

A DESIGN CLIENT'S BILL OF RIGHTS



Created by Dragonfly Blu Design
Web Design, Artistic Services, Copywriting, and Marketing
Specializing with work for the arts and culture industry
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Dragonfly Blu is always looking for great gigs with great people. It has been my mission to develop working relationships with my clients rather than creating fly-by-night or one-time projects. To that end, every client of Dragonfly's has important rights and responsibilities.

As a client of Dragonfly Blu Design, you have the right to:

- **Check references and testimonials regarding Dragonfly Blu's work.**
While my portfolio and a number of testimonials appear on my website and social media profiles, it is within the client's right to request references regarding past client work.
- **Outstanding customer service.**
Dragonfly Blu has prided itself in providing outstanding customer service and quality design for its clients since 2001. This includes responding to emails and phone calls in a timely manner, educating the client in best practices, providing the client with respectful service, and efficient turn around.
- **Be provided with a contract which states the terms of our project.**
I provide my clients with a contract which states the terms of our agreement and an estimate for billing. This contract includes an outline and a timeline for the project including deliverables, due dates, budgets, materials, and financial obligations.
- **Understand and negotiate terms.**
You have the right to question and understand the terms of our contract together prior to your signing.
- **Expect fair business practices.**
Dragonfly will always respect services, hours, and promises made to its clientele. This includes ensuring that our work is efficient and abides by applicable laws. Advertising, marketing copy, and design are fair, accurate, and considered.
- **Expect fair billing practices.**
Dragonfly is mindful of budgetary concerns, both yours and mine, and as such will provide the client with updates as to the progress of the project, any changes or revisions that take us outside the scope of the original contact, and clearly defined financial terms.

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- **A right to confidentiality.**
Dragonfly Blu will treat information and materials provided to us by you with confidentiality. Non-disclosure agreements are honored.
- **Be educated by Dragonfly Blu on best design, internet, and marketing practices.**
As a consultant working in the field of web design and marketing, it is Dragonfly's responsibility to provide information to my clients on best practices regarding design work, SEO, internet marketing, and any available options to compliment your business mission.
- **Expect me to learn about your business in order to best represent it.**
There will be a starting billable timeframe in which Dragonfly Blu will need to learn about your business, your target audience, and what you hope to accomplish with the website, graphic design work, or marketing copy. It is my hope that after some time of us working together that we will develop a working relationship whereby consulting on these matters will become second nature.
- **Regular communication.**
You have the right to be regularly informed of the scope and progress of our project together.