



hello!

I'm Lesley. I help busy marketers and business owners manage the overflow of design work. I love creating consistent and on-brand collateral that get sales.

If your in-house marketing documents are making you lose sleep, or your agency just can't turn things around fast enough, I'm here to help.

I support your marketing plan by providing overflow design and production artwork as an extension of your team. I can finish your unfinished projects, provide on-brand collateral, or help you on the journey to a refreshed look.

It's easy to work with me - I take time to get to know you and your brand. My experience means you can trust me to work efficiently, so you can get back to doing what you do best.

Let's talk about what I can take off your hands to make a consistent and confident impression on your customers and colleagues.

LESLEY WEBB // WWW.CITYVIEWSTUDIO.CO.NZ

HOW CAN YOU WORK WITH ME?

- In a freelance capacity on a job-by-job basis
 - On demand or regular work on contract/retainer
 - Short term project work
 - Pick up the ball and keep running – I specialise in providing complimentary material to follow brand standards.
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WHAT CAN I DO?

- **FREELANCE** I provide short term or ongoing overflow work for busy marketing departments or businesses with established collateral. I can do the little jobs you don't want to pay your agency for, or find you are waiting too long for.
 - **DESIGNERS / AGENCIES** Freelance or contract services, overflow and white label design for busy times.
 - **PRINT** Marketing collateral, brochures, catalogues, flyers, posters, stationery suites and signage.
 - **BRAND SUPPORT** I can work with your existing brand or help you on the journey to a refreshed look.
 - **SOCIAL MEDIA** Imagery and content graphics to provide a cohesive look for your online presence. I can support you with creating ongoing imagery or creating templates for your convenience.
 - **WEBSITES** Wordpress sites using Divi. Set up assistance for Wix, Rocketspark and other site builders – imagery, logos layout, and content population.
 - **PROJECT MANAGEMENT** For complex projects such as magazines, catalogues, extensive wedding suites, etc – I can source and compile material, manage print quotes and production.
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ABOUT LESLEY

With experience spanning almost 20 years in the print and advertising industry, I have held roles in graphic design, production and client service here in Auckland. I bring practical production knowledge and project management skills to help your design project go smoothly from concept to delivery.

You can trust me to listen, get to know you and your business and provide a solution that reflects your brand vision and style. I offer efficient turnaround times for both one-off and ongoing work.

City View Studio is based in the foothills of the beautiful Waitakere Ranges, west of Auckland city.





KIND WORDS...

"As a marketing agency owner, we need professionals to help create marketing collateral for our clients. We were thrilled with the level of work, and our client was really pleased."

IDENTIFY MARKETING

"I have had the great pleasure of working with Lesley over a number of years and across a variety of projects. For Lesley no task is too big or small, as she takes the time to really understand the brief for each project. I have been amazed and delighted with how she has taken a concept and translated it into a visual representation, and generally nailing it first time. Lesley has managed all of our collateral at Keystone Trust across each platform, from design through to production and including print and digital, I hope to work with her for many more years to come."

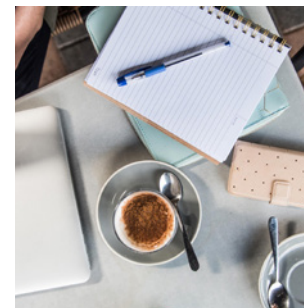
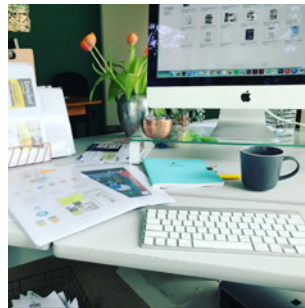
KEYSTONE TRUST

"Lesley is incredibly creative! She hits the nail on the head with her designs and makes the process simple and seamless. It is a pleasure to work with her. She immediately understands what I want and translates it into a beautiful design. She sparks natural creativity and works quickly and efficiently and presents professional options. Thanks for all your amazing work."

PRO CLIMA HUB

"I loved working with Lesley, it was a truly collaborative way to work and her positive and flexible approach made the process seamless for our organisation. Her bubbly personality always made me look forward to giving her a call or meeting up with her to work through communications and design changes."

DIABETES NZ AUCKLAND BRANCH



BRIEFING

I accept briefs for new design work by email or online meeting. All briefs must be accompanied by a timeframe or material deadline. I can also attend in-person briefing meeting (*see note below*).

ESTIMATES

I can provide a free no-obligation consultation and estimate before any project begins, and provide options for your budget.

TURNAROUND TIMES

Turnaround times vary from project to project, and according to my current workload. Please enquire about lead times for new work, I do my best to accommodate your request promptly.

EMAIL

I aim to respond to all emails within 24 hours, or sooner for active projects (not including weekends or public holidays).

AVAILABILITY

I am available by phone or email between 9:00am-3:00pm Monday-Thursday.

PROOFS

All proofs are provided in digital form (ie. pdf) via email. Paper proofs available on request, charges may apply.

PROJECT CHANGES + AMENDMENTS

I aim to turnaround changes to work in progress as soon as possible. Please note that changes/amends are charged at a minimum of 15 minutes per set.

MEETINGS

I am happy to attend in-person briefing meetings - these are billed at my standard hourly rate. I am also happy to schedule online meetings (via Zoom) as an alternative.

CONFIDENTIALITY + NON-DISCLOSURE

I consider all client work confidential. I am happy to sign non-disclosure agreements where necessary.

DIGITAL FILES

Finished print-ready files (pdfs, zipped files) are delivered by email or file transfer via Dropbox or a similar file transfer service. All client working files are stored via Dropbox.

PRINT PRODUCTION

I do not supply or on-sell printed material, however can provide print co-ordination services on request and have a range of suppliers I can recommend

CANCELLATION

If the project is cancelled by the client for any reason, all time spent on the project to date is billable.

INVOICES

Project work is billed at completion and is payable in 7 days. Work in progress will be invoiced at the end of each month on longer projects.

**Please see notes regarding payment.*

ONLINE PORTFOLIO + SOCIAL

From time to time I like to share images of client projects to my social channels and in my online portfolio on my website. I will seek your permission prior.

RATES

Standard Rate \$85 + GST per hour

Print Coordination \$65 + GST per hour

Art direction, project management and contract rates available, please enquire.

MINIMUM CHARGES

- All new projects incur a minimum charge of **30 minutes**.
- Changes and amendments to work in progress attract a minimum charge of **15 minutes per set** of amendments.

INVOICES + PAYMENT

NEW CLIENTS

Your project may require a 50% deposit which is payable prior to the project starting. The remainder is due **prior** to release of the final artwork files.

EXISTING CLIENTS

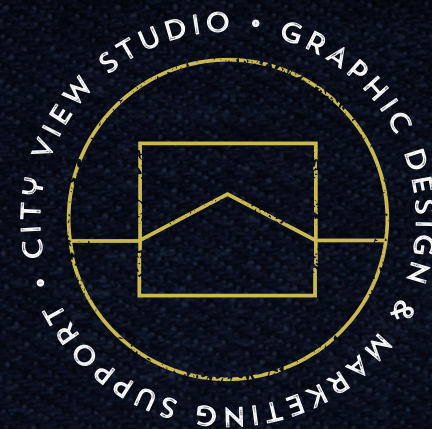
All invoices are payable within 7 days, unless alternative payment arrangements or scheduling have been agreed upon.

Any outstanding balance after 30 days will incur a 10% penalty and will accumulate monthly thereafter. Outstanding balances after 60 days may be referred to a collection agency and any fees incurred will be payable by client.

INFORMATION CURRENT AT 01-10-19

WWW.CITYVIEWSTUDIO.CO.NZ





FREELANCE, CONTRACT & OVERFLOW DESIGN SERVICES

to view a selection of my recent work please visit my website

lesley webb

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