



Third Principle Co.

A guide to a constructive 'No'.



thirdprinciple.co

How We Work Together - A Client Partnership Guide

This template is designed to help designers and studios establish a tone for a healthy, productive, and transparent relationship with their clients. It can be added to proposals, onboarding packs, or welcome emails at the start of a project.

Feel free to adapt the language to suit your studio's tone and brand.

Our Philosophy

We believe that the best projects come from strong partnerships built on trust, clarity, and respect. Great design isn't a transaction; it's a collaboration. The most successful outcomes happen when both client and designer share ownership of the process and communicate openly along the way.

We bring our expertise, creativity, and care to every project, and we ask our clients to bring curiosity, honesty, and timely feedback. Together, that mix creates projects we can all be proud of.

How We Work Together

1. We lead with expertise.

- Our role is to guide the process and protect the integrity of the design. We'll be direct when something doesn't serve the project and transparent about why.

2. We value your time and ours.

- Good design relies on rhythm. Timely decisions and approvals keep things moving smoothly, and we'll hold ourselves to the same standard.

3. We prioritise quality over speed.

- We care about doing it right, not just doing it fast. When timelines tighten, we'll talk through the trade-offs so you can make informed choices.

4. We believe boundaries build better projects.

- Sustainable creativity comes from a rested, focused team. Protecting our team's well-being is part of protecting your project's success.

5. We build long-term partnerships, not transactions.

- We aim to create an experience that feels collaborative and enjoyable from start to finish. Our goal is to become a trusted extension of your team.

What We Ask From You

- Be open to honest feedback; it's always given with the project's best interest in mind.
- Provide clear and timely input on key decisions to keep the project on track.
- Trust us to bring our expertise to the table; that's what you've hired us for.
- Raise concerns early so we can work through them together.

Customisations

Add your studio's logo, brand tone, and visual identity.

Include a section on your communication methods (preferred tools, meeting frequency, and most importantly, your preferred response times).

Turn it into a signable document for onboarding or proposal packages.



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CONTACT

Ready to build operational excellence
without losing creative edge?

Scott Bampton

Founder & Principal Consultant

scott@thirdprinciple.co

thirdprinciple.co

linkedin.com

Primary locations:

Australia-wide with APAC capability