



*Where Innovation Meets Solutions*

**Company Name:** Andnetics

**Effective Date:** 01.10.2024

**Prepared by:** Tanupriya Sharma

**Approved by:** Ramesh Sharma

**Last Updated:** 02.11.2024

**Doc. No.:** AND/POL01/0016

## Designing Policy

### Purpose

The purpose of this Designing Policy is to provide a structured framework for the design activities at Andnetics. This policy aims to enhance the quality of design outputs, ensure consistency with the brand, and promote effective collaboration among design teams.

### Scope

This policy applies to all employees, freelancers, contractors, and third-party service providers involved in design activities at Andnetics. It encompasses all design projects, including graphic design, web design, product design, and user experience (UX) design.

### Policy Guidelines

#### 1. Brand Guidelines

- All design work must adhere to Andnetics' brand guidelines, which include specifications for logos, colour palettes, typography, imagery, and overall visual identity.
- Designers should ensure that all materials reflect the brand's values and messaging to maintain consistency across all platforms.

#### 2. Client Collaboration

- Designers should engage with clients to understand their needs, preferences, and objectives before initiating any design project. Regular communication should be maintained throughout the design process.
- Clients should be involved in key decision-making stages, including concept approvals and design revisions, to ensure satisfaction with the final product.

#### 3. Design Process

- The design process should follow a structured approach, including research, ideation, prototyping, and testing. This ensures thorough exploration of ideas and consideration of user feedback.
- Designers must document each stage of the design process to facilitate transparency and collaboration within the team.

#### **4. User-Centered Design**

- All designs should prioritize user experience, ensuring that products are intuitive, accessible, and meet the needs of the target audience.
- User research, usability testing, and feedback gathering should be integral parts of the design process to inform design decisions and enhance user satisfaction.

#### **5. Quality Assurance**

- All design outputs must undergo a review process to ensure they meet quality standards and align with project requirements. This includes checking for accuracy, functionality, and adherence to brand guidelines.
- Design teams should establish a checklist for quality assurance before delivering final products to clients.

#### **6. Sustainability and Ethics**

- Designers should consider sustainability in their design choices, opting for eco-friendly materials and processes when applicable.
- Ethical considerations must guide design practices, ensuring that designs do not promote harmful stereotypes, misinformation, or discrimination.

#### **7. Intellectual Property**

- Designers must respect intellectual property rights and ensure that all design elements used are either original, licensed, or attributed appropriately. Plagiarism or unauthorized use of copyrighted materials is strictly prohibited.
- Proper licensing should be obtained for fonts, images, and other design assets used in projects.

#### **8. Continuous Improvement**

- Designers are encouraged to stay updated on industry trends, tools, and technologies to enhance their skills and improve design processes.
- Regular feedback sessions should be conducted to discuss challenges, successes, and areas for improvement within the design team.

#### **9. Training and Development**

- Andnetics will provide opportunities for professional development, including workshops, courses, and access to design resources, to ensure that team members remain skilled and knowledgeable in their field.
- Team members are encouraged to share their knowledge and expertise with peers to foster a culture of continuous learning.

#### **10. Policy Review and Updates**

- This Designing Policy will be reviewed annually and updated as necessary to reflect changes in design practices, industry standards, or organizational objectives.
- Employees will be informed of any significant changes to this policy.

## 11. Contact Information

- For questions or concerns regarding this Designing Policy, individuals may contact the design team lead or the HR department at [hr@andnetics.in](mailto:hr@andnetics.in) .

## Acknowledgment

All employees and contractors involved in design activities are required to acknowledge their understanding of and compliance with this Designing Policy by signing a copy of the policy.

