

# Our Commitments



DESIGN FOR  
PEOPLE DOING  
**GOOD**  
THINGS. company

GOOD Company is a creative agency specializing in branding, digital and print design.

We help our clients—who are businesses or organizations—communicate their brands or messages in a way that's authentic and unique to them, allowing them to stand out in a crowd and to inspire action.

As designers, we can inform and help to influence the public's thinking on things that are meaningful to us. **GOOD Company has one overriding mission: to create positive change by applying our skills and knowledge to projects for those who are considering their environmental and social impact and contributing to vibrant, healthy communities.**

Our brand is based on our values and commitments, so we stay accountable to them every day. We have a vested interest in our clients' success, meaningful relationships with them, and create positive impact through the work we provide them with.

We strive to build on each client/project experience so that we are poised to work with other growing, thriving, positive-impact businesses and organizations—helping them achieve their communication goals, and create positive change.





# Our Commitments

1. We aim to **create positive change by helping those who are doing business differently**. In other words, We help others help the world by consciously focusing our client list to include those companies, individuals or organizations who are doing something that matters: innovating in their fields, contributing to vibrant communities and economies, solving environmental or social problems.
2. We will **provide professional, unique, high-quality graphic design** to our clients.
2. **We do business with heart.** We provide excellent customer service. We commit ourselves to regularly setting aside time to support messages we think are important, through the Grow Your Good initiative, pro bono or volunteer work. We promote good messaging and help to influence positive thinking and ethical action.
4. **We do our part to reduce our environmental impact** on behalf of our clients and during our day-to-day operations.



# Commitment 1

## **CREATE POSITIVE CHANGE BY HELPING THOSE WHO ARE DOING BUSINESS DIFFERENTLY**

### **How we do this:**

When we take on a new client, we look for indicators that the client shares our values. Some examples are:

- treating audiences with respect: being authentic and truthful in their marketing and messaging
- bringing meaningful products or services to market
- care about their employees and their company culture.
- acting responsibly, environmentally and socially
- helping to create positive change, give back, or solve a problem
- helping to contribute to the building and maintenance of a local, vibrant community and economy



# Commitment 2

## **PROVIDE PROFESSIONAL, UNIQUE, HIGH-QUALITY GRAPHIC DESIGN**

### **How we do this:**

Throughout the project process, and even when we think a project is finished, we should ask:

- Does it solve the problem the client came to us with?
- Does it communicate clearly?
- Is it compelling?
- What impact does it make?
- Is it unique or innovative and we have explored enough to make it so?
- Is there an opportunity to address environmental impact with the piece?
- Does it work in the context of what's happening in the world?
- Does it suit the client and speak in its voice?
- Are we proud of it?
- Can it be *better*?



# Commitment 3

## WE DO BUSINESS WITH HEART

### How we do this:

#### *Contributing to our local community:*

- Grow Your Good: an initiative we created in which we annually or bi-annually award a minimum of \$1,200 in free design services to a person, business or organization who could use our help to promote their positive impact project/product.
- We adopt the “triple bottom line” approach to business - giving equal weight to people, planet and profit.
- We belong to the REAP business network which actively works to promote and connect business that also work to respect the planet and people in their daily operations.
- We regularly contribute our services to volunteer committees, civic-minded projects or grassroots initiatives that further our mission of promoting positive impact.
- As much as possible, we prioritize sourcing local suppliers, contractors and business services with local businesses, and we bank with a local credit union.
- We aim to be observant of the problems and needs of society, staying on top of current events, so that we ensure that we are always acting responsibly and providing our clients with relevant, effective work that fits into the social context in which it exists – whether today or in ten years.

#### *Interactions with clients:*

- We will do our best to be flexible and accommodating when our clients are pressed for time.
- If a client is having difficulty with payment, we can arrange payment plans or delayed payment, interest free. We can offer reduced pricing on an as needed basis.
- We are helpful and transparent when it comes to questions about pricing and processes.
- We are responsive. We reply to emails or return calls promptly, and engage in discussion and collaboration.



# Commitment 4

## REDUCE OUR IMPACT

### How we do this:

#### *Your remote work place:*

GOOD Company's remote work model helps reduce vehicle emissions every day. But as such, each contractor must manage his or her own virtual office, and we encourage you to consider your environmental stewardship in how you do that. For example, please consider implementing or improving the following:

- **Waste:** Asking ourselves if we can reduce number of hard copy print-outs, recycling (paper products, electronics), etc. In our industry, electronics can be a hazardous waste, so we ask you to dispose of it responsibly.
- **Energy Consumption:** sourcing power from renewable energy providers, using automatic sleep mode on computers, putting on a sweater instead of using heating devices, etc.

#### *In your duties:*

**Environmentally Preferred Vendors:** At all times, quality of service, product, and price must be considered when we source vendors on behalf of our clients. However, our most preferred vendor to work with for all of these things and it's commitment to reducing its environmental impact, is CSM. This print shop has long been ahead of the curve with rooftop solar panels, is FSC certified, and is also a REAP member.

Do your best to stay up-to-date on production practices that we can integrate into our projects and initiate dialogue about environmental and social impact (and sustainable alternatives) with our clients and vendors.

As much as possible, we should source paper that is FSC certified. Recycled sheets are a bonus, but responsibly managed forests are critical.



# Associations

## **REAP**

All REAP businesses are locally owned and sustainably operated. They are committed to making ethical business decisions like buying green power, paying their employees a living wage, supporting local suppliers and giving back to their community.

## **BULLFROG & SPONSOR ENERGY**

Bullfrog Power is a Canadian company that provides 100% green energy. By choosing Bullfrog Power's green energy, we reduce our environmental impact and support the development of new renewable generation in Canada.

Sponsor Energy is an energy company that has partnered with local charities to donate half of their profits on each customer's energy usage to the charity of their choice.