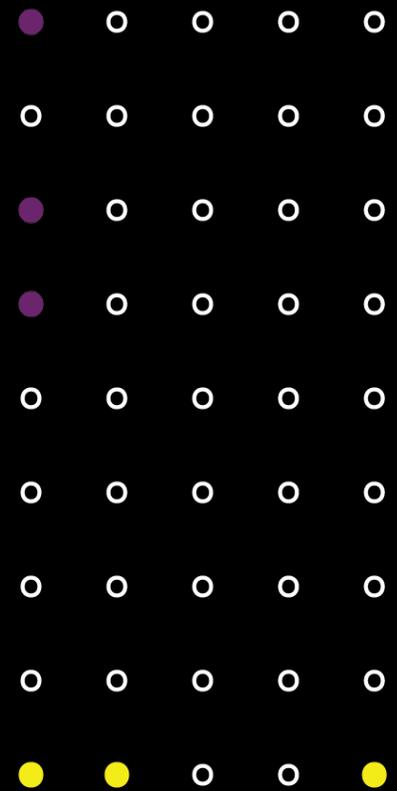


# WHEN TO SEEK DESIGN



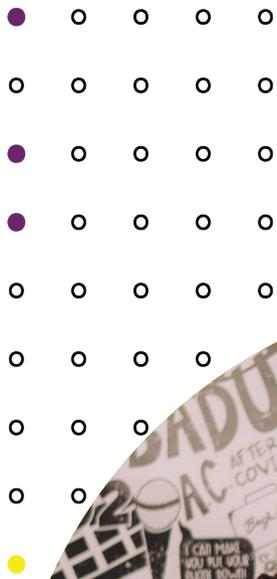
**S N I  
P E S**

DESIGN AGENCY

# WHEN IS IT TIME TO SEEK DESIGN?

This is an important question to ask when looking for the right designer and will help determine whether the person is a good fit before starting.

Before diving in,  
**LET ME INTRODUCE MYSELF.**



**CASEY RENAE SNIPES**  
OWNER & CREATIVE DIRECTOR

I am the owner and lead designer of **SNIPES DESIGN AGENCY**. I am a proud graduate of North Carolina A&T State University and I earned my Master's Degree at Savannah College of Art & Design. In 2010, I started my own company then in 2015, I transitioned from an independent Graphic Designer to a full-service design agency.

I brand success-driven entrepreneurs, guide clients through brand strategy, visual communication and design details. For me, branding isn't just about slick logos and pretty color palettes, its about building design that catapults the businesses I work with toward the spotlight.

# LET'S START WITH A FEW QUESTIONS

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## WHERE

are you with your brand  
(beginning, a couple of years,  
deep)?

## ARE

you creative? Can you put  
together PowerPoints and  
other elements for your  
brand alone or with your  
team/assistant?

## WHAT

is your current field? (Some  
industries need more design  
than others.)

## WHAT

are the goals for your brand/  
company?

NOW LET'S TALK TYPES OF DESIGNERS

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# DESIGNER?

OR

# BRAND STRATEGIST?

Many people may not know, but there is a difference between hiring a **graphic designer** and a brand strategist who **can design**. (I know ,crazy right?)

Google defines a **GRAPHIC DESIGNER** as one who assembles together images, typography, or motion graphics to create a piece of design. A graphic designer creates the graphics primarily for published, printed or electronic media, such as brochures and advertising pieces. They are also sometimes responsible for typesetting, illustration, user interfaces, and web design. A core responsibility of the designer's job is to present information in a way that is both accessible and memorable.

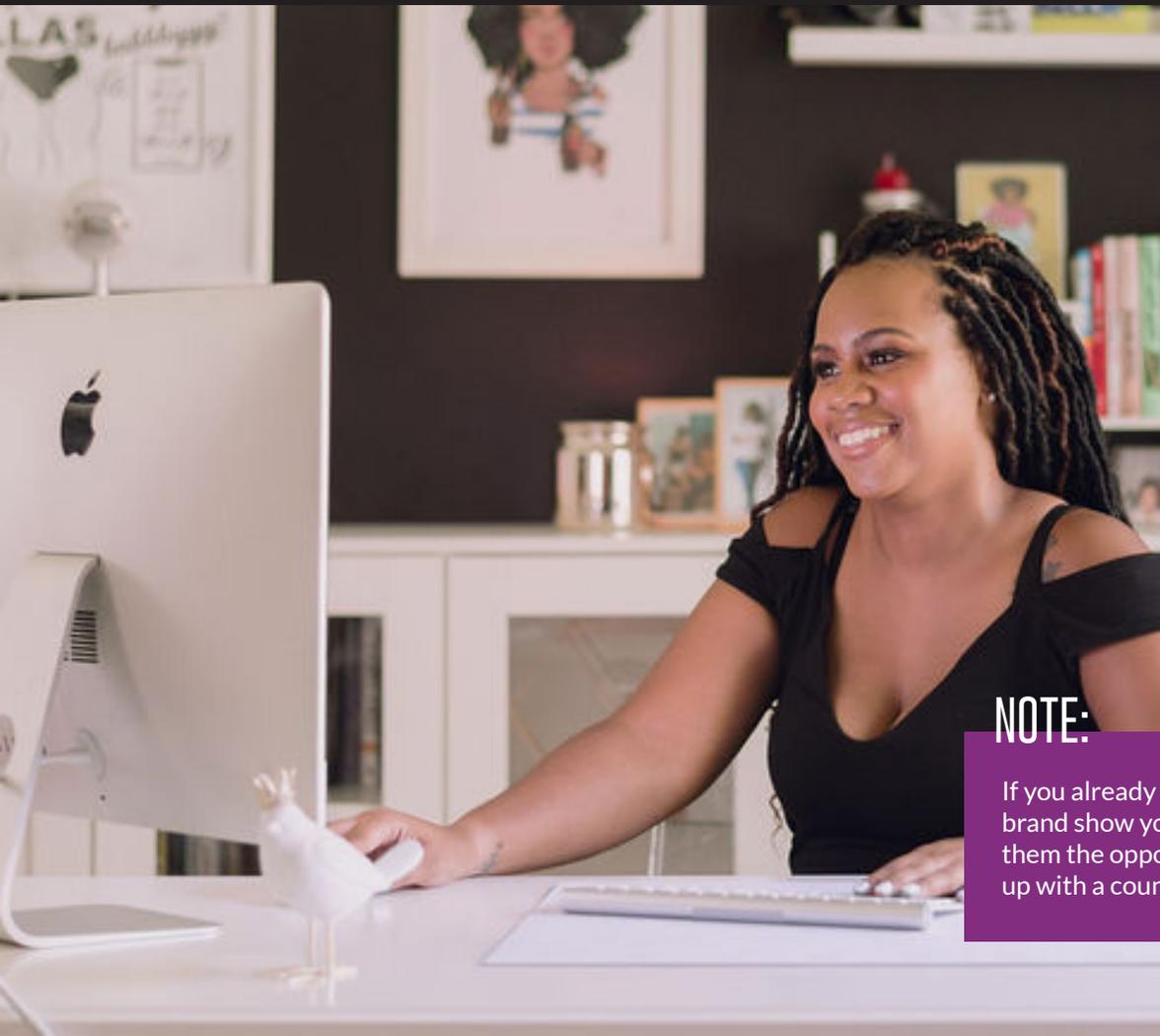
Key word here is "**assemble**" which means to bring together already established elements or ideas.

A **BRAND STRATEGIST** is someone who creates a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand affects all aspects of a business and is directly connected to the consumer needs, emotions, and competitive environments. Some brand strategists also design (like myself).

So, in layman's terms, you would seek a graphic designer when you have your brand fully put together and you have the elements created that resonate with your potential clients and/or customers. A brand strategist is the one who does the research to get you to a place to use a graphic designer.

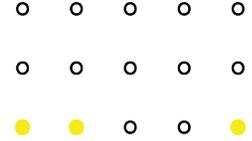
# LET'S TALK ABOUT THE SEARCH

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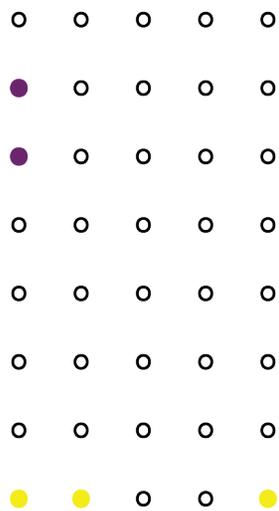
## NOTE:

If you already know what you like or a style that you want to accomplish through your brand show your potential designer before the contracts are signed. This will give them the opportunity to truthfully tell you if it is something they can do or even come up with a counter to something that could be better!



It's time to brand or rebrand your business and you are searching to find a designer. Here are some things to look for right away:

- Do they have a piece in their portfolio that is adjacent to your company or services? If so don't be afraid to ask about that client's process.
- Can you find testimonials on their services? (This is in regards to any one you hire!)
- What does their on-boarding process look or feel like? Can you easily access them within their business hours?
- Lastly, but most importantly, does this fit within your budget?



# WHAT SHOULD BE IN MY CONTRACT?



Your designer or any service provider should do their best to make sure you feel at ease with your selected service(s). We are in an age where we are sending money to individuals who we may never meet face-to-face, but see on social media platforms daily. So, if they are not going out their way to work with you or even sending quick email with updates this may be a red flag!

## A DESIGNER SHOULD MAKE THEMSELVES EQUALLY ACCOUNTABLE TO YOU

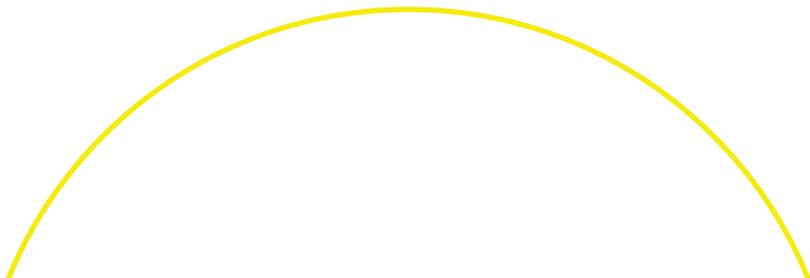
**For example:** If a client is to go rogue for more than 7 days, I may issue the final invoice or seek payment before the project ends. This keeps me and the designer from feeling that they may go rogue again and we would never be able to close out. In return, I have a clause that states that if the designer were to go rogue for 3 days (business working days) that a client could terminate their contract. The project may not be complete, but the client should be able to feel at ease that the designer is also accessible.

## HOW REVISIONS ARE HANDLED

One important thing to make sure the contract has laid out is how the designer handles revisions. All designers are different in how they handle revisions but make sure you are okay with their terms. If you have never done this before, it's important to go with someone that may be more flexible with their revisions or can assist with walking you through them.

## TERMINATION POLICY

I know this is something you hope never happens especially if you took all this time to find a designer. But, sometimes you have to prepare for the worst. Not because they aren't on schedule or corresponding on time but because once you begin none of the designs translate into what you envisioned.



# HAVE OTHER QUESTIONS?

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