

R.G. BUSHELL

CONSERVATION & HERITAGE CONTRACTOR

SIGNWRITING TERMS AND CONDITIONS

OVERVIEW

RG Bushell is a one-man-band sole trader craftsman, not a large company. Signwriting is a traditional heritage skill, passed on by a time served master, which has certain qualities that can never be recreated by modern means and digital printing. The signwriting process is one which requires both a considerable amount of skill and a considerable amount of time.

Whilst every effort is made to produce accurate mock-ups before production, there will always be subtle variations between mock-ups and the final product, caused by (but not limited to) factors such as the natural fall of brush strokes, colour variations (between screen & reality, particularly where colours need to be mixed), painting onto uneven or unsealed surfaces, access to a location, weather conditions at the time of painting (for outside work) or the wider context of how the sign sits in relation to its environment. Before proceeding, customers must give good thought to what their needs are, and how they can most clearly communicate their idea into being understood.

RG Bushell will help and advise you to deliver signwriting which will be of the highest quality or appropriate to your budget. A signwritten sign will, when appropriately cared for, last a long, long time.

THE BASIC PROCESS

1. Initial Enquiry	<ul style="list-style-type: none">• Customer makes initial enquiry, describes basic sign needs.• Customer decides on what basis RG Bushell is to be engaged: As a designer, sign maker (joiner) and/or signwriter.
2. Develop Design	<ul style="list-style-type: none">• Communication process to better understand the signage requirements, outline design, dimensions, exact lettering/spellings, general colouring etc.• Customer gives examples of typeface, styles, colours & themes (etc) to replicate and sends photos of the sign location with measurements (which form the basis of mock-ups).
3. First Design	<ul style="list-style-type: none">• A first mock-up is produced based on the descriptions given.• The first design is free. The design remains the copyright of RG Bushell.
4. First Revision	<ul style="list-style-type: none">• Any changes to the first design, based on customer feedback, are made.• The first revision is free. The design remains the copyright of RG Bushell.
4a: Further Revisions	<ul style="list-style-type: none">• Further revisions are chargeable at the hourly rate. Most revisions take one hour. The copyright remains with RG Bushell.
5: Quote Given	<ul style="list-style-type: none">• When the customer is happy with the final design, a quote can be given for the work. Only when a design is confirmed can an accurate price be given.
6. Deposit	<ul style="list-style-type: none">• A 50% non-refundable deposit is required to be paid before work begins. See conditions below.
7. Production	<ul style="list-style-type: none">• Production begins off site for delivery or arrange a date for completion on-site (for shop frontages, etc).
8. Completion	<ul style="list-style-type: none">• When the work is complete, an invoice will be sent for any outstanding balances. Pay within seven days

REVISIONS

Customers are advised to communicate as clearly as possible their desired designs in the design development stage, and to do so again for any revisions. Revisions required beyond Stage 4 are chargeable at the hourly rate. If chargeable revisions are made but the customer wishes to no longer proceed with the work, these charges will be invoiced and must be paid.

USING AN EXISTING DESIGN

It may be that you already employ a graphic designer or have your own logo/typeface which you require incorporating into your commission. Please supply any such graphics in a sufficiently high enough resolution (300dpi minimum) to enable accurate reproduction. Poor quality submitted graphics can incur extra time to rectify or interpret.

PRE-PREPARED SURFACES

Where surfaces have been pre-prepared by another person or contractor, RG Bushell accepts no liability or offers any guarantee of longevity for designs painted onto these surfaces.

WORK IN PUBLIC SPACES

Where works will take place in public spaces, such as a shop frontage with pavements, it is the business owner/artwork commissioner's responsibility to ensure all necessary permits, planning permission etc is in order before aesthetic changes are made and all permits and permissions are in place for the placing of scaffolding/ladders/platforms etc.

COACH PAINTING

All signs and substrates manufactured by RG Bushell are supplied 'Coach Painted', which is defined as a seven coat paint process, consisting of oil based paints, in the following order:

Primer/Undercoat/Undercoat/Top Coat/Top Coat/Varnish/Varnish.

Signwriting is usually applied after the last top coat.

Gold Gild is usually applied after the last coat of varnish.

Lesser quality finishes can be produced on request.

QUOTES & PRICING

Depending on the circumstances, a price will be given which will be either a fixed price (for larger jobs) or an estimation of time for the hourly rate with a lower and upper limit (for smaller jobs).

I work to Scottish Artist Union rates. These are (as of 2023):

Hourly Rate: £42

Day Rate: £336

You can find out more information on the Scottish Artist's Union rates of pay here:

https://www.artistsunion.scot/rates_of_pay

Here are some scenario jobs that can give you a guideline for budgeting. All prices vary, namely depending on design complexity. It is very hard to accurately price work until a design is confirmed.

- House Name/Numbers or Signwriting on a pre-painted door: From £350
- Custom Business Sign: From £500
- Shop Fronts & Fascias: From £500
- Reverse Glass Work, House Names and Numbers: From £400
- Reverse Glass Work, Shop Windows: From £600
- Gold & Metal Leaf Gilding, Surface Gilding: From £400
- Gold & Metal Leaf Gilding, Reverse Glass Water Gilding: From £500

CHANGES OR ADDITIONS TO THE DESIGN AFTER THE DEPOSIT IS TAKEN

Customers are strongly advised to conclude their designs before the quote is given. Any changes that are made after this point that in any way modify the specified design or scope will be chargeable at the hourly rate.

DEPOSIT:

Before work commences, once a design has been agreed and quoted, a 50% deposit is required to be paid in advance. This deposit is non-refundable and is a commitment to commissioning the work as a considerable investment in time and materials will be made beyond this point. The deposit is paid on the understanding that:

1. The Customer has seen and studied previous examples of work by RG Bushell and understands the look, feel and parameters of signwriting, ability and skill level.
2. The Customer understands that every effort will be made to implement the design as communicated, however, there can be reasonable, but appropriate, differences between the final piece and any initial mock-ups.
3. All commissioned materials and signs remain the property of RG Bushell until the invoice is paid in full. In the event of non-payment the right to use any reasonable means to retrieve, destroy or receive payment for these works is reserved.
4. Every effort is made to ensure that a customer is satisfied with the outcome of the work and RG Bushell always strives to see that the best work possible can be done. In the event of a dispute, the decision of RG Bushell remains final.
5. By paying the deposit you agree to these terms and conditions.

Enquiries can be sent to:

rgbushell@tutamail.com

www.rgbushell.co.uk

RG Bushell is a trading name of Owen Bushell, Sole Trader.

November 2023.