



Design Guide



How It Works

Every organization has different design requirements; some want straightforward and simple while others want to “pull out all the stops” for their projects. Whatever your goals might be, our team wants to help you achieve them.

Pledgemine’s Design Services

Your Pledgemine service agreement includes a bulk budget of units to use for print/email services and design. You can allocate units as needed to cover any design services for your individual project through your Customer Operations Partner.

[View Unit Values Guide](#)

Choose from an extensive collection of pre-designed catalog options or request a custom design (detailed on the following pages). This flexible system allows you to mix and match over the course of the year.

Pledgemine also offers a multitude of add-on elements such as retouching, vector illustrations, and on-demand ordering setup. We encourage you to try them all!



Returning customer? Pledgemine Design Service Levels will replace templates on all new service agreements.



Service Levels

All levels receive our guaranteed 48-hour proof turnaround from receipt of needed materials!*

- ✓ Speedy Setup
- ✓ Segmentation
- ✓ Access to Stock Library
- ✓ Custom Design
- ? Proofs

Catalog Projects

Simple and straightforward. Choose a Catalog Design from our extensive collection options and replace logos, fonts, and colors.

Preview Catalog Designs



5

175
units

Additional Proof Cost:
+25 Units (each)

Custom Projects

For projects that have more complex needs, use our team of designers to display your content in unique and eye-catching ways. These designs can apply to any format found in Pledgemine's Solutions Library.



10

400
units

Additional Proof Cost:
+50 Units (each)

*extensive Photoshop work may increase turnaround time

Client-provided designs and rollover designs are counted at the Catalog level. See FAQ for more details.

Catalog

Projects

Simple and straightforward.
Choose a Catalog Design
from our extensive collection
of options and replace logos,
fonts, and colors.

Preview Catalog Designs

Example:



Design Chosen: 2419 Featured Quotes 1i Trifold



Completed Project: Oak Creek University

Brand Adherence
Colors, fonts and logos replaced
to follow your brand guidelines



Segmented
Image and Quote
Featured student and
their message switch
between segments

Sign off
Segment or have one person
sign letters to your recipients

Custom Projects

For projects that have more complex needs, use our team of designers to display your content in unique and eye-catching ways. These designs can apply to any format found in Pledgemine's Solutions Library.

Custom layout design
Design created to follow your brand guidelines and best fit your content



Stock Image
Stock image from Pledgemine's library and Photoshop Add-On to change sky color

Icons From Stock Library
Icons used from Pledgemine's collection of pre-made options

Segmented Image and Messaging
Background image and seasonal message switch between segments



Custom Reply Device
Have us lay out your reply content so it works best for you

Add-on Features*

More ways to “pull out all the stops.”

Stock Library

Access to Pledgemine’s collection of stock photos. Use any amount of these images on your project to fill out empty space or save you from tracking down source materials.

[View Library](#)

Free!

On-Demand

Setting up a small batch multi-drop project? Add this capability to projects you want to send at least four times per year with no design changes. After design approval, our design team will create a digital preview that you can upload and mail from.

125

units

Photoshop

Pledgemine knows the impact an eye catching image can have, which is why you can now wrap in Photoshop work for your projects!

Examples:

- Retouching
- Color/lighting adjustments
- Object removal
- Custom icons
- Custom vector illustrations
- Custom photo effects



50

units per half-hour

OmniChannel

After approving your direct mail project, our team can work with you to create image assets that will work with your chosen hosts using provided size specifications (ex. emailchimp, Google Adwords).



[Learn More](#)

50

units per asset

*Applicable to both Catalog and Custom levels

Some major Photoshop work might extend proof turnaround past 48 hours

FAQ

What items can I modify on a Catalog design?

- Colors
- Fonts
- Images
- Logos
- Content

What if my team wants to design something for Pledgemine to use?

No problem! We understand that sometimes our clients want to use their resources and vision to create their piece internally first. Client-designed pieces qualify as a Catalog project if they are sent with proper dimensions and do not need to be significantly modified. [Click here](#) for a link to our more detailed instructions. Before you start on an internal design, make sure to get our base InDesign file from your Customer Operations Partner to ensure all panel dimensions are correct. Client-designed pieces must still use formats from Pledgemine's Solutions Library.

Does it still count as a new project if I reuse a piece from a previous Pledgemine contract?

Projects rolled over from a previous year qualify as Catalog designs and include 5 proof exchanges where images and content can be updated to reflect the current year. Changes that effectively produce a new design will mean the project must be converted to a Custom project.

I just have a small change to make, but I'm out of project proofs! Do I need to do another round?

Yes, as a precautionary measure, all changes must receive your final approval. Whenever possible, try to combine rounds of edits to avoid needing extra proofs.

How and when do you charge for extra rounds of proofs?

Your Customer Operations Partner will make note of your current number of proofs and warn you when you are running low on each design. All extra proofs will be charged against your Design Budget at the completion (on-demand setup or print approval) of a project. On-demand setup does not count as a proof exchange but does incur a fee of 125 units (see Add-on features page for more details).

If an edit is missed, Pledgemine will not charge for an additional corrected proof and will expedite the new proof to avoid lag time. If an edit is missed but our team is

notified of this when new edits are received, the correction will be included with the next proof (standard 48-hour turnaround time), but the proof will count in the total number of charged proofs.

What if I want to make changes to a finished design after approval and use?

Requesting design and/or programming modifications to an approved and mailed project will result in additional units being used from your service agreement. This cost is determined by the complexity of the request.

What if I want to add a new segment to an approved design?

If segmentation has already been established for the project, then it's no problem! It's important to let your Customer Operations Partner know all elements that may change between segments up front so future segments will fit within the design layout. Additional variability cannot be added after design approval without incurring a fee (see previous question). One proof is mandatory for client approval.

Can I expect to receive my proofs faster if I select Catalog projects?

No, our 48-hour proof policy applies to all initial designs and edits. The 48-hour proof policy excludes non-business days (Saturday, Sunday, and holidays). Complex photoshop requests may extend the proof turnaround for that individual proof.