



# Welcome

## NEW CLIENT PACKET

# RUNNING WITH FOXES

## *graphic design studio*

### HELLO, NEW CLIENT!

Thank you for choosing to work with Running With Foxes for your latest graphic design project.

My name is Shannon Marie, the independent designer behind the company. I am committed to providing you with the best possible service, and to making our working relationship a success. To make things a little easier, I've compiled some important information about myself and my services into this handy-dandy little welcome packet!

Some of the information obtained in this PDF includes:

- Current Services Available
- General Client Interview
- My Design Process Guide
- Policies, Terms of Use, and General FAQ
- Link to my Current Portfolio for Review

Never hesitate to contact me via e-mail directly, or through Etsy Convo, if you have any additional questions.

I'm looking forward to working with you and helping you achieve all of your goals!

With Kindness,

**Shannon Marie Ferguson**

*Graphic Designer*

# CURRENT DESIGN SERVICES

Below is a sample list of some of the current services I offer. Don't see what you're looking for on the list? More services are listed on the [website](#), or don't hesitate to [contact me](#) for a quote for a custom project. I love new challenges!

## PRINT PROJECTS

- Print Collateral Branding Package
- Advertising (Magazine, Newspaper, etc.)
- Brochure (Portfolio, Event, Services, etc.)
- Catalog (Digital PDF for Web and/or Print)
- Magazine (Digital PDF for Web and/or Print)
- Postcard (Including EDDM)
- Classic Folding Note Card
- Stationary (Letterhead, Envelope, Notepad, Sticky Notes, Office Invoices, Receipts, etc.)
- Resume Formatting and Design
- Business Card or Calling Card
- Flyer or Poster (Digital PDF for Web and/or Print)
- Sticker or Product Label
- Packaging Design (Product Box Inside and/or Outside, Shipping Box, Packaging Tape, etc.)
- Sale Coupon, Customer Loyalty Card, or Gift Certificate
- Book Cover Design (For Print or E-book)
- Bumper Sticker or Vinyl or Acrylic Decal
- Outdoor Signage (Yard Sign, Standing Cafe Sign, Window Sign, Table Display Banner, Roll-up Banner, Billboard, etc.)
- T-Shirt, Tote Bags, and Other Apparel
- Hang Tag for Apparel or Other Product
- Menu Design (Restaurant, Diner, Wedding, Event, etc.)
- Table Tent Signs or Other Dining Promotion
- Rack Card or Door Hanger
- CD or DVD Packaging
- Presentations or Guides

## WEB GRAPHICS

- Logo Branding Package
- Watermark or Stamp Design
- Brand Board or Corporate Standards Guide
- Social Media Posts for IG, Facebook, etc.
- Social Media Banners, Avatars, etc.
- Web Advertising Buttons or Banners
- Website/Blog Header
- Website/Blog Banners or Slider Graphics
- Custom Icons for Social Media or Website
- Custom Clip Art Set
- Etsy Shop or Other Online Store Graphics
- Vector Graphics
- Raster to Vector Conversion
- Presentation Design for Product or Service
- General Text and/or Image Layouts for Digital PDF
- Fillable PDFs for Customers

## VIRTUAL ASSISTANT SERVICES

- Monthly or Hourly Rate Available
- E-mail Template Setup for Mailchimp/Constant Contact
- Newsletter or Form Design as PDF
- General Website Maintenance through Wix or Weebly
- Updating Banners, Promotions, Scheduling, etc.
- Research and/or Data Entry
- Pinning or Scheduling Social Media Posts

# NEW CLIENT INTERVIEW

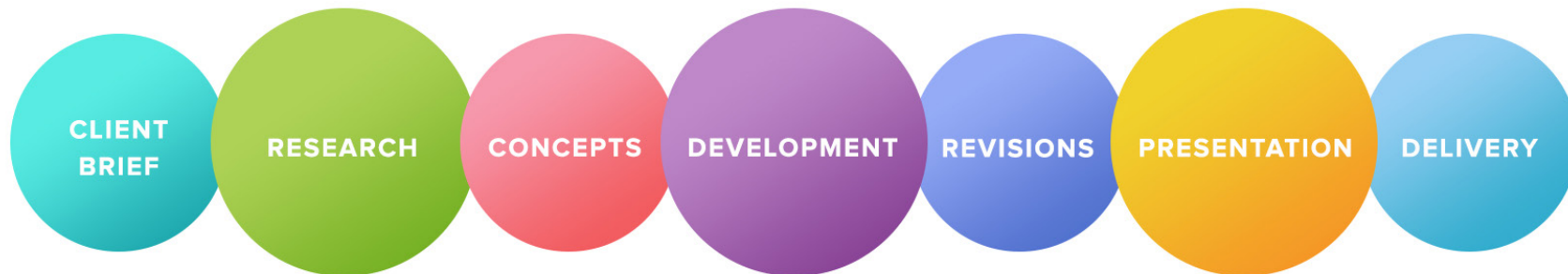
I've included some questions below that might help me get to know you and your business better. This will help us complete your project more smoothly and help me in meeting your current design needs. If you don't know or just aren't sure, that's okay! You can also ask me any questions you have at any time. For logo design projects, I have a separate questionnaire you can fill out and return to me available [here](#).

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- 1) Tell me a little bit about you, your company, and/or the products or services you offer.
- 2) If you have a current website and/or social media, please provide links so I can get better acquainted with your business!
- 3) Please give a brief explanation of what type of design(s) you currently need and where they will be used.
- 4) Do you have a specific vision for the design and what you'd like it to accomplish?
- 5) Do you have materials you are currently using for your business? What do you like or dislike about them that you'd like improved?
- 6) Do you have logo and/or branding in place already that needs to be coordinated with?
- 7) Is there a target audience you are trying to reach?
- 8) Who are your current competitors? How would you like to stand out from them?
- 9) Are there any logos, websites, adverts, etc., that are related to your industry that you like the look/feel of? *You can send any images, links, or descriptions to me to review.*
- 10) Will you be providing all additional materials to use within the design (like photos, stock photos, product photos, etc.) or will I need to work with you on purchasing additional materials as part of the project budget? *Not included in the base quote.*
- 11) Do you have a print company you already work with that you'll be using, or will you be needing referrals?
- 12) Is there a deadline you'd like met that the materials need to be completed by?
- 13) Is there anything else I need to know before we begin?

# MY DESIGN PROCESS

Below is a sample graph of my design process. Some projects take more or less steps, but this is typically what is involved in any working with any new client. There is a lot of “behind the scenes” work that goes into any design. The process includes:



- 1) **CLIENT BRIEF** Initial consultation with the client to discuss the design and project goals. At this time, client can send any additional documents, such as inspirational images, current logo/branding for reference, links, and/or answers to questionnaire.
- 2) **RESEARCH** On my end I conduct research on the business, search for references and inspiration, or refer to the materials already provided by the customer. If applicable, the research is included in part of a presentation (logos, branding packages).
- 3) **CONCEPTS** The concepts are either discussed with the client, or shown to the client in the form of digital or traditional sketches to help the client visualize the concept as described. Upon approval, the chosen concept is then refined.
- 4) **DEVELOPMENT** Based on feedback, the concept is then expanded on and refined to suit the needs of the business, including adjusting colors, fonts, layout variations, etc.
- 5) **REVISIONS** Final revisions are made on the design based on discussion between myself and the client. These tweaks help to refine the design for the final presentation.
- 4) **PRESENTATION** A final presentation is put together and delivered to the client. This includes all final polished materials in one PDF for visual confirmation, such as logo, watermark, branding board (colors, fonts, textures, patterns, etc.), or collateral.
- 6) **DELIVERY** Final files are sent to client through e-mail or Dropbox as a complete zip in appropriate file types. Any follow-up customer service needed can be provided such as troubleshooting or questions about file types.

# MY POLICIES AND GENERAL FAQ

## WHAT IS RUNNING WITH FOXES?

The name Running With Foxes came about out of a play on the pangram “the quick brown fox jumped over the lazy dog”. It also seemed appropriate given we have an abundance of beautiful red foxes, the largest of the true fox, native to Upstate New York. The business was born in January 2012 on Etsy as a small side businesses while I raised my young son at home. Fine Art was originally my major in college, but I fell in love with the idea of working digitally to create a different kind of art. Now I have a Bachelor of Science in Graphic Design and get to work with customers from all over the globe. Every custom project is a new and exciting challenge!

## WHAT’S THE BEST WAY TO GET IN TOUCH?

Communication is primarily done through e-mail at this time. You can also fill out [the contact form](#) on the website or send a convo through [Etsy](#). I respond to all e-mails within 24 hours, not including the weekends. My regular work schedule is Monday-Friday, 9:00 AM - 5:00 PM.

## HOW LONG DO PROJECTS TAKE TO COMPLETE?

This can vary on a few different factors, like the project type, your availability to respond to communication, the availability of needed materials to be used within the project, and my current scheduling. Always message me in advance and I can let you know my current availability and an appropriate time frame. Rush orders may require an additional fee depending on notice.

## WHAT IS YOUR CURRENT RATE AND WHAT PAYMENT TYPES ARE ACCEPTED?

All orders are accepted using PayPal or Etsy Payments which accept Visa, Master Card, and American Express. I also now accept Zelle. I currently set prices at a flat rate for à la carte orders, or as a package price for larger projects based on a \$35/hr rate.

## WHAT IS THE PRIVACY POLICY?

Your personal or business information will NEVER be shared with a third party without your express permission. I reserve the right to use any completed project as part of my portfolio which is shared on social media and/or my websites - but will always respect any requests to keep a project private. Please communicate with me in advance if you will need privacy going forward with any design work.

## ADDITIONAL QUESTIONS:

More information can be found listed on my website. Don’t hesitate to message me anytime with questions - I love hearing from you!



# DIGITAL PORTFOLIO

To view my complete portfolio, please visit [www.running-with-foxes.com/portfolio](http://www.running-with-foxes.com/portfolio). If you'd like to see samples of any specific style project as part of your inquiry, I can be contacted through the website or e-mail listed below. Thank you for reading!





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2018