



WORKING TOGETHER

a handy guide for potential
clients and collaborators

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Hey There!

I'm Corinne Dodenhoff, an East Coast graphic designer, illustrator, web designer, educator, consultant, and brand specialist. For the last ten years (whew!) I've worked in a freelance setting with clients ranging from huge bands and brand names to individuals just getting their business off the ground. I pride myself on my attention to detail, professionalism and organization, turnaround speed, and above all my dedication to crafting beautiful, accessible graphic design. I've been featured on numerous podcasts and in multiple news articles, and with a wide and diverse client range my testimonials shine like no other. I'm looking forward to seeing what we can do together - let's get into the details of the process together!

CONSULTATIONS AND PROPOSALS

The first step of our journey together will be a **consultation phone call**. This call will be scheduled through my online booking platform, **HoneyBook**, via a link that I sent you in the email where you received this guide. You can select a time that's most convenient for you. This call will be conducted via **phone audio only**, so don't feel the need to change out of your sweats if you don't want to. During this call we will dive into the project goals, I will learn more about you (so be prepared to discuss your business in depth) and you will learn more about me and have space to ask me any questions this guide doesn't answer. **This call is complimentary**. However, due to high demand I will not be able to provide service to clients who no-call-no-show or reschedule their consultations within 24 hours twice in a row.

After our call, I'll send you over a **proposal document** which lists out a few key pieces of info. This document will go over our project goals to ensure you feel seen and heard. Then I will break down the project in terms of **phases, based solely on what I feel you could most benefit from**. I will also provide a price menu for you to peruse and approve. Each package on the price menu has descriptions. This document also contains payment plan information, which can also be found in this guide. Your proposal deck may contain services you don't need or want at this time, but don't fret- you don't need to get everything listed in the proposal guide, or you can decide later to purchase additional assets at a later date. Totally up to you!

INVOICES, DEPOSITS, AND CONTRACTS

Once you've selected packages and a payment plan from the proposal deck, I will draft up your paperwork. I will send you an **itemized invoice alongside a boilerplate Design Agreement** (contract) that I have written myself. This contract is very easy to understand, but if you have any questions on it whatsoever please feel free to reach out.

Here are a few of the key takeaways from the contract:

- I have the right to display this work in my portfolio
- You own the work in its final form
- You agree to pay for services rendered
- Kill Fee information

Along with your Jane Hancock on the Design Agreement, I will require a deposit up front to reserve my time and schedule you on my books. This **deposit is 50% of your total project fee** and is easily payable through the HoneyBook, which is also where you will sign the contract as well as view your invoices. I can send .PDF copies of invoices to you as well, along with signed w9's for your records if requested.

AESTHETIC EXPLORATION AND REFERENCES

Next comes the fun part! Consider the Aesthetic Exploration phone call like a quiz you simply can't fail; there are no wrong answers. Essentially this call is conducted via Zoom so I can share my screen with you. I will prompt you with **12 pairs of visual polar opposites** (bold vs. delicate, etc.) and you will need to rank on a scale where you'd like your project aesthetics to fall in between those two.

This call is for the purpose of ensuring we are on the same page with the aesthetic direction we will take for your project, and eliminates a ton of confusion. **Plus it's just fun!**

This is also the period of time in which I would **request you to send references** if you have them, or to compile them if you don't. A Google Drive or Dropbox folder or a Pinterest board are all great ways to share your aesthetic tastes with me.



DISCOVERY DECK AND MOODBOARDS

The Discovery Deck is the first piece of material I send to you and contains a ton of helpful information for this project as well as your brand overall. I provide a **comprehensive brand ethos** and traits list, I research your competitive landscape to ensure we are not copying someone else inadvertently or stepping on any toes, and I also include a list of our goals again in macro and micro view.

This document also contains **multiple moodboards** for various components of your project. It is the first piece of material you sign off on before I begin designing; I will not move forward with designs until a Discovery Deck is completed and approved by you.

Please note this step is NOT guaranteed; depending on which package you move forward with a Discovery Deck may or may not be included in the scope of work.

CONCEPTING

I finally get to start designing- whew! This is the portion of the process where I will **create a number of thumbnail or wireframe options for you**. The number of initial options you get will be determined by what package you purchase.

For Branding Clients: I will provide between two and three print-ready thumbnails, proofs that are refined enough for you to begin using them as soon as they are approved. However, you have the option to combine elements of each option or make adjustments to either option.

For Web Design Clients: I will provide wireframe mockups of each page of your website, which are easily editable prior to a full scale website build.



FIRST DRAFTS AND MILESTONES

If you should have **revisions on your thumbnails or wireframes**, this is the part of the process where I would go about crafting those for you. These proofs will be uploaded to a Google Drive folder that you will have access to throughout the duration of the project; they will be labeled as Round 1 for first drafts, Round 2 for second drafts, etc.

This is also likely when your **first or second Milestone payment** would be due. Milestone payments are payments made throughout the design process to break up the payment schedule into smaller, easier bites. Milestones vary from project to project, but they are markers that a portion of the work has been completed. Examples are: selection of logo concept, receipt of digital collateral, etc.

REVISIONS

We rarely get it right on the first try, and this is something important to remember for any creative process. **That's totally okay- that's where revisions come in!** Revisions are just how they sound; I utilize feedback you give me to create the next round of proofs to upload. Try to keep your feedback as specific as possible so that we can eliminate the need for revision rounds as best we can.

Depending on what package you get, you will receive a set number of revisions for each step of the project. You will likely get **two rounds** of revisions on thumbnails, and two rounds on your first draft leading to a final product. Additional rounds of revisions will be charged at my hourly rate.

FINALS, EXPORTING, AND LAST PAYMENTS

We've finally landed on something you absolutely adore, and it's time for me to dig into the finals.

For Branding Clients: If you know you will need a certain filetype please alert me in advance; otherwise I will send you a number of filetypes, colorways, and options that I believe will best work for your brand needs. You will receive these files in a .ZIP file organized into meticulous folders for you.

Please note that Exporting final files is a lengthy and tedious process; I will send you exported files once only before I charge an additional \$100/hour, my hourly rate, for any edits made after exporting.

For Web Design Clients: Your final files come in the form of a completely finished and revised website. There will be no final files to export.

Final payments are due in accordance with your payment schedule, which means **upon receipt of final files**. If I have done my part to ensure that you received your work on time, please do your part to ensure final payments are received in a timely fashion as well. I will also send over an amended invoice to include any extra hours for revisions.

EDUCATION AND PAPERWORK

I like to ensure that my clients are ready to rock and roll with their new graphics as soon as they receive them, so I provide **educational materials and/or phone calls** to clients included with every package.

For Branding Clients: I will provide you a handy guide for how to implement your new brand identity on Canva, and am available for other queries related to implementation as well. You may also opt to purchase a Brand Guide, which will list out your brand colors, fonts, and helpful hints for determining which logo to use at what time.

For Web Design Clients: You will receive a link to schedule a Squarespace educational phone call where I, a Squarespace Circle member, will walk you through the steps to make any edits specific to your page.

You will also need to sign a **final contract** stating that our work together is done and that you are responsible for the graphics I have designed for you moving forward; if you goof up a web page after we have finished working on it, for instance, you will need to re-hire me to help you. Which I am more than happy to do, I might add!

GLOSSARY



**FIONA
SLOAN
STUDIO**

Wordmark



Brandmark



Lockups



Submarks

WORDMARK: A font or type that spells out your brand's name. Think 'Google'.

BRANDMARK: A pictorial element designed to accompany a wordmark or stand alone on its own. Think the Apple apple or the Nike swoosh.

LOCKUP: Various configurations and layouts of the above two elements, plus optional information such as taglines or submarks.

SUBMARKS: Brand assets, such as small illustrations or taglines, that accompany your brand logo. These are used to bolster cohesion across your various forms of media.

PROOFS: A fancy, designer name for drafts

WIREFRAMES: A fancy, designer name for thumbnails or mockups.

PRICING, TAX, AND HOURLY RATES

I price my projects in a **package format**. The package prices are based on my hourly rate, which is \$100/hour, as well as other factors including the return on investment as well as additional, non-design-related work that I must do in order to finish the project.

I will work on an **hourly rate basis for certain projects**, depending on what makes sense on a case by case basis. I will also provide work at an hourly rate on top of a project package price if additional revisions are requested. These **invoice additions** will be sent as an amended invoice after the project is complete for final payment, and are due upon receipt.

Sales tax is already baked into your quote proposal, so no extra worries about secret taxes!



PAYMENT PLAN INFORMATION

I offer **five payment plans**. The specifics of each plan's Milestone payments will be determined by me, and those specifics are written out and can be found on Page 1 of your Design Agreement for easy reference. Using HoneyBook you can schedule **automatic payments** so that when a Milestone payment is requested by me you don't even need to worry about it!

Payment Plan 1:

- 50% up front retainer
- 50% due upon project completion within 3 business days of receipt of final files

Payment Plan 2:

- 50% up front retainer
- 25% due after first project milestone
- 25% due upon project completion within 3 business days of receipt of final files

Payment Plan 3:

- 50% up front retainer
- 12.5% due after first project milestone
- 12.5% due after second project milestone
- 25% due upon project completion within 3 business days of receipt of final files

Payment Plan 4:

- 50% up front retainer
- 12.5% due after first project milestone
- 12.5% due after second project milestone
- 12.5% due upon third project milestone
- 12.5% due upon project completion within 3 business days of receipt of final files

HONEYBOOK

HoneyBook is the platform I use to facilitate this entire client-facing process. This platform will require you to create a **login**, where you can access our entire email thread for the project, view files uploaded by both parties, schedule calls with me, sign your invoices, pay deposits or milestone payments, and more. This platform is a **secure platform that takes encrypted CC payments** or bank payments, whichever is more convenient for you.

If you require another method of paying your invoice, please let me know ahead of time so we can find accommodations that work for us both.

RUSH FEES AND NATIVE FILES

Rush fees are **20% of the final project cost**, and are implemented for any project that has a shorter deadline than what is listed in the proposal document. If you let me know you have a rush job ahead of time, we can discuss options and possibilities.

If you are a Branding client who wishes to have access to your Native files, or editable versions of your brand identity, this will cost you **100% of the project fee. I do not offer these pro bono**, but they are available to you.

SLIDING SCALE INFORMATION

One of my non-negotiable design rules is that design should be **accessible and available to everyone**, not just those with beefy wallets. I offer sliding scale prices for marginalized communities, as well as individual scenarios. Please refer to the **list below** to see whether you qualify for sliding scale prices. If you do not find yourself aligning with any of the identities below but still feel you'd like to discuss sliding scale options, feel free to contact me here but note that the reason I am able to offer sliding scale prices is because I depend on others who are able to pay full prices to offset the costs. If you are able to pay full prices, I recommend that you do so as a form of sustaining your communities.

If you are Black, Indigenous, Latinx, Queer, Trans, Disabled, An immigrant, Neurodivergent, Formerly incarcerated, A chronic illness sufferer, Fat, or a member of a nonprofit org that seeks to find justice for the above parties then you are eligible for sliding scale prices.

Depending on how many of the above identities you align with, I am able to offer discounts ranging from **10% all the way up to 50% off my list prices**. At times I'm even able to offer **pro-bono design** work for certain projects if my schedule allows. I am also able to work with adjusted payment schedules for sliding scale clients; we can work together to find a payment schedule that feels good for us both.



BOUNDARIES

These are my work/life boundaries that I require all clients to review before we begin work together. They are mainly about communication and my availability.

- **My work hours are weekdays only.** I usually don't check emails on weekends for life/work balance, but I am available for email chats at any point during the week. I operate in Eastern Standard Time. I normally respond to emails within 2-3 business days tops.
- I prefer to **work via email to keep things in writing**, but our consultation call will be on the phone. Additional calls are not guaranteed, nor should they be expected, as they must be scheduled in advance.
- I am only responsible for designs **utilizing the content you send me or request** from me. If you require specific text, photos, or other information be incorporated into your design work, it is your responsibility to tell me.

Please and thank you!

THANK YOU!

FOR ADDITIONAL QUESTIONS THAT MAY NOT HAVE BEEN ANSWERED BY THIS GUIDE, PLEASE REFER TO THE FAQ PAGE OF MY WEBSITE:

WWW.CORINNEDODENHOFF.COM/FAQS

OR FEEL FREE TO REACH OUT AND CONTACT ME DIRECTLY AT

HELLO@CORINNEDODENHOFF.COM

Thank you; I know you have an abundance of designers to choose from, so I am honored and flattered that you reached out to me. Take care!

CORINNE DODENHOFF