



The Ginsus of
the Design World

Why use us?

- ▲ We are not a design firm. Design firms are large corporate bureaucracies. In our office, there are no interminable project review meetings or cost-analysis discussions. You don't have to go through a dozen corporate flunkies to get the word on your project's status. You speak directly to us.
- ▲ We have very low overheads, and that translates into less cost to you.
- ▲ We spend no time at all in meetings, since we can just shout across the room. So your job gets done faster.
- ▲ We want to improve your visibility and improve your image while keeping costs down. That keeps you coming back. And we want you to come back.
- ▲ We want the work we do for you to help you make money. That way you can pay us more on the next job.

Our Services

Corporate and Small Business Identity Services Logo Design

- ▲ Logo design/redesign
- ▲ Logo redrawing

Stationery Set Design, including:

- ▲ Business cards
- ▲ Letterhead
- ▲ Envelopes
- ▲ Presentation folders and inserts
- ▲ Postcards and any other materials you may need to promote and market your business services.

Corporate identity/promotional materials, including:

- ▲ Brochures
- ▲ Flyers
- ▲ Trade show booth graphics and signs
- ▲ Posters and signs
- ▲ CD covers and labels
- ▲ Advertisements
- ▲ Book cover and interior layout and design
- ▲ T-shirts and other promotional items
- ▲ Invitations and holiday cards
- ▲ Design and layout of downloadable PDF documents

Web Services

- ▲ Website Design and Redesign
- ▲ Website HTML/Coding/Maintenance

Illustration

- ▲ Photorealistic to children's book

Writing/proofreading

- ▲ Proofreading and copy editing, in addition to copywriting that is never amateurish or dull.

But Wait, There's More.

- ▲ Like the Ginsu people, we'll always give you more for your money. Except a free carrying case and bagel utility spreader.

NR Design Logo, Print and Web Design Policies

Free Consultation and Estimate

We do not bill potential clients for initial consultation meetings, emails or phone calls in which we discuss your aims and needs for the project. We are also happy to provide a free estimate.

Fees

We can bill on either an hourly or on a project-fee basis, depending on the project requirements and the client's preferences. With hourly fees there is no need to precisely define the project before beginning, which allows for more creativity and flexibility in the course of the project. When working hourly, we bill fairly, and we don't bill for our mistakes.

Deposits

For work contracted on a project fee basis, we require a percentage of the amount as a deposit before we can begin work. This percentage ranges from 30% - 50% depending on the overall cost of your project. For work contracted on an hourly fee basis, we require an advance equal to the pay for 5 hours' work.

Payment

Payment by check is preferred. Visa or Mastercard is accepted (through PayPal), with an additional 5% service fee. Additional payment terms include: Clients are responsible for paying sales tax, if required. Overdue payments are subject to interest charges of 2.0 percent monthly. Returned checks are subject to a processing fee of \$25.00, as well as an overdue payment charge, if applicable.

Client Load

We limit the number of clients that we have at one time so that we can provide each client with an individualized, high level of service. This also enables me to complete projects with a good turn-around time. Upon reaching the client limit, we maintain a waiting list. The wait is typically not long since we do have quick turn-around times for projects, and we can provide estimates of the length of the wait.

Estimate Adjustments

While we try to provide an accurate estimate for the project prior to beginning, estimated amounts can fluctuate due to unforeseen circumstances. For example, extensive revisions at the request of the client or changes to the content or copy may increase the total time spent on the project, and therefore the cost. We always aim to keep the project within the constraints of the estimated time and cost. Since we don't want to surprise clients when the invoice is rendered, we always inform them beforehand if we feel we are approaching the total estimated time or cost. At that point, based on the client's approval we will adjust the time estimate and continue with the project.

Revisions

While the number of revisions varies from project to project, we always go through a series of drafts to allow clients to make desired changes and to achieve an end product that they are satisfied with. A first-draft deadline is determined at the initial contract signing. We email drafts as PDF, GIF or JPEG files, or post them on our website, unless the Client requests drafts to be delivered in some other manner.

Printing

We do not have the capability to print the final designed product, but we can provide printer recommendations and/or print brokering services. In this capacity, we gather print estimates and help clients to make the final decision of which printer to use, and we also oversee the printing of the final materials by reviewing proofs and attending press checks, if required by the project.

Non-disclosure

We acknowledge and agree that the source materials, technical and marketing plans, or other sensitive business materials, including all materials containing said information, which are supplied by clients to us or developed in the course of developing the designs, are considered confidential information.