

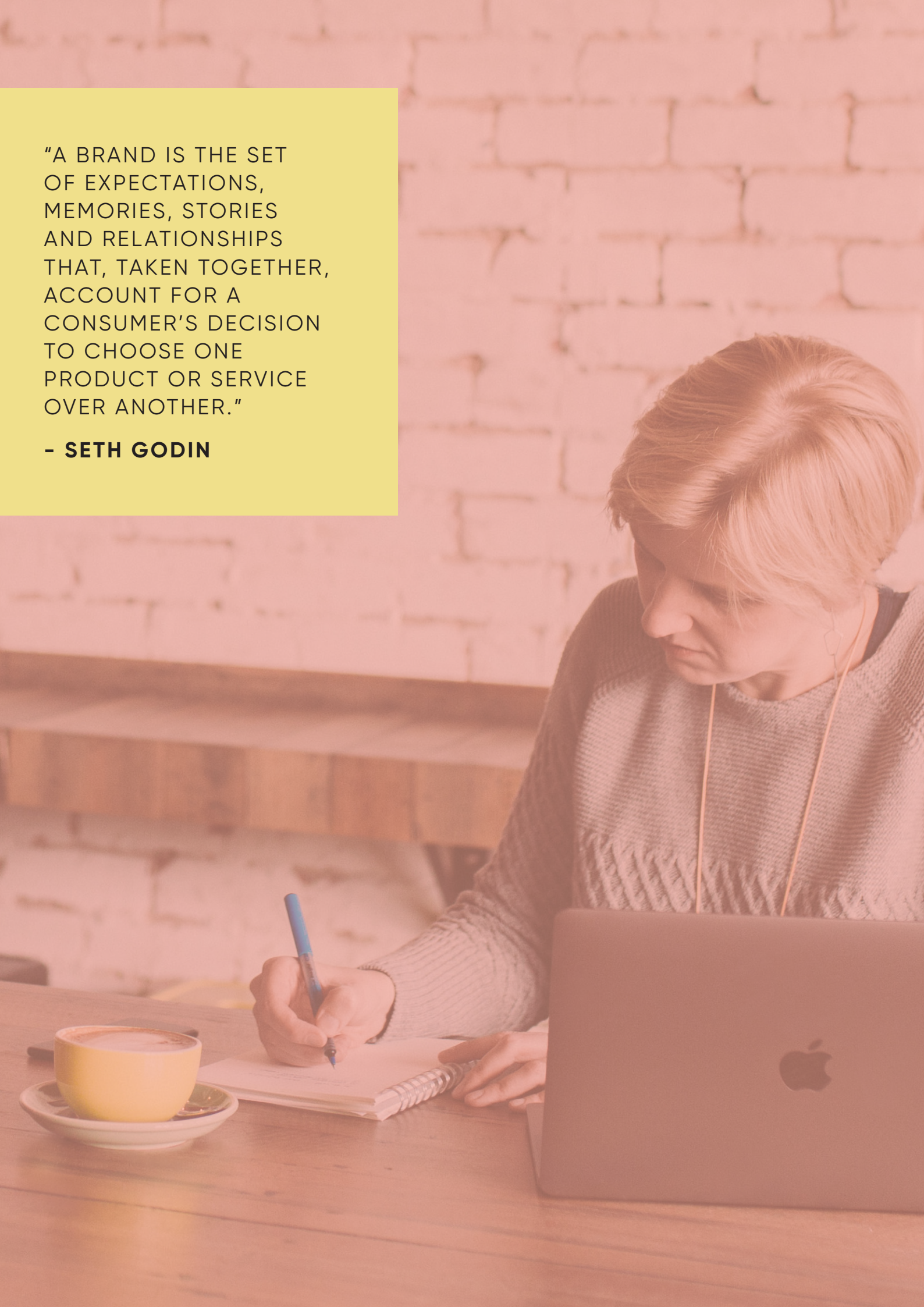


DESIGN  
SERVICES  
GUIDE



"A BRAND IS THE SET OF EXPECTATIONS, MEMORIES, STORIES AND RELATIONSHIPS THAT, TAKEN TOGETHER, ACCOUNT FOR A CONSUMER'S DECISION TO CHOOSE ONE PRODUCT OR SERVICE OVER ANOTHER."

- **SETH GODIN**



# ABOUT JCD

In mid-2011, I established Jen Clark Design, a dynamic branding and graphic design practice that prides itself on working with clients from all industry sectors across Australia and internationally.

## ABOUT ME



I have 22 years experience as a graphic designer and creative / design director. Having successfully delivered branding solutions to over 100 small businesses, individuals and organisations based both in Australia and internationally, I am widely regarded as a brand expert.

I hold a Graduate Diploma in Communication Design (Distinction) from RMIT, full professional membership of the Australian Graphic Design Association (AGDA) and full professional membership of the Design Institute of Australia (MDIA).

My professional background includes four years managing the Interactive Design team at Sensis Pty Ltd and five years as Co-Director of Ripe Off The Press, an award-winning, independent art and design publisher and multi-disciplinary design studio. Prior to establishing JCD in 2011, I was Creative Director at Salsa Digital, a digital design agency based in Melbourne's inner north.

Outside of running JCD, I am partner to Kirstie and devoted Mum to Max, 6. I have long considered myself an ardent foodie and enjoy long distance walks, robust conversations with friends over coffee or a glass of wine, impassioned political banter and exploring new art, architecture, music and books.

## MY ETHOS

In the past few years in particular, I have observed a real shift in the qualities clients are seeking in a design partner. Gone are the days of the huge, 'faceless' agency, where you get hand-balled from account manager to account manager and charged exorbitant fees simply for breathing.

Clients are increasingly seeking a partner that fundamentally 'gets' their business and is able to tailor high-quality creative solutions accordingly. That's where I come in.

My **core values** as a design partner are as follows:



**EFFICIENCY AND RELIABILITY**

**CLEAR AND CONSISTENT COMMUNICATION**

**A COLLABORATIVE, HIGHLY  
CONSULTATIVE APPROACH**

**TRANSPARENCY ABOUT FEES AND AVAILABILITY**

**HONESTY AND INTEGRITY**

**ENSURING LEGAL COMPLIANCE /  
VALUING IP AND COPYRIGHT**

**A STEADFAST COMMITMENT TO AT  
ALL TIMES DELIVERING HIGH QUALITY,  
ORIGINAL CREATIVE WORK**

# THE DESIGN PROCESS

The process of branding an individual or business and/or creating bespoke design solutions that achieve tangible marketing outcomes is incredibly exciting and one that I love being involved in.

Below is an outline of the typical process involved in a design project. These steps may vary project to project but this provides a solid foundation as to what to expect.



## 01. DETAILED PROJECT BRIEFING

Via a carefully structured, easy-to-complete design questionnaire, I gather key information about your target audience(s), competitors, overarching business goals and visual preferences. We can also meet and/or talk on the phone to clarify and formalise your brief.



## 02. IDEATION & RESEARCH

Once a project brief has been finalised, I literally put pencil to paper, generating numerous rough ideas and concepts for your branding that are then fine tuned and resolved in digital form for presentation.



## 03. PRESENTATION OF CONCEPTS

I supply you with all finessed digital concepts for your branding for review. Typically, I present three concepts but occasionally more depending on the specific project. Accompanying each of these concepts is a short written rationale linked to your original brief.



## 04. FEEDBACK & REVISIONS

Included in my standard branding fees are up to three (3) rounds of minor revisions to as many or as few concepts presented as you see fit.



## 05. FINALISATION / SIGN-OFF

You determine a final concept that you're 100% happy with and sign off. If by chance a concept can be decided on, I will happily negotiate the provision of one or more additional concepts for a discounted fee.



## 06. SUPPLY OF DIGITAL ASSETS

All of your final digital brand assets (logo files, font files and style guide), along with any supporting design solutions are packaged up and sent to you for ongoing use. Files supplied are in formats appropriate for print, digital and environmental applications.



# FEES

## BRANDING

### BASIC SERVICE

**\$1700.00 plus GST**

Includes detailed project briefing, concept ideation and research, presentation of two (2) polished design concepts for client review, supply of a full suite of digital assets (logo files, font files and other native design elements) and corporate style guide in PDF format on completion\*

### COMPREHENSIVE SERVICE

**\$2460.00 plus GST  
(or to be quoted based on  
specific requirements)**

Includes detailed project briefing, concept ideation and research, presentation of two (2) polished design concepts for client review, production of a single design concept for a double sided 90 x 55mm business card and single-sided digital A4 letterhead, design of social media profile / cover image graphics for 1 nominated social media channel and 4 editable social media post templates (Adobe Illustrator or Canva format) and supply of a full suite of digital assets and single page PDF style guide on completion\*

\*Includes up to 3 rounds of refinements to all presented concepts and supply of all finished / print and digitally optimised artwork files, font files and other relevant design assets on completion.

## GRAPHIC DESIGN

### BUSINESS CARDS

**\$270.00 plus GST**

Includes provision of initial creative concept, 3 x rounds of revisions, supply of print-ready and/or finished artwork on approval (price is for 1 x business card, additional cost for extra sets)

### LETTERHEADS (PDF FORMAT)

**\$270.00 plus GST**

Includes provision of initial creative concept, 3 x rounds of revisions, supply of print-ready and/or finished artwork on approval

### A4 DOCUMENTS / A5 DOCUMENTS (INDESIGN)

**\$67.50 plus GST  
per page (A4)  
\$50.00 plus GST  
per page (A5)**

Includes provision of initial creative concept, 3 x rounds of revisions to concept and first full document draft, supply of print-ready and/or finished artwork on approval

### ALL OTHER SOLUTIONS

**\$135.00 plus GST  
per hour or  
part thereof  
as quoted**

Including signage, DL flyers, posters, environmental graphics, social media graphics, stationery design, book design (cover / internals), magazines, packaging and other custom solutions

## RECENT BRANDING PROJECTS





## RECENT BRANDING PROJECTS







# RECENT DESIGN PROJECTS



**TOP:** 2016 Canterbury & Surrey Hills Community Finance Annual Report

**BOTTOM:** Transcend Plumbing Company Profile & Newsletter



**TOP:** National & State Libraries  
Australia Brand Refresh &  
Stationery

**BOTTOM:** 2017 Gunnas Winter  
Writing Festival Program  
(Catherine Deveny)



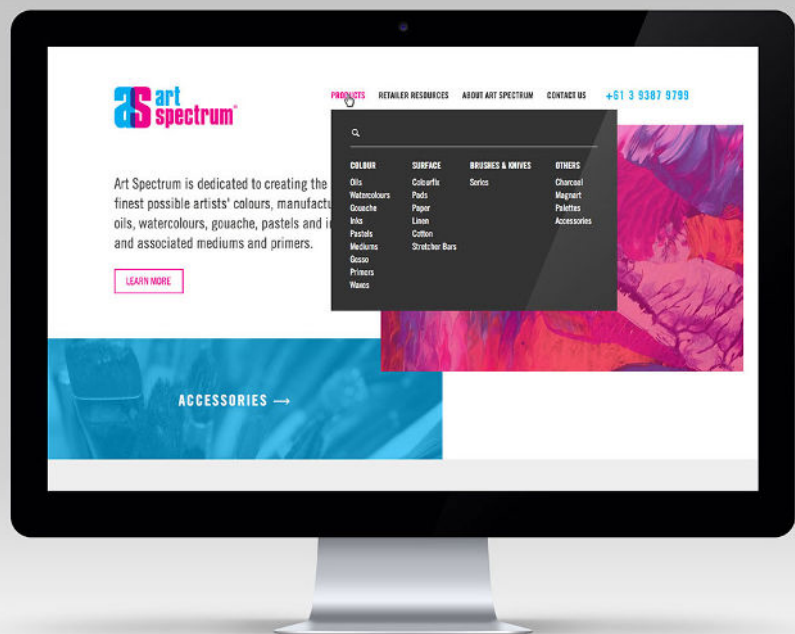
# RECENT DESIGN PROJECTS



Branding and fully responsive Wordpress web design for project management consultancy MetaPM.

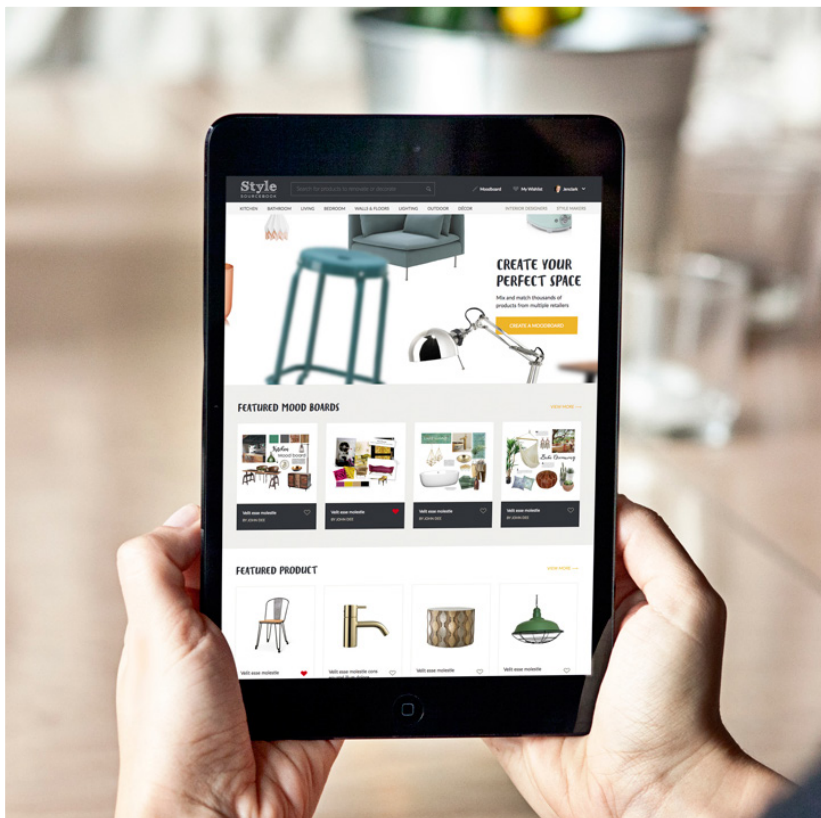


Responsive Wordpress web design for Melbourne art supplies company Art Spectrum.





Branding, print collateral and website design for healthcare fitout / construction business Clinics by Design.



Style  
SOURCEBOOK

Fully responsive Wordpress website with integrated, customised moodboard functionality for interior styling business Style Sourcebook.

(Winner 2017 Australian Web Industry Association Awards – Best StartUp Website)

# TESTIMONIALS



"Jen has been so amazing to work with. As a small business start up she has been nothing short of helpful and accommodating in helping me through my journey so far. I love the logo and website that has been created for Leaf Skin Co. and looking forward to launching. Thank you Jen and Team!"

**IDIL SCIBERRAS**  
**LEAF SKIN CO.**



Jen was an absolute professional in her services; incredibly diligent and communicative, and delivered high quality work with a fast turnaround regardless of the short time restraints. Look forward to working with her on our next project."

**NATALIE NICOLAOU**  
**KEYSTONE ALLIANCE**



"For ten years I either worked with designers who produced good design OR understood what a business needed. Jen Clark Design is one of those rare design practices that combine both qualities, and whomever engages them will never look back. Highly recommended."

**DAVID KOOPMANS**  
**ACONEX PTY LTD**



"We've trusted Jen and her team to design our flagship publication - The Police Association Journal - since the beginning of 2016.

They totally revamped the design, look and feel of our magazine which has proven to be a bit hit among our readers - our 15,000 + readers and their families. Jen and her team are friendly, easy to work with, thoroughly professional and simply excellent at what they do best. We highly recommend Jen Clark Design."

**SANDRO LOFARO**  
**THE POLICE ASSOCIATION OF VICTORIA**



I am so pleased to recommend Jen for the wonderful work she has done for my Mortgage Business. Prompt, punctual, reliable, trustworthy, creative, and professional service. All of my expectations have been exceeded and I could not be happier with the end results. I am so proud of my new branding and it's all thanks to the great work of Jen Clark.

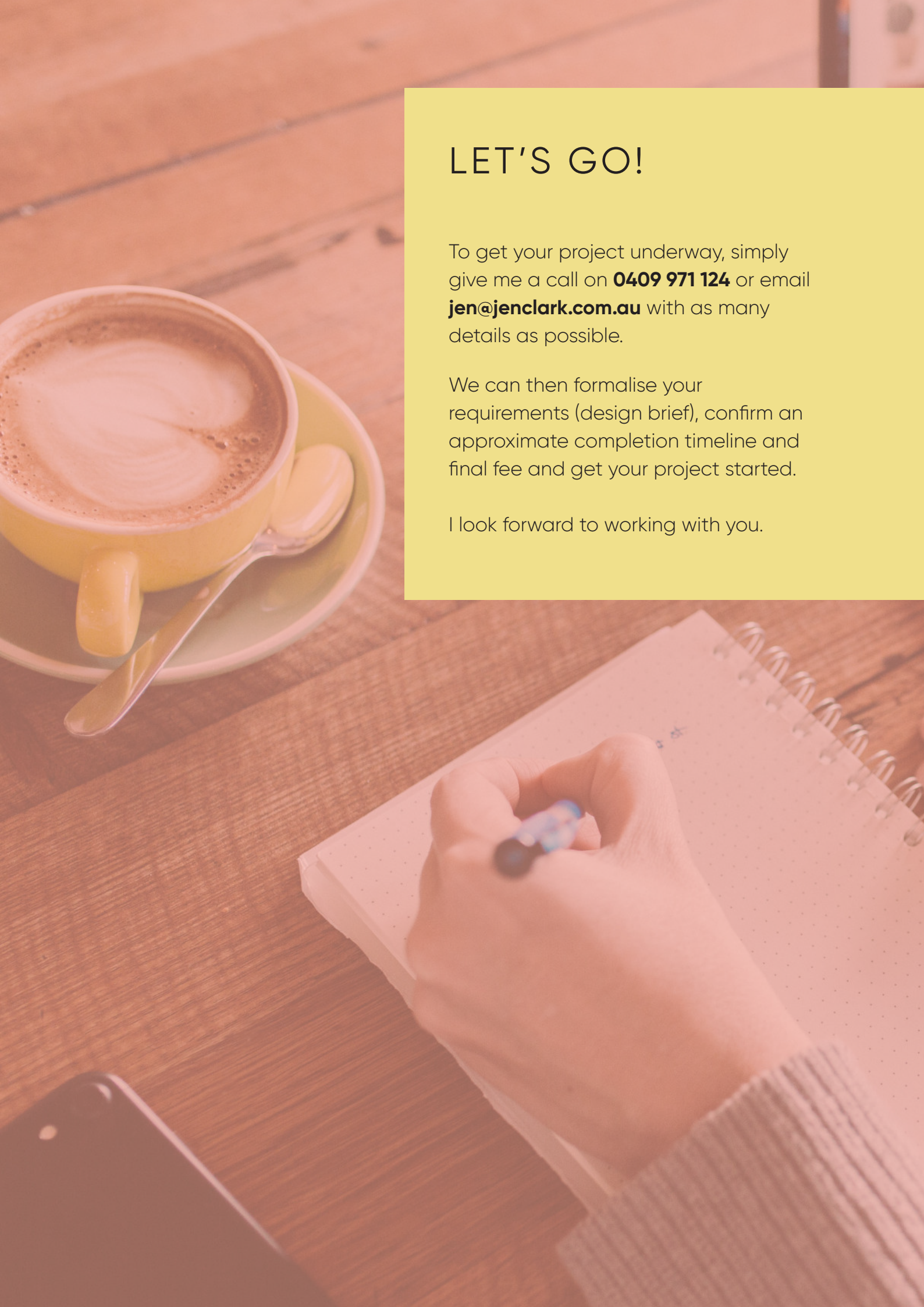
**JON WARD**  
**MELBOURNE MORTGAGE ADVICE**



"Jen delivered timely, professional and quality services. She also was understanding of our non-profit organisational realities, sensitive to both our project timeline and budget. I recommend her."

**KIM SHORE**  
**SUSTAINABILITY LAW LAB**



A background image showing a wooden table with a yellow cup of coffee on a saucer, a hand writing in a spiral notebook, and a smartphone in the bottom left corner.

# LET'S GO!

To get your project underway, simply give me a call on **0409 971 124** or email **[jen@jenclark.com.au](mailto:jen@jenclark.com.au)** with as many details as possible.

We can then formalise your requirements (design brief), confirm an approximate completion timeline and final fee and get your project started.

I look forward to working with you.

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