

INFORMATION PACK

*Design*  
in a *Day*

Focused, high-impact design with a quick turn  
around for campaigns, events, and small documents



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

**Design is *how it works.***

**Steve Jobs**



## Who is it for?

Design in a Day is for school marketing teams and corporate learning organisations who need **high-quality design work delivered quickly, clearly, and professionally.**

You may be facing:

- An upcoming open day, admissions deadline, or event and have some assets you need finalising
- So many marketing ideas but limited capacity to design them internally
- A need for momentum, not another drawn-out process
- A need for senior design expertise without committing to a long-term retainer or in-house designer

By dedicating a single day to one clear priority, we get assets finalised as efficiently as possible, whilst maintaining high quality design that drives real results.

***You can book multiple days in a row or spaced out to suit your needs.***

# What will you *receive*?

A full day of focused, hands-on design support dedicated to your needs.

How the day works:

- One or two clearly defined tasks agreed in advance
- Dedicated time reserved exclusively for you
- Real-time progress updates throughout the day
- Access to my online portal so all projects, files and communication are in one place
- Delivery of completed, usable assets by the end of the day (or shortly after)

Examples of what can be created in a day:

- Open Day collateral (guides, flyers, signage layouts)
- Admissions brochures or inserts
- Prospectus sections or mini publications
- Event or training materials
- Parent or learner-facing information packs
- Layout and design polish for existing content

Your design day is structured to focus on completion, not concepts that drag on for weeks.



# Outcomes you can expect

Here's what *'Design in a Day'* delivers for you:

## *Design Outcomes:*

- ✓ **Brand consistency:** Materials that align with your current branding, values, and audience.

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- ✓ **Premium level design:** Design that will communicate quality, credibility and confidence whilst being easy to absorb for all audiences.

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- ✓ **Senior design expertise:** Confident design decisions made efficiently with your institutions 's goals front of mind.

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## *Organisational Outcomes:*

- ✓ **Finished projects:** Tangible work completed and ready to use (not just "started").

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- ✓ **Reduced bottlenecks:** Design stops being the thing that holds everything else up.

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- ✓ **Momentum for your team:** One less project on the list, freeing time and mental space for what's next.

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- ✓ **Calm under pressure:** A reliable solution when deadlines are fixed and expectations are high.

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# An *introduction* to the process

An overview of how the '*Design in a Day*' works.

HERE'S WHAT'S INVOLVED



# How it *works...*

## STEP ONE

### Pre-day planning

An initial consultation to discuss your project scope, deadlines, and goals.

Set up on 'Basecamp' (online portal) where you can upload all brand assets and content.

Project pack signed, agreed and deposit paid to secure your day.

## STEP TWO

### Design day

The design day begins where I exclusively work on your project(s); initial concepts, amends and finalisation. You can have as much or as little input as you wish on the day.

## STEP THREE

### Final delivery

Once the day is complete and projects are finished, you will receive the final, professional files ready for print, digital, or internal sharing.

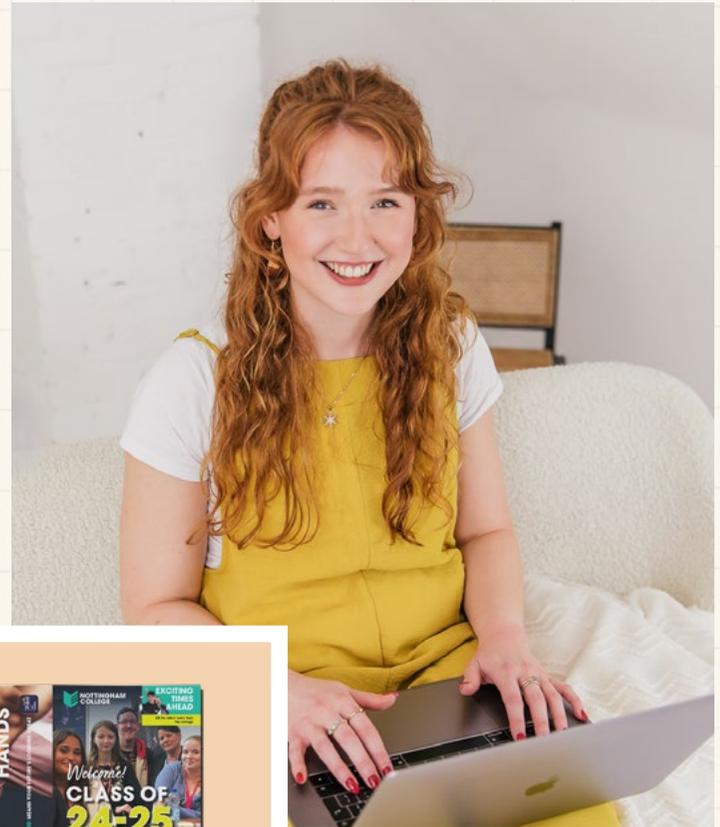
# Your Investment

'Design in a Day' is priced to reflect:

- Senior, education-sector design expertise
- Dedicated, uninterrupted time reserved exclusively for you
- Speed, clarity, and professional delivery
- Work that would otherwise take weeks of internal or agency coordination

You are not paying for hours, you are investing in focussed, specialist experience, decisiveness, and results.

**£375** /day



# Client *Testimonials*

Some kind words from my clients.  
I have further testimonials  
available on [my website](#).

**Bancroft's**  
Independent Co-educational Day School 7-18

"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, please book your consultation below.

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](#)