



INFO PACK

Publication Refresh

Premium, accessible, and personalised
publications for schools and education providers

“

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 designed for independent schools, academies, and education providers that need to upgrade a **specific publication at a particular moment in the year**.

You may be facing:

- Limited internal design capacity for a one-off project
- Inconsistent quality across publications produced at different times
- Difficulties that come with working with a big agencies
- Time pressure caused by fixed deadlines and approval stages
- Concern that an important document is not as clear, accessible, or professional as it should be

This service gives you access to senior, education focused design expertise for a defined project, with clear scope, timelines, and outcomes.

What you will receive:

The 'Publication Refresh' is more than a redesign, it's a strategic overhaul of your document, aligning it with your unique brand, audience needs, and admissions or communications goals.

Publications include (but are not limited to):

- Prospectuses
- Open day guides
- School magazines
- School newsletters
- Alumni brochures
- Parent/student handbooks
- Job packs
- White papers
- Financial reports
- Corporate documentation

Each redesign will include:

- A clear, logical content hierarchy that supports scanning and comprehension
- Thoughtful typography and layout aligned with your school's brand
- Considered use of imagery, colour, and white space
- Accessibility-aware design decisions to support readability for all audiences
- Print-ready and/or digital-ready files



Outcomes you can expect

After completing your 'Publication Refresh', you can expect:

- **Stronger first impressions:** Premium design immediately signals quality, credibility, and trust.
- **Stress-free design process:** Direct access to a senior designer means faster decisions, one point of contact, and a more responsive experience than a big agency.
- **Less internal pressure:** Clear process and timeline eliminating your deadline stress.
- **Higher engagement:** Layouts that encourage deeper reading and connection.
- **Accessible and readable:** Inclusive design ensures content works across audiences and formats, is easy to understand, navigate and absorb.
- **Long-term value:** Assets are designed to stay relevant across multiple cycles.
- **Confidence at key moments:** Share materials knowing they represent your school at its best.



An introduction to my process

An overview of how the 'Publication Refresh' works.

HERE'S WHAT'S INVOLVED



How it works

STEP ONE

Initial consultation

To discuss your institution, audience, key messages, and deadlines. Following this, I put together a bespoke quote and timeline for the project, immediately suppressing any deadline stresses.

STEP TWO

Design direction

With your go ahead, I create 'look & feel' spreads to explore style and layout. This is your chance to give any creative direction. When you are happy with the look and feel, I continue with the full piece.

STEP THREE

Feedback & refinement

Full proof provided to you for review. Two rounds of content amends and small creative amends included.

STEP FOUR

Final delivery

Final files are delivered ready for print, PDF, or digital distribution, along with raw InDesign files (if required) for future updates.

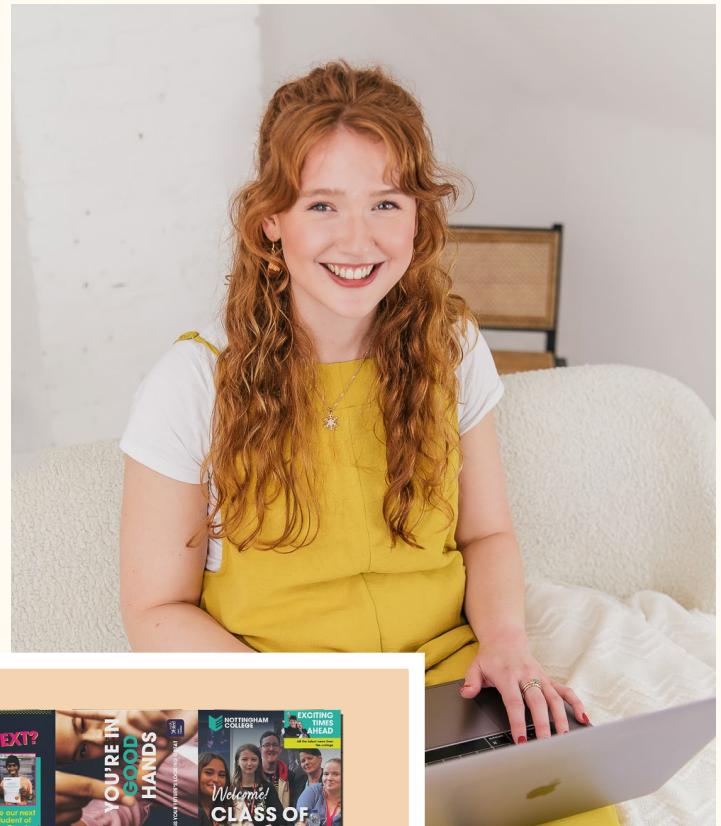
Your investment

Why this investment makes sense:

- You gain a senior, education-focused designer, not a general freelancer
- Publications are professionally designed, accessible, and aligned with your brand, saving reworks, stress, and mistakes
- Gain back your own time communicating, designing or managing others' design work
- Working with me means fewer revisions, faster delivery, and a polished, credible final product

The 'Publication Refresh' is not an expense, it's an investment in your school's communications, reputation, and ability to engage families and stakeholders effectively.

Prices are bespoke to your individual project. They vary between £500 to £3,000+ dependant on scope. A tailored quote will be provided following our discovery call.



"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



"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



"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 get booked in, book your consultation below.

Alternatively you can fill out my [project form](#) and I'll get back to you within 1 working day.

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

[Email files](#)

[Book consultation](#)

charlotte
ashley design