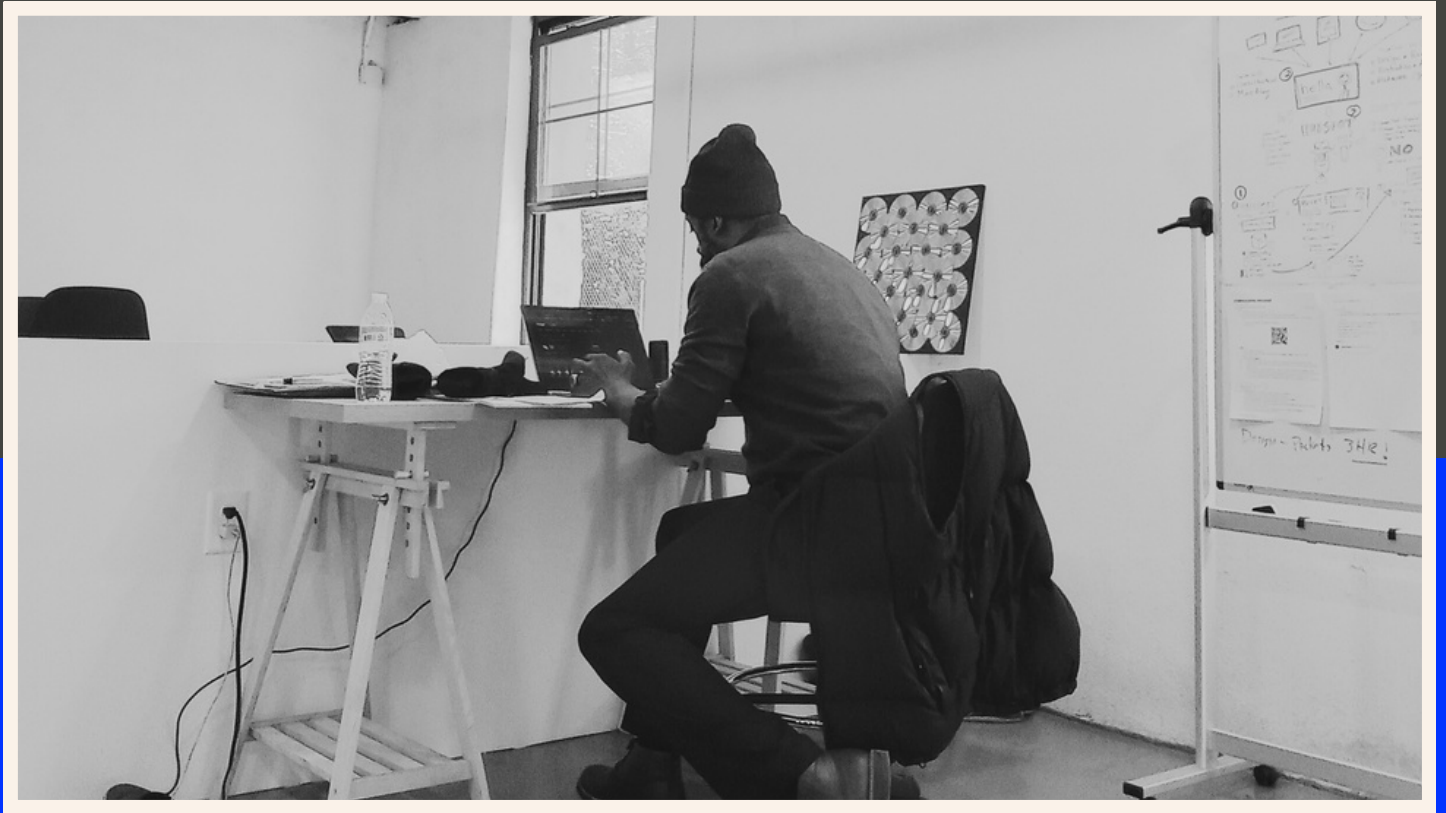


tonyhoward.



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1.1



Your Guide to a Collaborative Design Experience

**WORKING  
WITH  
TONY  
HOWARD.**



**02-03 / 2024**

**TONYHOWARD.PRO**

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Thank you

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# WHAT I VALUE



Welcome to Tony Howard Creative Professional! To ensure a successful and respectful collaboration, please review these policies:

## PROFESSIONAL RESPECT:

I maintain a **professional** and **respectful** environment for all clients. This includes open communication and avoiding harmful behavior such as **harassment, discrimination, or threats**. I reserve the right to **terminate** work with any client who violates these principles.

## COMMUNICATION:

For **efficient communication** and streamlined project management, please primarily contact me via [accounts@tonyhoward.pro](mailto:accounts@tonyhoward.pro) unless an absolute emergency arises. In emergencies, you may reach me through [\[510-239-7522\]](tel:510-239-7522).

Due to the nature of my project-based work, please allow **24 hours for email responses**. Your patience is appreciated.

# RULES OF ENGAGEMENT.

## PROJECT DELIVERABLES 01.

Fairness and respect for all clients are paramount. Please adhere to the agreed-upon schedule for deliverables to avoid delays and respect my time commitments to other projects.



## INTELLECTUAL PROPERTY & AIGA GUIDELINES 02.

I retain all copyrights and ownership rights to my creative work until full payment is received. For details on intellectual property rights and usage, please refer to the AIGA Standard Terms & Conditions. We both benefit from familiarizing ourselves with these guidelines to ensure a clear and mutually beneficial agreement.

## PORTFOLIO & CREDIT 04.

I understand the importance of protecting your confidential information. Any proprietary work or ideas you share with me will remain strictly confidential and will not be disclosed to any third party without your prior written consent.

## CLIENT CONFIDENTIALITY 03.

I understand the importance of protecting your confidential information. Any proprietary work or ideas you share with me will remain strictly confidential and will not be disclosed to any third party without your prior written consent.

## DISCLAIMER !!!!!

- These policies are subject to change without notice.
- Specific project details and terms will be outlined in a separate agreement for each project.

# RULES OF COMMUNICATION

## 1 HOUR FREE MEETING / **01.** CONSULTATION TIME PER WEEK

I offer a generous **1 hour of free time per client, per project**, each week to build rapport and answer quick questions. However, to ensure sustainability and value your expertise, any time exceeding this is charged at \$50 per hour. Clear communication about the policy's scope and proactive notifications regarding potential charges are key for smooth client relationships and fair compensation.

## AFTER AN HOUR **\$50/HR**

Must be paid prior to next meeting.



## CENTRALIZED COMMUNICATION **02.**

All project communication should happen through our designated project management system (PMS) for clarity, organization, and easy access to past discussions. This ensures both parties have a complete record of project communication and reduces the risk of missed information.

## ALLOW 24 HOURS FOR A RESPONSE **04.**

I aim to respond to inquiries and requests within 24 business hours. However, during peak workload periods, responses may take slightly longer. In such cases, I will keep you updated.

## TASK UPDATES & DEADLINES: **03.**

Utilize the PMS to assign tasks, track progress, and set clear deadlines. This keeps everyone informed, avoids confusion, and streamlines the workflow.

## FILE SHARING & FEEDBACK: **05.**

Upload project files, share design revisions, and provide feedback directly within the PMS. This fosters a collaborative environment and eliminates the need for multiple communication channels.

# RESPONSE TIME

## AVAILABILITY WINDOW 01.

While I strive to respond promptly during regular business hours (e.g., 9 AM - 5 PM), please allow 24 hours for a response to your inquiries. This allows for focused work periods and ensures well-considered and thorough responses.

## URGENT MATTERS: 02.

If a critical issue arises requiring immediate attention, please utilize the designated "urgent" feature within the PMS or notify me directly, explaining the urgency.

## PROFESSIONAL COMMUNICATION: 03.

To maintain boundaries and ensure respectful communication, please refrain from contacting me on my personal phone number except in emergency situations. Project communication should be conducted through the PMS or scheduled calls.

## SCHEDULED CALLS: 04.

If a call is necessary, please utilize the PMS scheduling feature to book a convenient time for both parties, ensuring focused and productive discussions.



BY FOLLOWING THESE GUIDELINES,  
WE CAN MAINTAIN CLEAR,  
EFFICIENT, AND PROFESSIONAL  
COMMUNICATION THROUGHOUT THE  
PROJECT, FOSTERING A POSITIVE  
AND COLLABORATIVE CLIENT  
EXPERIENCE.

# CONTRACTS & AGREEMENTS

## AIGA GUIDELINES

01.

- **Clarity and Specificity:** The agreement should clearly define the scope of work, deliverables, fees, payment schedule, deadlines, revisions, ownership of intellectual property, termination clauses, and dispute resolution procedures.
- **Fairness and Balance:** The agreement should be fair and balanced for both the designer and the client, ensuring both parties understand their rights and responsibilities.
- **Professionalism:** The agreement should be drafted in a professional and respectful manner, using clear and concise language.
- **Flexibility:** The agreement can be customized to fit the specific needs of each project, while still adhering to essential legal principles.



## OUR CONTRACT AND AGREEMENT GUIDELINES

02.

To provide the best client experience, we adhere to industry-standard practices for design contracts and agreements, aligning with guidelines set forth by the American Institute of Graphic Arts (AIGA). Here's how these standards translate to our business:

- **Comprehensive Scope of Work:** Every project begins with a detailed outline, specifying deliverables, formats, and any exclusions for clarity.
- **Structured Payment Terms:** We'll define project fees, a payment schedule (deposits, milestones, etc.), expense policies, and address potential late fees upfront.
- **Deadlines and Revision Protocols:** Timelines for client feedback, design phases, and the final product will be established. We outline revision rounds to ensure efficient project completion.
- **Intellectual Property Ownership:** Our contracts clearly address who retains copyright and usage rights for final works and any pre-approved client-provided materials. We also explain our inclusion of projects in portfolios (unless otherwise agreed).
- **Termination Procedures:** Contracts include procedures for either party to terminate the agreement if necessary. This includes the handling of final payments, ownership of materials, and steps for project handover.

**Important Note:** For particularly complex projects or those with significant financial implications, we may recommend having our contract reviewed by a legal professional.

# SUPPORT TEAM



## INDIE-LIFE MEDIA

### RESOURCE STAFFING AND PROJECT MANAGEMENT

Indie-Life Media is a full-service creative agency dedicated to making work more streamlined, agile, and resilient for both businesses and creatives alike.



## BRAID MILL

### OFFICE SUPPORT AND EVENTS

A collaborative home for creatives, entrepreneurs, and small businesses. By weaving together functional workspaces, high-quality resources, and carefully curated events and programs, we provide a holistic approach to growth and development that redefines the traditional workplace experience.

## THREEZACARI

### MERCHANDISING BRANDING AND DESIGN

There is a belief that everyone has different shades of creativity. From this inspiration, we want to help inspire you to create more ways to express yourself. In the present and further into the future.

**Zachary Crawford creative director**



# MY PROCESSES

## 1. PROJECT KICKOFF

We begin by understanding your needs, goals, and target audience through an initial consultation.



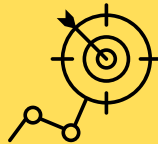
## 2. RESEARCH

We gather information, study your brand, and analyze competitors to develop a strong foundation for your project.



## 3. CONCEPTS

We brainstorm creative ideas and present several initial design concepts tailored to your preferences.



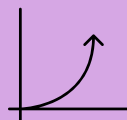
## 4. REFINE & REVISE

We work collaboratively with you to refine your chosen concept, incorporating your feedback and suggestions.



## 5. FINAL

We polish the design, ensuring it aligns with your vision and brand identity. We then present the final design for your approval.



## 6. DELIVERY

Upon your approval, we deliver the final design files in the agreed format and assist with launch preparations (if applicable).



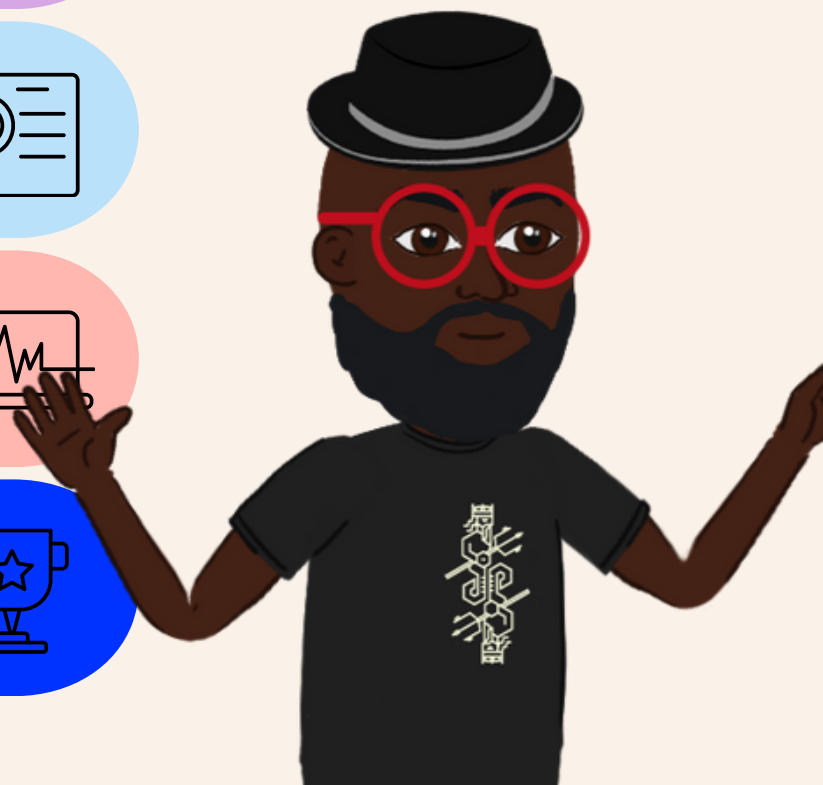
## 7. SUPPORT

We welcome your feedback and provide ongoing support to ensure you're satisfied with the final product.



## 8. REVIEW

We reflect on the project, review your feedback, and strive to continuously improve our design process.



441 High St.  
Philadelphia,  
PA 19144

**BOOK A SESSION**  
[www.tonyhoward.pro](http://www.tonyhoward.pro)

**STOP BY  
FOR A CHAT**

# CREATIVE RESOURCES



## CONFERENCE ROOM

The conference room has all the technology you need to hop on a zoom or make a presentation to your team.



## PHOTO STUDIO

The fully equipped state-of-the-art photography studio is a 1,600 sq ft modern industrial space teeming with natural light for a wide range of photo and video production uses.



## EVENT SPACE

For those seeking a spacious, versatile setting, the “Four Four One Events” space has over 3,000 square feet of open space adorned with high vaulted ceilings, exposed brick, and timber beams. The abundance of natural light, private rooms, and a convenient loading dock are just some of the features that make it an excellent choice for large-scale events and experiences.