

INFO PACK

Full Service Design Partner

Monthly, termly or yearly design support
for schools and education providers

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Design is not just what it looks like and feels like.

Design is how it works.

- Steve Jobs



Who is it for?

This service is for marketing, admissions, and communications teams in independent schools or education providers who need **reliable, high-quality design throughout the academic or training year**.

If you're juggling deadlines, short-staffed, or relying on difficult to contact agencies, this gives you a senior design partner who will get to know your organisation inside out, working seamlessly with your calendar and plans.

You may be facing:

- Overloaded internal teams struggling to meet deadlines
- Complicated and lengthy communications with agencies, craving that one, easy point of contact
- Inconsistent branding across publications and campaigns
- Limited access to senior design expertise without full-time hire
- Pressure to deliver multiple print, digital, and social materials to deadlines

What you will receive:

An elite, year-round design partnership that is more than "pretty layouts." You gain a senior designer embedded in your planning, delivering consistent, high-quality design that is professional, on-brand, and on time.

Examples of what I can work on:

- Publications: prospectuses, handbooks, magazines, alumni materials
- Event collateral: open day materials, signage, invitations, banners
- Digital assets: social media graphics, presentation decks
- Brand consistency: templates, style guides, and ongoing brand checks
- Ad-hoc design: fast turnarounds for last-minute updates or campaigns

What it's like to work with me:

- Integrated into your planning cycles, availability aligned with your admissions, events, and open days
- Senior-level design experience without the cost or commitment of hiring in-house
- Regular reviews and forward planning to keep priorities and deadlines on track
- All assets supplied print-ready, digital-ready, and reusable, saving time, stress and reducing pressure



Outcomes you can expect

With a Full Service Design partner you can expect:

- **Adaptable support:** From major campaigns to quick updates, whatever you need whenever you need it.
- **Stress-free planning:** Design support that works with your academic calendar, clear time lines provided relieving you of any deadline pressure.
- **Stronger first impressions:** All your assets will consistently communicate quality, credibility, and confidence. Premium design reinforces trust with prospective families, parents, and stakeholders.
- **Clearer communication:** Quality design means information is easier to navigate, understand, and absorb, increasing reader retention.
- **Improved accessibility and readability:** Design choices that support inclusive communication, ensuring content can be comfortably read by a wide range of audiences.
- **Cost-effective expertise:** Access a senior designer without the overhead of hiring a full-time in-house designer.



An introduction to my process

An overview of how the partnership will work.

HERE'S WHAT'S INVOLVED



How it works

Step one: Initial Consultation

A call to discuss your schools' needs, priorities and calendar. I'll also review your brand guidelines and existing marketing materials, providing a comprehensive design audit of all assets.

Step two: Action plan

Following your consultation you will receive a personalised 'action plan' for you. This will include monthly or termly deliverables, deadlines and key dates so any deadline stress is immediately taken out of your hands.

Step three: Design begins

Working together on projects through my portal 'Basecamp'. Monthly meetings to discuss the upcoming work and termly reviews of our agreement.

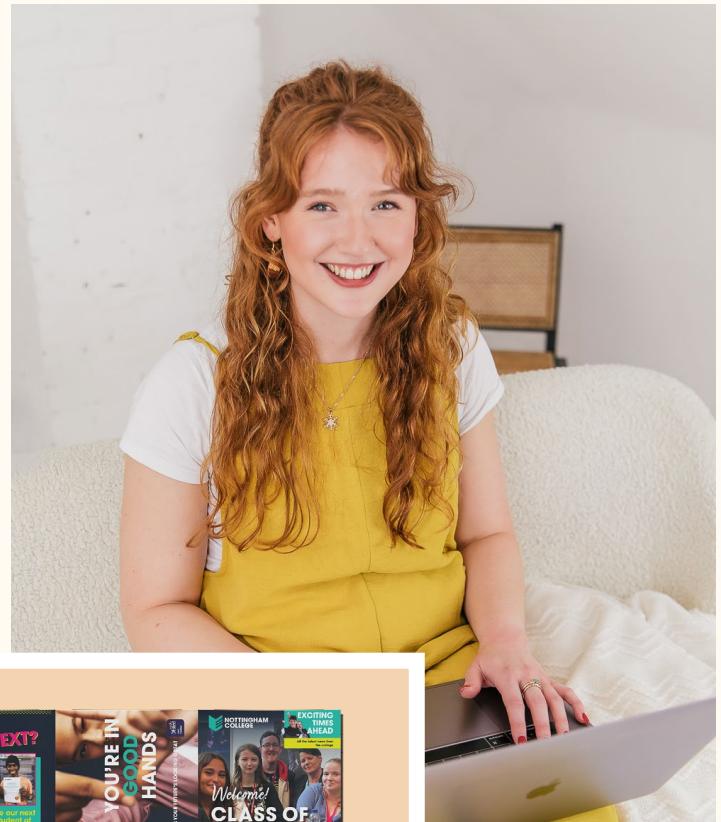
Your investment

Why this investment makes sense:

- Predictable, budget-friendly pricing with no hidden costs
- More cost-effective than hiring a junior or mid-level designer in-house
- Access to senior-level expertise across multiple design areas
- Reduces risk of missed deadlines, inconsistent branding, or rushed campaigns

Packages types:

- Flexible monthly, termly or annual packages to suit your needs and budget planning
- Agreement terms start at 3 months.
- Monthly retainers from £1,000
- Bespoke quotes created for your individual requirements.



"It took me several years to find a true collaborator for graphic design projects, and I'm incredibly grateful for Charlotte's dedication and effort in every project we've worked on together. She's clear, efficient, and creative — exactly what any marketing manager hopes for. Charlotte is my go-to for graphic design needs, and I wholeheartedly recommend her to others (and already have!).

Abigail Evans | Director of Marketing

Why work with me?

**Some kind words from my clients.
I have further testimonials available
on my website.**



"I had the pleasure of working with Charlotte on recent projects and couldn't be happier with the results. She picked up our in-house style quickly, hit the ground running, and was professional, talented, responsive, and easy to collaborate with. I highly recommend her for any design work and wouldn't hesitate calling on her help again!"

Mike Condon | Creative Services Manager



Mill Hill

"Charlotte is a great communicator, reliable, efficient and works to the brief while bringing in her own creative flair. It is a pleasure working with her and we now work with her regularly on our booklet designs, she's become an essential part of our team!"

Lucia Hull | Director of Development



Let's get started!

To discuss your needs, book your consultation below.

If we haven't worked together before, please email over your brand guidelines and any other relevant marketing material ahead of our call.

[Email files](#)

[Book consultation](#)

charlotte
ashley design