



CODE OF ETHICS FOR GRAPHIC DESIGNERS IN KENYA.

The purpose of this Code of Professional Ethics is to establish and maintain our brand, reputation, and public confidence in the professionalism, dedication, and integrity of individual members of ADKE, and the Association itself.

The characteristics of honesty, leadership, and stewardship are integral to the success of ADKE and the individual professional speaker.

Therefore, all members of ADKE subscribe to this Code of Professional Ethics as a condition of membership, with the firm belief that each member will strive to uphold the values, reputation, and legacy of ADKE. By doing so, members recognize the necessity to preserve and encourage fair and equitable practices among all who are engaged in professional speaking.

Violations of this Code are determined in accordance with the bylaws, policies, and procedures of ADKE. Any disciplinary action instituted by ADKE shall be binding and final upon the ADKE member and without recourse to the Association, its officers, members of staff.

ARTICLE 1 – REPRESENTATION

The ADKE member has an obligation to oneself and to ADKE to represent oneself truthfully, professionally and in a non-misleading manner. The ADKE member shall be honest and accurate in presenting qualifications and experience in the member's communication with others.

ARTICLE 2 – PROFESSIONALISM

The ADKE member shall act, operate his/her business, and speak in a most professional and ethical manner so as neither to offend nor bring discredit to oneself, the speaking professional, or one's fellow NSA members.

ARTICLE 3 – RESEARCH

The ADKE member shall exert efforts to understand each client’s organization, approaches, goals, and culture in advance of a presentation in order to professionally apply one’s expertise to meet each client’s needs.

ARTICLE 4 – INTELLECTUAL PROPERTY

The ADKE member shall avoid using—either orally or in writing—materials, titles, or thematic creations originated by others unless approved in writing by the originator.

ARTICLE 5 – RESPECT AND COLLEGIALITY

The ADKE member shall maintain a collegial relationship with fellow members that is based on respect, professional courtesy, dignity, and the highest ethical standards.

ARTICLE 6 – CONFIDENTIALITY

The ADKE member shall maintain and respect the confidentiality of business or personal affairs of clients, agents, and other speakers.

ARTICLE 7 – BUSINESS PRACTICES

The ADKE member is obligated to maintain a high level of ethical standards and practices in order to assist in protecting the public against fraud or any unfair practice in the speaking profession, and shall attempt to eliminate from the profession all practices that could bring discredit to the speaking profession.

ARTICLE 8 – DIVERSITY

The ADKE member shall not participate in any agreement or activity that would limit or deny access to the marketplace to any other speaker, to a client, or to the public. This includes, but is not limited to, economic factors, race, ethnicity, creed, color, sex, age, sexual orientation, disability, religion, or country of national origin of any party.

Established by the Order of the Council

Dated May 21st, 2019

ASSOCIATION OF DESIGNERS OF KENYA