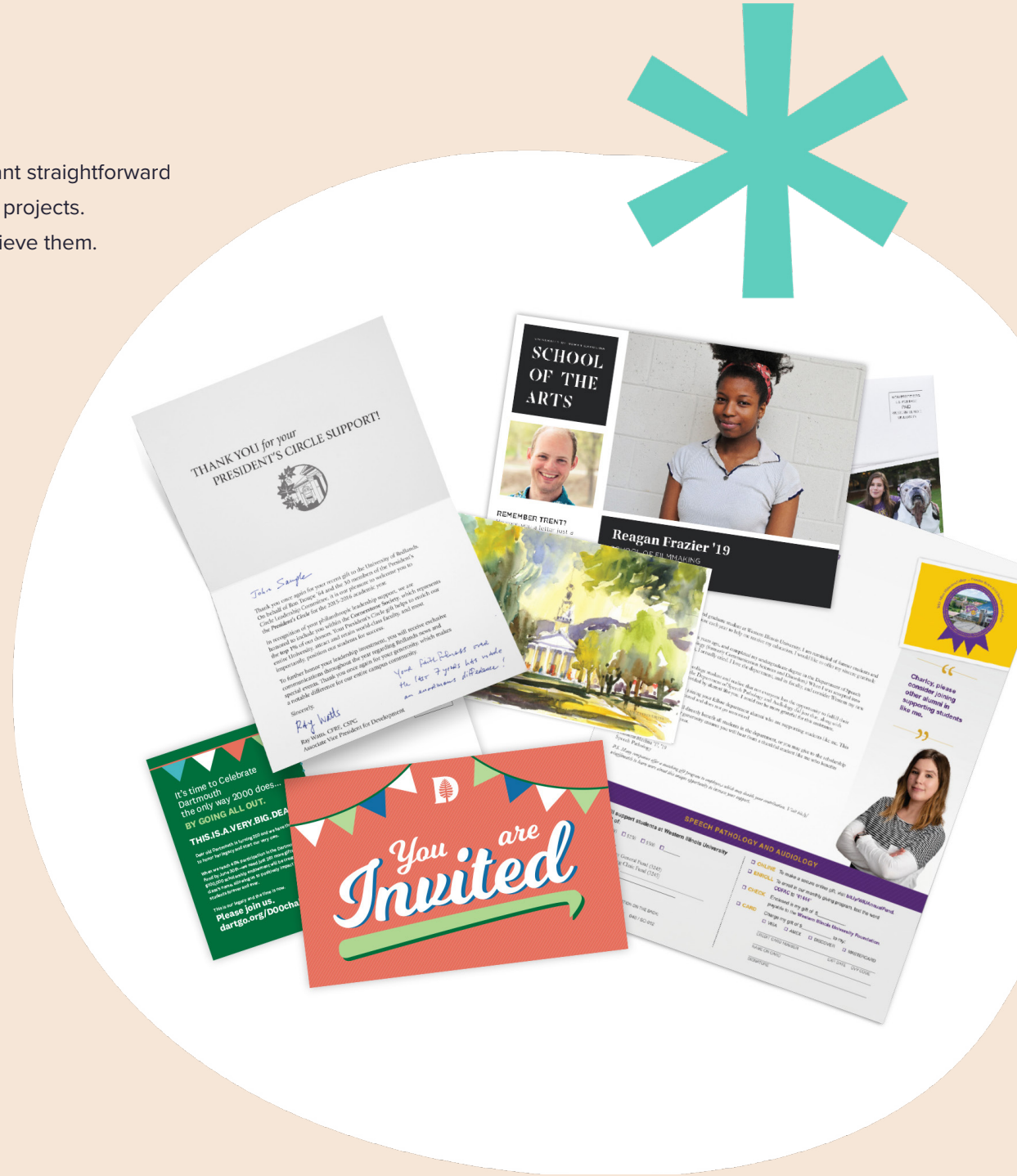
Design Guide

Pledgemine
by evertrue

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 Project Coordinator.

View Unit Values Guide

Choose from an extensive collection of pre-designed catalog options, reuse a previous project, send in your own design, 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 photo retouching, vector illustrations, and on-demand ordering setup. We encourage you to try them all!

Design Service Levels

All levels receive our guaranteed 2 Business Day proof turnaround from receipt of needed materials and project communication!*

Catalog
Design

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

Ready to request a catalog project? **Click here** to create your project request.

Catalog Design Options

Reused
Design

Have a project you've already sent out that you want to adjust? Simply choose Reused and you will be able to make edits to a previous piece for a lower design cost.

Ready to request a reused project? **Click here** to create your project request.

Client
Design

Want to use internal resources to design your next project? Download our template files to start from on the **Unit Values Guide** section of your dashboard.

Ready to request a client designed project? **Click here** to create your project request.

Client Design Instructions

Custom
Design

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.

Ready to request a custom project? **Click here** to create your project request.

	Catalog Design	Reused Design	Client Design	Custom Design
✓ Generally Faster	✓	✓	✓	✗
✓ Segmentation	✓	✓	✓	✓
✓ Add-On Features	✓	✓	✓	✓
✓ Your Vision to Sample	✗	✗	✗	✓
✓ Your Design Input	✗	✗	✓	✓
✓ On-Demand Option	✓	✓	✓	✓
# Included Proofs	5	5	5	10
	175 units	175 units	175 units	400 units
	Additional Proof Cost: +25 Units (each)	Additional Proof Cost: +25 Units (each)	Additional Proof Cost: +25 Units (each)	Additional Proof Cost: +50 Units (each)

*extensive Photoshop or segmentation work may increase turnaround time

Add-on Features

More ways to “pull out all the stops.”

Stock Images

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

Major Photoshop work may extend proof turnaround past 2 Business Days

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

FAQ

What items can I modify on a Catalog design?

- Colors
- Fonts
- Images/Icons
- Logos
- Content
- Reply tear-off card

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 Reused 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?

Proof files will include a number in the file name, that number indicates the proof number we are on. Any proofs beyond the included amount 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 2 Business Day 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 Project Coordinator 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 2 Business Day proof policy applies to all initial designs and edits. The 2 Business Day proof policy excludes non-business days (Saturday, Sunday, and holidays). Complex photoshop requests may extend the proof turnaround for that individual proof.