

The Reasons We Don't Give Away Our WORKING FILES



Why is this necessary?

To build expectations with our clients in regards to how we operate. This is to help foster a healthy & respectful relationship between you (the Client) & SYN3RGY Creative.

THE REASONS:

Common Practice

Following industry standards, SYN3RGY does not provide working files to a client, unless they are requested as part of the original scope of work & proposal, which would also require an unlimited usage intellectual property fee. It's considered unprofessional for clients to ask for unused design files, photos or videos without purchasing them, because it is not part of the contract. The use these files greatly increases the risk of damaging the reputation of both companies.

Professionalism & Reputation

We pride ourselves in being good at what we do, and hope you carry that mindset into your business. As professionals, the quality of our work is important to us, and we have every intention in protecting our trade and to represent us in the best light.

Final Product

You are hiring us for the finished product, not the tools used to create it. As professionals, we use photos, videos or other files we need to use as raw ingredients to create the final product that's being purchased. During a photoshoot, a photographer is likely to take hundreds or even thousands of photos. Only a fraction of the photos are turned into the finished product. In other words, *"you pay a chef to make you a dish, not the food scraps from the kitchen floor"*.

Issues & 3rd Parties

Often, clients don't have the means to open the files since it requires certain software to do so. If they do open it, that doesn't mean it will get used correctly. This increases the risk of your brand looking "amateurish". All of our source files include exclusive fonts & artwork which require us to purchase a license to use. As creatives, we can be held liable for "pirating" artwork or software if a client doesn't purchase this license. The client receives full rights to the final deliverable without worry of copyright infringement of the original working files. Similar to how you pay for the finished product at a restaurant, that one time payment for a finished product does not allow you unlimited access to create more meals, the chefs ingredients, their recipe book, a tutorial and the tools he used to create the meal. Nothing more, nothing less.

SYN3RGY CREATIVE GROUP

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