

Creative Strategy and Branding Advice Disclaimer

Legal operator	Pariter Limited trading/operating the F-Stop Creative brand
Company number	05308864
Registered office	5/6 Salmon Fields Business Village, Oldham, Lancashire, OL2 6HT
Contact email	info@fstopcreative.co.uk
Policy owner	Ian Chadwick, Director
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Scope

F-Stop Creative provides creative direction, design, media, branding, content and strategy input. This input is based on experience, research, available information, design judgement, market context and client objectives at the time it is given.

No guaranteed outcome

Creative strategy, branding advice, marketing advice and design recommendations are not guarantees of business performance. F-Stop Creative does not guarantee sales, enquiries, audience growth, conversion rate, brand awareness, search ranking, funding, investment, valuation uplift, profitability, market adoption or commercial success.

Results depend on many factors outside F-Stop Creative's control, including client implementation, timing, budget, product-market fit, pricing, operations, economic conditions, competition, media spend, customer behaviour, platform algorithms and the quality of underlying products or services.

Client decisions and implementation

Clients remain responsible for commercial decisions, operational decisions, legal/regulatory checks, sector-specific compliance, final approval and implementation. F-Stop Creative may make recommendations, but the client decides whether and how to act on them.

Specialist advice

Where a project involves legal, regulatory, financial, medical, investment, environmental, ESG, health and safety, technical or other specialist claims, the client should obtain advice from an appropriate adviser before publication or launch. F-Stop Creative may help shape messaging, design and presentation, but it does not verify specialist claims unless expressly agreed in writing.

Use in proposals and welcome packs

This disclaimer should be included in proposals, onboarding packs and service terms where F-Stop Creative provides brand strategy, campaign strategy, growth strategy, content strategy, media strategy, website strategy or launch support.