

# Process guide | What to expect

You're wanting to know what to expect when working with a graphic designer, when working with me!

This document is perfect for those who have never have worked with a graphic designer or to those who were wanting to find out more about my process.





# 01

## Introduction

### Welcome to the process document

Welcome to those who have worked with a graphic designer and welcome to those who have never worked with a graphic designer.

**If this is the first time you've worked with a graphic designer,** the first thing I want you to understand is that this is a professional service like other professional services, please treat it as so.

What might surprise you, but graphic designers have processes. Good design services don't just pop out of thin air, nor do you simply give and simply expect results. I hope the rest of this document helps you gain understanding of the time and process spent on your project.

**If you have worked with other graphic designers.** Hi and welcome! Firstly, every graphic designer is different so my process may look different to what you're used to, this may include pricing as well. I hope that you find working with me helpful and beneficial!





## My duty to you as a designer

These are some of the responsibilities I have towards you and your work.

First is **communication!** My preferred mode of communication is email and zoom meetings. I'll make sure to respond to any query or email within 48hrs.

During the design process, I'll make sure to **stay in communication** with you, until all necessary

It is my duty and belief to create design work that is **authentic and customised** for my clients needs.

To work efficiently and deliver **on time** or at or by a specific date.

## Your duty as a client to your designer

These are some of the responsibilities for you as a client.

To respond in a timely manner. If in case there are reasons where you cannot respond in timely manner, please make sure to let me know prior. If due to an emergency, simply reach out with a brief explanation at an appropriate time.

To have a respectful and patient attitude.

Do not presume outcomes, ask your designer questions if something is unclear to you.

Please make sure to read the items you received.

Provide with all necessary information when asked by your designer. Please make sure everything is at its' correct spelling!



# 03

## My Services

Before we get to the processes of each service/offering have a read of the service is most relevant to you.

With any service, you'll always have access to getting in contact via email or a zoom meeting!

Offering

### Logo design and branding identity

LOGO DESIGN is a visual identity for your business, it is how your clients can quickly identify & remember your business.

BRANDING DESIGN is an extended version of a logo design, it tells the story of perception and relativity to your audience. The key is keeping a consistent appearance. The additional graphics created are then applied to assets like a business cards or marketing materials.

These packages are customisable to your needs and budget.

Offering

### Day rate design

The day rate design is a custom tailored service where I create **any design related work** you need for your business to get done in a day or by a requested time. Have things done quickly! For this type of work I will charge an hourly rate or project based, depending on the work.

Example of hourly projects would be smaller design work like marketing materials.

Project based items would be Label designs, album covers.

Offering

### Design retainer

This service works really well for business owners that need professional design works on a regular bases or for a certain period of time. Like an in house graphic designer but without having to pay for insurances. For this offering I work on an hourly rate.



# 03

## Logo design and branding identity

Both logo design and branding identity have very similar processes. Branding identity requiring more time.



### Proposal & pricing

After gaining an understanding of your business goals, needs and budget. I compile a document that shows a list of package options. (A quote). The proposal is adjustable. Amendments can be made.

### Contract signing & deposit

Once your design package has been Finalised, we move onto signing a contract.

The standard payment plan is 50% deposit prior to designing and 50% remaining to be paid prior to handing over design files.

### How long does it take to get a logo design done?

I aim to send my client their first proof within 2 weeks. Deliverables also depends on the recipients timing to communication. Give yourself a month for both logo & branding. I can do rushed but it will cost more.

### If i want my logo to be created quickly?

It can be done but there will be a rush fee increase



# Day rate design

Although the timeline varies for each project. This timeline is the most basic form of the process and should at least get an idea as to what to expect.

## Proposal & pricing

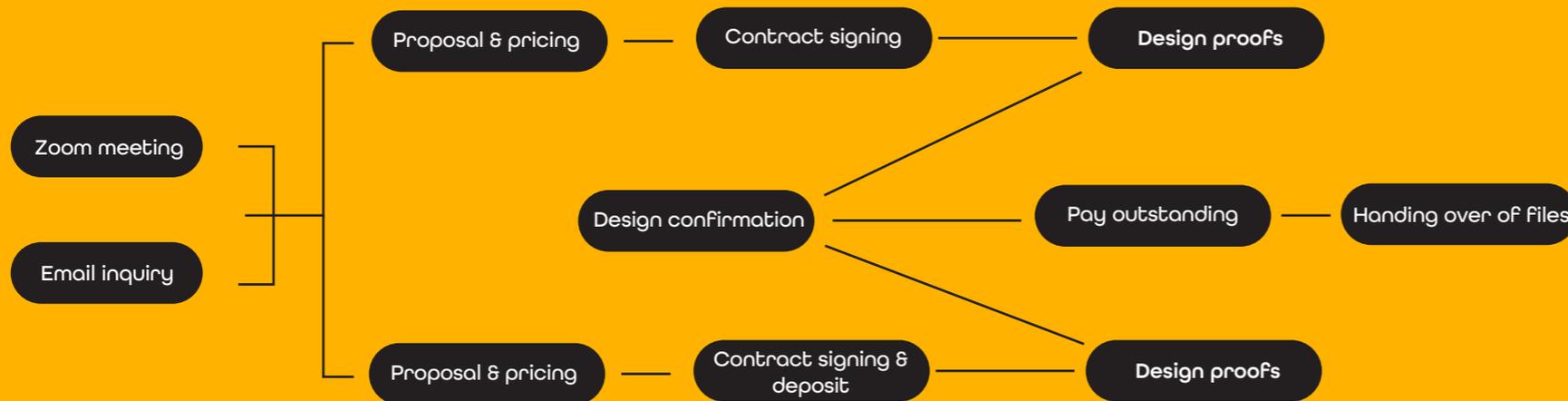
This proposal document will only contain what was requested or asked for quick and easy approval.

## How long does it take to receive my files?

I will do my up most best to have your files ready for you as soon as possible.

Quick and clear communication is key to quick work.

If you would like to have your work done within a day, please make sure to be in contact a day prior to the day of designing. Contract must be signed prior to designing.



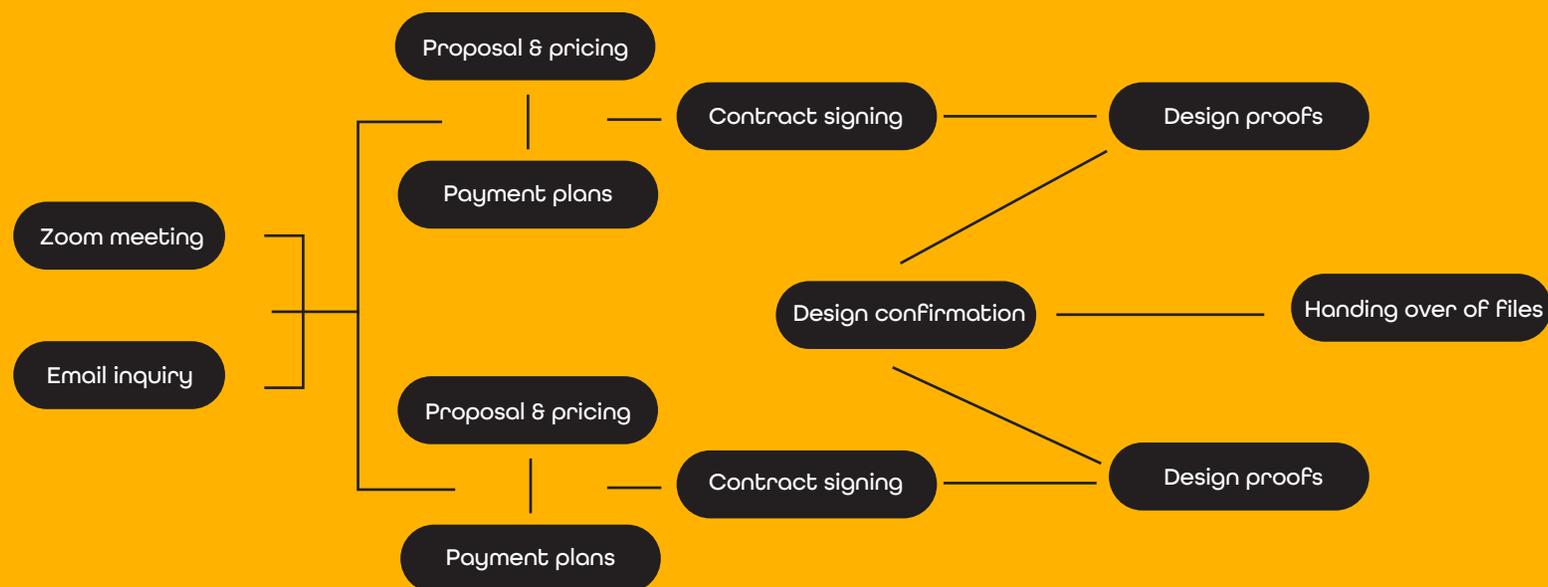
\*IF you're going to inquire via email. Please make sure to send through as much information in regards to your project or item.



# 03

## Design Retainer

Like the other offering the timeline varies for each project. This timeline is the most basic form of the process and should at least get an idea as to what to expect.



### Payment plans

A list of different payment options will be included alongside proposal & pricing.

Payment plan will depend on the quantity of items.



I hope that helps you know what to expect when  
working with me!

**Book with me!**

[www.marsonearthdesigns.com/book-online](http://www.marsonearthdesigns.com/book-online)

**Want to see what a design proof looks like? Email a  
request to:**

[marsonearth.designs@gmail.com](mailto:marsonearth.designs@gmail.com)

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