

Services & Terms Guide

Halfpint Designs

Perfection in
every pixel.

A Services & Terms Guide
By Halfpint Designs

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“ We believe in working *with* our clients,
rather than *for* them. ”

Introduction.

This document will explain everything you need to know for us to create something amazing.

We, *The Halfpints*, are specialists within the Multimedia field. We enhance the digital image and the effectiveness of any driven organisation or individual, by providing up-to-date services that will keep a company's brand image modernised, and inline with ever changing trends/technologies.

We believe in working *with* our clients, rather than *for* them. This creates a professional long-term relationship that produces a high-quality of work that will continually be enhanced, keeping our clients one step ahead of their competition.

Who are we?

Halfpint is made up of two young entrepreneurs, that have a knack for generating creative ideas and content. We work from our home office in Winston Park, Hillcrest, which we feel is more than adequate for a team of 2. In the event that we do hit our capacity workload, we collaborate with a number of local designers that produce work to our standards and style.

All our projects are planned in a manner whereby they are carried out to our full potential, and as efficiently as possible. Below are our terms and conditions, which we suggest you go through to shed some light on how we do things, and if we would be a suitable match for your brand.

We are
Brandon & Tash, the *Halfpints*.



Working Hours

Monday - Friday
08:00 - 16:00

How to *contact* us.

Please contact us during working hours primarily via email communications or phone call for more urgent matters. We will ensure our email communications are as fast as possible. However if we take a few hours to respond its most likely because we are on location for a photo or video shoot! We will see to your needs as soon as we have a gap.

We would prefer to meet for a coffee rather than a chat on whatsapp - we find this more constructive and clear!

If you want somewhere more private, our home office is open for all. Just contact us to set up a meeting at your preference.

Social Media:

Halfpint Designs

FB: Halfpint Designs - Multimedia / @multihalfpintdesigns
Insta: @halfpint_designs

Website:

www.halfpintdesigns.co.za

Email:

For Accounts & General Queries
admin@halfpintdesigns.co.za

For Starting a new project
create@halfpintdesigns.co.za



Brandon Waugh

brandonw@halfpintdesigns.co.za
073 283 9110

Contact Brandon for all general queries and requests.



Tash James

tashjames@halfpintdesigns.co.za
063 292 6619

Tash is only to be contacted for urgent design queries or corrections with Brandon CC'd in.

What we have to offer.

All of our services are produced using the full *Adobe Suite*. Adobe offers unmatched performance and versatility.

Halfpint makes use of WordPress for all Web design and Development. This builder suits us best, as it is the most customisable website builder around, and makes for quick and easy client training. Clients are taught¹ how to update their websites with ease, regardless of their tech knowledge and experience.

We believe our real strength shines *beyond* just design and development.

We strive to keep our clients one step ahead of their competition, by going in depth and analysing their industries current and upcoming trends. We believe that going that extra mile strengthens our client relationships far more than design ever could.

Please note our specialised services are dependant on our availability.

These services require a custom process and roll-out plan, which will be developed per each project. They may also require a bigger team which will be catered for accordingly.

Core



Web Design & Development



Branding & Graphic Design



Photography & Film



Strategy & Digital Marketing

Specialised



Motion Graphics



3D Rendering

¹ This is dependent on the depth of the site. We do restrict access to certain elements of the site to avoid a site from breaking.

Process & Roll-Out *Plan.*

All projects are unique and will vary slightly when it comes to process and roll-out, but here's the base of it all:



Project *Requirements*

We will need a *specific* brief from you (the client), stating *exactly* what you require from us. If you are unsure about how to do this, we will be happy to guide you - just ask!

Once we have this brief, it will give us the ability to quote you accurately.

For us to understand exactly what you are looking for, inspiration is the best way to visually show us.

Heres what to keep in mind when it comes to inspiration:

Keep it simple! We like to see 2 or 3 of your most preferred examples, whether it be a design style, colour palette, or even a website layout. Anything over and above can create clutter and confusion.

01 *Before we begin*

Once the quote has been approved, you can expect an invoice from us. A 50% deposit will be required within 5 days in order for us to schedule your project and slot in a due date.

If any assets, such as imagery, logos, graphics etc. are needed for us to continue, these will need to be sent to us via WeTransfer (or similar) in high resolution before we can begin.

03 *Execution*

Based on phase 2, we would like to know some feedback to perfect your project. Not just any feedback... we need constructive criticism.

What is constructive criticism?

Feedback that gives us *direction* to the next step, not just an opinion of like or dislike. Additions to what you see, direction of what to remove, specific response to help us with direction. *ALL* changes are to be given at once to avoid going back and forth.

With this feedback, we can execute your final product. You have two reverts. If all was refined in the initial briefing, this should be enough!

Red Flag:

If you find you are needing more than the two allocated reverts, here's a few pointers to think about:

- Too much inspiration was supplied.
- Inspiration may have been inconsistent, so we may not identify a style that you are trying to get across to us.
- Your brief was too vague allowing too much room for misinterpretation.
- Not actually knowing what you want (extremely common), in which case, take a step back and consider our rationale, as we create certain materials for a specific reason.

Still not happy?

Further reverts to perfect your project will be charged at an additional R400 per hour.

02 *Ideation*

Here is where the fun begins, the ideas! We will then share a proposal or these ideas with you.

Depending on the project - a concept, design style, inspiration, colour palette or possibly mockups and more will need to be approved by you for some feedback!

04 *Hand over*

All final designs are exported or saved to their required format. The remaining 50% of the payment is paid by you. We will then share your final files and assets with you. We share files over different online platforms, which will need to be downloaded within 7 days of the transfer.

If the transfer does not get downloaded within the required timeframe, a fee will be charged for the assets to be resent.



Please note: depending on the required job, turnaround times and roll-out plans may vary. Most jobs will take between 3 and 8 weeks from Phase 1 to 4 unless specified otherwise.

Are we suited to work together?

We love to think that we get along with the majority of people, and more often than not we produce work that suits our clients needs. Sometimes we may not suit a client due to different tastes and opinions and that is perfectly fine, it's sometimes not possible to be everyone's cup of tea. We urge potential clients to view our portfolio and see if our style suits them, if you still can't decide, let's meet for a coffee and discuss how we can add value to your brand.

Yes, if:

- Our style of work from our portfolio appeals to you.
- You are willing to give us the freedom to create something that represents your brand suitable to your target audience.
- You have all the necessary information and a specific brief ready to start the project.
- You fully understand that the majority of our field of work is a valuable long term investment to your business.
- You have planned ahead and are not in a rush: a rushed job leads to a longer, unsatisfying job.
- You are open to new ideas and strategies in this ever changing world of trends.

No, if:

- You are not sure what you are looking for.
- You know exactly what you want, to the point that you could do it yourself if you could.
- Your target market is not defined.
- You are on a 'tight' budget.
- You need something small done quickly.

There may be one or two points that aren't suitable to your needs, however we are always open to discuss the matter and do our best to compromise the situation to meet your needs, knowing that you are willing to do the same.



Terms & Conditions

The following Terms & Conditions are a document, applicable to all products and/or services undertaken by Halfpint Designs (Pty) Ltd, for and on behalf of any Client(s) who have accepted Halfpint Designs quotation(s) for any such products and/or services, and therefore authorised Halfpint Designs to render the aforementioned products and deliver said services.

1. A specific project brief needs to be supplied in order for an accurate quote to be received. If assistance is needed during this process please contact create@halfpintdesigns.co.za and assistance will be given.
2. Quotes are valid for x calendar days from quotation issue date.
3. Once the quote is approved and the invoice is sent, that first payment will need to be made within x working days in order for the project to begin.
4. Once the quote has been accepted by the client, the client acknowledges that the services & terms guide has been read and accepted.
5. All time-frames and roll out plans will differ between each and every client and brief. This will be discussed and agreed upon during the quotation phase. The due dates of a project is affected by received content from client and feedback phases. The time-frames and roll-out plans will be adjusted within reason notwithstanding these terms and conditions.
6. Halfpint Designs can not be held responsible for any delays on projects caused outside of their control.
7. All assets and documentation required for us to begin your project are expected to be received before the deposit has been made, or at most 5 days after the payment. If assets are not handed over within 5 working days, the proposed due date no longer applies. In the event where assets are not handed over after 10 working days, a penalty fee of **R 750** will be levied on the final invoice for the project and the due date to be rescheduled. All assets and documentation include text copy, product details, imagery, video content, company corporate identity, company profiles etc, unless they are to be created as a part of the project quoted for. Assets to be delivered electronically. This process will be discussed per each client and project.
8. Scope creep² will not be tolerated. Setting up the specific brief with clear goals, objectives, specifications etc. in the initial agreement, between Halfpint Designs and the client, remains the responsibility of the client.
9. Additional work such as graphic design, photography etc. to enhance the clients project may be suggested by Halfpint Designs ontop of the original briefing and reserves the right to issue an additional quote priced accordingly.
10. Halfpint Designs will not be held responsible for any viruses, hacking, malicious content or security breaches to any third party applications or client websites.

Payment Terms

1. Deposits are non-refundable unless Halfpint Designs, at their discretion, decide otherwise.
2. A 50% non-refundable deposit on jobs over **R 2 000** is required before any job can commence. Jobs below **R 2 000** is required to be paid in full.
3. Additional reverts over and above the specified amount per project quoted for will be charged accordingly. All payments and time-frames set in these terms and consitions will apply.
4. Once a job is completed, the remaining 50% of the original quotation is required before any assets are handed over. All work remains the property of Halfpint Designs until the full and final payment is received.
5. Halfpint Designs is not a credit service provider and does not grant any credit facilities whatsoever.
6. Payment terms are not negotiable.
7. Additional client statements will be issued and e-mailed for all overdue balances and additional fees invoiced as required.

Cancellations

1. If the client decides to cancel their project at any time, all fees up to that point will be calculated by means of hours dedicated to the project. Any amount over an above the 50% non-refundable deposit will be billed to the client. This payment will be due within 10 calendar days of the invoice date.
2. Halfpint Designs reserves the right at their discretion to cancel any agreement should the client breach any terms and conditions stated herein.

²Scope creep in project management refers to changes, continuous or uncontrolled growth in a project's scope, at any point after the project begins. This can occur when the scope of a project is not properly defined, documented, or controlled.

Let's *book!*

Contact Brandon on 073 283 9110 or email create@halfpintdesigns.co.za to begin our venture.

Before sending us an email or setting up a meeting, ensure to have all ideas and requirements ready to be discussed. If you are unsure with where to begin, let us know and we can guide you or help you prepare for our meeting.



HALFPINT

designs

MULTIMEDIA DESIGN SPECIALISTS