

*Tom Hughes → Creative assistant*

# **Welcome Pack**



# Hello

*It's nice to meet you*

Welcome to your Creative Assistant Experience!

Thank you for considering my creative assistant services! I'm excited to potentially partner with you to elevate your brand through tailored design solutions. I specialise in logo design, illustration, web design, and much more (see '*Design Solutions*' page), and I'm here to help bring your ideas to life and support your business's creative needs.

This welcome pack will guide you through how we'll work together, what you can expect, and how to get the most out of our collaboration. I'm committed to making this a seamless and successful experience, and here to help every step of the way.

Let's create something amazing!



# I'm Tom

A versatile designer and marketer with over two decades of experience, including high-profile projects with Disney and other major commissions.

Whether you need a great-fitting logo, captivating illustrations, a complete website design, or just need something created, I can help your business stand out, no matter its size!

I'm excited to work with **you!**





# Design Solutions

Let me take the design process off your plate. I offer a range of creative services tailored to elevate your brand. Whether you need a fresh brand identity, captivating visuals, or a great looking website, I'm here to bring your vision to life with professional and impactful designs that help you or your business stand out.

Logo Design

Posters

Presentations

Digital Assets

Stickers

UI/UX

Brochures

Copywriting

Meta Ads

Branding

Merchandise

Colours

Retro Mascot Logos

Illustration

Icons

Invitations

Websites

Print Design

Mock-Ups

AI Art

Merchandise

Advertising

Templates

Menu Design



# Recent Projects

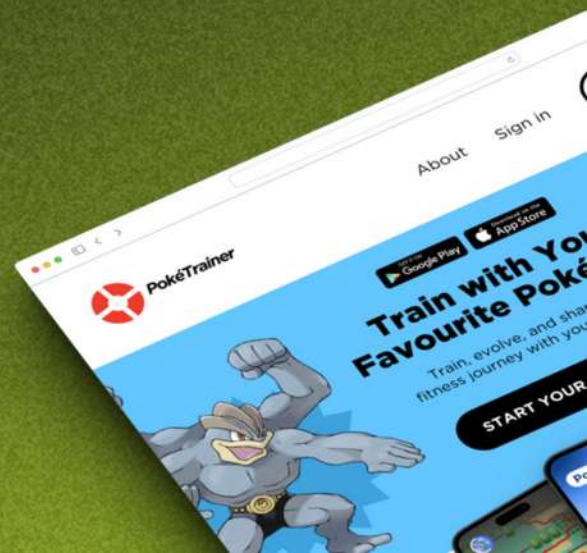
Working with the owners, I helped craft a cohesive brand experience from the ground up for this mushroom-based start-up, **Shroom**. From designing a distinctive logo and selecting a colour palette that “vibed” to creating stylish menus, eye-catching posters and flyers, and playful stickers, every detail reflected the restaurant's essence. I also designed window display stickers that added curbside appeal and produced a looping video for the interior, enhancing the atmosphere while immersing guests as they enjoy their meal.





# Recent Projects

Here are some examples of my past work, featuring a diverse range of projects, including logo design, website design, and billboard advertising. Each piece is thoughtfully crafted with meticulous attention to detail, creativity, and a deep commitment to bringing each partner's unique vision to life.





# Workflow

Here's a clear breakdown of a project timeline, outlining each step from initial concept to final delivery to ensure we stay on track and meet your business needs efficiently. I work remotely, and we can schedule online meetings whenever needed. If you're local, I'm also happy to meet in person to discuss our ongoing collaboration.



01

## *Discovery & Consultation*

We'll start with a consultation to understand your needs, goals, and vision. This helps us align on the project scope and creative direction.

02

## *Research & Concept Development*

I'll dive into research and create initial concepts, including sketches or mockups, to capture the essence of your requests.

03

## *Design & Creation*

Once the concept is approved, I'll start creating your assets - whether it's a logo, illustration, or website layout - bringing your ideas to life.

04

## *Review & Feedback*

I'll present the designs for your review, and we'll work together to make any necessary refinements to ensure everything meets your expectations.

05

## *Final Revisions & Approval*

After incorporating feedback, I'll finalise the designs. Your approval at this stage confirms everything is perfect and ready for delivery.

06

## *Delivery & Launch*

I'll provide the final files in all necessary formats and assist with any setup or implementation needed, ensuring you have everything you need.



# Pricing & Payment

Please choose the pricing method that best suits you. My pricing is tailored to meet your specific project needs, with clear and competitive rates. A detailed quote will be provided after our initial consultation, outlining the scope.

Hourly

**£50/hr**

Great for the odd job

- ✓ One request at a time
- ✓ Work directly with Tom
- ✓ Two revisions

Monthly

Most Popular

**£200/mo**

Up to 5 hours per month

Saves you **£50/mo**

- ✓ One request at a time
- ✓ Work directly with Tom
- ✓ Unlimited revisions
- ✓ Ongoing design support

Yearly

**£150/mo**

Up to 5 hours per month

Saves you **£400/yr**

Monthly

Best Value

**£400/mo**

Up to 10 hours per month

Saves you **£100/mo**

- ✓ One request at a time
- ✓ Work directly with Tom
- ✓ Unlimited revisions
- ✓ Ongoing design support

Yearly

**£300/mo**

Up to 10 hours per month

Saves you **£1,400/yr**

Invoices will be sent electronically with clear payment instructions, and payments can be made via bank transfer, credit card, or other secure payment methods. If you have any questions or need adjustments, I'm always happy to discuss and ensure a smooth and transparent process.





# Your next move

Ready to move forward? Hit the button below to book a 15-minute call to discuss your project further, or feel free to email me directly with any questions or details you'd like to share.

Let's keep the momentum going and bring your vision(s) to life!

Talk to Tom →

 [tomhughes741@gmail.com](mailto:tomhughes741@gmail.com)

 [tomhughes.framer.website](http://tomhughes.framer.website)

*I look forward to  
hearing from  
you!*





# FAQs

## ***Why wouldn't I just hire a full-time designer?***

Good question. For starters, the annual cost of a full-time senior-level designer is around £100,000 plus benefits. (And trying to find one available is a hassle in itself.) Aside from that, you may not always have enough work to keep them busy all the time, so you're stuck paying for time you aren't able to utilise. With my monthly plan, you can pause and resume your subscription as often as you need to ensure you're only paying your designer when you have work available for them.

## ***Is there a limit to how many requests I can have?***

Nope! In the monthly plan, unlimited revisions mean we'll work together until you are 100% satisfied with your design. If you subscribe, you'll also have access to more design support.

## ***How fast will I receive my designs?***

On average, most requests are completed in 4-5 working days. However, more complex requests can take longer.

## ***What if I don't like the design?***

No worries! I'll continue to revise the design until you're 100% satisfied.

# T&Cs

## **1. Project Scope**

The scope of work will be clearly outlined and agreed upon before the project begins. Any additional work outside the agreed scope may be subject to additional fees, which will be discussed and approved before proceeding.

## **2. Payments**

A deposit is required upfront to secure your project slot, with the remaining balance due upon completion and delivery of the final designs. Payment is expected within 14 days of the invoice date unless otherwise agreed upon. Late payments may incur additional fees.

## **3. Revisions**

The project includes up to two rounds of revisions (unless subscribed) as outlined in the initial quote. Additional revisions beyond this may incur extra charges, which will be communicated in advance.

## **4. Cancellations & Refunds**

Either party may cancel the project at any time. In the event of cancellation, any work completed up to that point will be invoiced, and deposits are non-refundable.

## **5. Intellectual Property**

Upon full payment, you will receive the rights to the final design assets. However, any initial concepts, unused designs, or source files remain the property of the designer unless otherwise agreed upon.

## **6. Client Responsibilities**

Timely feedback and communication are essential to keeping the project on schedule. Delays in providing feedback or necessary materials may affect the timeline and could result in additional costs.

## **7. Confidentiality**

All project details, discussions, and files are treated with strict confidentiality. Your privacy and the security of your information are a priority.

## **8. Communication**

I am available for you to talk during standard business hours via email or scheduled calls. Response times will typically be within 24-48 hours.

## **9. File Delivery**

Final design files will be delivered electronically in the agreed formats. It is the client's responsibility to back up all files; additional requests for file resends may be subject to a fee.

## **10. Liability**

While every effort is made to ensure accuracy and compliance, the designer is not liable for any loss or damage resulting from the use of the design assets. It is the client's responsibility to review and approve all work before final delivery.

