



Brand Development  
 Collateral Production &  
 Advertising Solutions

{ for businesses who value their...  
**DESIGN STYLE** }

2012 GUIDE

ANNA HATCHER  
**DESIGN**  
 { a boutique design studio }

WELCOME TO ANNA HATCHER DESIGN { for businesses who value their...  
DESIGN STYLE }

The first step of the design process is to fill out a questionnaire based on your specific project needs. You will also receive a document explaining the design process that pertains to your type of project. After the questionnaire is reviewed, I'll follow up with a consultation to go over the questionnaire which allows me to get to know you and learn about your company's vision and design needs. The initial consultation is free of charge and can occur over the phone or in person, depending on location.

Next, you'll receive a project agreement with a price estimate and guidelines. Upon approval and receipt of the signed project agreement, we commence work on design and production.

During this time, I will be in regular contact with you about the specifics of design and any additional ideas. The time line of the complete design process will depend on the intricacy of your design and the number of items included in your project. Rush time lines can be accommodated at an additional cost.

THE PRINTING PROCESS { for businesses who value their... }  
DESIGN STYLE }

If your project requires printing, we will start that process upon receiving approval on the final design. Client retains the option to have designer coordinate with vendors, in which time will be billed at the hourly rate.

This process includes:

- Paper and Printing Consultation
- Obtain printer quotes to find the perfect fit for your budget
- Per client approval, select printer and provide design files
- Coordinate approvals on final printer's proof
- Coordinate delivery of finished pieces