

Working with Invisible Ink - FAQs

Do Invisible Ink offer free consultations?

Except in unusual circumstances, we provide one free, introductory meeting with a prospective client. Subsequent visits to a client may be part of a chargeable assignment, unless both parties agree otherwise.

Can I ask Invisible Ink to supply work 'on spec'?

No. We never design 'on spec'. We always ensure that we receive a full and clear brief before progressing any project. By doing this, we are confident on producing work which will meet the clients objectives.

How will you supply an estimate or proposals?

Once we have received sufficient information, usually in the form of a brief, we prepare a written estimate or proposal of assignment schedule, costs, together with terms and conditions. This will usually be sent by e-mail to the client.

Where sufficient detailed information is not provided, it is the obligation of Invisible Ink to say so. If the information is unavailable, pricing is based on an hourly rate with frequent reviews of time expended. No assignment is started without a signed acceptance of the estimate or proposal, or a purchase order authorisation.

What if I don't like the first design?

The first design proposal is rarely a finished design. This is because your comments at this stage are needed before a design can be finalised. Design appeal, is a subjective experience, different for each person. It is important that we arrive at a design with

which you are happy. Therefore, if you feel that the design is not at all something which you could wish to progress with, let us know immediately, so that we can start working on an alternative design. In the unlikely event of this being the case, it may be necessary to have another briefing meeting to see how a misunderstanding may have happened, and be clear on a the brief before a second design cycle is undertaken.

Most common at this stage, is that the project has the makings of a finished design, once certain changes are made to it. Please let us know, in as much detail as possible, what changes you would like to make at this point. It is much more efficient to get all your changes in one batch, this is because each design element needs to fit together as a coherent package, and if we receive additional changes later, these may require further adjustments to elements which were already approved in their previous form.

What if the invoice amount changes from the original estimate?

The client organisation has the right to expect that the price on an estimate or proposal, plus additional expenses and taxes where applicable, will be the invoiced price unless otherwise appended, verbally or in writing, before invoicing.

Can I expect confidentiality?

The client organisation should expect that any information or material provided will be treated confidentially, and that all reasonable efforts will be taken to safeguard it. If requested, Invisible Ink will sign a nondisclosure agreement.

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How are the client/supplier working arrangements divided?

Unless otherwise stipulated, the client will be responsible for establishing product specifics, market objectives, budget and approvals. Invisible Ink will be responsible for conceptual approaches, creativity, management, and production expertise.

It is the responsibility of Invisible Ink to recommend what, in its professional opinion, is the best way to meet the client's objectives. Similarly, it is its responsibility to follow the direction, input, criticisms, and comments of the client organisation closely.

Who owns the final designs?

The final output of Invisible Ink becomes, after payment, the property of the client except in some cases where copyright of illustrations or photography, may sometimes be held with that designer. However, all preparatory materials (sketches, concepts not utilized, artwork, mechanical files, computer files, etc.) remain the property of Invisible Ink.

How do we give approval for a design?

It is the sole responsibility of the client organisation to review all material before production and to attest to its accuracy.

What if the work is not used?

In accordance with accepted professional standards of practice, the client organisation is financially obligated for work done, whether or not it is utilised.