



intra-graphics

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972.599.2131 :: Creative Graphics
214.764.0975 Fax :: Advertising Services
:: Printing Services
:: Web Design & Development
www.igwow.com :: Promotions
ig@igwow.com :: Signage

Our Professional
Standards
of Practice

We Deliver Your Message To Your Market From the 1st Look with a WOW

Consultation.

Except in unusual circumstances, Intra-Graphic should make one free, introductory visit to a prospective client. Subsequent calls should be part of a billable assignment, unless both parties agree otherwise.

Speculative Work.

Client organizations should not ask for work to be done "on speculation" i.e., to have the assignment contingent on approval of the work. Speculative work is subject to widespread abuse, increases prices, and is otherwise unprofessional.

Estimates & Proposals.

When sufficient information is provided, Intra-Graphic is expected to prepare a written estimate or proposal of assignment schedule, costs, and terms and conditions. It is the obligation of the creative firm to inform the client when sufficient detailed information is not provided. If information is unavailable, pricing should be based on an hourly labor rate with frequent reviews of time expended. **No assignments will be started without a signed acceptance of the estimate, proposal, or a purchase order authorization. Half of the estimated costs are to be paid by the Client before any work is done on the project. Estimated costs do not guarantee the final purchase price.**

Billing.

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

Confidentiality.

The client organization 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, Intra-Graphic should willingly sign a non-disclosure agreement.

Working Arrangements.

Unless otherwise stipulated, every assignment is considered to comprise of two equal sections: product specifics and market objectives. Budgeting and approvals are the responsibilities of the client organization. Conceptual approaches, creativity, management, and production expertise are the responsibilities of the creative firm.

Submissions.

It is the responsibility of Intra-Graphic 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 organization closely.

Approvals.

It is the sole responsibility of the client organization to review all material before production and to attest to its accuracy. **Intra-Graphics is not responsible for any errors or changes after production.**

Non use.

In accordance with accepted professional services practice, **the client organization is financially obligated for work done, whether or not it is utilized.**

Risk FREE Trial:

In order to gain a **new client's** trust in our expertise and workmanship, we offer ONE free consultation which includes a FREE design for your project (a \$125 -\$250 value). The client is under no obligation to purchase the design. It is an opportunity for us to give new clients a chance to see what we can do for them. Designs that are accepted will result in 50% down and 50% payment upon delivery. All IG terms and policies apply to new clients accepting our business relationship. New Clients are required to sign and return IG terms and policy contracts before work can be processed. Any and all changes made to the free design upon the Client's request will be charged and billed.

Price Guarantee:

IG will price match your order upon a receipt of written proposal or estimate of exact product and specifications from a competitive vendor.