On-Demand Premium Design. One Membership.



Meet Jamie

SOMERTON CREATIVE

Jamie Somerton is a senior multidisciplinary graphic designer & entrepreneur based in Toronto. With a diploma in Art and Design from George Brown College, he has had a successful career spanning over 15 years in the creative industry, including founding Somerton Creative in 2016.

Brand experience

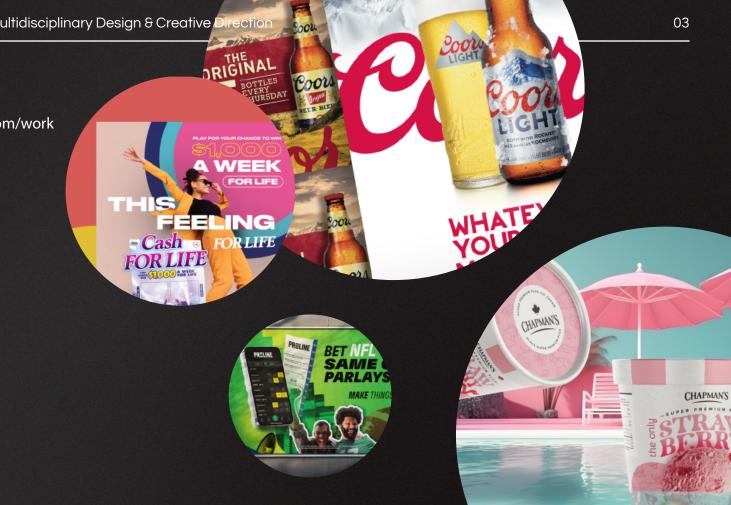
Allied Properties, Bacardi, Bramalea City Centre, Brookfield Properties, Cadillac Fairview, Carlsberg Canada, CF Sherway Gardens, Exchange Tower, First Canadian Place, Gambles Produce, Go Fresh, Grey Goose, Kronenbourg 1664, Market & Co., Marvel, Molson Coors, Morguard, Nickelodeon, OLG, Oxford Properties, Prairie Vodka, Pump Hospitality Group, Shoppers Drug Mart, Somersby Cider, Southern Glazer Wine & Spirits, Square One, The Food District, The International Centre, Upper Canada Mall, Yorkdale

02

SC

Jamie Somerton — Senior Multidisciplinary Design & Creative Direction

Work https://somertoncreative.com/work



BRAND GUIDELINES

compass.

Brand design Brand guides Logo design Website design Digital media Social creative **Email graphics** Info graphics Pitch decks Ad campaigns Motion graphics Print media

SOMERTON CREATIVE

Brochures Trade show Package design Direct mail Poster/POS design Menu design Signage Wayfinding Copywriting Concept ideation Consulting UI/UX



How SC Pro Works

SOMERTON CREATIVE

I'm available for a monthly fee. I complete projects one at a time within a few days, on average. No long-term commitment.

I believe in the recurring value of relational vs. transactional, providing serial transformations to continuously support your brand. You get reliable access to a senior level multidisciplinary designer for less than the cost of hiring a junior.

۰SC

Benefits

Diversified skill set Streamline **High value** Consistency No waiting Senior level design for 15+ years experience Consistent high quality Remove the cost of On-demand access to a less than the cost of means access to a design every time managing multiple senior designer when you hiring a junior spectrum of skills freelancers need it

No meetings

No meetings needed via a simplified request approach

SOMERTON CREATIVE

Party invite

Invite your entire team to Trello to make design requests

Insurance

I'll get it right and save time more than a less experienced designer

No commitment

No long-term commitment. Plans with option to pause.

Scalable

I scale with your need, simply pause when you're done

Monthly \$4,495/mo.*

Paid monthly

- + 1 month term
- + One request at a time
- + Unlimited brands
- + Unlimited users
- + Unlimited stock photos via Adobe Stock
- + Pause and resume when needed
- + Option to cancel at end of month term

* Subject to HST.

SOMERTON CREATIVE

Quarterly \$3,995/mo.*

Paid quarterly

- + 3 month term
- + One request at a time
- + Unlimited brands
- + Unlimited users
- + Unlimited stock photos via Adobe Stock
- + Option to cancel at end of quarterly term

°SC

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

The annual cost of a senior-level designer surpasses \$100,000 + benefits. However, you might not always have sufficient work to keep them occupied. The monthly plan allows you to conveniently pause and resume your subscription whenever necessary.

Who are the designers?

You'll exclusively be working one-on-one with me. I believe in the value of our on-going relationship and my investment in understanding your business to best deliver incredible results.

Do I have to wait days for revisions?

Not usually. I like to take care of small revisions right away so that we can move to your next project. But larger rounds of revision, or addendums to the original request, may take another few days, on average.

FAQ

SOMERTON CREATIVE

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

Once subscribed, you're able to add as many design requests to your queue as you'd like, and they will be delivered one by one.

How does the pause feature work?

The monthly block plan allows you to pause if there are no more tasks in the queue. If I've completed all your tasks in 3 weeks and you don't have any additional tasks, you can pause the plan and resume the remaining week when you're ready.

Do you take meetings?

Typically, meetings are not needed as the request process is streamlined through Trello. However, I understand that there are circumstances where having a discussion could be easier and will be accommodated as needed.

What if you get sick or take holidays?

If I am sick for a prolonged period of time or have booked holidays and I am unable to continue sending deliverables within 2-3 day window, I will offer an extension on your subscription term or subsidize your current or next month. Notice of holidays will be provided to clients at least 4 weeks in advance to allow us to plan accordingly and not have any critical tasks hanging.

How fast will I receive my designs?

On average, most requests are completed in just 2-3 days. However, more complex requests can take longer (i.e. brand guides/development, websites, photography). I will update you on ETA upon receiving request.

How do I request designs?

I'll invite you to Trello where you can add as many design projects as you'd like, choose the one you want me to work on next, and approve once complete. While requests are handled one at a time, you can build a task queue, allowing you to pause tasks and switch to more urgent ones as necessary.

Are there refunds if I don't like the service?

Due to the high quality nature of the work, there will be no refunds issued. However, I'm committed to working with you to ensure you receive an end product that you are 100% satisfied with. You can cancel your plan at the end of your plan term.

What happens if my project needs to exceed my term?

Typically, if work will exceed the month term, you'll need to renew for another month in order to continue receiving services. However, if you are not planning to review, I will offer a grace period of 1 business day beyond the term to wrap up an open project. You cannot request new tasks during the grace period. 08