

Retainer Services – Proposal

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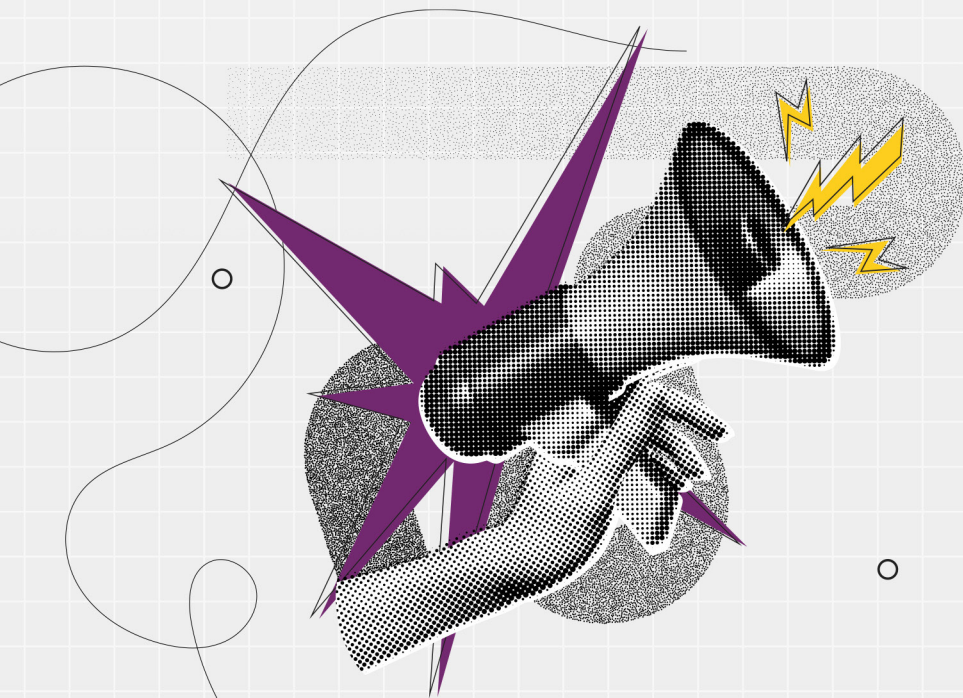
This is an interactive document with clickable links throughout

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Retainer Service Packages

Mystery Hare Ltd now offers Design Retainers to businesses looking for regular support with their visual communication needs. Our retainer packages are perfect for businesses that need regular design work, but don't want to hire a full time designer.

Our retainers perform as an extension of your team, which frees up your time to do what you do best! Essentially, you're paying for time rather than a specific service. Retainers provide peace of mind by ensuring you receive a pre-determined amount of work each month at a fixed cost. The total hours can be applied to all your departments, businesses, supported charities, hobbies, or any personal needs you may have.



Benefits

Consistency, Partnership, and Priority

A design retainer provides you with design consistency and priority access to our range of design services, ensuring that your design needs are met promptly and reliably. By having a consistent partner who deeply understands your brand identity, as well as the objectives, products and services you offer, enables us to deliver an effective and tailored design solution.

It saves time and money, as it quickens the turnaround time from creative brief to design delivery.

Cost-effectiveness & predictable budgeting

A retainer provides you with a predictable monthly cost, making it easy for you to budget for design expenses. This predictability eliminates the need to negotiate pricing for each individual project, streamlining the financial aspect of our client-designer relationship, and builds in efficiency savings for you.

Additional skills-based service

We specialise in accessible, neurodiverse-friendly design and layout, and we're proud members of the Neurodiversity in Business group.

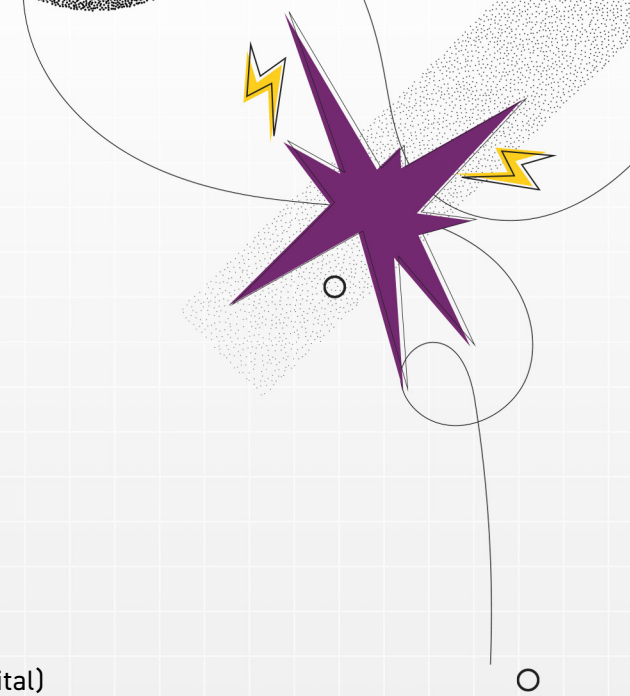
Services List

The following services are examples of what can be included in the retainer:

Design

- **Branding:**
 - This is our speciality!
 - Creating robust brand identities
 - Brand guidelines (mini and comprehensive)
 - Updating and amending brand guidelines
 - Implementing through an audit and recommending updates based on business changes since the brand's creation
 - Creating logo variants where needed
 - Brand colour palette assessment and definitions
- **Digital design**
 - Social media graphics & post templates
 - Digital adverts
 - Newsletters / email campaigns
 - Seasonal Logo animation
 - Social media/website celebration days/months
- **Corporate design**
 - Pitch decks
 - Presentation decks
 - Business proposals
 - White paper reports
 - Annual Reports & Reviews
 - Infographics & illustrations
- **Print design**
 - Business cards
 - Adverts
 - Flyers & leaflets
 - Vouchers
 - Magazines (print & digital)
 - Posters
 - Brochures & booklets
 - Stationery
 - Seasonal cards
 - Promotional postcards
 - Merchandise
 - Bespoke Illustrations & icon creation
 - Displays – including exhibition stands and banners
 - Image sourcing
 - Print management (arranging, managing and delivering all printing needs)
- **Marketing campaigns & promotions**
 - Newsletters
 - Email Campaigns
 - Social media

More services overleaf...



Services List

Website

- **Updates & maintenance**
 - Editing current pages, adding new content or evolving the look-and-feel based on requirements.
- **Website design & development**
 - Meetings & discussions around larger website design requirements.
 - Website work is done on the wix.com platform, other platforms might require Art Direction or collaboration with one of our service delivery providers.
- **SEO maintenance & management**
 - Reviewing & updating – wix website SEO activities and various Google Accounts that benefit SEO ranking position.
 - Google Business Profile activities, maintenance & updates ensuring you're feeding valuable information into the Google SEO requirements.

Training / Presentation

If required, we're more than happy to help with internal Operations and training around design protocols and brand asset storage practices. Small training sessions can be included within your Retainer Package.

Quarterly Planning

If you need a brainstorming session to help you plan marketing activities for the quarter, again, this can be included as part of the Retainer.

Exclusions

As part of maintaining transparency and ensuring clarity around our scope of work, please note the following service exclusions:

SEO Services

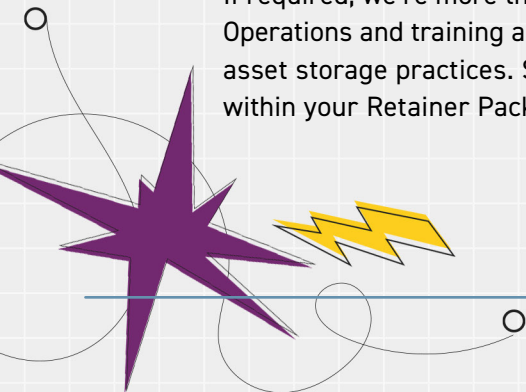
Our SEO support is focused on organic (unpaid) strategies. We implement foundational best practices to help improve your website's visibility in search engines. These efforts are designed to set the stage for future investment in paid SEO campaigns or Google Ads, should you choose to explore those options later.

Web Development

We specialise in front-end website design and do not offer full-stack development services. Should your project require custom back-end development, we can recommend skilled professionals from our trusted network, or we can project-manage for you. Our chosen platform Wix, supports this front-end focus and enables us to deliver a high-quality, design-led solution efficiently.

Copywriting

We do not provide in-house copywriting services. If you're unable to supply website text, we're happy to refer you to our trusted copywriting partners, or manage that process on your behalf for a seamless experience.



Our Design Retainer Packages

VENTURE

£ 200 /month

Ideal for small businesses or start-ups needing light, ongoing design support.

- **4 hrs per month** of design/development time
- Priority service — your projects are among the first scheduled each month
- Monthly catch-up call
- Usage rights transferred to you for all work created **
- Reduced hourly rate of £50

VALUE

£ 540 /month

Consistent support. Your projects will be among the first to be scheduled each month.

- **12 hrs per month** of design/development time
- Priority service — your projects are among the first scheduled each month
- Monthly catch-up call
- Usage rights transferred to you for all work created **
- Discounted hourly rate of £45

VIP

£ 960 /month

High-level partnership. Your projects will be **the first** to be scheduled each month, at a heavily discounted rate.

- **24 hrs per month** of design/development time
- VIP scheduling — your projects are always **first in line**
- Twice a month planning calls
- Monthly project planning meeting
- Strategic support for marketing campaigns, launches, and long-term brand goals
- Usage rights transferred to you for all work created **
- Heavily discounted hourly rate of £40

** Usage rights transferred means that you, the client, are being given the right to use the designs in agreed-upon ways, but you might not fully own the copyright.

Usage Rights vs. Copyright Ownership

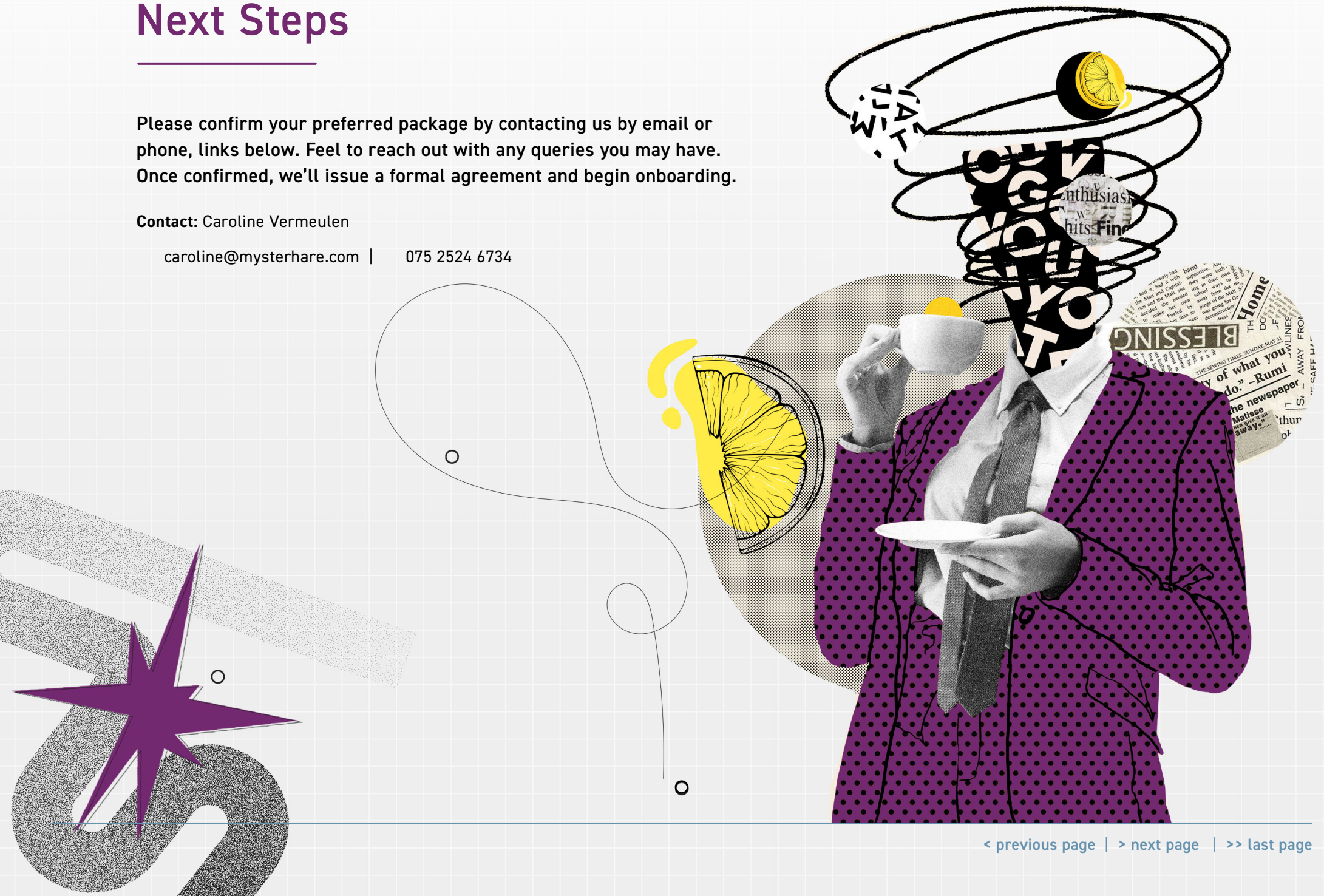
Usage rights transferred: You can use the design (e.g., logos, social media graphics, brochures) as discussed – often indefinitely, and across platforms. Copyright ownership retained: The designer may still legally own the work, meaning they hold the original creative rights, unless explicitly assigned to you.

Next Steps

Please confirm your preferred package by contacting us by email or phone, links below. Feel to reach out with any queries you may have. Once confirmed, we'll issue a formal agreement and begin onboarding.

Contact: Caroline Vermeulen

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Policies and Ts & Cs

Policies

- **Overage**
Additional hours billed at £55/hr.
- **Rollover**
Unused hours do not roll over to the next month.
However, we'll always do our best to make sure your hours are used effectively, and we'll flag if you're under-using your time. As mentioned above, additional hours can be applied to all your departments, businesses, charitable contributions, or personal needs you may have.
- **Priority**
Response time within 24 hours for VIP clients.
- **Communication Tools**
We use a variety of tracking and communication tools like email, Google Drive and Asana.
- **Monthly check-ins / reporting**
You will receive a summary of hours used and deliverables monthly.

Ts & Cs

1. Billing

Monthly in advance.

2. Minimum Term

3-month minimum.

3. Cancellation

30-day notice required.

4. Payment Method

Bank Transfer.

5. Time Tracking

All time spent on your projects is tracked and logged. A breakdown of hours will be shared with you regularly for full transparency.

6. Holiday & Pause Policy

We understand that business can be seasonal. If you need to pause your retainer due to holidays or other commitments, just let us know. One pause (up to 1 month) is permitted per 6-month period without penalty.

7. Design File Storage

All final design files will be delivered and archived for safekeeping. Files are stored for up to 12 months after project completion, so you can always request a copy if needed. Outside a Retainer Package, there is a **£55** fee for archive retrieval.



Thank you

We look forward to partnering with you.
