

Code of Ethics

OUR PRINCIPLES

At Lil Creative Studio, we believe design shapes how people experience the world.

Because of that, we aim to work thoughtfully and with care for people, communities, and the planet.

These principles guide how we work, who we work with, and the decisions we make every day.

DESIGN WITH PURPOSE

We believe business can be a force for good.

We choose to work with organisations, charities, and businesses that create positive impact and contribute meaningfully to society, culture, community, or the environment.

We aim to create work that is clear, accessible, useful, and honest. We will never produce work that is misleading or intentionally harmful.

PEOPLE FIRST

We are committed to creating an inclusive and respectful working environment where people feel safe to contribute ideas, perspectives, and creativity.

We do not tolerate discrimination, harassment, exploitation, or abusive behaviour in any form.

We strive to ensure the work we create reflects diverse communities fairly and avoids harmful stereotypes or exclusion.

RESPONSIBLE DESIGN

We believe good design should consider its environmental impact alongside visual and commercial outcomes.

This includes:

- prioritising low-impact digital practices
- supporting sustainable print production
- working with ethical suppliers and partners
- reducing waste where possible
- reinvesting part of our profits into environmental and social initiatives

We recognise sustainability is an ongoing process, not a fixed achievement, and we are committed to continually improving our practices.

FAIR COLLABORATION

We believe creative work should be collaborative, respectful, and fairly valued.

We treat freelancers, collaborators, suppliers, and other studios with honesty and transparency. We do not knowingly copy the work of others, undermine fellow creatives, or engage in exploitative pricing practices that damage the wider creative industry.

Where work is collaborative, we believe credit should be shared appropriately.

TRUST & CONFIDENTIALITY

We treat client information with care and confidentiality.

We only collect and retain information necessary for legitimate business purposes, and we are committed to protecting personal data responsibly and in line with applicable laws and regulations.

COMMUNITY & CONTRIBUTION

We believe creativity should be accessible and beneficial beyond commercial work alone.

Where possible, we support local organisations, community initiatives, and purpose-led projects through volunteering, reduced-cost support, mentoring, or collaborative partnerships.

ACCOUNTABILITY

We recognise ethical practice is not a checklist, but rather it is an ongoing commitment.

We do not expect perfection from ourselves or others, but we do expect honesty, openness, and a willingness to learn and improve.

POLICY REVIEW

This policy will be reviewed annually, or sooner if significant changes occur in the way the studio operates.

Last updated June 2026