

case in point.

BRANDING // WEB // GRAPHICS

Intro Pack





Thanks so much for stopping by, my name is Zoe Sizemore. I run Case In Point Design Studio and I can't wait to hear all about your project and find out what it is that makes your business special.

You've come to the right place if you are looking for a design team that listens to your business vision, and works in collaboration with your every step of the way to get to a end result you can't wait to share with the world. We've broken down the packages here so you can get a head-start on whether we are a great match. If you are keen to work together please get in touch and bookings fill up fast.

Why work with us?

After working in Signage, Graphic Design, and Product Development I felt the need to create a service that was affordable, approachable and effective for small to medium businesses whilst being flexible around family life. I love to find out what makes your business special and unique and use this to create customised vision for your business branding.

After over eight years in business CIP Design Studio now has a team of contractors ready to help with every part of your business branding. We believe in creating a sustainable future not only for our planet but for your business as well. Therefore we are a one-stop-shop for everything from setting up authentic effective branding, to collateral (business cards and print) website design, copy-writing, brand photography and social media marketing. We know you're too busy to handle this all yourself - because we have been there! **Get in touch** today to find out more.

Office hours

CIP Design Studio operates from Papamoa based in the sunny Bay of Plenty, New Zealand. We have expert contractors on board to cover your copy-writing, photography and more if you are interested in these add-ons. As a family orientated business, we all work around school hours and in the evenings. Zoe is available for contact and meetings weekdays between 9am-2pm NZDT (UTC +12:00). The optimal time to get in touch being 10-12am weekdays.

Projects are undertaken using a range of online software. Your briefing is done via the CIP website from the packages section. Following this we can have a conference call to clarify your project. We then set up a Pinterest board that we can collaborate on together - please have an account setup ready to go and let us know your account handle/name so that we can find you. After this we will communicate via email and phone as well as on Asana to discuss your feedback on concepts and development.



The meet & greet

We'd love to find out more about your project or business via Phone/ Zoom. However because we're often in the design zone, please drop us an email and we can schedule in a meeting. If you would like to meet in person, we are happy to do this once the deposit on your project has been paid or on a marketing consultation rate.

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Services...

1.

Logo & Branding Development

Custom designed logo only, or full brand package with the works.

2.

Wix Website Design

Custom designed websites with training videos provided so that you can keep content fresh by updating and uploading yourself. We can also service existing Wix websites for revamps and minor edits.

3.

Illustration for packaging and collateral

Give your projects or services the edge with illustrative elements, info-graphics, icons, and patterns. With digital, water colour, or pen and ink illustration, you can add the personal iconic dimension to your branding. This is a valuable asset that can be applied in a variety of ways right across your branding.



4.

Full Business Packages

We love to ensure your branding is consistent across all platforms so we have created the business package to ensure you have all the assets you need. It pays to invest in the look of your business across the board with an affordable package that includes optional payment plan. Your branding is your businesses first impression, make it count!

PACKAGES:

Please get in touch if you would like to add any of these custom extras listed and we can offer you a customised quotation.

- 10x optimised Keywords for you Websites SEO (Google ranking)
- Branding + SM asset
- Branding + Website
- Branding + Website + Website Copy
- Website Dev + Website Copy



Logo + Branding Package

4 WEEKS FROM SCHEDULED START DATE

YOU ARE:

The type of person who values exceptional design and wants your business branding to reflect the high quality of your product /service. You are clear about your business direction and who your target demographic are.

WHAT YOU GET:

- Briefing consultation
- Pinterest collaboration & final Mood Board
- 3x Logo Design Concepts with examples of use in colour and variations
- Colour Palette consult and creation
- Primary Logo, submark, icon + alternate option (if required)
- Social media square formatted logos
- Brand spec PDF
- Custom Favicon



Starter One Page Wix Website

1 WEEK FROM SCHEDULED START DATE

IF YOU ARE:

Looking to get a website up on Google for SEO and contact purposes and have a presence on the web but are not ready to develop a full site yet for whatever reason.

WHAT YOU WILL GET:

- 1x page layout with a contact form and business details.
- Connection of your own domain
- An easy to edit content management system (CMS)
- Basic SEO (Search Engine Optimisation)
- 24/7 Wix support
- Social Media Integration
- Contact form
- 15% discount for a Wix annual plan + 1 year free .com domain from Wix



Landing Page Wix Website

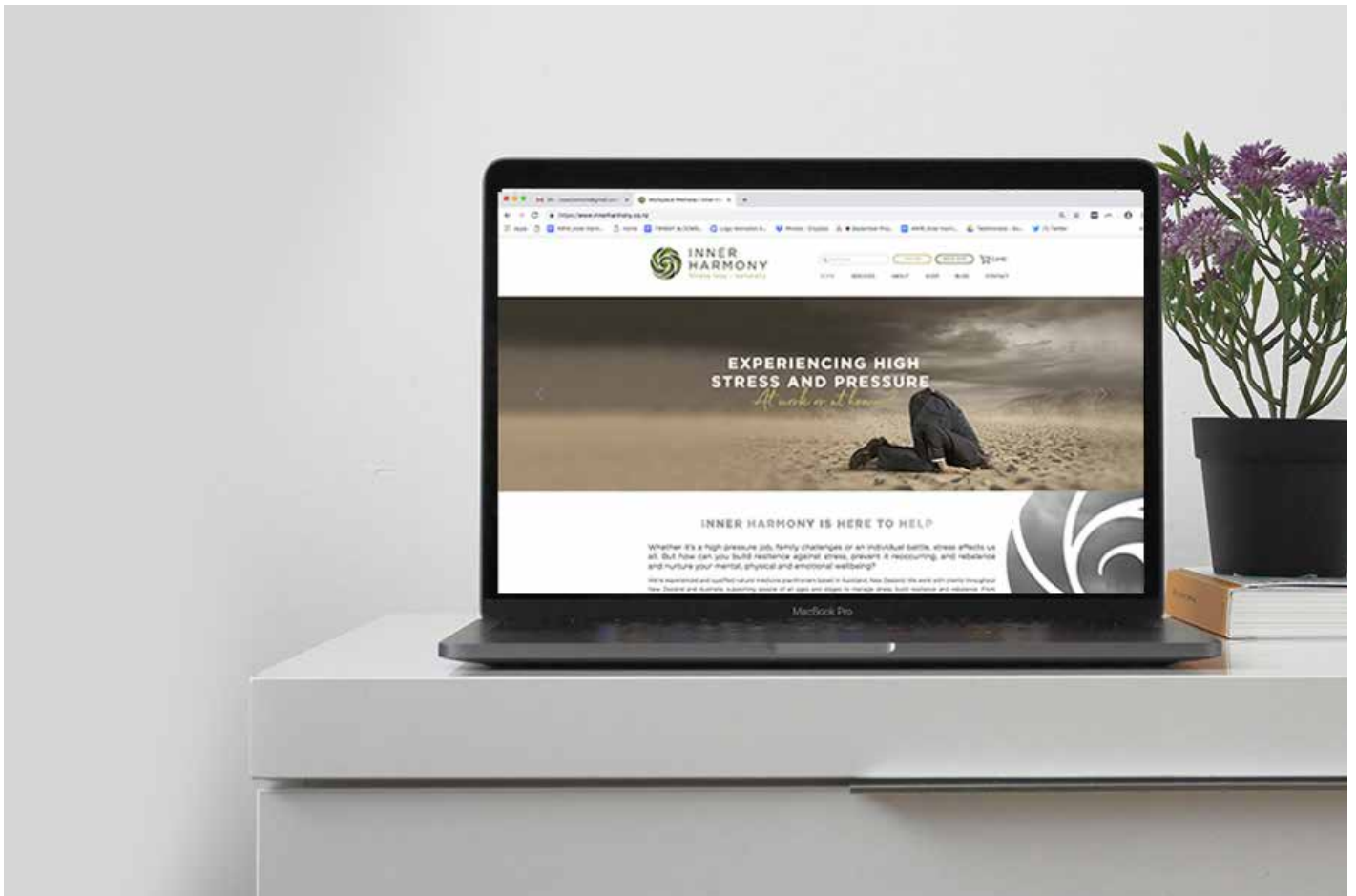
1 WEEK FROM SCHEDULED START DATE

IF YOU ARE:

A small business that doesn't have a lot of info to write out but would like a good presence Online that looks professional and has targeted design and user experience in mind.

WHAT YOU WILL GET:

- 1x page layout with up to 6x menu linked panels all on the home page so less content heavy.
- An easy to edit content management system (CMS) website
- Basic SEO (Search Engine Optimisation)
- 24/7 Wix support
- Social Media Integration
- Contact form
- 15% discount for a Wix annual plan



Executive Wix Website Package

4 WEEKS FROM SCHEDULED START DATE

(Note: timelines are created for both of us and can be blown out if there is a hold up at your end for content etc)

YOU ARE:

Ready to create a site for your business that encompasses what makes your business stand out. You value well-conceived websites that offer intuitive navigation and eye-catching design. You have a clear direction for your website OR why you want a website and you have the time to organise the copy or budget to allow for copy-writing services.

THE PROCESS:

- Consultation via Skype/Zoom
- Pinterest collaboration
- Set-up Wix account
- Site design and development
- Review of development site
- Revisions to site (up to 3x rounds)
- Setting up SEO
- Connecting to site (going 'live')
- Training video: You will be provided with a training video specific to your site that you can refer back to whenever required and enable you to make minor edits where required.

WHAT YOU WILL GET:

- Pinterest collaboration/brainstorm layout ideas
- Up to 6x standard pages (home, about, services, contact, blog, testimonials/gallery)
- A targeted website that clearly expresses your business services
- Optimised for PC, tablet and mobile.
- A custom modern design layout that you can edit yourself
- Basic SEO (search engine optimisation)
- 24/7 Wix support
- Social Media Integration
- News/blog function with members area
- 15% discount off the Wix annual plan

OPTIONAL EXTRAS:

- Newsletter sign-up pop-up box connected to Mailchimp
- Mailbox setup (emails via google mail)
- On-going monthly support for \$75 a month

Depending on your site needs there are optional plug-ins such as booking forms, calendars, live chat, SM feeds, events, bookings, FAQ sections, and many more.

TERMS & CONDITIONS

Please note: This package does not include Wix hosting fees, domain hosting fees, mailbox fees, which are all purchased separately by you (with my assistance if necessary), copy writing or the cost of stock-photos. CIP Design Studio can grant you 15% off your annual plan. If you are looking to have a site created quickly please ensure you have vector versions of your logo files (.eps .ai or .pdf format), your brand colours, site copy, high resolution digital photos (or an idea of the ones you like on stock-photo websites). I have access to some stock photos that are free, and so does Wix but the subject matter of these is limited and authentic photos are more effective for your brand as people start to recognise stock photos in sites these days. The full terms and conditions for working with CIP are outlined on our website.

Graphic Design Services

We get super excited about all the fields of graphic design and how your brand can be translated. Due to my wide range of experience in the graphic design field I really love to offer advice and design services to further your brand's exposure. Please drop we a line if you are interested in a quote on any of the following services:



- Custom illustration
- E book design
- E brochures
- Magazine design, editorials or advertising design
- Building, vehicle, fleet Signage, pull up banners, or outdoor furniture branding
- Uniform and client gifts branding
- Trade stand design
- Book and book cover design
- Company or corporate profiles
- Brochures and pamphlets
- Business stationery
- Poster design
- Packaging
- Social Media Marketing templates
- Website advertising banners
- Mail-chimp Newsletter design

If there's anything else you have in mind but it's not listed here just drop us a line and I'm sure we can clarify how we can do this for you.

TERMS & CONDITIONS

Please note quotes are valid for 30 days and include design only (not the printed product). I can help arrange the printing for you for a small fee, or direct you to our preferred suppliers to take your print ready files. Please have your deadline in mind when booking a project so that we can allow for the printing or production time. It is also important you have a clear idea of where your design will be used and the sizing that you require, and have all final copy and high resolution images ready to go before supplying for your project. Text and image changes after the first proof will exceed the original estimate so please ensure your copy/imagery are all correct before sending through for design.

How do we get started?

We form a digital contract to work together via the acceptance of the terms and conditions listed on the formal estimate provided via Xero.

There is also a brief form to fill out on the website under the packages tab to get started. We can schedule in a consultation (via Zoom) in which we discuss the project further, and I can get a clearer idea of your target market.

Please note the estimate is valid for 30 days.
(However if I don't hear from you within a few days your spot will be filled).

TO INITIATE THE PROJECT

Please read through the initial quotation then click accept if you are happy to go ahead. We will then send the deposit request invoice for you to make payment of the required 50% deposit. Once this is completed you will have your spot in the design schedule, ensuring your project has the time it needs to create the necessary magic. It may seem like lots of time to complete your job but projects are booked in months in advance so we are still working on other work before beginning yours. A deposit ensures that you are serious about your project and will not back out of the project nor fail to respond to emails thus upsetting the schedule for other clients.

Please complete your deposit within 2 days of the invoice being sent out to ensure your place isn't filled by another.

COMPLETE THE BOOKING FORM

Under the packages drop down on our website are the booking form for either Branding/Website Design. Please fill one of these in, or provide email details of your graphic project including sizing, colour specs, imagery, text and brand assets (icons or illustrations).

Please note, if you have completed the business package with CIP then your additional graphic design needs will be at a lower rate. This is because we have already created designs for you and it will be easier to propagate these onto other collateral and Media with all the assets required at hand.

Once this is filled in, we have a clear idea of who your business is and what your goals are for the project. We can then move onto the next phase.

CIP + CLIENT - WORKSHOP SESSION

The next step in the process is that we work together to create a Pinterest board that establishes the style parameters for your project. We will require your Pinterest account handle (your account name) so that we can follow you and add you to a board where we can both pin ideas to. If you have already started one, you can add us to it #cipdesignstudio.

To keep to schedule, please action this step within 1-2 days of completing the brief form. Please respond to my emails as quickly as you can to keep the project to the deadline.

CLIENT ACTIONABLES

In order for us to quickly and effectively complete your project, we require that all your assets be ready to go. Whether it is a Branding/Website/Graphics we require these key elements from you.

- Business name
- Business direction and clear demographic
- High resolution imagery or examples from stock image websites such as istockphoto (*although we have access to some free imagery, the purchase of specific stock images is additional to the quote provided*)
- Website Copy (*get in touch for this add-on*)
- A clear plan for your graphic project (*please provide a quick mock-up sketch if you can with your vision*)

Please have your actionables ready before you have paid the deposit to initiate the project.



Like what you've seen so far?

We get super excited to build new or existing businesses branding and can't wait to hear more about your project.

However our skills and your objectives may not be the perfect match, it's not a problem. While we love to work with a wide range of clients from all walks of life on their business journey, sometimes our way of working doesn't match up with yours, or you can't wait on the projected timelines. If you love our design aesthetic but match up with more N's than Y's, please still get in touch and we'll be happy to refer you onto another designer.

Note: Urgent projects can be put through but because these require we to do a lot of additional overtime hours they are quoted at an overtime rate.



YOU HAVE MORE OF THESE

- ✓ You are ready to go with all the assets for the project and a clear vision of what I'm after
- ✓ You are happy to consult via Zoom/phone and email
- ✓ You love the CIP Design Studio design style
- ✓ You are clear that this is a collaboration and we work together to keep the project on the timeline
- ✓ You want a designer who 100% has your back and can't wait to see your business grow
- ✓ You value good design
- ✓ You are committed to the process and understand communication is a two-way street and that we work together to find an exceptional result at the end
- ✓ You trust the experience and qualifications of your designer and will listen to their opinions & advice

THAN THESE

- ✗ You are still unsure of your business direction and don't have a plan
- ✗ You are unsure of the answers in the design questionnaire
- ✗ You are not open to new design ideas or layouts
- ✗ You think every design should be exactly how you think it should be
- ✗ You do not connect with the CIP design style or examples of work
- ✗ You are looking for the cheapest option for your design project
- ✗ You don't have a name for your business or any idea who your customers are

Process & Timeline

All project timelines will vary according to customised needs and other various factors but in order to keep our project work-flow cranking, we will send an estimated guideline through to work to so that you know what we're up to and when the ball's in your court (so to speak!).

For your reference, here's a general summary of what to expect of the design process timeline.

1-2 WEEKS BEFORE THE PROJECT BEGINS:

- After receiving the first invoice, you pay a deposit of 50% thus accepting the terms and conditions listed
- We chat via phone/Zoom to clarify all the details of the project and cover off your branding strategies
- We both start pinning items of interest in Pinterest, or you begin creating/ gathering the content for your website
- We schedule in your project and send through a rough timeline for the development

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*If you want
creative workers,
give them enough
time to play.*

John Cleese

Week 1.

- You fill in brief. We start pinning in Pinterest together
- I start researching and sketching/drafts concepts or creating the homepage style

Week 2.

- I send you through the first set of concepts/dev website for your review
- You chose your preferred concept and offer revisions as required

Week 3.

- I make the revisions as required and send back for your review
- You respond in a timely manner to my emails, open lines of communication are important here. If you can't explain your thoughts in an email, please call we to discuss them.

Week 4.

- You give final sign-off on the design
- We send the final invoice
- We create and send through final design files

Week 5.

- We send you through final files once remaining invoice clears
- This is where we can go live with your website & refine as required
- We send a training video for easily editing the website yourself as required

Please note: Although we work hard to meet the deadlines set in order to keep all projects on schedule, we are also creatives who pride ourselves on being satisfied with the end result that will provide that eye-catching wow-factor for your customers. Occasionally a project will push out by a few days to accommodate the creative process. Some projects will be completed much more quickly than others, we allow these time frames to ensure the creative process finds the unique result that makes all the difference.

Payments & Cancellations

THE NITTY GRITTY

Although this may be a little forward adding in the payment info in the introductory info pack, we like to be totally open about what you're getting for your money and what you are committing to.

Just like anyone in business it's important to have your invoices paid on time so that we can keep our business running. I know you understand this too, so here's the rundown on how we structure the payments.

We offer payment plans via Fee Funders for clients based in New Zealand, where you can make extended payment installments. Alternately payments are scheduled in 50% increments over the length of the project. CIP Design Studio also offer worldwide credit card facility to make invoice payments via Stripe and Paypal.

To get started a quote is sent through and then an invoice for 50% of the estimated project cost is sent through to initiate the project.

A final invoice for the remaining 50% of estimated

project cost is due before the final files are sent through or the website goes 'live' (the deadline of project is stated in the signed contract at the beginning of the project).

100% of the invoice is due for other costs incurred during the development process including additional fonts, stock imagery, licenses, or additional graphics.

If a project is for any reason canceled before it's completion, you are responsible for covering any final payments relative to the amount of work undertaken to this point. For example, if 75% of the project has been completed, you will be invoiced for the remaining 25% on cancellation of the project.

The estimated costs of the project are just that estimated; they are estimations based on the information provided at the start of the project. It is common in the design industry for the client's idea of what they needed or required to change as they learn more about what is available, especially in Website Design. You will always be notified of additional extras, and if signed-off these costs will be reflected in the final invoice.

CANCELLATION/ TERMINATION OF PROJECT

Very rarely, a project just doesn't go the way you were expecting it to - although please trust us when we say there is generally just communication to work through and a brilliant result close to being discovered. However, if at any point in the project either you or CIP Design Studio wishes to part ways, we can submit this to each other in writing. Business is business and I'd much rather you were upfront about it to maintain a harmonious mutually beneficial relationship. If termination is requested, then payment of all services to the point of termination are required.

To explain this further, 50% of a project could mean the developmental website is complete, or on a branding project, you receive the concept development document. 75% of a project could mean that revisions on the development site have been undertaken, or on a branding project that the revisions covered by the estimate have been made and colour development undertaken, but you have not received the final files package. You will own any completed or partially completed files, and may use them in any way you choose. We retain the right to use anything created in our portfolio.



WELL DONE IF YOU'VE MADE IT THIS FAR.

How to get booked in...

Please send through as many details of what you are after in a detailed email to info@cipdesignstudio.com and let us know your phone number so we can give you a call you to discuss further.

If you're excited to get started then we would love to hear more about your project and get you booked in. Please allow 24-48 hours for a reply. If you are passionate about taking your brand to the next level and excited to work with us, then we can't wait to exceed your expectations with clever, original, eye-catching design.

I look forward to working with you.

Zoe Sizemore

Zoe Sizemore
Director CIP Design Studio

