

COPYRIGHT AND USAGE RIGHTS

Can I get the open files? And can I use the photos elsewhere?

We are sometimes asked to provide digital source files or open files (InDesign, Illustrator, Photoshop, etc.). These requests may or may not specify where the files will be used. The same applies to photography and illustrations that we have created, commissioned, or purchased. While we understand these questions, they are not always easy—or more precisely, satisfactorily—answered. Our standard response is that we generally do not provide source or open files, and the same applies to visual materials governed by strict copyright and usage rights regulations.

STRONG AND SOFT REASONS

There are several compelling and more subtle reasons for not providing digital files—and even for not wanting to receive them. The most important reason is that we are bound by laws and regulations regarding copyright and usage rights, and in some cases, even privacy laws.

Copyright and usage rights ensure that you, as the client, receive what you are entitled to, and that your rights are protected. This pertains to the use of the design and the associated files to implement that use, such as in print, on a website, in an online magazine, or on social media. Buro Jung retains the copyright and grants usage rights, much like how a painter hands over the canvas but not (with) the paint and brushes.

For privacy reasons, we may use photos in which individuals are recognizable, and in these cases, we have obtained explicit permission. This permission is limited to the agreed-upon usage. If these images are used elsewhere without consent, it could create significant issues for us.

Additionally, many of our projects involve third-party materials, such as photos, illustrations from photographers, videographers, or image banks. These materials often come with strict usage agreements, and any unapproved use, such as by you as the client, could lead to serious consequences (e.g., claims). Buro Jung is here to help protect you from such risks.

There are also various softer reasons, such as our commitment to preserving the value of your communications. If we are unable to maintain oversight of the quality of our work, there is a risk that it will quickly lose its impact—perhaps due to a disregard for the strategic or creative foundations. Additionally, think of the careful (error-free) execution of communications. After all, you hired us for our professionalism, didn't you?

Equally important, although less tangible, is that we want to stand behind the quality of our own brand. We are motivated to create and maintain the best work for you, as our reputation is also on the line. By retaining some control over the work we produce, we, as the creators, are also protected to some extent.

BUT YOU PAID FOR IT...

Yes, and if after reading this, you would still like to discuss the use of source files, you are more than welcome to do so. There may be possibilities to meet your needs without conflicting with the reasons outlined above.