

# R.G. BUSHELL

CONSERVATION & HERITAGE  
CONTRACTOR

## SIGNWRITING: ORDERING & PRICING GUIDE FOR COMMISSIONING WORK

### OVERVIEW

RG Bushell is a one-man-band 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 time and skill. There is a lead-on time for all commissioned work. Every piece is unique.

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. RG Bushell is a *Fellow of the Society for the Protection of Ancient Buildings* and is a historic buildings specialist.

When a design is agreed upon, you will be sent a quote or estimate for the work. At this time you will also be sent and asked to agree to a set of terms and conditions. This guide has a simplified set of these terms.

Before proceeding, you must give good thought to what they wish to achieve, and how they can most clearly communicate an idea or concept into being understood and interpreted successfully.

### THE BASIC PROCESS

<b>1. Initial Enquiry</b>	•Describe the signwork to be commissioned
<b>2. Develop Design</b>	•Select typeface, style, colour palette & wording
<b>3. First Design</b>	•Digital mockup or sketch produced for approval
<b>4a. First Revision</b>	•First revisions are free. Second mockup produced
<b>4b: Further Revisions</b>	•Further revisions and mockups are chargeable
<b>5: Quote Given</b>	•Work can be accurately priced with a final design
<b>6. Deposit Paid</b>	•The deposit is 50% of the commission value
<b>7. Production</b>	•All signs are hand-made, there is a lead-on time.
<b>8. Completion</b>	•Handover or installation. Invoiced paid on completion.

## **PRICING**

A guideline for pricing is as follows:

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

Every design is different, and the final price depends upon complexity, dimensions and the materials used. Only once a final mockup design is approved can a full price be quoted or estimated.

## **MOCKUP DESIGNS**

Mockup designs are approximate and there may be subtle differences between the mockup and the final work. Colours viewed on a screen or swatch chart cannot be relied upon to give accurate colour matches. Colour codes or names, where specified, should be used to attain the best match.

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.

## **COPYRIGHT**

All designs are the intellectual property of, and copyright to RG Bushell. When a commission is paid for in full, the design of the finished article transfers to the you. Any paper or digital designs remain the intellectual property of RG Bushell.

If you commission a mockup design but no longer wishes to proceed with the commission (Stage 3 or 4a) and no invoice has been raised, but it is later found that the design has been used for other means without permission, a design fee will be due, along with any damages for stolen intellectual property. All reasonable efforts will be pursued to obtain payment, including court action, in such circumstances. Free mockups and first revisions are offered in good faith. This is not a free design service.

## **REVISIONS**

You must communicate as clearly as possible their desired designs in Stages 1 to 4. Revisions required beyond Stage 4a are chargeable at the hourly rate. If chargeable revisions are made but you wish 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 can supply a logo, photograph(s) and/or typeface (in .ttf format) which are required to be incorporated into the 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 or may reduce the quality of the final work.

## **WORK IN PUBLIC SPACES**

Where works will take place in public spaces, such as a shop frontage with pavements, you must ensure all necessary permits, planning permission etc is in order before aesthetic changes are made to a building, and all permits and permissions are in place for the placing of scaffolding/platforms on public pavements etc.

## **COACH PAINTING**

As standard, all signs and substrates manufactured by RG Bushell are supplied 'Coach Painted', which is defined as a minimum five coat paint process, consisting of high quality oil based paints, in the following order:

1. Primer, 2. Undercoat, 3. Undercoat, 4. Top Coat, 5. Top Coat/(6. Varnish, 7. Varnish, if req'd.)

The final finish is a gloss finish, as standard. Matt and Satin finishes are available on request. Signwriting is applied after the last top coat. Gilt work is applied after the last coat of top coat or varnish, if varnish is specified. Lesser quality finishes can be produced on request with alternative paint products.

Varnished finishes require periodical revarnishing and you should be aware of this when this is specified.

## **QUOTES & ESTIMATES**

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).

Prices quoted or estimated by default do not include installation costs. You are at liberty to engage a secondary contractor for such works, or RG Bushell can provide this service. Costs associated for installation include transport, materials, scaffolding (if required) and labour.

## **CHANGES OR ADDITIONS TO THE DESIGN AFTER THE DEPOSIT IS TAKEN**

You are strongly advised to conclude their designs before the quote is given. Any changes that are made after this point which change the 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 by you to commissioning the work and an agreement to a full set of terms and conditions which will be sent with the quote or estimate.

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.

Every effort is made to ensure that you are 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.

## **INVOICING**

The final invoice will be sent once work is complete and will include any of the ancillary costs associated with installation etc, if these have been outlined in the original quote or estimate.

## **ENQUIRIES**

[rgbushell@rgbushell.co.uk](mailto:rgbushell@rgbushell.co.uk)

[www.rgbushell.co.uk](http://www.rgbushell.co.uk)

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

November 2024.