

Hackney Design Terms and Conditions

All Council publicity work **MUST** go through the Communications and Design Team. It is against Council Policy to commission design or print directly from an external designer, agency or printer. If you need to change any aspect of your job please let the designer know ASAP. If there is anything you do not understand please get in touch with your communication contact, the design team or the print department.

HOW WE WORK

1. The first step to commissioning design is to contact communications or design to discuss your requirements with them and decide on the best approach. Points to consider are planning, deadlines and understanding how your requirements will adhere to the Council's corporate brand. Please also ensure you have considered all equality accessibility criteria.
2. Clients must complete a design order form. The information on this form is vital, and if not filled in correctly, will cause delays to client jobs. It is particularly important to provide the correct cost code so that your job can be recharged correctly. If you do not supply accurate information, design and print cannot be held responsible. Supplying incorrect information, or information that has not been agreed by all stakeholders can incur additional costs.
3. Once a designer has been assigned a job, they will speak to clients directly to discuss the requirements. This can take up to 48 hours depending on workloads.
4. A set of proofs (usually up to 2 or 3) is provided to clients to check that the information provided has been designed and included to the client's satisfaction. Please note that CLIENTS are responsible for checking and circulating proofs to senior managers and members who may need to approve your information.
5. Once you, your line managers have agreed that everything is correct, **we require an email from you authorising us to send the job to print.** Whilst every effort is made to ensure the product meets your specifications, The Design Team CANNOT accept responsibility for any errors or omissions by the client. Larger jobs will have a printer's proof that will allow you a final opportunity to ensure all information is accurate. This will need to be signed and sent back to the print team.

COSTS

1. Design charges are **£60 per hour**. Our team works in 15-minute segments that work out to **£15 per segment**. The hourly rate includes client meetings, admin, production and any proofing of the printer's proofs.
2. It should be noted that reprinting work would still incur a minimum 45-minute charge, as we need to

access our archive and send to clients and print. We have a single hourly rate in order to make financial accounting as easy as possible and be transparent with our charging.

3. Each PDF proof [not email] you receive should provide a cost to date included.
4. We can provide estimates for design work but these prices will be indicative of how much it will cost. It may sometimes be difficult to give you an exact price of how much your publicity will cost, as there are too many variables to take into account.
5. Please note that if you have a large or complex project, it is advised that you track your costs throughout the job at the various proof stages to ensure you are still within your budget.

TEXT

Signing off text is essential from the outset in order to keep costs down. Once we have transferred your text from Word, you will not be able to edit publicity without a designer updating that text in our design packages. Always make sure that your managers; heads of services; politicians and directors have approved the text before sending it to us. Communications will be able to advise you on using plain English in your publicity and marketing material.

IMAGES & LOGOS

It is essential that we have images supplied to us in the correct resolution. This will ensure that your work looks professional and represents your service standards. All images supplied to design must be a minimum of 300dpi. All logos must either be high-resolution images, or a vector based file. Adobe illustrator is a vector file. If you are unsure please contact the design team for advice. If the design team needs to source images for you, the normal hourly rate applies.

PRINT

All prints must be ordered through the Hackney Print Service. This is the Council's policy and is recommended that you contact Print should you have any discrepancies, concerns or suggestions. We have a number of preferred contracted printers, which work with us and adhere to the various Service Level Agreement's that print have set down for them. These include environment, financial and time issues.

MERCHANDISE

Merchandise can be procured through Design via the print department. You should always factor in a six weeks turn around for most merchandise items, which means you must incorporate this time into your planning. All merchandise will need approval from the communications team before being ordered.

DEADLINES

When planning any publicity work you will need to ensure you have sufficient time for print to complete and deliver your work on time. This is especially important, as whilst print will endeavour to meet all deadlines, if they do not have the correct amount of time to complete work, they cannot guarantee delivery on time.