

CROPD

ONBOARDING KIT

*be part
of the crop*

©2022 CROPD CREATIVE PTY LTD
www.cropdcreative.com
@cropdcreative
@thesocialstateofplay

THE STUDIO

CROPD CREATIVE PTY LTD

CROPD Creative Pty Ltd is an independent graphic design studio based in Sydney. Working with a diverse client base Creative director, Danielle Gladden, launched the business in 2013 after seeing a gap in the flexibility of a traditional design agency model.

The CROPD studio has a strong focus on functional design, innovation and storytelling across a variety of media platforms.

Services include branding, marketing, advertising and digital design.

In 2020, seven years after the initial soft launch Danielle has set to create a new social + digital branch to the agency specifically created for clients who need to hand over the controls when it comes to their social media profiles, content and calendars and so, **THE SOCIAL STATE OF PLAY** was born.



CROPD

DANIELLE GLADDEN

CREATIVE DIRECTOR + CEO

Danielle moved across the ditch 17 years ago to kickstart her career in Journalism and Psychology at The University of Melbourne. After completion she completed a Diploma in Graphic Design & Advertising at CATC in Sydney and transitioned immediately into editorial publishing, innovations and advertising at Pacific Magazines for over five years.

In 2012, Danielle took a position in-house at Sheridan Australia (Pacific Brands) and collaborated with the product team at to drive the launch of their new 'Baby' category.

2013 rolled around and it was time to leave the 9 to 5 in order to launch her own design studio. Nine years on, the studio is thriving with an ever expanding client base and international folio.

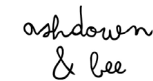
CROPD specialises in branding, marketing and advertising and is based in both the East and Lower North Shore, Sydney.

Get in touch directly:

studio@cropdcreative.com

@cropdcreative

042 340 7718



JENNIFER PARKER

MARKETING MANAGER – RAY WHITE

"I have worked with Danielle since October 2014 both in a full time capacity and since 2016 in a freelance capacity. I continued to choose Danielle to work with due to her strong work ethic, reliability and impeccable attention to detail. As a result she, and her company Cropd Creative Pty Ltd, have become our first choice to work with wherever we need additional creative services. Personally, I find her a loyal and highly moral person and consider her a friend."

MICHAELA LONGSTAFF

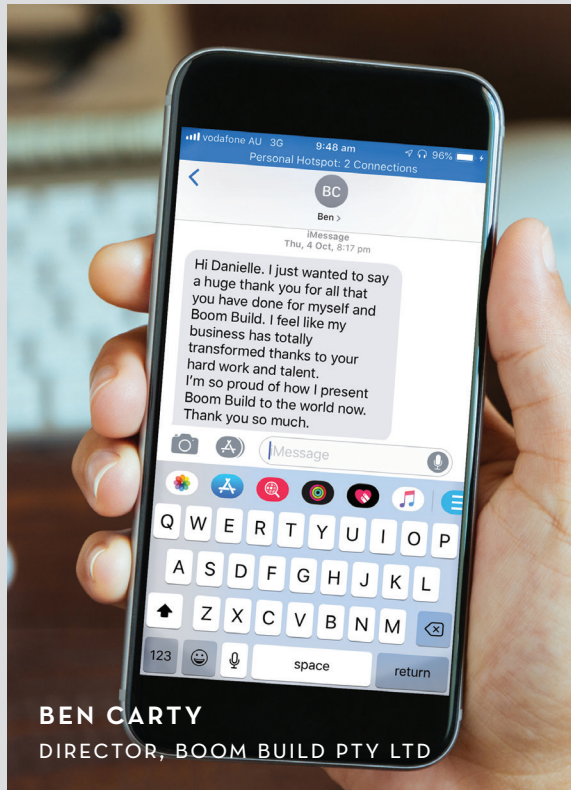
MARKETING DIRECTOR – MIKKO SHOES

"Danielle, I wanted to thank you so very much for all of your hard work with this catalogue. The outcome is amazing and it makes it even more appreciated knowing all of the effort that went in. I very much appreciate all of your efforts over and above the call of duty to make the deadline. Thank you!"

MICHELLE GOCHER

MARKETING COMMUNICATIONS MANAGER
– CEREBRAL PALSY ALLIANCE

"I could not imagine working without you all these years, you bring to life everything I attempt to brief and get down on paper. Not only that, you do it to such a high standard. You manage the juggle of family and business so effortlessly and this is so important for you - continuously inspiring women in the workforce. Thank you Danielle."



BEN CARTY

DIRECTOR, BOOM BUILD PTY LTD

LISA PHILLIPS

CHIEF MARKETING OFFICER – LOANMARKET

"Danielle is a rare talent: a highly creative designer, savvy marketer, exceptionally organised and a brilliant communicator. I had the pleasure of having Danielle lead our Design Studio as part of our marketing team where she wowed everyone with her sharp eye for design and personable approach. Since starting CROPD, I have engaged Danielle's services and been delighted on every account. It is the reason why I continue to work with her on every project I can."

STEPHANIE WILLIAMS

DIRECTOR AND EDITOR – THE HOBART MAGAZINE

"I've worked with Danielle in a professional capacity through my business, Propeller Media. Over that time we've become friends, bonding over our busy lives as mums and business women. I've found Danielle to be extremely reliable and always delivering on her deadlines and responsibilities, and more often than not, going above and beyond what she needs to."

"Danielle is a genius creative; approaching each graphic design challenge with the customer and objective in mind. I feel blessed to work with her."

KAREN HALL

DIRECTOR + CHIEF DO-ER – 101 THINGS

THE FINE PRINT.

JOB ESTIMATES

CROPD CREATIVE agrees to provide the Client with job estimates prior to starting every project/campaign where required. Client approval of the estimate is **CROPD CREATIVE'S** authorisation to proceed with the project/campaign.

WHAT THE CLIENT AGREES TO

To manage projects and workload, **CROPD CREATIVE** sets aside time for each project. Upon project acceptance the client agrees to provide or prepare information, documentation, images or otherwise within 14 days unless otherwise agreed in writing by both parties.

If the project requires the client to provide or prepare information, documentation, images or otherwise, the client accepts that delays in delivery from the client to **CROPD CREATIVE** may result in the project taking longer than estimated. **CROPD CREATIVE** will aim to meet the client's deadline at all times, however, if a deadline is pushed forward by the client, this may incur additional charges to complete on time, depending on **CROPD CREATIVE'S** current work load.

All copyright of the work provided, excluding unused concepts, will be handed over to the client upon full payment of the project. However, the client agrees that they may not claim to be the designer or showcase **CROPD CREATIVE'S** work in their portfolio claiming it to be their own.

FEES AND CHARGES

Payment is required for the provision of design concepts. You are required to pay for our time, and quoted prices are based on the estimated hours that it will take to complete the project. If the project extends the estimated hours, you will be required to pay for this time. **CROPD CREATIVE** has the right to re-evaluate the quote based on any additional work required by the client. The client will be notified of any additional costs that may occur before any additional or overtime work is carried out. If we have to redo work because an incorrect brief has been supplied by the Client, we have the right to charge for changes made at our current hourly rate for that particular service.

OUTSIDE EXPENSES

All outside expenses incurred by **CROPD CREATIVE** on behalf of the Client, these will be billed to the Client in addition to **CROPD CREATIVE'S** fees. All expenses will be authorized by the Client, and invoiced as received. The client agrees to pay **CROPD CREATIVE** on the date specified on their invoice or as otherwise agreed by the Client and **CROPD CREATIVE**. Disbursements including, but not limited to font purchases, image purchases, business meetings, job travel, parking fees, presentation materials and mock ups, printing etc will be passed on to the Client at the time of invoicing.

PAYMENT ON ONE-OFF PROJECTS

For one-off projects quoted under \$1000, the full amount must be paid up front. For projects

quoted above \$1000, a 50% deposit is required upon project acceptance. The final payment total must be paid just prior to project completion.

Deposits are nonrefundable and work will not commence until the deposit has been received by **CROPD CREATIVE**. We accept direct deposit, cash and credit card (over the phone). We accept payment in any currency via Stripe (2.6% surcharge) or Paypal (2.8% surcharge).

GENERAL PAYMENT TERMS

A strict administration fee of \$75.00 will be charged if payment or remittance advice has not been received five business days past the specified due date on the invoice. For each week of late payment an additional 10% of the overall cost will be added to the existing invoice. In the event that the invoice is not paid after one month, an external collection agency will be appointed and all fees incurred by that process will be charged to the client. The grant of any license, intellectual property or right of copyright is conditioned on receipt of full payment.

DEFAULT IN PAYMENT

The Client shall assume responsibility for cost outlays by designer in all collections of unpaid fees and of legal fees necessitated by default in payment. Invoices in default will include but are not limited to fees for collection and legal costs.

CANCELLATION

You have the right to cancel your project. In the event of cancellation of an assignment, ownership of all copyrights and the original artwork shall be retained by **CROPD CREATIVE**, and a cancellation fee for work completed of minimum 75% of the deposit. For expenses already incurred, these shall be paid by the Client. You will be invoiced for the work carried out so far based on the hourly rate for that project.

COPYRIGHT

On **CROPD CREATIVE** receiving the final payment for a design in full, the copyright to the design is automatically transferred to the Client unless otherwise specified in writing. **CROPD CREATIVE** retains the right to display designs created by our studio in our portfolio, and for the purpose of marketing or advertising our services on or offline. All work supplied by **CROPD CREATIVE** is believed to constitute original work, and is prepared in good faith that it does not infringe the rights of any other party. **CROPD CREATIVE** cannot provide an absolute guarantee that any specific works do not infringe upon existing thirdparty rights, inadvertently, by coincidence or otherwise. **CROPD CREATIVE** is unable to guarantee that any work supplied to the Client is suitable for any particular purpose and would strongly recommend that the Client conduct relevant research prior to the approval of any prepared work. All preliminary work and materials produced by **CROPD CREATIVE** for the purposes of developing any work remain the sole property of **CROPD CREATIVE** (excluding and incorporated materials supplied by the Client). Any unauthorised usage of materials produced by **CROPD CREATIVE** will be actively pursued

through legal channels. By approving any final work whether verbally or in writing, the Client assumes the responsibility for the subsequent usage of the chosen work.

CROPD CREATIVE retains the right to re-use any original material that does not form part of any final approved work.

LICENSING

Any design, copyrighting, drawing, illustration, concept or code created for the client by **CROPD CREATIVE**, is licensed to the client on a one-time only basis and may not be modified, re-used or re-distributed in any way or form without the express written consent of **CROPD CREATIVE**. In the event of multiple proposed designs being submitted to you the client for selection, the one design selected is deemed by **CROPD CREATIVE** as fulfilling the contract. All other designs remain the property of **CROPD CREATIVE**, unless agreed in writing that this agreement has been changed. Limitation of Liability **CROPD CREATIVE** will not be held responsible for any loss or damage sustained by the Client as a result of the use of materials supplied by **CROPD CREATIVE**. All works created by **CROPD CREATIVE** will be considered approved for use by the Client prior to being employed for use in any way. The maximum liability of **CROPD CREATIVE** under any circumstances shall not exceed the paid amounts relating to any respective order.



C O N T A C T

CROPD CREATIVE PTY LTD

ACN 620 668 975

PHONE: +61 423 407 718

DESIGN STUDIO: STUDIO@CROPDCREATIVE.COM

SOCIAL + DIGITAL TEAM: SOCIAL@CROPDCREATIVE.COM

ACCOUNTS: ACCOUNTS@CROPDCREATIVE.COM

WWW.CROPDCREATIVE.COM

@CROPDCREATIVE

/CROPDCREATIVE