

CLEAR TERMS. LESS BACK-AND-FORTH.

These short terms accompany the quote. The accepted quote and Creative Brief define the final scope and deliverables.

01 / START & PAYMENT

Production starts after the completed brief, required product assets and 50% deposit are received. The remaining 50% is due before final delivery.

02 / TURNAROUND

Starter: 3 working days. Campaign: 7 working days. Monthly: agreed monthly production schedule. Timelines pause while waiting for client feedback, missing assets or approval.

03 / REVISIONS

A la carte includes 1 consolidated feedback round submitted within 5 working days. Starter feedback is included for 7 working days; Campaign for 14 working days. Monthly feedback is handled within the active monthly cycle.

04 / AI QUALITY ERRORS

Clear AI production errors such as distorted hands, incorrect product proportions or unreadable labels are corrected without using the client feedback allowance.

05 / SCOPE CHANGES

Changes within the approved direction are revisions. A new concept, new brief or substantial change of direction after approval is new work and is quoted separately, from £75 where applicable.

06 / FEEDBACK & SILENCE

Please send feedback in one consolidated message. If no feedback or approval is received for 10 working days after delivery or a request for approval, the relevant stage is treated as accepted and may be closed.

07 / MONTHLY

Monthly has a 2-month minimum. Unused monthly capacity does not roll over. If delivery is delayed by NOELL Studio, the affected deliverable does not expire and moves into the next cycle.

08 / USAGE & FILES

Organic and paid social usage are included in package prices. 9:16, 4:5 and 1:1 exports are included where relevant. Source/editable files, exclusivity and unusual extended licensing are separate unless written into the quote.

09 / CLIENT MATERIALS

The client confirms they have permission to supply and use all logos, product images, trademarks, likenesses and other project materials, and will provide sufficiently clear product references for accurate production.

10 / CANCELLATION & PORTFOLIO

The deposit reserves production time and covers completed work/non-recoverable costs if cancelled after production begins. NOELL may show final commissioned work in its portfolio unless an embargo is agreed in writing; embargoes of up to 6 months can be requested.