Idinity Studios Operating Hours and Terms and Conditions

Turnaround Time

Turnaround Time is 36 Hours from the Time order has been submitted and payment complete.
If order is submitted without payment the turnaround time will start from the time payment is complete

Hours of Operation

Mon – Fri 9am – 6pm EST (Order Submission & Revisions)
Sat 9am – 2pm EST (Revisions ONLY)
Sunday Closed
Holidays Closed
Any orders placed outside of normal hours of operations will be considered place on the next day of operation, the turn-around time will start from 9:00am EST of that day.

Order Submission

Client must provide typed text and quality photos to be used in design. Screen shots and previous flyers of other designs with similar info will not be accepted. All info must be submitted via email, info submitted by text will not be accepted.

Photo Submission

For best quality photos should be 300 dpi ideally from a professional photoshoot. Cellphone photos are accepted however should be submitted with these tips in mind.

- Wipe off camera lens before taking image. The cellphone camera lens tends to get smudge from being in pockets, etc.
- Make sure the subject has proper lighting. Well-lit photos will have a higher quality because the camera is receiving more pixel data.
- Properly frame the subject, make sure subject has both arms (if half frame) and both legs in photo (if full frame).
- Stay away from sitting subjects in full frame/full body photos. The object they're sitting will have to be in the graphic as well or it would seem like the subject floating once the background is removed.
- Stay away from selfies or high angles. Selfies tend to have an awkward framing, the arm that's stretched out and the face is usually not fully in the frame. High angled photos tend to skew the shape of a person's body. They look very unnatural once the background is removed and inserted into the design.
- Stay away from filters. Although these photos look cute on social media, they do not blend well into graphics. Photo submitted should have natural coloring.

Logos submitted should be high quality, no screen shots of logos. Typography logos with solid-colored backgrounds will be left in its original background. Logos should be submitted in a vector format or high quality .png or .tif with a transparent background.

Sizes

Sizes below are standard sizes for deliverables unless client specifies otherwise.

Measurements are in inches width to height.
- Printable Flyers 4x6
- Instagram Flyers 4x4
- Business Card 3 ½ x 2
- Standard Posters 11x17
- Movie Posters 27 x 40
- Banners (Client Must Specify)
- Stationary 8 ½ x 11
- Brochures (Client Must Specify)

Portrait

Landscape
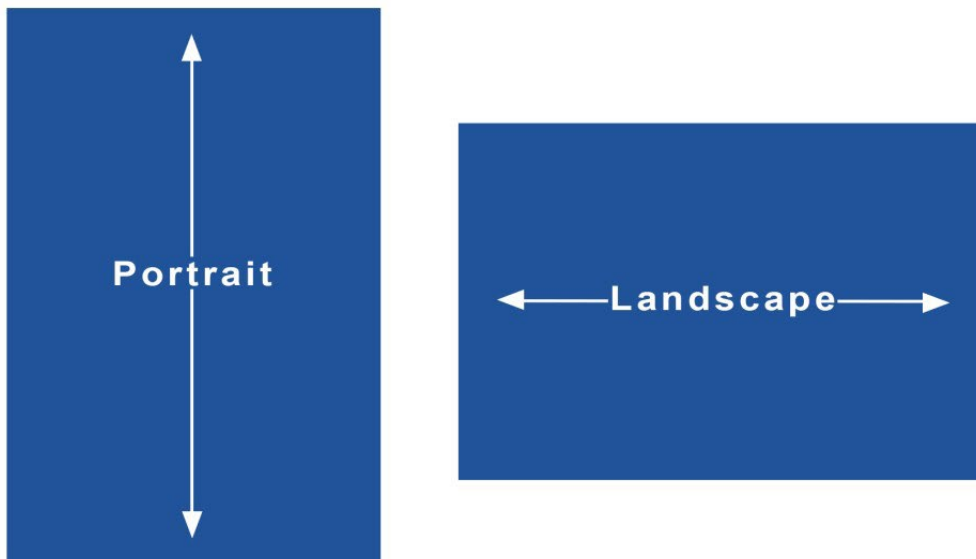
Deliverables

All print designs will be delivered in .jpg 300 dpi CMYK format unless specifies otherwise.

Large format designs such as banners and large posters will be delivered in "Exact Size" .jpg 150 dpi CMYK (Exact Size meaning a 9ft x 4 ft banner will be a 108 in. x 48 in JPEG file)

Files are sent by email. Larger files (more than 25MB) are automatically saved to Google Drive. Download all files immediately. Files on Google Drive get cleaned after 15 days.

Changes

After the first draft is sent to the client, the client has 48 hours to submit changes. The client is allowed two "groups" of changes.

Please allow 24 hours for changes to be made

> ***For Example: If a client sends a change such as, "Please make date larger" in one email, then in another email send, "Please add DJ Scratch to flyer" the client has used up both of their changes, and all other changes will cost. To maximize your ability to make changes send them together in one group of changes.***

Misspelled or mis-typed content that was at fault by Idinity Studios will not count as a change or accrue a change fee. If the client submits info that is incorrect it will count as a change or may accrue change fees.

> ***Clients must type out all info (text) needed for the design. Images of previous flyers with similar info will not be accepted.***
>
> ***Avoid unnecessary wording – Such as: "I'm having a birthday event for my friend John Doe. He's turning 40. The event is on April 1st, 2021, at 7pm. It will be at 1001 S. Willington Ave. At the B&B Lounge"***
>
> ***Info Should be sent in this format:***
>> ***Celebrating John Doe's 40th Birthday***
>> ***April 1st, 2020 @ 7pm***
>> ***B&B Lounge***
>> ***1001 S. Willington Ave.***

ONLY the EXACT info should be sent the EXACT way you want it written.

The client is responsible for proofing a design before print. Idinity Studios is not liable for print or ad fees for designs that the client approved and printed, then found flaws after print.

Change Fees:

- Image/Pic Change, $8 (Adjustment to same image $5)
- Text Change per Line, $5
- Graphic Designs (typically event flyers) will include up to 4 images. Additional images are $8 each.

Orientation or Design Size Changes $20

Changes include deleting text or images, moving text or images, resizing text or images. Changing content of text or swapping images.

Once a is in the "paid" change stage, all changes will have a fee. Changes must be specific and exact.

If a design is changed and/or resized to fit the purpose of a new design, the new design will not have a change allowance.

Allowed changes (changes made within the allowed 48 hours for free) can only be made within the original scope of the project.

Image Swaps are not allowed in the "Free Allowed" changes. Client must be specific on images they want to use.