

make a lasting impression...


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graphic design

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Ethic

Company ethic

Footeprint Design prides itself on integrity and honesty in its dealings with its clients. Excellence in its quality of work is of obvious paramount importance, as I endeavour to provide complete customer satisfaction in each job carried out. I operate in a relaxed home-office environment and therefore can devote the time as necessary to any job beyond the restrictions of 'regular' working hours; moreover, this working arrangement obviates me from the pressures of operating out of a high-profile, high street presence and the "agency" attitude that necessitates a high turnover of work to satisfy the additional office overheads. This saving is passed on directly to my clients and reflected in my often substantially lower rates.

Personal ethic

I undertake my dealings with others in a legal, trustworthy manner and adhere to honest principles in whatever I do. I strive to offer a quality of service that is the best I can achieve, in preference to 'throughput', or trying to gain status through what I do; perhaps I can sum up this with the adage:

It is quality that counts, not quantity. I am probably best described as a 'quiet achiever', and prefer to learn any new skills necessary myself than to call upon services of others in the process of carrying out a project. I am not in the market to 'sub-contract' work to others, but ensure that I take on jobs that I know I can manage.

At my current middle-age phase of life I feel that my business exists in harmony with my lifestyle - and in balance with it; 'home' and 'work' are treated on an equitable basis, I have no desire to "empire-build" on the strength of any egotistical prowess and assume a naively egalitarian attitude to the challenges of life. "Live and let live" could be another quotable slogan which I defend at its utmost philosophical level, transcending our limited capitalistic understanding, which, in terms of business is very much pro the entrepreneur, or the fat cat and big corporate enterprise.

In fact, I have discovered a great web-based resource to do with living modestly, called "The Simple Living Network", of whose principles I am in agreeance with. I go along with the desire to try to live lightly on the Earth, and shun the "Go-getting" attitude that breeds selfishness and egomania.

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