for different publications?
- Will you need additional brochures?
- Will you need the booklet provided as a bookmarked PDF for your website?
- Do you need to have the text rewritten or edited?

All of these items can add to the cost of your job.

SIZES AND QUANTITIES

If we are printing brochures, we need to know how many. If we are planning a display, we'll need the dimensions of where it is going to go. Think about sizes, quantities, layout and other details at the planning stage if possible.

CHANGES AFTER THE JOB HAS STARTED

The biggest blow outs happen when the scope of the job changes after we have started. We can't deliver a project at the same price if you add three or four new elements later on.

Also be careful with author's corrections, which can add considerably to the cost if you are not careful.

CLEAR BUDGET

A TV ad can cost anything from \$1000 to \$200,000 or more. The same price variations apply to a lot of the work we do. Giving us a clear budget allows us to provide a quote that meets both your needs and your budget.

UNREALISTIC EXPECTATIONS

While a budget gives us a good guide of where to start, you need to be realistic about what you can get for the cost. A simple landing page could be created for \$1500, while a fully animated site with a content management system will cost considerably more.

SHORTENED TIMEFRAME

When timeframes are very tight, we often have to pay a premium to get the job done.

You may be charged overtime rates for work if the timeframe is so short that weekend work is required.

Printers are happy to reschedule other jobs to get yours done, but it will attract a greater cost, particularly if they have to bring in staff over weekends and holidays.

WORKING FILES

CAN I WORK ON MY OWN FILES TO SAVE MONEY?

We are often asked to provide clients with "working files" to allow them to work on their own design projects or changes. We are happy to do this, but you should be aware of the benefits and risks.

WHAT ARE WORKING FILES?

As designers we use specialised software to put together artwork. The most commonly used is the Adobe Creative Suite, although there are others available. Sprout runs the current industry standard which is CS6.

When we supply the artwork to you and your printers, we generally convert the files to a pdf. These files have all the images and fonts embedded in them so that no special software is needed to output the files.

You can easily look at and print the files and they should look exactly as they are intended. However, these types of files cannot be changed. The "working files" are the original CS6 InDesign, Illustrator or Photoshop files. "Working files" are also accompanied by the photos and other graphic links in the document.

WHAT ARE THE RISKS OF HAVING WORKING FILES AND ALTERING THEM?

Designers use lots of layers, filters, transparencies and publishing styles. We have spend many years using these programs everyday so professionally would be considered advanced users of the programs. Indesign courses touch on about 10% capacity that we use the software for so unless the files are to be handed over to another professional, it is not advised.

As a professional organisation we archive all working files via job number, date, client and output. Because of ISO systems, our version control is second to none and as soon as working files leave the system we have no idea what is the final print file, what changes have been made and if any settings have been altered. While being able to make simple changes might be attractive for a current skilled employee, when they move on or leave, it puts the company or organisation at risk.

Our technical knowledge and quality control guarantee for our products is void if working files are supplied. Major technical issues occur if we have to save back to an earlier version and we can not be liable past the point of working files being supplied.

WHAT ARE THE BENEFITS OF THE WORKING FILES?

If you have the working files, you have the capacity to update your own design files easily and simply. This can save you money when making small changes to existing designs and allows you to access other services from other suppliers if you want. It is easier to request these files when the job is current so it can be quoted for. It also ensures you get what you have paid for.

WHAT ELSE WILL I NEED?

You will need to ensure you also have purchased licences to the fonts used in the document. If you are using standard fonts, you may already have them installed on your computer.

Specialist fonts can be purchased from a number of sources. Most of our fonts are sourced from the Font Shop, online at www.fontshop.com

Font software in the TrueType™, OpenType™ and legacy PostScript formats are protected by various Intellectual Property laws, including trademarks, copyrights and design patents. Due to these protections, we are breaking copyright law by providing them to you.

When purchasing fonts, ensure you read the licensing requirements of the vendor. Some licences will allow you to install the font only on one computer, while others allow you to purchase multiple licences.

HOW MUCH DO WORKING FILES COSTS?

It is a national industry standard that working files (without fonts) cost 30% of the cost of the total project. If only part of the project is required, such as a poster then you will only be charged for the poster files.

WHY SHOULD I HAVE TO PAY FOR WORKING FILES?

There is a cost involved in providing working files as the designer will need to package all the files and any linked items on a disk, transfer to an isolated machine and check to ensure the links are working properly.

WHAT ELSE DO I NEED TO KNOW?

Consider all of the costs for equipment, software and fonts when requesting working files. It can save money in instances where you need to make a lot of changes later but may not be cost effective if you only need to make a few minor changes.

WHAT ARE MY OTHER OPTIONS?

If you know from the beginning that you will want to make amendments, Sprout can typeset your document in PowerPoint or create Word templates for you. We will need to know is this information at the beginning of a project to avoid duplication costs.