

INFORMATION PACK

Full Service Design *Partner*

Monthly, termly or yearly design support
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 for marketing and admissions 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 commitments.

You may be facing:

- Overloaded internal teams struggling to meet deadlines
- Lengthy agency communication, 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 will you *receive*?

Personalised year-round support that delivers consistent, high-quality design whenever you need it.

Examples of what I can deliver:

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

What it's like to work with me:

- Available whenever you need: planned around your admissions, events, and open day needs,
- 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 you time and stress in the future



Outcomes you can expect

With your *Full Service Design partnership*, 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 timelines relieving 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 the 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'. This will include monthly or termly deliverables and a timeline for us to work towards, instantly removing any deadline stresses.

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.

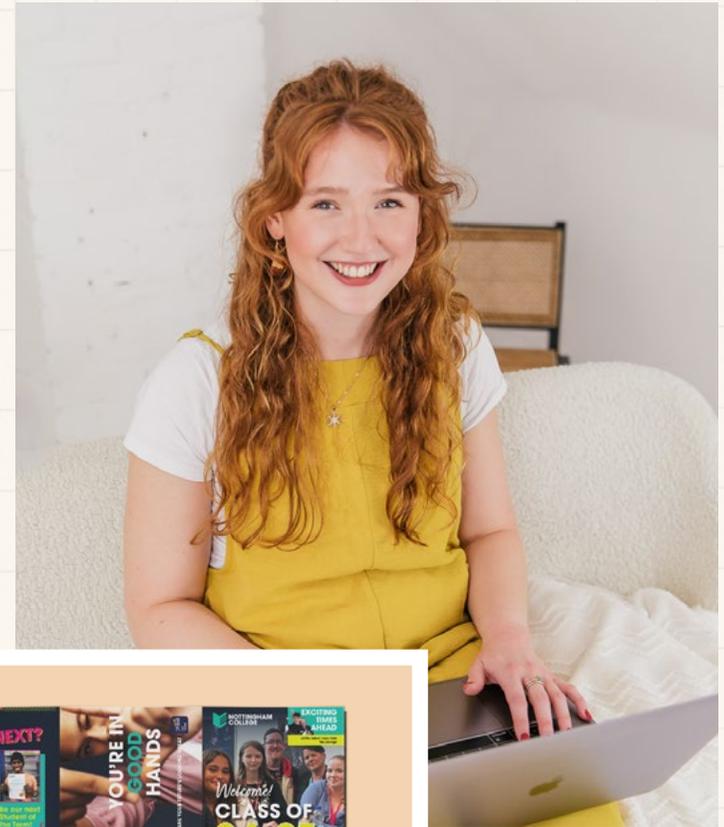
Your Investment

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
- No more 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.



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



FULL SERVICE DESIGN PARTNER

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 marketing material you think is relevant ahead of our call.

[Email files](#)

[Book consultation](#)

**Charlotte
Ashley**
Design