



Copyright Guideline Clients

Guideline

As we embark on the exciting journey of developing your brand identity, it's essential to establish clear expectations regarding the use and ownership of design materials. This guideline outlines the *dos and don'ts* related to copyright and intellectual property during the development stage.

Understanding these principles will help ensure a smooth collaboration, protect both your interests and those of the designer, and ultimately lead to a successful outcome for your brand. Please take a moment to review these guidelines carefully, as they play a crucial role in safeguarding our creative process.

Thank you for your cooperation, and I look forward to creating a unique and impactful brand identity for you!

A. Dos:

1. **Review Materials:** Carefully review all materials provided during the design process and provide constructive feedback.
2. **Communicate Clearly:** Maintain open communication regarding preferences, ideas, and any changes you envision for the brand identity.
3. **Keep Confidential:** Treat all design concepts, drafts, and materials as confidential until a final agreement is reached.
4. **Acknowledge Ownership:** Understand that all initial concepts, sketches, and designs are the intellectual property of the designer until payment and terms of use are finalized.
5. **Request Permissions:** If you wish to share any drafts for feedback or collaboration, ask for permission from the designer before doing so.
6. **Document Changes:** Keep a record of any approved changes or feedback to ensure clarity in the design process.

B. Don'ts:

1. **Do Not Use Designs:** Avoid using any design concepts, sketches, or drafts in any capacity (including social media, internal presentations, etc.) until formal approval from BRISQ.
2. **Avoid Distribution:** Do not distribute or share any materials received from the designer with third parties without explicit permission from BRISQ.
3. **No Alterations:** Refrain from altering or modifying any designs.

4. **Do Not Claim Ownership:** Do not claim ownership or credit for any designs or concepts.
5. **Do Not Ignore Agreements:** Adhere to any agreements made regarding the use and ownership of designs to avoid legal issues.
6. **Do Not Rush the Process:** Understand that developing a brand identity is a creative process that requires time. Avoid rushing decisions that could compromise quality.

Read also: [Main Terms & Conditions](#)

Questions

Do you have any questions about the Copyright Guideline? [Send me a message →](#).