

• CLIENT: xxxxxxxx • REF xxxxxx xxxx • Date : xx xx 2019 • CONTACT : xxxxxxxx  
CUSTOM DESIGN; Example Brief - LARGE INK. Placement; Lower arm. Size; tbc. Forearm half sleeve wrapped to fit. (Height 9 1/2") Theme; astrological. Motifs; lion head to represent sign Leo (outside of forearm) Inner arm - open brief . Symbolic meaning; Birth sign. Colour; Black. Style note; 'P.A' Geometric organic design. Shading; Clean lines with a mix of shaded & open sections of dot work.

COLLABORATION QUOTE TOTAL = £ xx | 50 % DEPOSIT £ xx & BALANCE £ xx | (£ GBP - British Pound Sterling)  
Deposit due : xx xx Estimated Start Date : Week Commencing xx xx 2019 ( Aiming for completion within xx weeks )  
Retainer = £0 (Non refundable - Selected ink only)

QUOTE INSTANT INK | If you are happy to receive a finished design, *without* the feedback and changes stages ( no collaboration ) I can reduce the quote to £ xx GBP Pound Sterling. Note; Full payment would be required in advance. No changes can be made to the design, once completed. No refunds will be given once the art is started . See page 3 for full details | Start Dates may be brought forward for instant designs |

#### PUNCTURED ARTEFACT creates original artwork

Here at P.A, we treat each design as an exciting new project! .... An opportunity to research, get inspired & create!

We do not use any form of clip art, stock images, tattoo flash books, re worked or photo-shopped images.

Every inch of the design is created from our hand drawn sketches. We like to take our time to create a unique design, so it can be a rather labour intensive process.

The design will be unique to you ... No danger of anyone having the same tattoo! Your design will *not* be replicated again in your exact form, or passed to anyone else

#### Inky artwork...

Throughout the design process you are sent 'sketchbooks' . They will include a design notes and images, and a record of anything that has been discussed or approved.

#### Stage 1: Design concept (rough)

- Medium & small ink; You will receive 2 or 3 hand drawn initial ideas • You choose one design to develop and provide feedback.
- Large ink & complex sleeves. A3 paper art (Not tattoo art); You will receive 1 rough design concept (basic framework, general set out & flow of design) • You will approve or provide feedback.
- Flash customisation; You will receive 1 or 2 concepts , based on your chosen flash art. • You will choose one.
- Logo, packaging & identity art; You will receive 2/3 basic concepts • You choose one design to develop and provide feedback.
- Designs - They would be 'work in progress' sketches (*rough outlines with some indication of where the shading will go*) It will include design notes explaining the design. They would have a rough sketchy hand drawn feel.

#### Stage 2: Design development (refined rough)

- 1 x development drawing. To include design revisions from your feedback. Rough shading plan (in a section). Design notes.
- We then aim for the design to go to the final artwork stage

#### Stage 3: Final development (larger work only)

- This stage can be added in for larger work. It will contain further revisions in rough.

#### Stage 4 : Final design (files)

• *Custom Tattoo & Flash customisation*; 'Outline' files or stencils (for carbon transfer) Completed 'fill' drawings (to include shading & small details) Note; in some cases - large scale intricate symmetrical art (with lots of dot work), may be only have the shading completed on one side. The artwork will then be flipped and included as a separate image (depending on the time left to complete the artwork) Photos (for use on social media or sending to studios) Tattoo tips (notes) Presentation images (including PA logo and negative art - white on black)

- *Logo, packaging & identity* - Final artwork in high resolution formats & eps (as agreed individually). Client to have usage rights (as agreed individually)

#### Stage 5: Upload

• Once you have paid the balance for the design, you will be sent a dropbox link to high resolution files. This will include 3 folders; 1. Outline, 2 Fill, 3 Photographs & misc files. You will receive JPG /PNG / TIFF image files, along with a sized PDF of the outline (if your design is set at specific dimensions) *No hard copies.*

- **Feedback process** . We would appreciate timely feedback by the client (*ideally within the same week*), with completion of the design within 1 month (*maximum*). *Feedback is required by email, so that a record of dialogue can be kept. We prefer not to take feedback via skype or telephone.*

#### Design style...

All the designs we create have a signature 'Punctured Artefact' style. If you like our work, then we will create a design you love! Our mixed up style is ....

- Organic geometry • Geometric nature • Angular and fluid lines • Symbolic & interconnected shapes • Symmetry is also a signature design feature, but we can also do asymmetrical designs! • Inked in an 'open' & contrasting style (not heavily shaded with areas of contrast) , straight , sweeping & tapered lines , with a small amount of pointillism.

- We love to design in our own unique way, *so sorry (!)* but we won't be able to take on projects which require a different style or approach.
- Our inky style is created in Black • Clients may discuss adding in small pops of colour (e.g. 1 or 2 *statement highlight colours*) They are created with self coloured outlines not black outlines. This will be agreed before the design starts and should not be added in 'along the way'
- Text will not be included in our artwork (*apologies this is a personal preference*) We prefer image making to 'labels' .. but we can create symbols or patterns from initials.
- If you have supplied reference images, it is important to note that other peoples work will not be copied or developed. It will only be used as a reference point, to understand the kinds of things you like.
- Shading - is not heavy or dark. So, we are unable to create art in this style
- Any changes to the brief (once started) which are deemed to be not in the PA 'aesthetic ' may not be included. Your design may be drawn to a close.



• Creating artwork to match to an existing one over email can be a little tricky, We generally suggest that a one to one with a tattoo studio may be more suitable , as they will be able to trace and create the art to perfectly fit. But we do take on this work, when suitable. Images & dimensions of your ink will be needed. Note; It may not match up exactly.

### Design fees ....

- As we create our designs uniquely for you, we don't follow a pricing structure.
- We quote depending on the motifs or complexity of your design *(and the time dedicated to you)*
- We want you to love your design & welcome clear feedback throughout the project. We always aim to minimise the amount of design changes but a *quotable* amount of changes will happen along the way ! If the changes start to be too excessive or the allocated design time is being used up, we will flag this to you. We may need to raise a further quote or invoice for design time *(but with your support , we hope to avoid this!)*
- Time Tip - It is advisable to really think about the size & what you want to include, before the design starts. Adding in extra items or changing the content and/or size of the design mid way through, may lead to additional design time charges *(if your time is used up)*

A **50% deposit** is required before any design work is undertaken . This should be paid at least 3 weeks before the start date *(or ideally on invoice to secure a slot in the calendar)* . An invoice will be sent to you via the online store. You can pay by Credit & Debit Cards (Using Stripe) PayPal & Sofort Bank Transfers (Germany, Austria, The Netherlands, Switzerland, Italy, Spain, Belgium and Poland) You can also arrange your own bank transfers & payments using the details listed below.

**Serious clients only** - To help us plan the schedule & keep the wait list down - only accept your quote if you are a serious client. Due to a high level of clients reserving spots and not 'going through with it' .. from 2016 all clients (Large ink) may be required to secure their slot by paying a retainer fee £15, which will be removed from the final balance upon completion. Note - Unfortunately, this money will not be refunded if a client does not go through with the project.

**Early payments** - If you do decide to make an advance payment (earlier then 6 weeks before) If an earlier slot becomes free , we will certainly keep you in mind!

**Large scale work or multiple jobs** - In some circumstances they may be subject to a second stage payment of 25 % (before the final rough is created)

The **balance payment** is required before any final artwork is released. The invoice should be paid promptly within a maximum of 7 working days. *Please factor this in when agreeing to the design.*

We are sorry but we are unable to offer **alternative payment plans**. Your quote will be valid for 2 months, from the date sent, should you wish to save up before you take on the quote, *(please factor in a 2-3 month wait list)*

**Changing the brief mid way** *(eg. larger scale, adding motifs or colour)* will require us to provide a quote if this is likely to effect the amount of design time

**Feedback Timings** ; Timely feedback is required to keep the wait list on track. Ideally within 5 days of a sketchbook being sent to you . Should we not hear from you for a period of 3 weeks. Your design will be 'suspended' and will then become the work of PA. Any design time used *( not covered by the deposit amount)* will be invoiced for immediate payment. *Your unfinished artwork will remain the property of P.A and should not be used. The work will be re-quoted if 2 months elapse.*

As a very small design business *(who loves to work with people)*, **non payment** for work undertaken is extremely upsetting :( so, *please don't do this !* A weekly payment reminder will be sent to all clients. 1 month from the completion date (after a final reminder) your custom design rights will voided and your design made available on our 'flash page'. *Do not attempt to use any rough drawings, it will make for a very bad tattoo and any reputable tattooist would not work with unapproved artwork.*

*Also quote-able • Artwork print • The original artwork signed • Your design tattooed onto leather. Please enquire.*

### UK BANK PAYMENTS:

By bank transfer;

*Bank details:*

Name: Dionne Marshall  
Account: Barclays Bank  
Account number: 108 804 85  
Sort Code: 20 - 07 - 89

### INTERNATIONAL BANK PAYMENTS:

*Additional information;*

IBAN - GB86 BARC 20078910880485  
SWIFTBIC - BARCGB22  
*Bank address;*  
15 Colmore Row, Birmingham, B3 2BH, UK  
*Punctured Artefact address;*  
20 Station Road, Bretforton, Nr.Evesham, Worcestershire, WR11 7HX, UK

### PAYPAL PAYMENTS

*Please send payments in GBP £ Pounds Sterling to;*

- [Dionne@PuncturedArtefact.com](mailto:Dionne@PuncturedArtefact.com) or use the link
- [Paypal.me/PuncturedArtefact](https://www.paypal.me/PuncturedArtefact)

*When sending money, please send by £ pounds GBR Sterling, where possible.*

### Copyright & Usage ...

Punctured Artefact, reserves the full design rights on your inky art *(unless a logo or instructed as a graphic or apparel design, where licence rights will then be given to the client on an individual basis, agreed by both parties)*

- You can of course, get this inked onto your skin, but you should not use the artwork for any other purpose (other than printing for personal reference)
- Protect your own design; It is advisable not to post artwork files to social media or share any artwork files *(photo files are fine!)* • Please do not leave the artwork in the tattoo studio & ask them to delete all digital files.
- Rejected designs may be developed further & added to the 'flash' section on our site
- Individual motifs created within a complex design may be isolated or developed and used in the 'flash' section of our site
- Any designs created with a client (who subsequently goes 'AWOL' ) will be used in the flash section and will not be kept for the client.
- Images of your finished design may be used on our website & social media platforms. For protection, the images will generally be angled, partially obscured, watermarked or prevented from being downloaded. Stencil and outline files will never be posted. In some circumstances scanned pictures may be used for a professional portfolio, profile or website. They may include a watermark.

**Timings:** We may have a waiting list, for which we apologise! . Your 'estimated' start date can be found at the top of the quote. Your ink may take up 2-3 weeks to complete (up to 4 for large complex pieces) *Start dates are often brought forward, if previous projects complete ahead of time*

**Thank you for your kind consideration. Non English speakers should get in touch if anything is unclear (!)**

## Instant ink ... Alternative option

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### OVERVIEW

- If you are happy to receive a finished design, **without** the feedback and changes stages (no collaboration) I can reduce the quote . **Note**; Full payment would be required in advance. **No** changes can be made to the design, once completed. **No** refunds will be given once the art is completed

### Instant ink process ....

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#### 1. Dimensions (large ink)

- A template will be sent to you to complete.
- Your dimensions will be plotted in and then returned to you for approval.
- The design will be created to this template.

#### 2. Briefing

- I will get some further feedback from you, on your brief.
- The aim of this is to give me a clear way forward.
- For sleeves, this may include ; listing your design motifs in importance, what should go on the topside or underside of the arm, general look & feel (e.g. cuffs) , motifs, patterns and shapes you like ( e.g. if you want a more linear & angular design or curved and circle based )

#### 3. Proportions

- Following on from the briefing discussion, a basic proportions and positions plan will be sent to you for approval (using blocks and notes)
- This will not include design drawings, but will allow you to see what scale/space each design element will take

#### 5. Creation

- I will then create the design, aiming to take into account any feedback on the proportions
- I will advise you on a completion date (generally 1-2 weeks)

#### 4. Final art & links

- The final design, along with some notes on the design will be sent to you, in the form of a dropbox link.
- You then have 5 days to download the files

#### 6. Not included

- Feedback or changes on the design artwork

### COSTS

- Full payment is required in advance of the art.
- In order to plan the schedule, this will be needed 3 weeks prior to the start date
- Once paid - I can then add you into the confirmed design schedule
- Note; NO refunds will be given once the design process has started & sketchbooks are received by the client.

## Refunds Process

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The deposit will be paid in advance.

1. Punctured Artefact *will not be able to refund* any deposit money , once the design process has begun (you receive your first sketch book or SKB)
2. Punctured Artefact will *not be able to refund any money,* should you wish to abort the project, once the design has started.
3. Punctured Artefact will not be able to refund any money, once you have approved any of your design stages.
4. If a job is drawn to a close (by the client) before it is completed. Punctured Artefact may *invoice for any time spent on the design, not covered by the deposit.*

*Please get in touch to discuss any concerns or questions regarding our refund policy.*