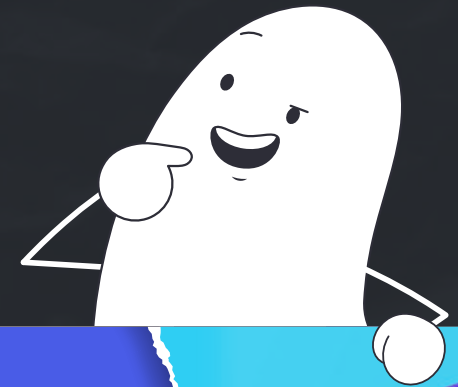


ULTIMATE GUIDE TO DESIGN PICKLE

Get a smarter creative process



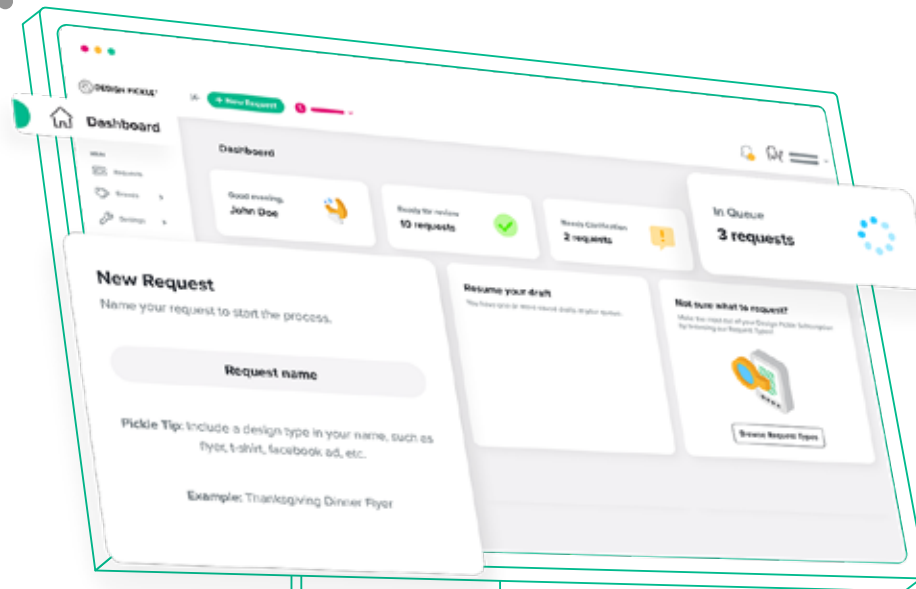
WELCOME TO DESIGN PICKLE.



Ahoy there! Welcome to Design Pickle, the most helpful creative company in the world. →

Fueled by a dedicated global workforce, Design Pickle combines tech and talent, providing you with a creative platform that empowers you to produce **graphics at scale**, from **production design** to **custom illustrations**, to **presentation design** and **motion graphics**, and a **whole lot more**.

We're all about banishing bottlenecks in the creative process, so we created this handy guide that will help you understand the power of a Design Pickle subscription and how to harness it to transform your design process overnight. (It's actually that simple!)



Graphic Design



Custom Illustrations



Presentation Design



Motion Graphics

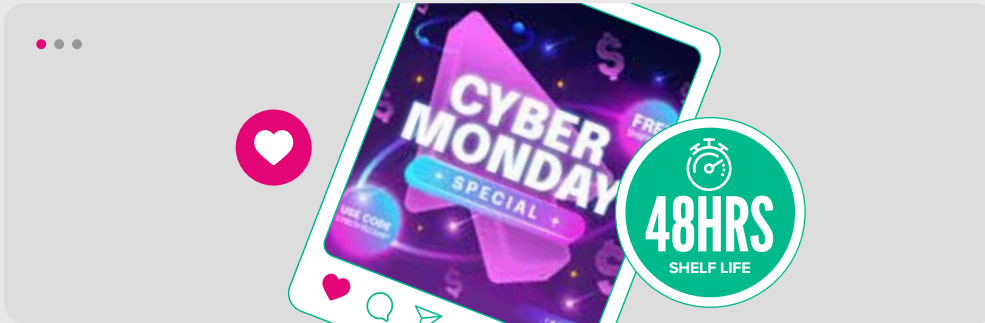


and a whole lot more!



A NEW WAY TO DELIVER CREATIVE

When creative processes used to move slowly, it was more acceptable to take weeks or months to receive assets and concepts. Fast forward to today's ever-accelerating digital landscape, and not only are designs decaying way faster, trends are appearing, soaring, and collapsing faster than even the largest of brands can keep up with.



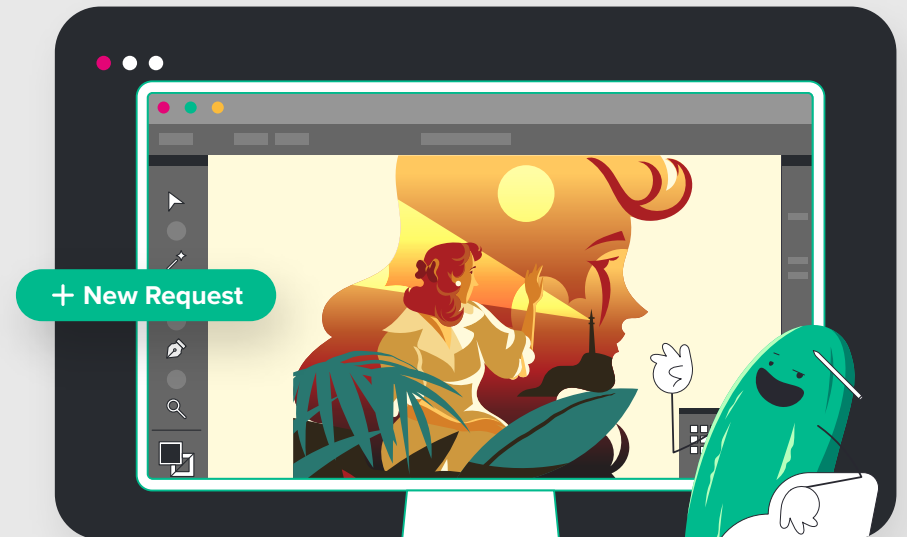
For example, social media posts have an average “shelf life” or **lifespan of approximately 48 hours**, depending on the platform, according to most marketers’ general experience in 2023. That means after 48 hours has passed, your content has probably seen its peak engagement and impressions. In order to continue to stay relevant, brands must continue to post fresh, hyper-relevant content and maintain their pace in the algorithm’s unforgiving wake. That’s a lot of content, folks. (It makes us sweat just thinking about it.)

Enter the **era of subscription services**! What a time to be alive. No, seriously! We think subscriptions, and particularly the Creative as a Service model (or CaaS) are the best approach to solve several

annoying (and costly) issues that challenge the efficiency and efficacy of the traditional creative process.

WHAT THE HECK IS CREATIVE AS A SERVICE, OR CAAS?

Before we hit you with the “**what**,” we’re going to take you back to **2015**, when Design Pickle set out to solve the pickle every marketing team was facing; the pace of traditional creative delivery was simply not keeping up with new digital demand and every team was scrambling to keep up. Teams were resorting to sacrificing either **budget, speed or quality** in order to ship their campaigns, and creative directors and marketers around the world were pulling their hair out, crumpling up scope documents and weeping silently while writing checks for overages. (This is what the Lifetime™ version looks like, at least...)



The **subscription model** isn't new, but it was new to the creative industry when we first launched our services in 2015. Providing **something as a service (XaaS)** got really trendy at the same rate as the digital revolution, which is part of the reason your tech stack is probably mostly (if not 100%) subscription-based.



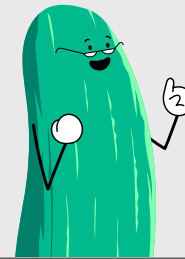
Subscription-based services help brands keep budgets predictable with flat rate structures, so why should creative be any different? Your IT team gets the benefit of mostly subscription tools, so should your marketing team! It's a win-win for creatives who want consistent work and brands who need consistent design with predictable costs. **Plus, subscription models take the cost and hassle out of hiring and training.** (We see you mouthing "not it" looking at yet another stack of designer portfolios.) Those are just a few of the reasons why Creative as a Service models make so much sense, if we don't say so ourselves.

KEEPING UP WITH DESIGN DEMAND WASN'T IN THE MARKETING TEXTBOOK

We named ourselves after the problem we solved (and, we think it's kind of a big dill). **We want to get you out of the design pickle you're in.** It's that simple. The problem our founder had was anything but unique to his small creative agency. The biggest bottleneck he faced in his client delivery was something his friends in corporate marketing roles were also experiencing; it wasn't just an agency problem. Luckily for us, he was definitely built for entrepreneurship and he quickly pivoted to seize the opportunity to simply solve this creative scalability problem for all agencies and brands. It resonated with the world quickly. Fast-forward to today, and his vision has manifested into **thousands of brands** and **millions of requests** happening at all hours of the day worldwide.



When **Design Pickle** was first introduced, subscribing to a flat-rate subscription for access to graphic designers and illustrators was unheard of. And it definitely upended many marketing strategies and should've forced a few marketing textbook re-writes. We don't blame the nay-sayers for wondering how this could work for their brands, but we wouldn't be here today if it weren't for a few brave brands who jumped on and said, "You're right. We have to **think outside of the box**. Let's give it a shot."

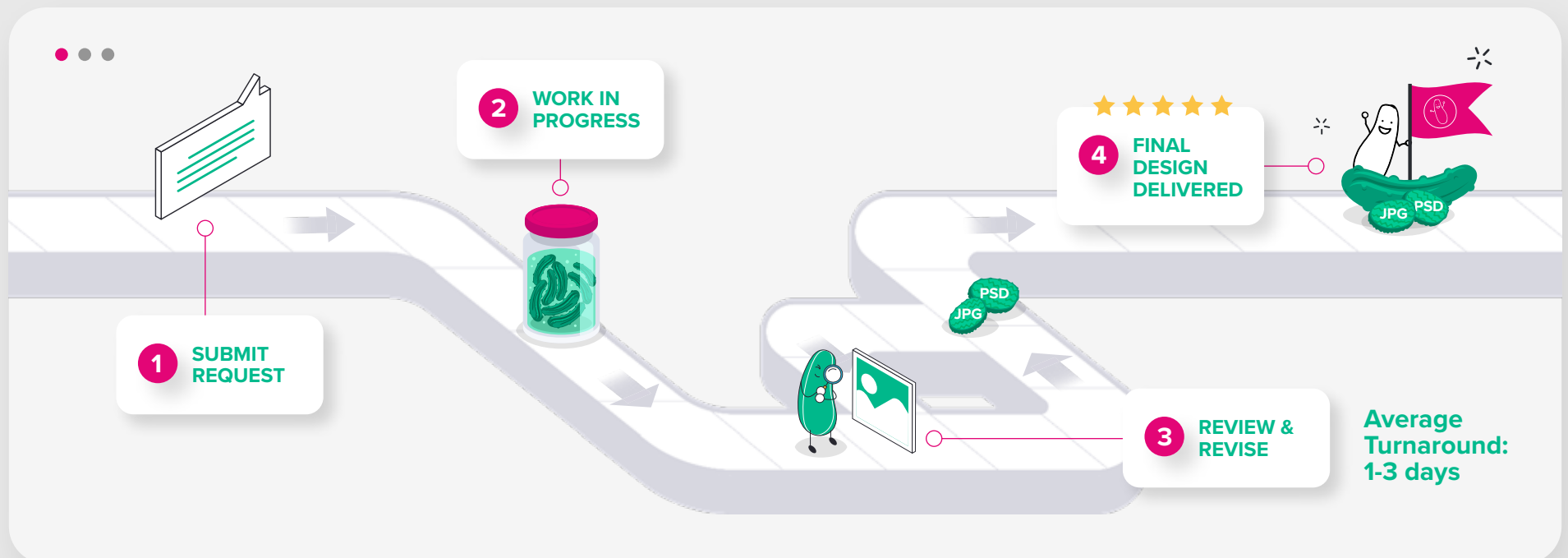


Now there are whole brands structured around the model of what Design Pickle can deliver. (Check out [this blogger and social media company](#), for example!)

HOW DESIGN PICKLE DOES IT BETTER

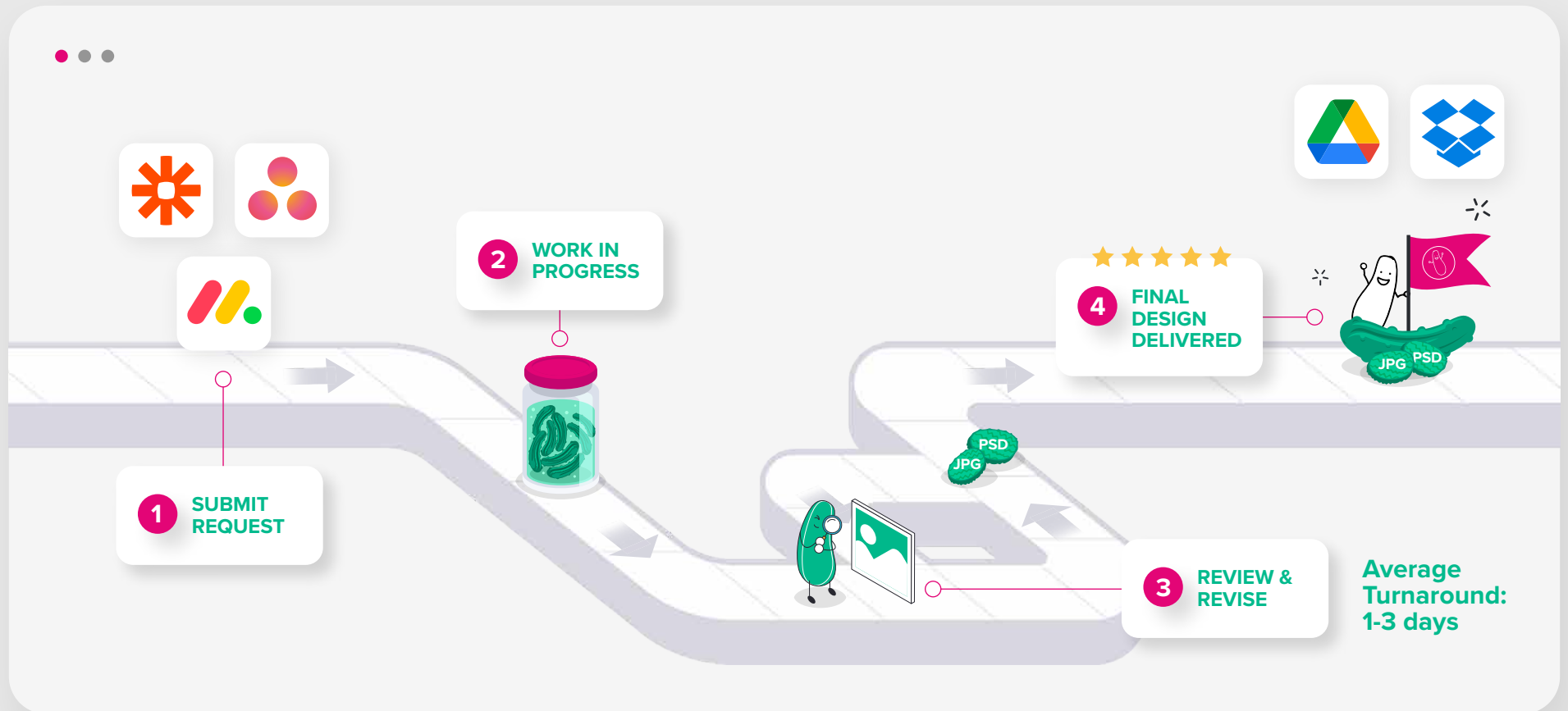
The **Ultimate Guide to Design Pickle** and especially the **smarter creative process** wouldn't be complete without a beautiful visual rundown of our process. The best part is... there is no one-size-fits-all process at Design Pickle. Allow us to explain.

Here's what it looks like if you leverage the **Design Pickle platform** for one design at a time, from graphics to presentation decks to illustrations:



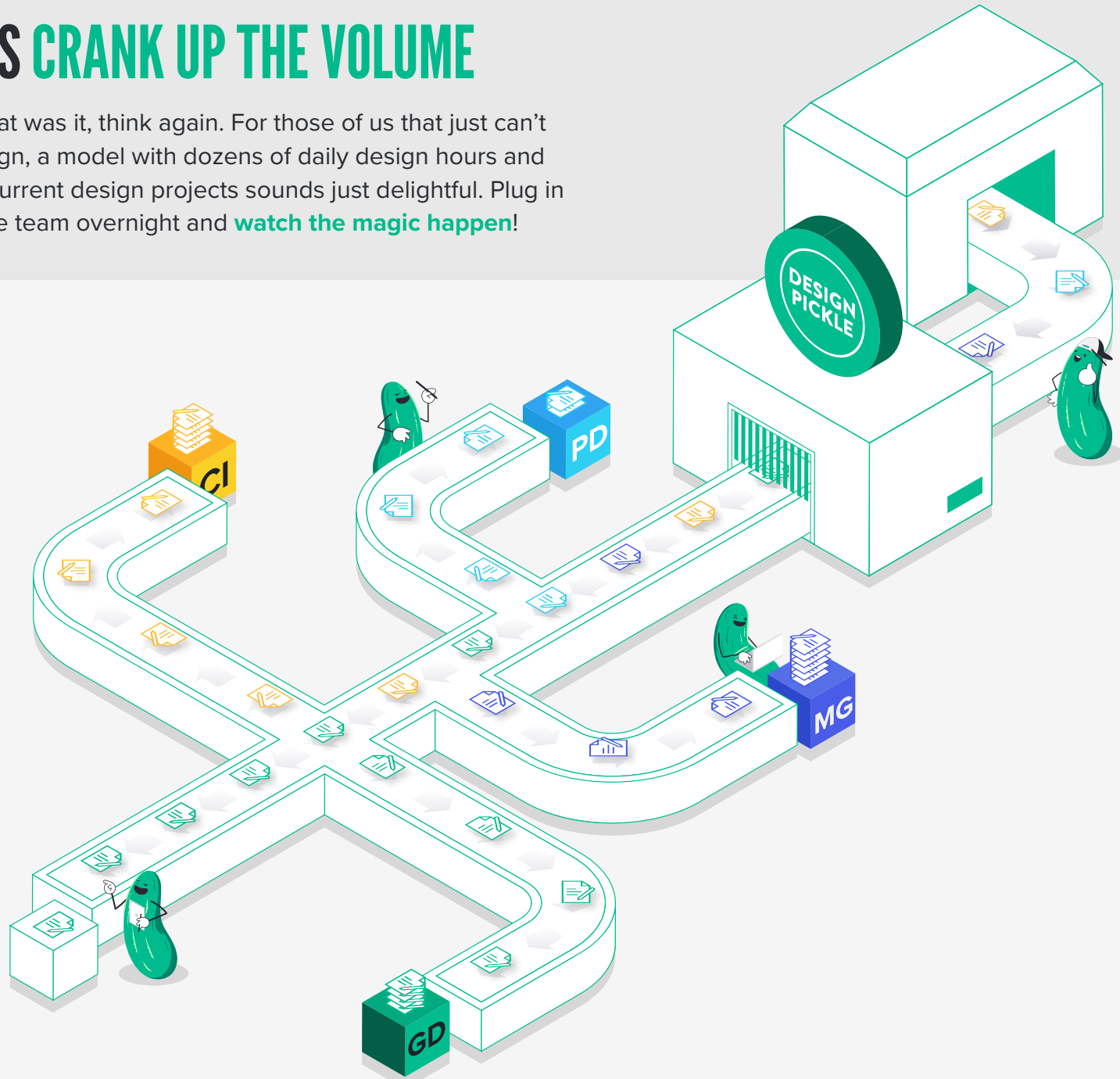
MAKE IT EVEN MORE CONNECTED

We couldn't just stop there. That's too basic for some of us, tbh. What if we have apps that just ✨work✨ (no need to explain, bestie, we get it) and we want Design Pickle to fit right into our existing ecosystem? Yeah, we have a solution for that.



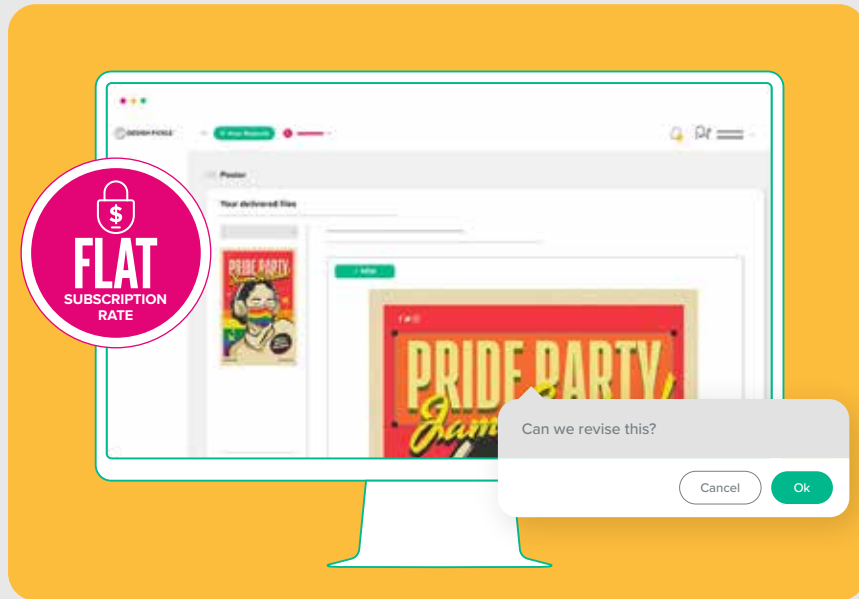
NOW LET'S CRANK UP THE VOLUME

If you thought that was it, think again. For those of us that just can't get enough design, a model with dozens of daily design hours and handfuls of concurrent design projects sounds just delightful. Plug in an entire creative team overnight and **watch the magic happen!**

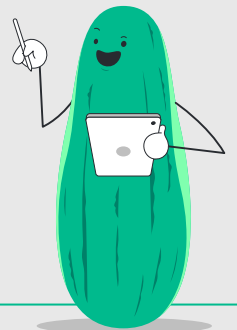
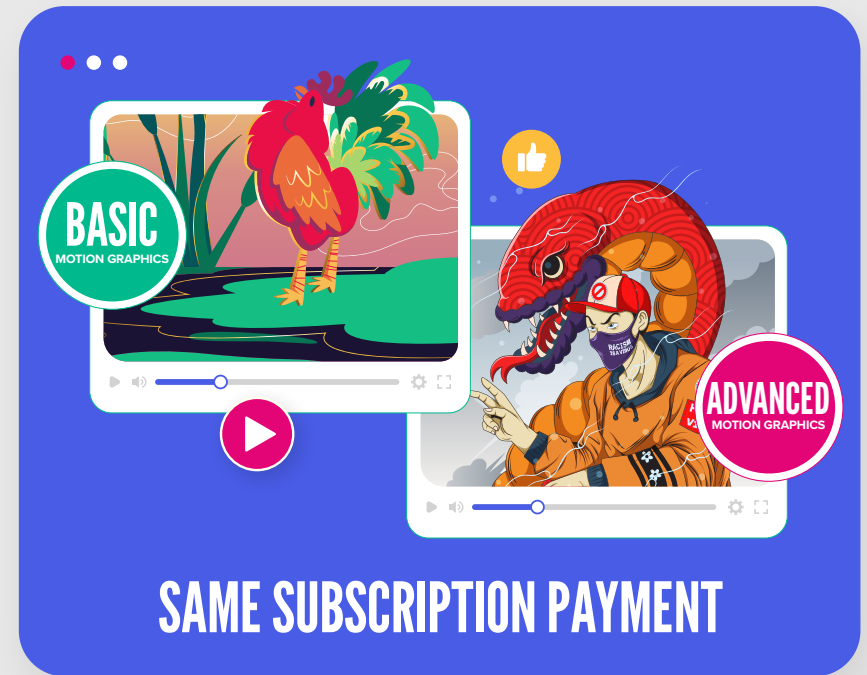


NO MORE SCOPE CREEP CHARGES, EVER

It may seem like a no-brainer, but when we say no scope creep charges ever, we mean that! You can literally revise the design an infinite number of times and we'll still only bill you **your flat (monthly, quarterly or annual) subscription rate**.



We also include **specific design types** at each plan tier by design, to give you the ability to select types of talent you need access to according to your needs and lock in a rate that includes all of those design types. For example, our Premium Plan will always bill you the same subscription payment even if you need basic motion or advanced motion, long or short animations, regardless of design style or how long it takes, you pay the same, predictable rate!





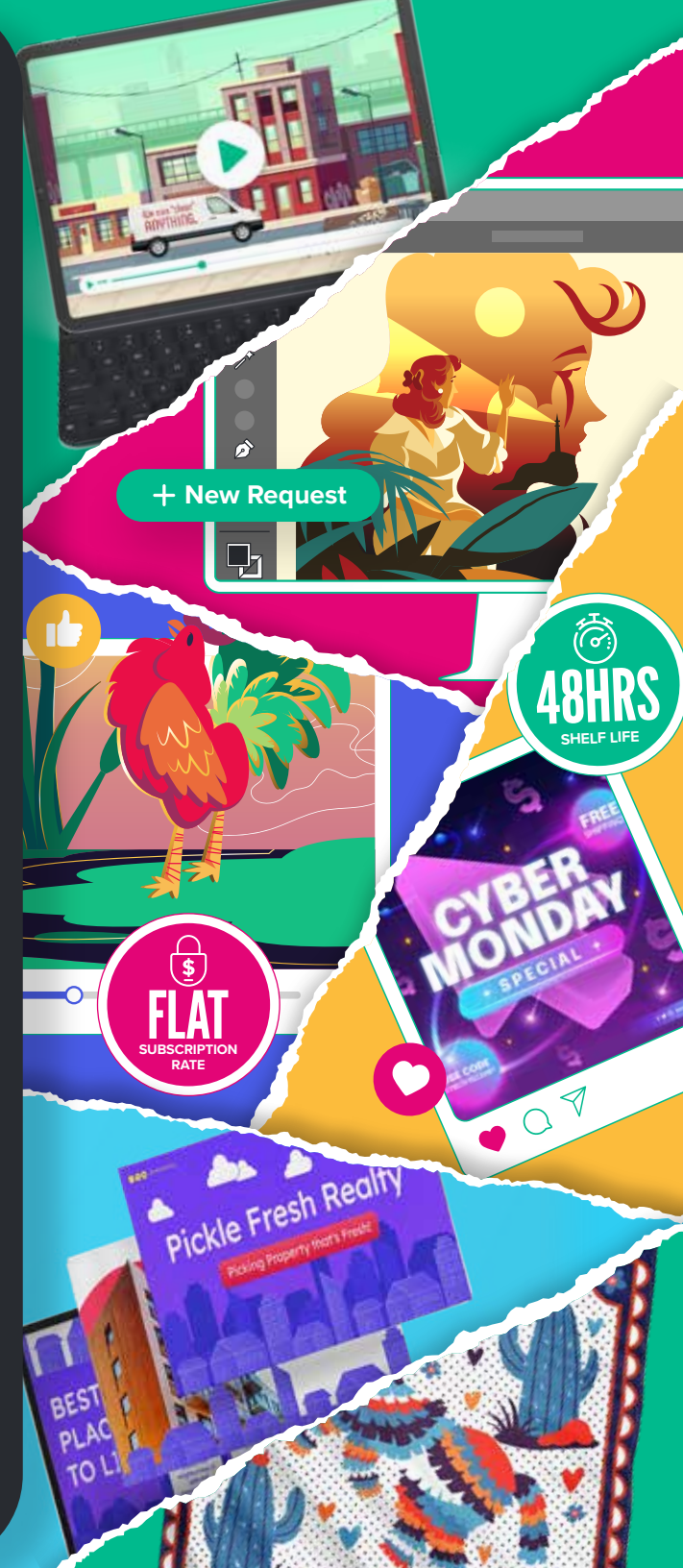
DESIGN PICKLE®

A PEEK BEHIND THE CURTAIN

This section of the [Ultimate Guide to Design Pickle](#) is meant to give you the nitty-gritty details of what to expect as a Design Pickle customer. →

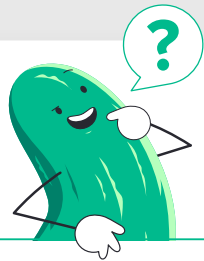
We believe in transparently presenting all aspects of the customer experience to help you make the best decision for your team. That usually means talking it through with one of our experts. If you're ready to chat, let us know!

[Book a Call →](#)



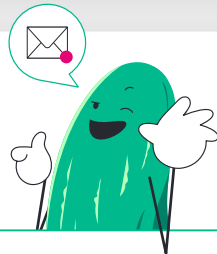
OUR SUPPORT CHANNELS

→ HELP CENTER



Need answers fast? Head over to our online helpdesk at help.designpickle.com where we've compiled answers to our customers' commonly asked questions.

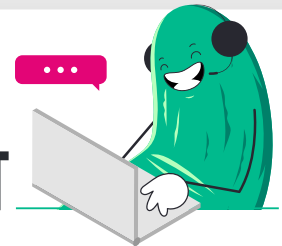
→ EMAIL US



Need to talk to a helpful Pickle? For specific concerns, you can email our Customer Support team at help@designpickle.com.

REAL-TIME SUPPORT

→ 24/5 CHAT SUPPORT



Just head to designpickle.com and click the green chat icon on the lower right-hand side of your browser to chat with our Customer Support team. You can also chat with them when logged in to jar.designpickle.com.

→ SLACK



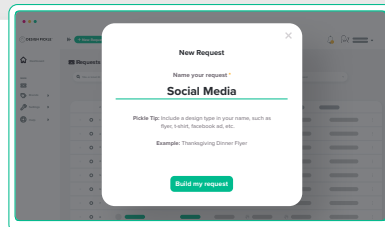
Graphics Pro and **Graphics Premium** clients can chat directly with their designated designer via **Slack** during working hours.

THE DESIGN PICKLE PLATFORM

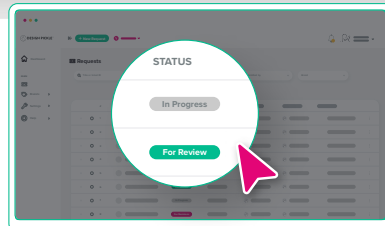


The **Design Pickle Platform** (jar.designpickle.com) is the application we use to manage your account. It's an all-in-one creative solution designed to untangle your workflows, save time, and increase creative output. It's where you log in and manage your design requests. You can use it to:

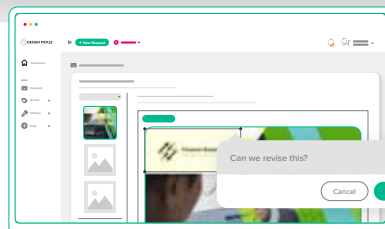
→ Submit new requests and revisions



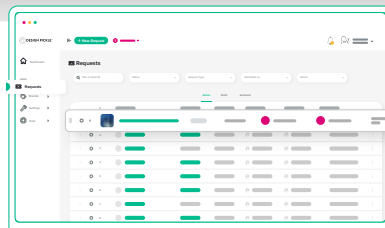
→ Check the status of your requests



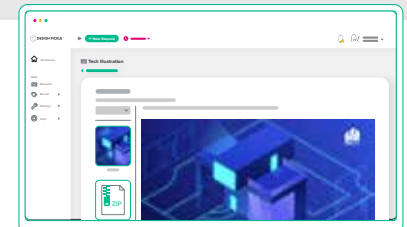
→ Send feedback to your designer



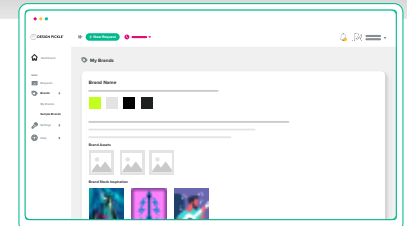
→ Manage request priority



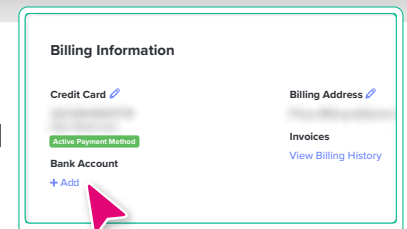
→ Store and locate project files



→ Store and manage your brand profiles



→ Update your billing and account information

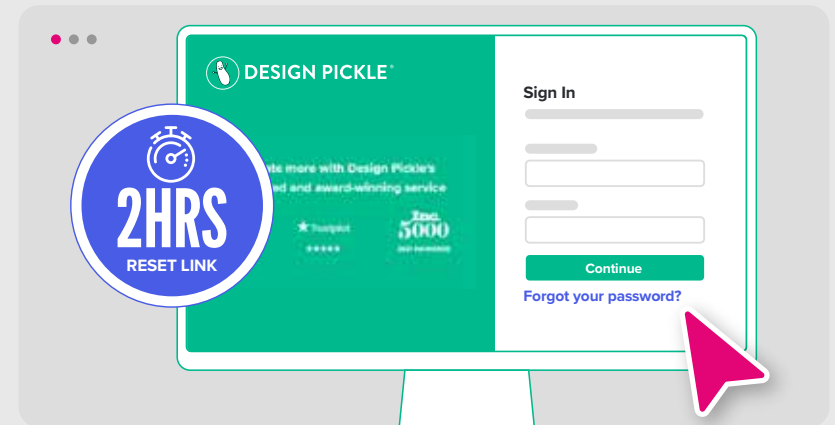
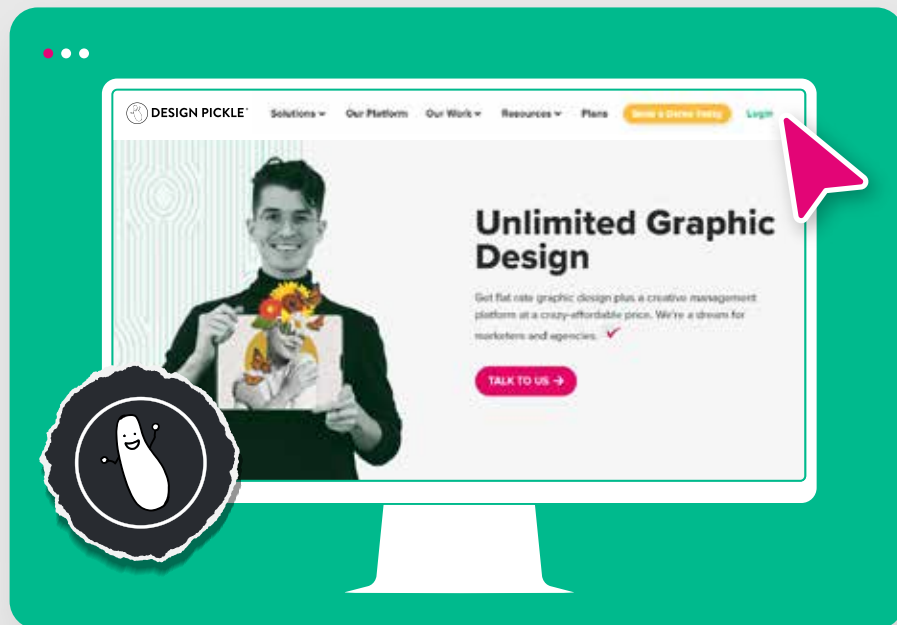


In other words, it's a dashboard for **managing all of your Design Pickle needs.**

YOUR ACCOUNT

HOW TO LOG IN

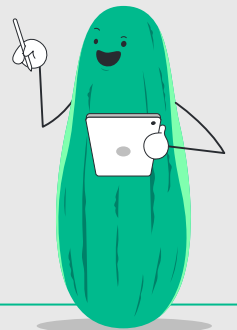
You are connected to us through your personal Design Pickle account. You can log in through designpickle.com. Click on the “**Login**” button at the top right of your screen.



FORGOT YOUR PASSWORD?

Just click on the “**Forgot Your Password?**” option below the login box. You’ll be emailed a reset link that will walk you through renewing your password so you’ll regain access to your account. The reset link is only valid for **two hours**, so don’t leave this hanging!

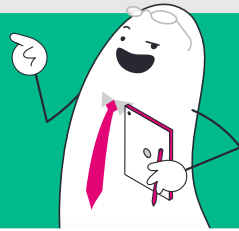
Can’t see the reset email? **Check your spam folder.**



EDIT OR REVIEW YOUR ACCOUNT INFORMATION

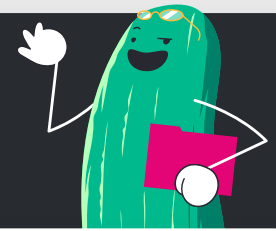
You can edit or review your account information in [**jar.designpickle.com](https://jar.designpickle.com) > **Settings****. There, your information is displayed under two categories: **Company Settings** and **Profile Settings**.

→ COMPANY SETTINGS



- **Company Information** — Company name and contact details
- **Billing Information** — Your card on file, billing address, and billing history
- **Subscriptions** — All subscriptions are listed here, including if you have multiple subscriptions
- **Users** — If you have multiple users on your account (you can have up to 10 per subscription), they will be listed here.

→ PROFILE SETTINGS



- **User Information** — Name and contact details
- **Email Preferences** — Toggle your daily or weekly notifications
- **Notification Preferences** — Choose what you'd like to hear from us
- **Mailing Address** — We might send some Pickle swag your way!
- **Preferred File Types** — Set your default preferred file types here. You can change this from request to request as needed.
- **Zapier Integrations** — Connect your Design Pickle account to the apps you already use and love.
- **API Token**

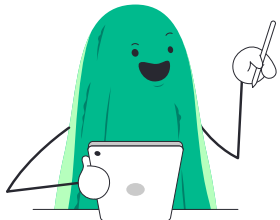
IS MY INFORMATION SAFE?

Yes! Design Pickle is compliant with the **General Data Protection Regulation (GDPR)**.



This means that we:

- Only collect the data we need
- Follow best practices for security and data storage
- Make sure we have your consent for marketing opt-ins and cookie tracking
- Keep our privacy policy up to date with regards to data usage
- Train our team on data privacy best practices
- Write client agreement documents in easy-to-understand language



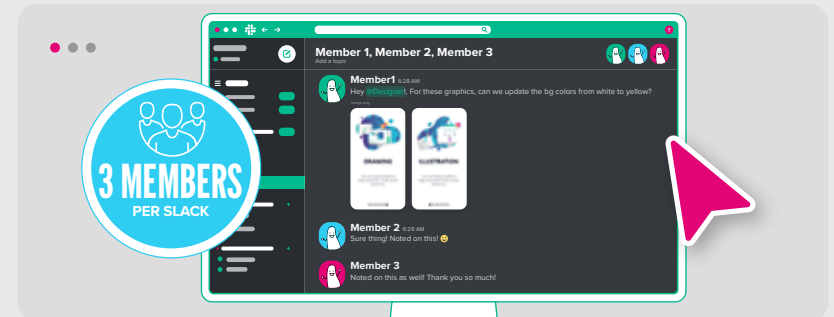
... among other standard practices. You can read our Privacy Policy at designpickle.com/privacy.

We uphold confidentiality in all communication regarding your brand and business. We will only communicate to those who have been authorized on your account and will not share any information provided with anyone outside our organization, subject to our Privacy Policy. For more information on how we're complying with the GDPR to keep your data safe, check out this quick guide.

ADDING USERS TO YOUR ACCOUNT

“Who requested this?” “When did this happen now?”

They do say the more the merrier, but let's be honest — it's naturally a little harder to track accountability and manage tasks when you're in a bigger team.



That's why each Design Pickle subscription empowers unlimited users, with up to **three members per Slack channel** as well for both Pro and Premium subscribers. Allows up to 10 users. This is an effective way to expand your subscription without having to juggle multiple accounts. Each new user in your account will get their own login credentials.

USER LEVELS

There are three levels of users: **Admins**, **Managers**, and **Members**. All user levels can make requests, but they have a few key differences in capability.



→ ADMINS

Admins control all subscription and payment information. Admins can add, modify, and remove users of any role. They can also create and edit requests on behalf of all users.



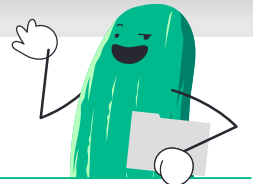
→ MANAGERS

Managers can add, modify, and remove users who are Managers or Members. They can also create and edit requests on behalf of all users.



→ MEMBERS

Members can create and edit their own requests. They can't add or remove other users, but they can view all of their company's requests.



FEES, REFUNDS, AND SATISFACTION GUARANTEE

Once you've signed up, Design Pickle is authorized to charge your method of payment (e.g. credit card) for the fees based on your chosen billing frequency (e.g. monthly or annually).



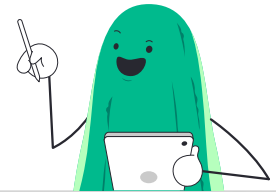
Here are a few tips for you **to maximize your payment and keep the service up and running smoothly.**



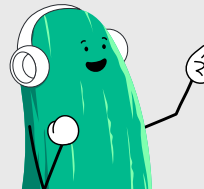
- **Keep your billing information updated.** This means you're responsible for updating your billing information in case of any changes so that your subscription won't be suspended.
- **Your Design Pickle subscription automatically renews.** If you sign up for a monthly subscription, you'll automatically be charged once a month; if you sign up for an annual subscription, you'll automatically be charged once a year.
- **You can cancel your subscription anytime — or put it on hold.** On-hold accounts are billed \$14.99 USD per month, and while you can't make requests while your account is on hold, you can still access your design files and reactivate at any time. (However, please note that by going on hold, any discounts associated with a subscription are forfeited and no credits or refunds are issued.)
- **You can be refunded during your first month.** We offer a 30-day satisfaction guarantee. This means you may request a refund within the first 30 days of any new subscription plan.



- **But you can't refund promotions and upgrades.** Promotions, upgrades, adjustments, or any plans that fall outside of the 30-day money-back guarantee are non-refundable.
- **Maximize your plan by keeping a full queue.** Schedule a steady stream of requests to get the best value for your money. You are responsible for using Design Pickle after payment — you will still be charged even if you haven't requested anything for a given period of time. So keep those requests coming!



For more info, check out our full Terms and Conditions at designpickle.com/terms-conditions.



Can't remember when you signed up?

You can check your billing date by viewing your Billing History. [Click here](#) for more information about renewal.

PLAN OVERVIEW

All plans include unlimited requests, unlimited revisions, and Adobe source files, all backed by our **30-day guarantee**.

GRAPHICS

The perfect starter plan for your basic design needs.

\$649
/MONTH

SERVICES

- ✓ Graphic Design
- ✓ Custom Illustrations
- 🔒 Presentation Design
- 🔒 Motion Graphics

FEATURES

- ✓ 1-2 day turnaround*
- ✓ Canva File Delivery
- 🔒 Same-day turnaround
- 🔒 Designated designers
- 🔒 Real-time Slack collaboration

GET STARTED

GRAPHICS PRO

Crush all your design needs – including presentations.

\$1249
/MONTH

SERVICES

- ✓ Graphic Design
- ✓ Custom Illustrations
- ✓ Presentation Design
- 🔒 Motion Graphics

FEATURES

- ✓ Same-day turnaround
- ✓ Designated designers
- ✓ Real-time Slack collaboration
- ✓ Canva File Delivery

GET STARTED

GRAPHICS PREMIUM

Level up your content with the ultimate creative plan.

\$1949
/MONTH

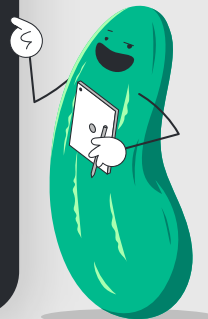
SERVICES

- ✓ Graphic Design
- ✓ Custom Illustrations
- ✓ Presentation Design
- ✓ Motion Graphics

FEATURES

- ✓ Same-day turnaround
- ✓ Designated designers
- ✓ Real-time Slack collaboration
- ✓ Canva File Delivery
- ✓ Figma File Delivery

GET STARTED



Need help deciding? [Get in touch](#) with a Pickle today — and remember that you can save more with an annual plan.

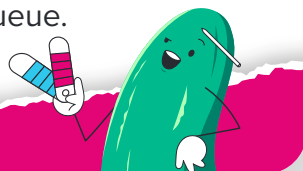
EXPLORE THE FEATURES (FAQ) DESIGNATED DESIGNER



→ Who is going to be working on my requests?

When you sign up for a Design Pickle subscription, we'll spend a little time getting familiar with you and your brand. For Graphics Pro and Graphics Premium subscriptions, we will match you with a **Designated Designer** whose style and skills are great for your particular creative needs. For Graphics plans, you may work with a few different designers, as each request will be assigned to the most suitable available designer.

If for any reason your Designated Designer isn't available on a certain day, your queue will automatically be transferred to an assigned **Backup Designated Designer**. And if your backup designer isn't available, the system will find the next best available designer to work on your queue.

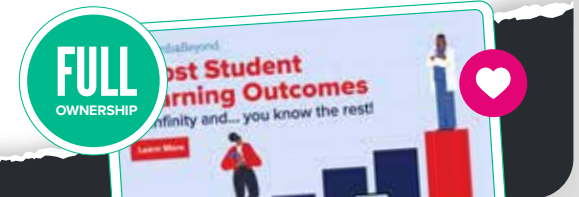


FULL OWNERSHIP OF CREATIVE WORK



→ Do I own the completed designs?

You have **full ownership** of the creative work we create for you. Just like each of your requests is unique, all of our work is customized for you and your brand.

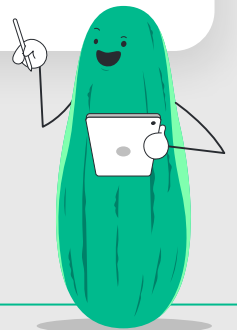


CENTRALIZED FILE MANAGEMENT



→ Are my project files saved within your system?

While you're welcome and encouraged to keep copies of your own files, Design Pickle is home to all your past and ongoing design requests. Even multiple revisions under a single request are stored in our system. Whether you need the editable files or the finished materials for completed requests, a quick search is all it takes.



FAST TURNAROUND TIMES

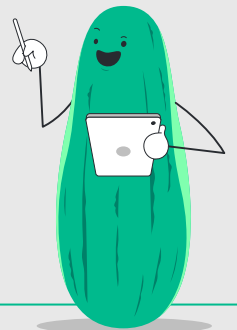
→ What does a 1-2 day or same-day turnaround mean?

Because your requests are worked on every single business day, you can also expect to receive finished files on a fairly regular basis. **Remember that delivery times can be affected by complexity and the number of active requests in your queue.**

- **1-2 day turnarounds:** If you're on a Graphics plan, it will take an average of 1-2 business days for you to receive the first concept or finished design files.
- **Same-day turnarounds:** If you're on a Graphics Pro or Graphics Premium plan, you have the benefit of real-time communication with your designer via Slack. This means faster feedback and faster turnaround times — you can receive initial concepts or even finished design files on the same day, depending on request complexity.

→ What is the first/initial concept?

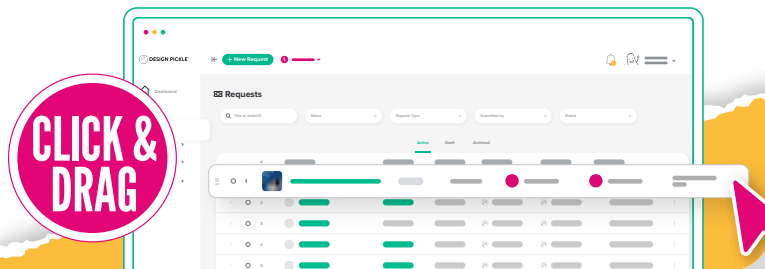
For larger or more complex requests such as Motion Graphics and Presentation Designs, you'll receive an **initial concept** for approval before any further work is done. This is to provide you with a general idea of what the finished project will look like.



QUEUE PRIORITIZATION

- **Do I have control over which projects are worked on first even after the requests are submitted?**

You can manage request priority for the existing requests in your queue. In Design Pickle, simply click and drag more urgent requests to the top of the list.



ACCESS TO PREMIUM STOCK IMAGES

- **Am I allowed to use stock images?**

Stock images are ready-made, royalty-free photos that can instantly make your designs look more professional. At Design Pickle, you're more than encouraged to use them — you can actually search for stock assets from right within the request form! All clients have access to free stock photos plus exclusive, premium images from Adobe Stock and Design Pickle's own FreshStock library.

REAL-TIME SLACK COLLABORATION

- **What does real-time collaboration mean?**

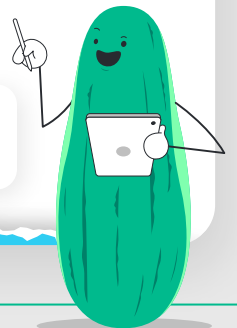
Real-time collaboration simply means live chat! Graphics Pro and Graphics Premium clients can communicate with their Designated Designer in real-time via Slack.

[Learn more on page X →](#)

TECH INTEGRATIONS

- **What are tech integrations?**

Most digital companies are already using popular productivity tools like Slack, Google Drive, Airtable, Trello, and more. **Design Pickle is designed to be integratable, not intrusive.** Through Zapier integrations, you can automate the Design Pickle workflow so that it works hand-in-hand with the apps that you already use! Through tech integrations, you can do things like sending finished files to a Drive folder, making requests via Airtable or Slack, or marking tasks as done on Trello. Learn more at designpickle.com/technology/!



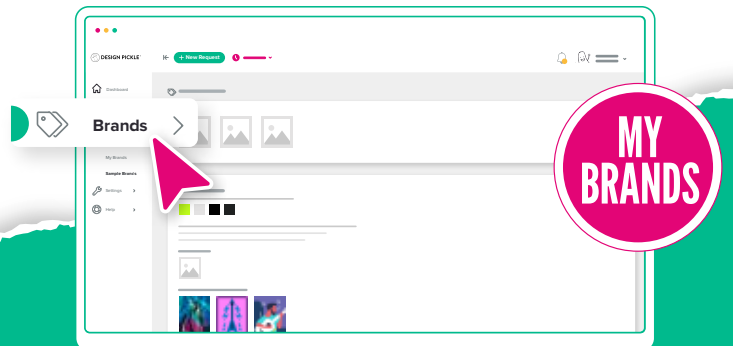
BRAND PROFILES

→ What are brand profiles?

Hunting down logo files and brand colors is a thing of the past! Save and manage multiple brand profiles right in **Design Pickle**, enabling you to maintain brand consistency across every design.

You don't have to limit your account to a single brand. In your Design Pickle account, select **Brands** from the navigation bar on the left and click on **My Brands** to add or manage a brand profile.

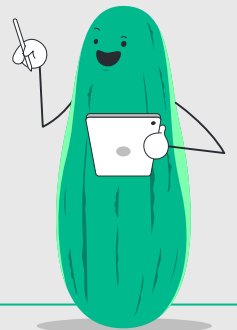
You'll be asked for information such as your brand name, brand colors, and brand assets. Click Save Brand when you're done. Once you've saved your brand, your designer will quickly be able to access your brand guidelines and assets for every request.



NO CONTRACT

→ What do you mean by no contract?

Design Pickle simply charges a **flat rate** for unlimited creative services. When you sign up, we get busy ASAP. We're like an employee you never have to recruit or hire, or like a freelance creative who will never charge you extra for revisions. **No HR, no contract, no drama, no headache!**



SCOPE OF SERVICES

Our all-in-one creative plans offer multiple services so that you can centralize your design needs. Available services include **Graphic Design**, **Custom Illustration**, **Presentation Design**, and **Motion Graphics**.

GRAPHIC DESIGN

Scale your creative content fast with flat-rate, on-demand graphic design services.

GRAPHICS GRAPHICS PRO GRAPHICS PREMIUM

→ You can request:

- Logos
- Social media graphics
- Flyer design
- Merchandise & packaging design
- Landing page design
- Infographics
- Podcast graphics

...and so much more!

CUSTOM ILLUSTRATIONS

Get 100% custom creative with Custom Illustrations.

GRAPHICS GRAPHICS PRO GRAPHICS PREMIUM

→ You can request:

- Illustrated Logos
- Custom Infographics
- Portraits
- Mascots
- Lettering & Typography
- Coloring Books
- Comics

PRESENTATION DESIGN

Win over your audience and close more deals with engaging, on-brand presentations.

GRAPHICS PRO GRAPHICS PREMIUM

→ You can request:

- Custom decks
- Ready-to-use templates

→ Features

- Custom embedded graphics
- Editable formats and source files
- Choose from PowerPoint or Google Slides
- Animations and transitions included

MOTION GRAPHICS

Level up your creative content with affordable, scroll-stopping Motion Graphics.

GRAPHICS PREMIUM

→ You can request:

- Animated Logos
- Animated Typography (Text and Titles)
- Animated Ads
- UI/UX Animation
- Graphic Loops
- Product Animations & Explainers
- Template Editing



VIDEO EDITING

Get matched with a team of skilled and vetted video editors to scale your video production output for high-performing assets.

GRAPHICS PREMIUM

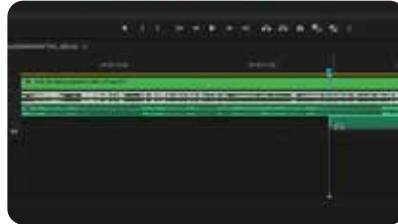


→ You can request:

→ Aspect Ratio Update



→ Audio Addition



→ Color Correction



→ Footage Matching



→ Format Adjustment



→ Subtitling



→ Template Editing



→ Transition Effects



→ Trimming Clipping



→ Voice Over Sync



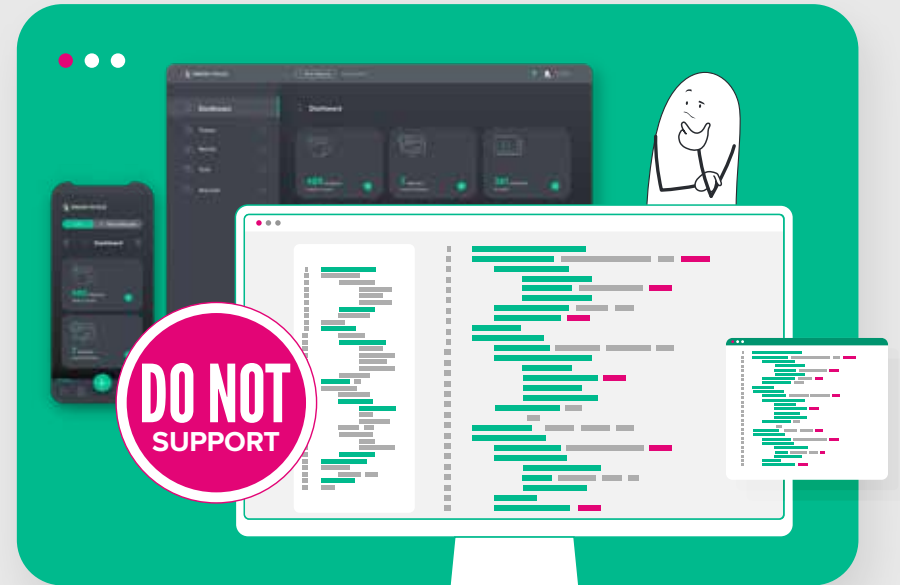
WHAT DON'T WE DO?

Design Pickle's unlimited services are ultra-powerful, but there are certain creative projects that should be left to specialists or in-house teams.

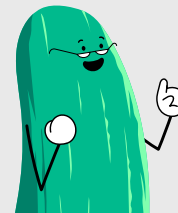


In the interest of productivity and commitment to quality, we do **NOT support** the following types of requests:

- Extremely complex or fine art illustrations
- Fillable or interactive PDF documents
- Complex photo manipulation
- Digital painting and game assets
- 3D/CAD projects
- HTML, CSS, UI/UX design
- Programming, coding, or development
- File formats outside of our supported file types
- Trademarked names, brands, or quotes
- Content writing or manual typing (typing text from images, coming up with titles for ads, doing research for copy, etc.)
- Inappropriate requests that are sexually explicit, defamatory, ethnically or racially offensive, or anything that is against Design Pickle's [core values](#).



Don't abuse the Pickle! We reserve the right to cancel your account if you are found sharing accounts or login credentials, or violating our services or team in any way. Friendliness is a core value here at Design Pickle, and we believe that it should go both ways.



Your right to use our services shall terminate once you breach any term of our Terms and Conditions at designpickle.com/terms-conditions.

CREATING REQUESTS

The request form in Design Pickle is optimized to help you effectively communicate your design needs. Simply head over to jar.designpickle.com to submit and manage design requests.

Let's break it down into **three steps**:



STEP 1

Describe the design you need.



STEP 2

Include or request stock images.



STEP 3

Attach any assets, images, and copy needed.



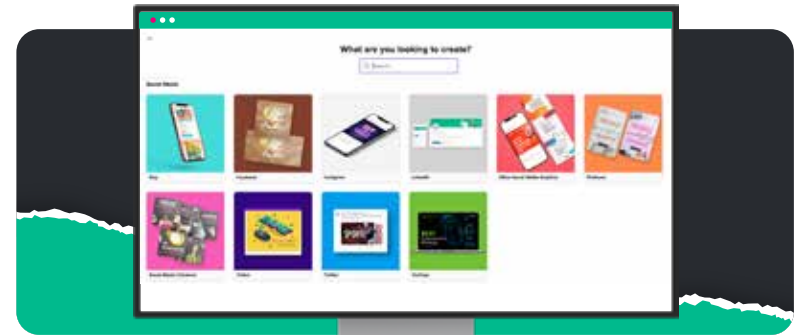
Once you're **done** creating your request, simply review your directions and submit it to your designer.

THE ANATOMY OF AN AWESOME REQUEST

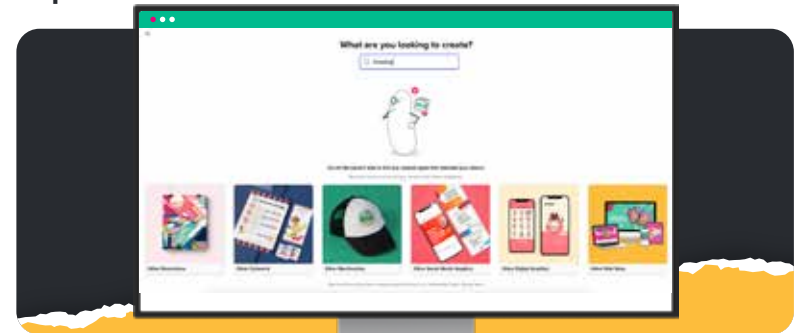


STEP 1 BEGIN YOUR REQUEST

Using the [Design Pickle Platform](#) is the most effective way to submit your design requests, making it easier to communicate your ideas to your designer. Visually search through our predefined request types to find exactly what you're looking to create.



Or start with general categories to **customize your request**.





→ STEP 2 DESCRIBE WHAT YOU WANT

This is an essential step in creating your design request. Fill out all the sections of the request form, including the title of your request, size(s), file format(s), and [brand profile](#). Once that's done, it's time to describe the details of your design request.

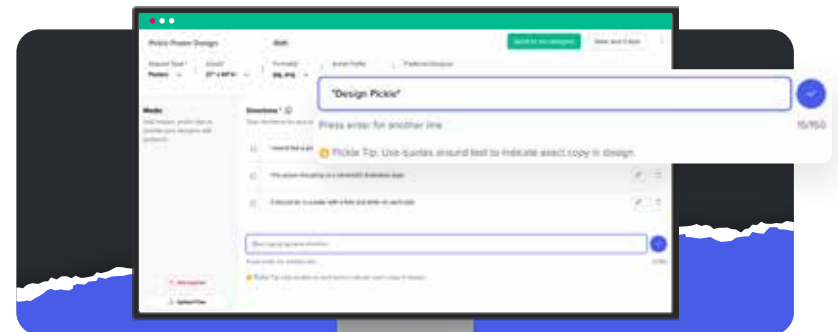
The [directions section](#) is where you will give your designer all the information and details of your request.

- Let us know exactly what you want to be created. The more clearly written information, the better, which is why we limit you to **150 characters per direction**. You want your designer to have a very clear picture of what your vision is, but don't worry, you can add unlimited directions.
- **Provide assets** so you can show us what you mean. Give design examples by uploading them to your request, providing links, or using our stock asset libraries.
- Tell your designer what you love and dislike by commenting directly on your attached assets using our [feedback tool](#).
- Including more **detailed directions** leads to faster turnaround time and less revisions.



→ STEP 3 PREPARE COPY FOR YOUR DESIGN REQUEST

When it comes to your [copy/text](#), make sure it has been proofread and ready for print. Your designer will cut and paste your copy into your design, and will not make any edits or proofread your provided copy. Ensure your exact copy contains quotation marks to distinguish it from your other general directions.

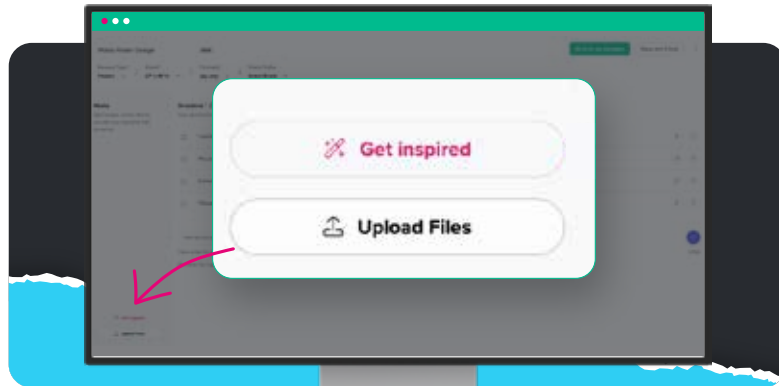


See: [Scope Limitation: Manual Typing, Proofreading, & Content Creation](#)



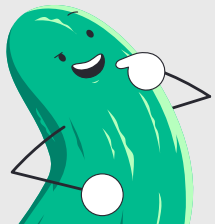
→ STEP 4 ADD SUPPORTING MATERIALS

Next up, stock assets and supporting documents. Design Pickle customers can access our vast [Premium Stock](#) library of stock vectors and photography.



Rather have your designer find assets for you? That's not a problem. Just tell your designer what you are looking for in the directions. Your designer will then search for our libraries for you.

Don't need any photos, or would rather upload your own? You can upload your own files, or leave this section blank.



Is copying other designs OK? Design Pickle will not be liable for any potential copyright or license attribution issues of the graphics, as your designer will only be following the instructions in your request.

SENDING EDITABLE FILES

Maybe you already have a design file that needs to be edited. For graphic design and motion graphics, your files need to be editable with the **Adobe Creative Cloud apps** (such as Photoshop, Illustrator, After Effects, or InDesign). For **presentation files**, you need Microsoft Powerpoint (.PPTX) or Google Slide formats.

SENDING EDITABLE FILES WITH TEXT

Does your editable file include text that needs to be edited as well? Take note of the **following guidelines**:



- **Include the font.** If you need the font to be the same, please attach the font you used to the request form. If the font is free to download, you can also let your designer know what the font is called, or better, send them a secure download link.
- **Make sure the text is actually editable.** If you need the text to be updated, it should be in **text format** inside your file. In some cases, words are rendered as images ("outlined"), making it impossible to copy and paste.
- **Include the copy separately if needed.** If the text in your file is no longer in text format but still needs to be updated, send your designer the complete copy.
- **Proofread your text.** It should be ready to publish. Your designer will not be making spelling and grammar adjustments to the text you send — they will simply copy and paste it into your design.

SELECTING THE FILE TYPES YOU NEED

IN SCOPE:

- ✓ Adobe Illustrator Source File (AI)
- ✓ Adobe Photoshop Source File (PSD)
- ✓ Adobe InDesign Source File (INDD)
- ✓ JPG, PNG, and GIF image files
- ✓ PDF, EPS, and SVG vector files
- ✓ PPT (Exclusive to Graphics Pro and Graphics Premium subscriptions)
- ✓ MOV & MP4 (Exclusive to Graphics Premium subscriptions)

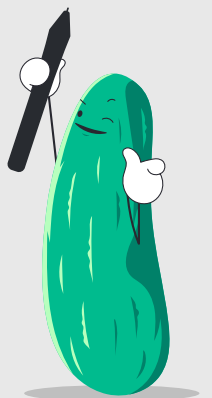
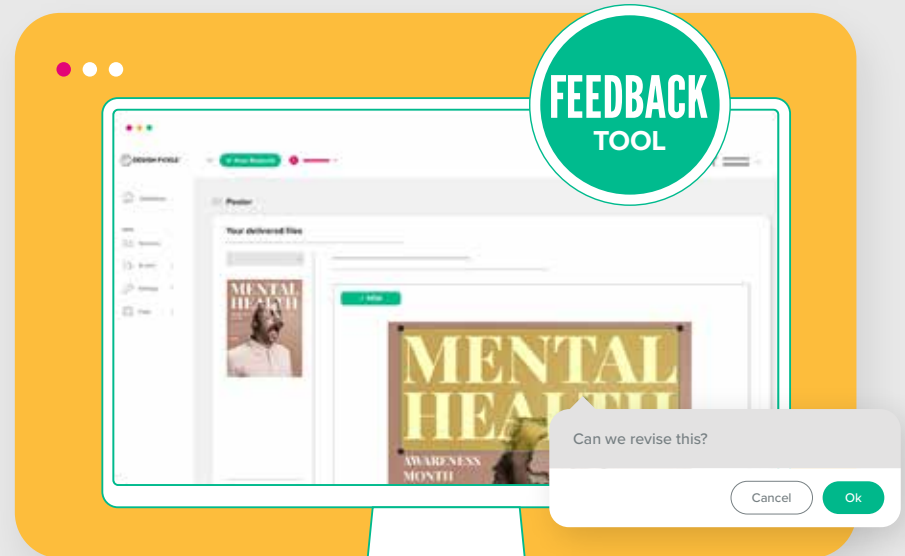
OUT OF SCOPE:

- ✗ Word documents
- ✗ 3D files

For more information about each file type, check out [this help article](#).

REQUESTING REVISIONS

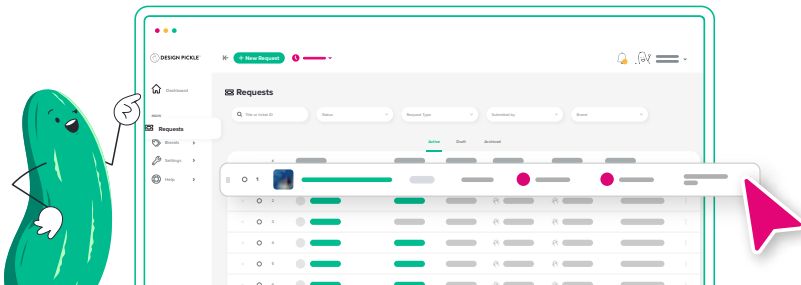
Our **Feedback Tool** lets you add comments and revision requests right on your mock ups and images, allowing you to provide your designer with more precise notes for revisions.



REQUEST PRIORITIZATION

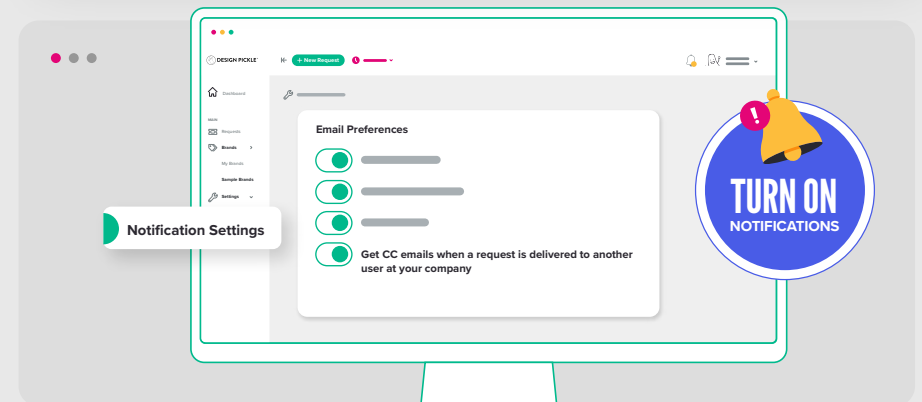
By default, your designer will work on each request on a first-in, first-out basis. But you have more control than that — modify your request priority as needed:

- ➔ Rearrange your queue by dragging and dropping items up and down (high-priority items go at the top!). Remember that this can only be done when the status of your request is still **“On Deck”**. Once its status becomes **“In Progress”** your designer has already started working on it.
- ➔ You can also mark requests according to urgency (or leave a note within the instructions that something needs to be done ASAP).
Pro tip: Use this power sparingly! As they say, when everything is urgent, nothing is urgent.
- ➔ Revisions will automatically be given **top priority**.



Here are a **few tips** to help you manage your queue:

- ➔ **Keep email notifications turned on.** Automatic queue reporting helps keep you in the loop about what’s done and what’s next. The last thing you want is to be your own bottleneck! It also gives you handy estimates of when requests may be completed. To manage your daily and weekly reports, head to the Profile Settings in your Design Pickle account and toggle the reports on or off.
- ➔ **Turn on team notifications.** If you would like other users on your account to be copied on the email when a file is delivered, simply check the **“Get CC emails when a request is delivered to another user at your company”** option.

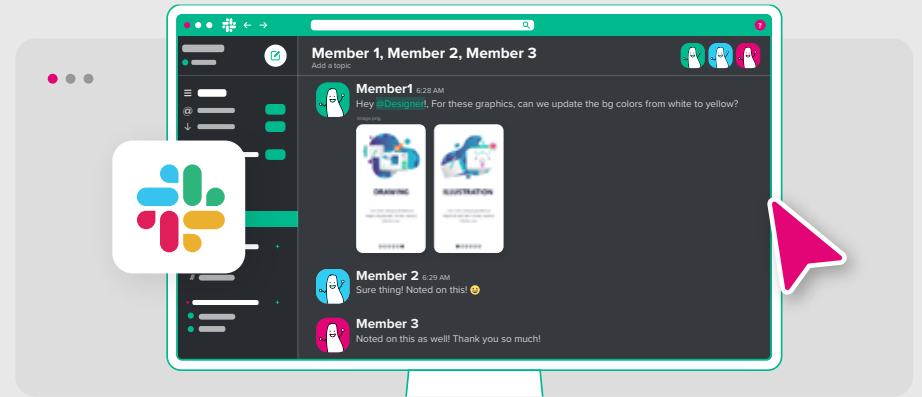


USING SLACK FOR REAL-TIME COLLABORATION

When you sign up for Graphics Pro or Graphics Premium, we also welcome you to our online “office” — **Slack**. **Slack** is the real-time messaging app we use at Design Pickle. Your designers are available for any questions or comments via Slack in your chosen time zone.

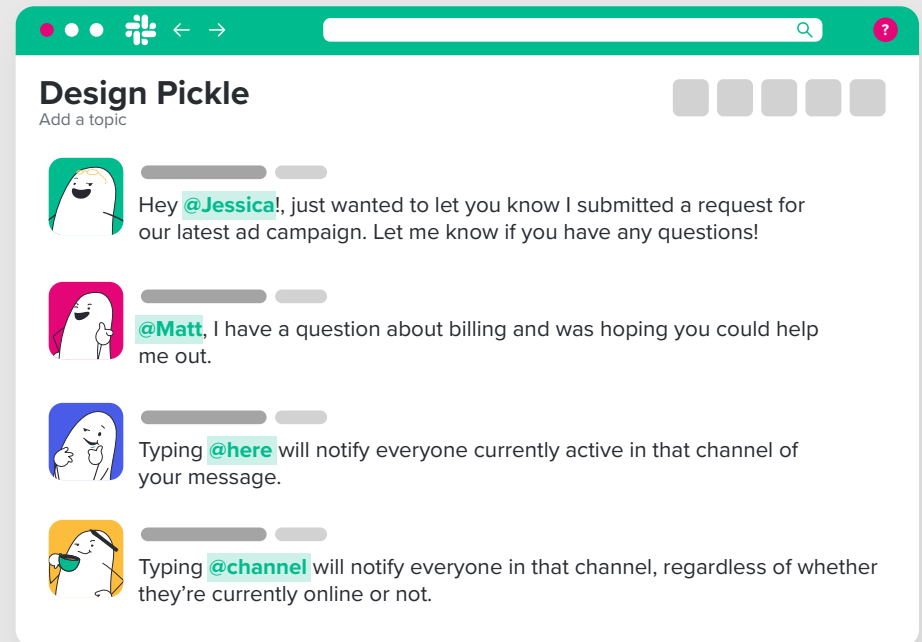
You'll be added to a private channel in the Design Pickle workspace where you can collaborate in real time with your Designated Designer. Revisions should still be sent through the Design Pickle Platform — where you can use all of our handy features like the Feedback Tool and the guided request form. Meanwhile, **Slack** is available to boost the approval process by hosting all the small back-and-forth questions you may have.

Once you're in our system, our Slack group can be accessed from your browser at propickle.slack.com. You may invite up to **3 users** of your Design Pickle account into your private Slack channel. To do so, please tag your Production Coordinator in your channel.



However, we highly encourage companies to assign one point person to communicate with their Designated Designer on Slack. This will help streamline your process and speed up turnaround time.

To get someone's attention in the Slack channel, **just “@” them in your message!**



More Slack features include:

EMOJIS



- **Emojis** make communicating fun, friendly, and easy. We love emojis!

EASY FILE ATTACHMENTS



- **Easy file attachments** make it possible for you to upload images, videos, and other files to get any message across.

You can download the Slack mobile or desktop apps through slack.com/downloads.

MESSAGE THREADS



- **Message threads** make it possible to have conversations within conversations without having to clutter the main discussion area.

SLACK INTEGRATIONS



- **Slack integrations** with other apps like your Design Pickle account, Zapier, Asana, Google Drive, Trello, and more.

USING ZAPIER TO AUTOMATE PROCESSES

Design Pickle integrates smoothly with your existing workflows through Zapier. This will allow you to integrate actions between Design Pickle and your platform of choice.

Signing up for a Zapier account is quick and easy. Simply go to zapier.com and connect your Zapier account with your Design Pickle account — and other apps you use every day, like Google, Asana, Trello, and more.

Here are a few examples of Zaps that can speed up your creative workflow.



Google Sheets. Add completed Design Pickle designs as updated rows in a Google Sheet.

- When a request is completed, a spreadsheet row is updated.



Asana. Submit Design Pickle requests when tags are added to Asana tasks.

- When a designated tag is added to an Asana task, a Design Pickle request is automatically created.



Slack. Post new completed Design Pickle designs to a Slack channel.

- When a request is completed, a message is sent to a chosen Slack channel.



Trello. Submit Design Pickle requests when new labels are added to Trello cards.

- When a designated label is added to a Trello card, a Design Pickle request is automatically created.



WordPress. Add newly completed Design Pickle designs to WordPress media library.

- When completed files are delivered, they are automatically uploaded to a WordPress media library.



Google Drive. Upload completed Design Pickle design files to Google Drive.

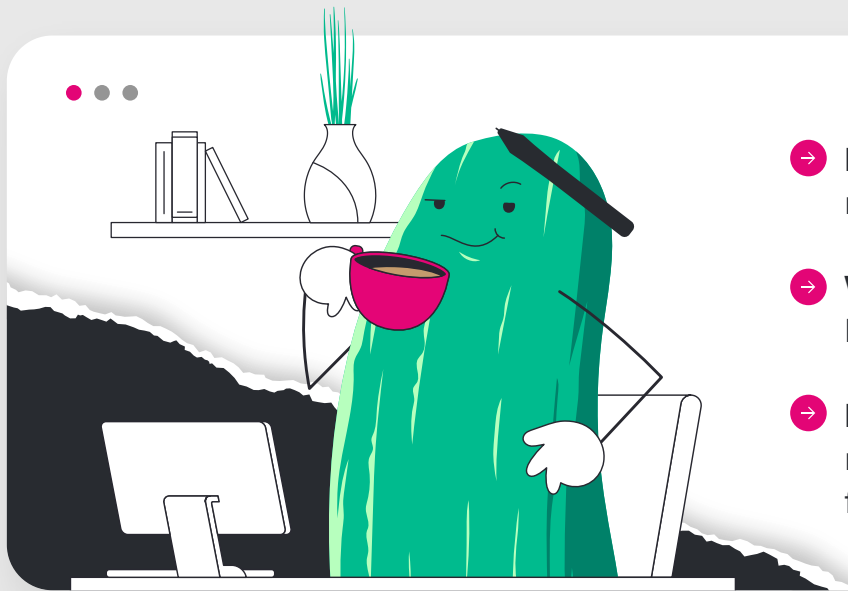
- When completed files are delivered, they are automatically uploaded to a Google Drive folder.

There are many “**triggers**” and “**actions**” to choose from, triggers meaning the cause of the automated process, and the action referring to the automated process itself. Request completion, file delivery, and designer replies are examples of triggers; request creation, request search, and request updating are examples of actions.



WE'RE IN THIS TOGETHER

Design Pickle is a powerful resource on its own, but we know that's not enough — which is why we've built a passionate, dedicated support system should you have any questions along the way. →



- **Reach out by email, chat, or phone** to get the support you need, or find quick answers in our extensive Knowledge Base.
- **We also support Power Plans clients** with Monthly Business Reviews and Annual Success Plans.
- **Find inspiration all year round** with webinars, seasonal reminders and design reports on design trends that are working for brands like yours.

Being in a **design pickle** can be a thing of the past. That's what inspired us to create our company, and what motivates us to keep innovating for our customers every day. We can't wait to get you set up with a smarter creative process!

Book a Chat →