

# Kelly Graphics Policies & Procedures

## Design Fees

Kelly Graphics charges hourly fees for creative, image correction, typesetting, illustration and edits for in-progress jobs. These fees will be billed at 15 minute increments and will be tracked with a time sheet for every job. Logos are billed separately and will be discussed on a job-to-job basis. The rate for design is \$70/hr.

## Web Design

Web design is created and customized for each client. Website's are charged at \$70/hr. for all services. It is the client's responsibility to supply content and original photos in electronic format sent via Google Drive, email or jump drive. If writing, composition or photo search is necessary, this will be billed at the hourly rate. Updates and changes to an existing website, created by Kelly Graphics, will incur standard charges of \$70/per hr. We hope our clients are happy with our web services but sometimes they want to go in another direction, we understand! If a client wants to transfer the entire site to another programmer there will be a \$100 transfer fee to change hosting and collect original html design files. Client will then have FULL ownership of the existing site with html and images once account is paid in full.

## Logos

Kelly Graphics loves to create logos and as we all know it is the most used aspect of your marketing plan. If you choose to utilize us to create your logo...it becomes just that YOUR LOGO. Kelly Graphics will supply you with a Logo Pack. This will include most types of files you will need for print, web, and email. It will include Native file AI, JPEG, PDF, & EPS. If the client needs logos sent to another company for printing needs there will be a \$30 charge to email logos in a specified format and size. So keep track of you Logo Pack! A replacement logo pack is available for \$25.

## Stock Images

Images are available all over the Internet. Please provide Kelly Graphics with images that are a minimum of 300 dpi. The larger the better, especially if they might be used for larger format images in the future. Kelly Graphics has resources for Stock Photography and loves searching databases for the perfect imagery. The cost of the image and the search time will be added to the design charges and the client will now own these images as well. An average fee of \$50 per image searched for and used will apply. Any images provided by client will be worked with as long as the resolution will produce a high quality output depending on the medium it is used for. All images supplied by the client must come with a signed photo release that the client owns the photo rights or client needs to obtain a release from the photographer or owner of the photo, allowing photo use rights.

## Copyright for Artwork

Graphic designs created at our studio are custom created and exclusive to each business, so the design rights are released after final payment has been received for all work commissioned and completed. Note that we reserve the right to use stock images where necessary and the client is responsible for all stock image charges and

search time for images used. Any concepts that are not chosen or paid for cannot be used and copyright belongs to Kelly Graphics. Kelly Graphics owns copyright to all original work unless otherwise agreed upon in writing. Kelly Graphics guarantees copyright release/usage to client once final payment for all work is received.

## Mailing Services

Kelly Graphics offers all types of mailings. Our favorite is the USPS Every Door Direct Program. Along with standard & first class mail, we work with a great mailing house that is fast and efficient. Unfortunately, the USPS does not extend credit. Postage must be paid in advance of all mailings. Due to the discounted rate of bulk mailings credit card payments are not accepted directly to USPS. Therefore, a 3% convenience fee will be added to all postage payments made by credit card. If paid by check, Client can write check directly to POSTMASTER for bulk mailings. For EDDM mailings a separate check to Kelly Graphics will be accepted.

## Revisions

Small revisions can be made after we provide the initial mockup. If more than two revisions are required, an additional fee may apply. You will be notified if this applies.

## Proofing and Approval Process

Although Kelly Graphics likes to believe that we don't make errors, we are all human. The job of a Graphic Designer is to create a visually appealing design that speaks for our clients. We prefer that the client give us text already typed and in digital form, but sometimes we need to input information as well. (depending on the amount of text to be typed, additional charges may apply) This can lead to typographical errors. It is the responsibility of the client to proofread, carefully, more than once and recommended with more than one set of eyes. Before Kelly Graphics proceeds with the printing of the client's material, we will require a signed proof of approval, either a hardcopy or by email. With this approval Kelly Graphics is not responsible for any further errors concerning text, layout or images. The client is responsible for the full cost of a reprint due to proof-reading errors. Kelly Graphics will work with the printer to replace any job that needs to be reprinted. If a reprint is requested, the turnaround will occur at the normal length of time. Kelly Graphics will try everything within our power to rush without incurring extra charges.

## Project Rejections

We have the right to reject projects that we would be uncomfortable working with. You will be notified by email if your order will be cancelled and the reason for cancellation.

## Abandoned Projects

A project will be considered abandoned if we have not heard from you in 30 days. You will not have any rights to use any of the work that was presented to you, unless the project has been paid in full. If we have not heard from you and you contact us after the 30 day abandonment, a start up fee of \$85 will apply. A project is not considered abandoned if completed and presented to the client by Kelly Graphics.

## Printers

We work with local printers that we trust and have relationships with. In the rare case that there is a printing issue, we will work with our printer to achieve a satisfactory resolution. Please note that some print materials may not show the exact color that is showing up on your computer or other electronic devices. This is because each computer's color calibration is different. Any reprints required due to color variations will not be at the expense of Kelly Graphics. We can color match if you provide Hex #s, CMYK #s or PMS #s. When using PMS colors, please specify either coated or uncoated, based on your final paper selection. If exact color matching is necessary, please request a printed, final proof versus an electronic proof. There is an additional charge for a printed proof, determined by timing, size and output method, but a lot less expensive than reprinting an entire run. Our printers require final files to them two weeks prior to printing. This gives them time for pre-press set up, sending final proofs for you to view after their print conversions and getting your final approval before printing. Deadlines are strict, if deadlines are missed you may not receive your job for your deadline. Please plan accordingly and adhere to all deadlines. Rush charges may apply if client misses submission deadlines established by Kelly Graphics.

## Payment Methods

All payments are made by cash, check or credit card through Square Register. You do not need a Square Register account to make a credit card payment.

## Deposits and Payment

A 50% non-refundable deposit is due before work can commence. The remaining balance is to be paid at the end of the project. Additional charges may be incurred if significant additions are added to the project, stock photos and search, or material changes. A final invoice will be issued and the balance must be paid in full before the final job/package is printed/delivered/uploaded to the client. Projects will not be released without final payment unless prior arrangement have been made. Invoices past due, will incur a 3% fee each month of the accrued, remaining balance.

## Taxes

All work is subject to 6% Michigan sales tax. After 90 days Collections will be notified. No further work will be done for a client with an outstanding balance unless arrangements are made for payment.

## Cancellations

You may cancel at any time. Please keep in mind that the deposit is non-refundable. Projects that have been completed cannot be cancelled.

## Our Portfolio and Website Credit

We reserve the right to add completed projects to our portfolio and our website credit to the footer of your website. If there is a privacy issue involved, please inform us.

## Contract with Kelly Graphics

By entering into a project with Kelly Graphics, you are consenting to be bound by the terms of these policies and procedures.