

Design that cares about the planet

 jonesdigital.co/sustainability



Sustainability

While digital services can feel invisible, they have a real environmental footprint. Here's what we're doing to minimise ours.

Prefer to keep a copy? [Click here to download a PDF version of this policy](#) for your records.

Our Approach

As a digital design agency, our environmental impact is primarily through energy consumption, digital infrastructure, and business operations. We're committed to reducing that impact through thoughtful choices at every level.

We acknowledge that sustainability is an ongoing journey. This policy outlines our current practices and our commitments for the future.

What We're Doing

Remote-First

We operate as a remote-first studio. No daily commute, no office energy overhead, no physical waste from a commercial premises. Our team works from home, eliminating transport emissions.

Green Hosting

Our websites are hosted on infrastructure powered by renewable energy where available. We choose hosting providers and CDN partners committed to carbon neutrality.

Efficient Websites

We build lean, performance-optimised websites. Smaller page sizes mean less energy consumed every time someone visits — better for users, better for the planet.

Paperless by Default

All contracts, invoices, proposals, and communication are digital. We don't maintain a physical office and don't produce printed marketing materials.

Sustainable Supply Chain

We prioritise working with tools, platforms, and suppliers that share our environmental values and have their own sustainability commitments.

Continuous Improvement

We review our environmental impact annually and look for ways to improve — from tooling choices to workflow efficiency to offsetting where reduction isn't yet possible.

How We Help Clients

Sustainability doesn't stop with us. We encourage and support our clients in making greener choices too:

Building lightweight, fast websites that consume less energy per visit

Advising on green hosting options and CDN configuration for efficiency

Recommending digital-first approaches that reduce the need for printed materials

Designing for longevity — websites and brands built to last, not trend-chasing assets that need constant replacement

Using system fonts and optimised images to reduce page weight and energy use

Our Commitments

What We Commit To

- Annual review of our environmental impact
- Choosing the most sustainable tools and suppliers available
- Keeping our own digital footprint lean
- Transparency about our environmental performance

What We Encourage

- Clients to choose green hosting for their websites
- Digital-first workflows that reduce paper and travel
- Long-lasting design that doesn't need frequent rework
- Conscious consumption of digital services

Questions or suggestions? We welcome feedback on our sustainability practices.

Reach us at contactus@jonesdigital.co.

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Ready to start your project?

Get in touch and let's talk about how we can help your business grow with strategic design.

[Start Your Project](#)