



### • COMMUNICATION

Perdue Vision LLC, keeps business hours M-F 9AM to 6PM. Perdue Vision can be available for weekend appointments and events with advance notice or booking. We pride ourselves in keeping an open line of communication via both phone and email. Perdue Vision, LLC has a policy of returning all phone and email communications within 24-48 business hours. Under many circumstances Perdue Vision LLC stays consistently busy and in these circumstances, email communication is preferred and may be considered more reliable. This allows for us to respond back to you as soon as possible (in many cases immediately), as well as keeping a written record of requests. Perdue Vision, LLC can be contacted via phone, email, and text, among other options. If there is another method your more comfortable with, we are always open to alternate communication.

### • PAYMENTS

Perdue Vision LLC provides a wide variety of payment options, certain restrictions apply based on the client, project or request. Perdue Vision accepts Cash, Check, and all major credit cards (AMEX, MC, VISA, DISCOVER, Diners Club). Orders over \$500 paid by credit card will require a 3 percent convenience fee on top of the current balance. Depending on project and prior payment terms worked out with client, either 100% of payment is due before project can begin production or 50% deposit with a COD on delivery of product. Depending on your projects size, turnaround, involved cost, and other factors will determine what specific payment terms apply. In most cases smaller projects will require full payment before production can begin. With larger projects we typically take a 50% deposit up front. These are the payment terms available to Perdue Vision LLC clients.

### • PRINTING

All final proofing is the obligation of the client. Before any print job is submitted to the printer, Perdue Vision requires a written (email included) approval of the final print ready file. If there is an issue with the print job in which Perdue Vision LLC or the print production team is at fault, Perdue Vision LLC will reprint the job at no additional cost to the client. If a print job comes back with any mistakes that were missed by the client after signing off on the final proof approval, the full cost to reproduce is the clients responsibility. Perdue Vision can print with press PMS colors but in an effort to maintain the best price for the best quality, most of our production work is full color digital. There can be a slight color shift of 10% when printing full color digital and the client is notified of this if digital print is the route taken. Perdue Vision LLC understands expectations around print deadlines. Perdue Vision LLC guarantees to let the client know what it will take to turn the project around in time. We would appreciate at least a week to 2 weeks to give our clients the best price and turn the project around in time without compromising the quality. The client will retain the rights to all print work to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use print work for portfolio unless other terms were set per client request.

• **GRAPHIC DESIGN** - All graphic design is billed on an hourly basis. Perdue Vision LLC provides quotes for the client based on information provided from the client. This is just an estimate and does not reflect a flat rate charge

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for graphic design services. Graphic Design pricing can fluctuate when dealing with hourly rates due to projects taking longer than expected or client revisions. Perdue Vision LLC will be as forthcoming with client in communication of any price fluctuation. Design projects are all different and take a different amount of time to complete said projects. Perdue Vision LLC is aware that there are deadlines associated with client marketing and will only accept jobs that we are willing to turn around in the given time. You will be made aware of any expediting charges that may occur. Perdue Vision LLC guarantees graphic design work stating that should clients not like a design, they do not have to pay for said design. However, if the client chooses not to pay for the design for this reason, they are legally not able to use it to represent their brand, etc. Legal action will be taken against non-paying clients that are found to be utilizing design work provided by Perdue Vision, LLC without payment and approval. In light of this, we strive to always bridge the gap of communication to make sure we are doing exactly what the client needs so we can meet and exceed expectations. Any and all graphic design work will be approved by the client and must be signed off on with a digital email approval before going to print. If a job prints with any issues after the client has approved the artwork, it is the responsibility of the client to pay for the cost of reproduction. Perdue Vision LLC does not charge for revisions that are mistakes made by Perdue Vision LLC (spelling, placement etc). However in an effort to eliminate mistakes, Perdue Vision LLC asks that the client provide approved content with detailed instructions so there is no issues of mistakes in the design process. Client will retain the rights to said designs to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use design work for portfolio unless other terms were set per client request.

- **WEB DESIGN** - Perdue Vision LLC offers a 30 day warranty on website development that goes into effect once the site is live and publicly visible on the client domain regardless of project completion status. This warranty includes bug fixes, display errors or revisions within the original scope of the project. After this period the client will incur additional hourly billing for future changes past the 30 day warranty period. 50% deposit is required before site development can begin. Upon completion of test site, 50% remainder payment must be received before site is taken live. Many sites are hosted outside of Perdue Vision LLC's hosting and therefore we can not guarantee safety of such sites from malicious hackers, viruses and malware. Perdue Vision LLC does however offer website hosting and maintenance packages that ensure your website maintains security and stays current on all software updates, core and plug-ins. Please reference our Hosting Plans document for formal details. In the circumstance your website is compromised outside the control of Perdue Vision LLC, we are not liable and client will be responsible for any fixes to the site at our hourly rate. Client will retain the rights to said website development (custom code) to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use design work for portfolio unless other terms were set per client request. When quoting out a website project, phone support during design project is not included in pricing and will incur additional billing as consulting time (unless otherwise specified). Any time to review revisions, questions or concerns submitted via email will not incur additional billing time. Email is the preferred method of contact for website development. Client is responsible to submit any and all copyright free artwork and approved copy before the website development can begin. If client copies and pastes content from other websites, this can adversely affect search engine ranking. By doing so, client is in breach of contract and any search engine results requested by the client will be null and void. Perdue Vision recommends that all clients write or pay a copywriter for content and keyword optimization. If the Client does not engage in reasonable contact with Perdue

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Vision during the development of a project resulting in Perdue Vision being unable to continue with a development for a period of 2 weeks or if the Client fails to provide the above required content, information, text and images to Perdue Vision within a 4 week timescale from the date of initiation, or a period otherwise mutually agreed with Perdue Vision, then Perdue Vision reserves the right to charge the Client for the time spent on the Client's project at up to a rate of \$100 per hour plus a cancellation charge of 40% of the remaining fees due of the development. Should this happen it will be treated as a termination of contract by the Client. Should the Client subsequently request that Perdue Vision continue with a development, Perdue Vision reserves the right to renegotiate any fees due from the original contract or renegotiate a new contract. Perdue Vision offers both keyword optimization and content writing at an additional fee should the client need. It is the main goal of Perdue Vision LLC to build a site that is effective but also within budget. By following these terms and conditions, the client will save money and reap the most benefits from site success. Perdue Vision LLC is not held liable for any published content or imagery used in website development. It is the clients responsibility to provide all copyright free and leegally admissable content and artwork. Any included training must occur within 14 days of the site launch. Training outside of this time frame will be available at our hourly rate. By reading and signing this agreement and reading these terms and conditions, site consulting or development is non-refundable should a client decide at a later date they are not comfortable with the terms and conditions specified here.

- **SEO** - Search engine optimization results and rankings are not guaranteed. As stated in the terms of both Google and Bing, search algorithms may be modified at any time, affecting our ability to effectively rank websites both in local and standard search results. We utilize a comprehensive list of SEO techniques to meet our clients' expectations.
- **SIGNS** - Perdue Vision LLC offers a wide variety of sign products depending on the client needs and budget. Perdue Vision LLC will make sure the clients knows exactly what they are getting to fit and meet their needs. Should the product not work for the client Perdue Vision LLC will will work to find the best replacement option for a nominal cost. Custom products, such as signs, refunds are not available unless there is an error on the part of Perdue Vision, LLC or its vendor. In many cases, when it comes to sign materials and printing we do our best to provide samples to make sure the client knows what they are purchasing (there are exceptions and not all items have samples available). If a banner stand or sign stand breaks, we can provide repair for a nominal cost. If your banner flies away or your signs get stolen, we will work with you to reproduce these signs at a discount to ensure your satisfaction. Client will retain the rights to all sign work to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use sign work for portfolio unless other terms were set per client request.
- **VEHICLE WRAPS** - Perdue Vision LLC can assure you that we use only the finest quality of 3M easy tack vinyl with a laminate protection layer to ensure longevity and quality of print. After installation there can slight visibility of bubbles, these will go away with sun and heat over time and are not long term. With printed vinyl, there can be a difference from what you proof on screen to what is printed. Perdue Vision LLC holds no responsibility to color shifting up to 10%. Perdue Vision LLC can not, however, offer any warranty or guarantee on vinyl wraps and installation as every vehicle owner cares for their vehicle differently. Every vehicle wrap is different and depending on the current quality of your vehicles finish, there can be issues with the vinyl installation peeling back or lifting up the paint due to bad prep work on repainted vehicles.

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Client will retain the rights to all wrap design, printing and installations to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use photos or video of the installation for portfolio unless other terms were set per client request.

- **PHOTOGRAPHY** - Perdue Vision provides a separate contract for event photography (i.e. weddings, special events, etc) - for contract details please contact Paul Perdue and request a contract. For the purposes of this document Perdue Vision LLC provides a guarantee with our contracted photography of an online gallery available to the client at any time (following completion of services) to access for viewing or downloading. Perdue Vision LLC maintains a backup of all photography on site; should our photography website server temporarily go down you can contact Paul Perdue to request images. Turn-around time for all shoots is a maximum of two weeks - this is a conservative time estimated based on the level of work Perdue Vision is commission to do at the time. Additional editing after photos have been loaded to website and presented to client are billed at an hourly rate of \$75. Most photography work is provided to the client in less than 2 weeks. Client will retain the rights to all photography to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use photography work for portfolio unless other terms were set per client request.

- **VIDEOGRAPHY** - Perdue Vision provides a separate contract for event videography (i.e. weddings, special events, etc) - for contract details please contact Paul Perdue and request a contract. For the purposes of this document Perdue Vision LLC provides a guarantee with our contracted videography of an online gallery available to the client at any time (following completion of services) to access for viewing or downloading. Perdue Vision LLC maintains a backup of all video on site; should our videography website server temporarily go down you can contact Paul Perdue to request video files. Perdue Vision uses industry standard video formats, but can not guarantee we can provide this footage in any format. Turn-around time for all video shoots is a maximum of two weeks - this is a conservative time estimated based on the level of work Perdue Vision is commission to do at the time. Most videography work is provided to the client in less than 2 weeks. In-depth projects that include final cut video with script, animation, transitions, copy writing and voice over, will have a separate contract outlining project scope, details of client provided content, additional costs with animation and voice-over and time and cost estimate. Client will retain the rights to all videography footage to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use photography work for portfolio unless other terms were set per client request.

### ARTWORK & CONTENT SUBMISSION

Perdue Vision LLC requires all content to be approved and provided by the client. If the client does not have artwork, Perdue Vision LLC can offer stock image options for just about any budget. Perdue Vision LLC also offers professional photography services to cover your products, staff, events, offices, real estate, head shots and more. This gives any design, web or print work a much more unique and personal experience. Perdue Vision LLC requires that the client provide artwork in a resolution that is applicable to the project needs. Web sizes are around 300 pixel width up to 1200 pixel width. Print artwork needs to be 300dpi and high resolution (2400 pixel width or larger). When designing larger format projects we

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prefer the client to submit vector artwork.

### CONTRACTS

Perdue Vision LLC will provide contracts for Event Photography and Video requests. The Terms and Use document can serve as the Perdue Vision LLC standard contract. Custom contracts can be provided for other projects upon client request. For any projects that Perdue Vision is not compensated for completed work, Perdue Vision will send those unpaid invoices to collections.

### COPYRIGHT

All media performed by [www.perduevision.com](http://www.perduevision.com) (the website) is owned by Perdue Vision LLC. Copying, borrowing or otherwise utilizing any information on the website without specific written or verbal permission from William Paul Perdue III can and will put you at risk of legal action. Commercial product names which may be included in the photography and graphic design content of the Perdue Vision LLC website are trademarks or registered trademarks of their respective owners and are not for sale or reproduction. Use of these images can and will put you at risk of legal action. Perdue Vision LLC disclaims all responsibility for ad messages, photography interpretation, or other content posted to this area by other than authorized Perdue Vision LLC personnel. The statements, views and opinions contained in such documents, ads, and photographs are strictly those of the author, requestor or client and are not endorsed by, nor do they necessarily reflect, the opinions or views of Perdue Vision LLC. You expressly acknowledge and agree that use of design materials, photography or other products of Perdue Vision LLC is at your own risk and that all services, graphic design, hard copy media, and photography are provided without warranty of any kind.

### PERDUE VISION LLC

Perdue Vision LLC is an American small business started by Paul Perdue. With 10 year experience in design, photography, videography, printing, and more, I have run this company and grown it to maintain quality, price and strength. Perdue Vision prides itself in being a one stop shop for everything. We are a jack of all, master of all. We have been doing this for 10 years and with every day we are expanding technology and services, communicating with our vendors and clients to ensure that we are offering the best quality at the best price every time. We offer some of the best pricing in the industry. Not to mention that we are always here for you when you need a hand or answer to a question. NO ONE beats our customer service.

**I have read, understand and adhere to the above terms and conditions herein between myself (client) and Perdue Vision LLC (consultant).**

**CLIENT SIGNATURE:** \_\_\_\_\_

**CLIENT NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

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