

Centurion House, London Road,  
Staines-upon-Thames, Middlesex TW18 4AX

t: 01784 410380  
e: [info@designinc.co.uk](mailto:info@designinc.co.uk)  
w: [designinc.co.uk](http://designinc.co.uk)

## Equality & Diversity Policy

As a Company our aim is to ensure that all staff, job applicants and clients are treated fairly regardless of sex, gender re-assignment, marital or civil partnership status, race (which includes colour, nationality, ethnic or national origin), disability, sexual orientation, age, medical status and religion or belief or if someone is married or in a civil partnership.

Discrimination after employment may also be unlawful, e.g. refusing to give a reference for a reason related to one of the protected characteristics. Subject to limited exceptions in some circumstances for religion or belief and sexual orientation, it is unlawful to discriminate directly or indirectly, harass or victimise a member of the public based on any of the protected characteristics in the provision of services or goods. It is unlawful to fail to make reasonable adjustments to overcome barriers to using services caused by disability.

The duty to make reasonable adjustments includes the removal or alteration of physical features, if the physical features make it impossible or unreasonably difficult for disabled people to make use of services. In addition, service providers have an obligation to think ahead and address any barriers that may impede disabled people from accessing a service.

The promotion of equality diversity is pursued through our recruitment and selection procedures, training, career development, disciplinary procedures and all other aspects of the Company's management. The main consideration in appointments is evidence of the ability of the candidate to deliver a high quality performance in the requirements of the job.

### Responsibilities under the policy

The Company Directors have overall responsibility for ensuring that the policy is implemented and operated effectively. Managers are responsible for ensuring that the policy is promoted and maintained within their own area. Employees are personally responsible for ensuring they do not, by their own actions, behaviour or attitudes, directly, indirectly or unintentionally breach this policy.

### Enforcement

Any employee who harasses or discriminates against any other employee on the grounds of gender, race, disability, sexual orientation, age, medical status and religion or is otherwise in breach of this policy will be subject to the Company's disciplinary procedure. In minor cases, the employee may be required to undergo training. In serious cases, such behaviour will constitute gross misconduct and, as such, may result in summary dismissal.

Employees who have reason to believe that they have been discriminated against or harassed by a work colleague or a 3rd party should refer to the Harassment & Bullying policy & Grievance Procedure.

## **Creative Diversity**

For many of the creative projects we undertake, we are responsible for the selection and use of imagery &/or illustrations and, where these show people, it is important to us that we use relevant imagery that provides authentic representation of the real world – specifically in terms of gender and race and more generally in terms of age and (dis)ability.

Our process is to consider this on a job by job basis, with a focus on the client's preferences and best results for the project.

Where certain sectors, products, locations or target audiences are more heavily weighted towards a specific demographic, the marketing message may be stronger if it is reflective of those variants.

As an example, the beauty sector is heavily weighted towards the female whilst the construction sector is a more male-dominated arena. In either of these cases, an equal number of male and female imagery may not be the best solution for the results our clients require.

However, where the variants are general, we always use a combination of genders and races so the created project does not show bias.

Where a 'model' is required for a dedicated photoshoot, the characteristics and demographics of the model is initially discussed with the client. And, whilst we can provide recommendations and a shortlist, the final decision always lies with the client.

Where a person image is required but a photoshoot is not possible (due to time, budget or otherwise), Design Inc use royalty-free image libraries. Our go-to resource is predominantly [www.shutterstock.com](http://www.shutterstock.com) due to the wide range of images available to us.

We aware that images libraries like this tend to have a bias towards white, Westernised models and, where we cannot source relevant imagery to fit the brief, the designers are free to utilise alternative resources such as:

[createherstock.com](http://createherstock.com)

[genderphotos.vice.com](http://genderphotos.vice.com)

[photoability.net](http://photoability.net)

If the use of imagery from libraries other than Shutterstock incur an additional cost, the designers flag this to the directors who, in turn, discuss with the client.

## **Illustration**

The creation or selection of illustration of people is considered in the same way as we do with images. However, the decision may be influenced by the style of the illustration and/or the colour of the background colour.