



DESIGN
STUDIO

BRAND BOOK

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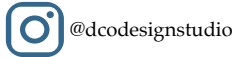
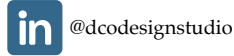
BRAND OVERVIEW

BRAND POSITIONING STATEMENT

For companies who appreciate creative risks and unique perspectives, DCO Design Studio is an illustration oriented team that fuses a love for pop culture, with the desire to showcase what we are passionate about as artists and fans.

BRAND BOARD

Chase Overholser
DCO Design Studio
designstudiodco@gmail.com
(870) 362 1826
dco designstudio.myportfolio.com



LOGO



MARK



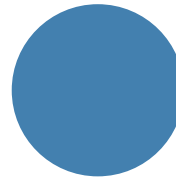
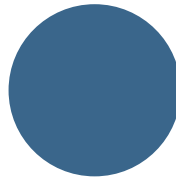
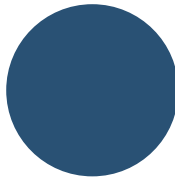
LOGOTYPE

DESIGN
STUDIO

BRAND POSITIONING STATEMENT

For companies who appreciate creative risks and unique perspectives, DCO Design Studio is an illustration oriented team that fuses a love for pop culture, with the desire to showcase what we are passionate about as artists and fans.

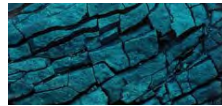
COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Palantino

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

PHOTOGRAPHY



VISUAL GUIDELINES

LOGO



COMPONENTS OF LOGO

The logo is to be used as one piece, combining the mark and logotype at all times across all collatearal and branding materials.



MARK



LOGOTYPE

CLEAR SPACE REQUIREMENTS

The minimum amount of clear space required around the logo is the relevant size of the letter “S” found in “STUDIO”.



MINIMUM SIZE

The minimum size of the logo that is legible is one inch in width and height. If smaller, the risk of low readability could occur.



COLOR



PMS 18-4034 TCX
C- 85 **M**- 56 **Y**- 27 **K**- 7
R- 51 **G**- 103 **B**- 140
HEX # 33678c

COLOR VARIATIONS

When color is not a design option, grayscale or a reversed option can be used.



GRAYSCALE



REVERSED

UNACCEPTABLE LOGO VARIATIONS



No gradient backgrounds



No realignment or adjustments should be made.



No color variation outside of the approved color palette.



No distortion of any kind.

TYPOGRAPHY

PREFERRED

The following two options are the preferred sans serif and serif options for typography. Gill Sans should be used for headers, but can also be applied to body text. Palatino should only be used for body text.

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

ALTERNATIVE

If the preferred typefaces are unavailable, use Verdana in place of Gill Sans, and Baskerville in place of Palatino.

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

VISUAL IDENTITY SYSTEM

BUSINESS CARD



LETTERHEAD



LETTERHEAD SPACING

When typing on the letterhead, all body text should fit within a 0.5 inch border along the right side and bottom of the page. 1.75 inch border along the left side of the page, and a 1.5 inch border across the top. All body text should be set at 9 pt with 14 pt space between lines.

1.5 in.			0.5 in.
1.5 in.		<p>February 15, 2024</p> <p>Dear Mr. Beamer,</p> <p>I write this letter to express my interest in the Graphic Designer position advertised on your company's website. From day one, I believe my contributions to the team at Redpepper could be a worthwhile addition.</p> <p>After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, illustration, typography, and logo design will allow me to play a crucial role in implementing your design and branding initiatives.</p> <p>The following are highlights of my skills and accomplishments:</p> <ul style="list-style-type: none">• Illustrated various artworks ranging in styles, from retro to modern. These illustrations have been printed on products for sale at Self-Made Pop Up Shop, sold to clients, or for personal portfolio use.• Worked on advertising/marketing campaigns for businesses and products. These included print and digital advertisements, merchandise, and social media content.• Designed visual identity layouts including logo designs, color palettes, typography, style guides, and product mock-ups. <p>Enclosed are my resumé and references for your review. You may also view my portfolio of work at www.dcodesignstudio.myportfolio.com or learn more about me on Instagram @dcodesignstudio. I welcome the opportunity to discuss how my skills and strengths can best serve your company with you. I will contact you this week, or please feel free to reach me at 870-362-1826 or chaseoverholser140@gmail.com. I look forward to speaking with you and appreciate your valuable time and consideration.</p> <p>Sincerely,</p>  <p>Chase Overholser</p> <p>dcodesignstudio.myportfolio.com  @dcodesignstudio  chaseoverholser</p>	1.5 in.
0.5 in.			0.5 in.

1.75 in. 0.5 in.

WEBSITE FAVICON



SOCIAL MEDIA



dcodesignstudio

Follow

Message



0 posts

1 follower

35 following

DCO DESIGN STUDIO

Graphic Designer

Illustration oriented business focused on pop culture and finding creative representation of iconic media.

dcodesignstudio.myportfolio.com

EMAIL SIGN-OFF



Chase Overholser

Graphic Designer
DCO Design Studio

870-362-1826

designstudiodco@gmail.com

www.dcodesignstudio.myportfolio.com



RESUME



CHASE OVERHOLSER

dcdesignstudio.myportfolio.com

designstudiodco@gmail.com

[in @chaseoverholser](https://www.linkedin.com/in/@chaseoverholser)

[IG @dcdesignstudio](https://www.instagram.com/@dcdesignstudio)

[\(870\) 362 1826](tel:(870)3621826)

EDUCATION

Bachelor of Fine Arts in Graphic Design

GPA 3.80 | Arkansas State University

Associate of Arts

Certificate of General Studies

East Arkansas Community College

ORGANIZATIONS

2021 - Present | The National Honor Society
for Leadership and Success

2019 - Present | Phi Theta Kappa Honor Society |
Beta Zeta Gamma Chapter

SCHOLARSHIPS & AWARDS

2020 - 2024 | Dean's List | Arkansas State University

2020 - 2024 | Chancellor's List | Arkansas State University

2018 - 2022 | Arkansas Academic Challenge Scholarship

2018 - 2024 | Federal Pell Grant

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

HTML/ CSS

Swift

Prototyping

PROFESSIONAL EXPERIENCE

Dec 2023 | Self-Made A-State | Jonesboro, AR |

Freelance Designer

Designed products for sale at local pop-up shop, ranging from clothing accessories to home goods.

Dec 2023 | Client Commission | Wynne, AR |

Illustrator/ Freelance Designer

Worked closely with client to produce illustration for personal use.

Dec 2022 | Bradbury Museum | Jonesboro, AR |

Freelance Designer

Created advertising campaign that included merchandise, posters, and Instagram content.

Jun 2022 - Present | Walmart | Jonesboro, AR |

Food and Consumables TA

Worked as sales associate maintaining department regulations to ensure high-quality workflow, following guidelines assigned by supervisor.

Dec 2018 | Kim Murphy Studios | Wynne, AR |

Freelance Designer

Designed logo used for promotional material, including business cards, flyers, and merchandise.

REFERENCES

Available upon request.

REFERENCES



REFERENCES:

LESLIE PARKER

Assistant Professor of Graphic Design
Arkansas State University
2105 East Aggie Road, Jonesboro, AR 72401
lemoore@astate.edu
+1(870) 972-3050
Academic Mentor

CODY BLAND

Stocking 2 Coach
Walmart
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cdblant@yahoo.com
870-476-1536
Supervisor

MATTHEW JASPER

Food/Consumables Team Lead
Walmart
1911 W Parker Rd, Jonesboro, AR 72404
matthewtjasper@gmail.com
909-306-8844
Supervisor

dcdesignstudio.myportfolio.com

 [@dcdesignstudio](https://www.instagram.com/dcdesignstudio)

 [dcdesignstudio](https://www.linkedin.com/company/dcdesignstudio)

CORRESPONDENCE

COVER LETTER



February 15, 2024

Dear Mr. Beamer;

I write this letter to express my interest in the Graphic Designer position advertised on your company's website. From day one, I believe my contributions to the team at Redpepper could be a worthwhile addition.

After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, illustration, typography, and logo design will allow me to play a crucial role in implementing your design and branding initiatives.

The following are highlights of my skills and accomplishments:

- Illustrated various artworks ranging in styles, from retro to modern. These illustrations have been printed on products for sale at Self-Made Pop Up Shop, sold to clients, or for personal portfolio use.
- Worked on advertising / marketing campaigns for businesses and products. These included print and digital advertisements, merchandise, and social media content.
- Designed visual identity layouts including logo designs, color palettes, typography, style guides, and product mock-ups.

Enclosed are my resumé and references for your review. You may also view my portfolio of work at www.dcodesignstudio.myportfolio.com or learn more about me on Instagram [@dcodesignstudio](https://www.instagram.com/dcodesignstudio). I welcome the opportunity to discuss how my skills and strengths can best serve your company with you. I will contact you this week, or please feel free to reach me at 870-362-1826 or chaseoverholser140@gmail.com. I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chase Overholser'.

Chase Overholser

dcodesignstudio.myportfolio.com

[@dcodesignstudio](https://www.instagram.com/dcodesignstudio)

[chaseoverholser](https://www.linkedin.com/in/chaseoverholser)

THANK YOU EMAIL

THANK YOU - Chase Overholser, Graphic Designer

drewbeamer87@gmail.com


THANK YOU - Chase Overholser, Graphic Designer

Mr Beamer,



Thank you again for meeting with me today regarding the Graphic Designer position with Redpepper. Our interview solidified my desire to work with your team and I am confident I can be an asset to the company.




I am available for any follow-up questions you or the team at Redpepper might have. I look forward to hearing from you. |

Thank you,

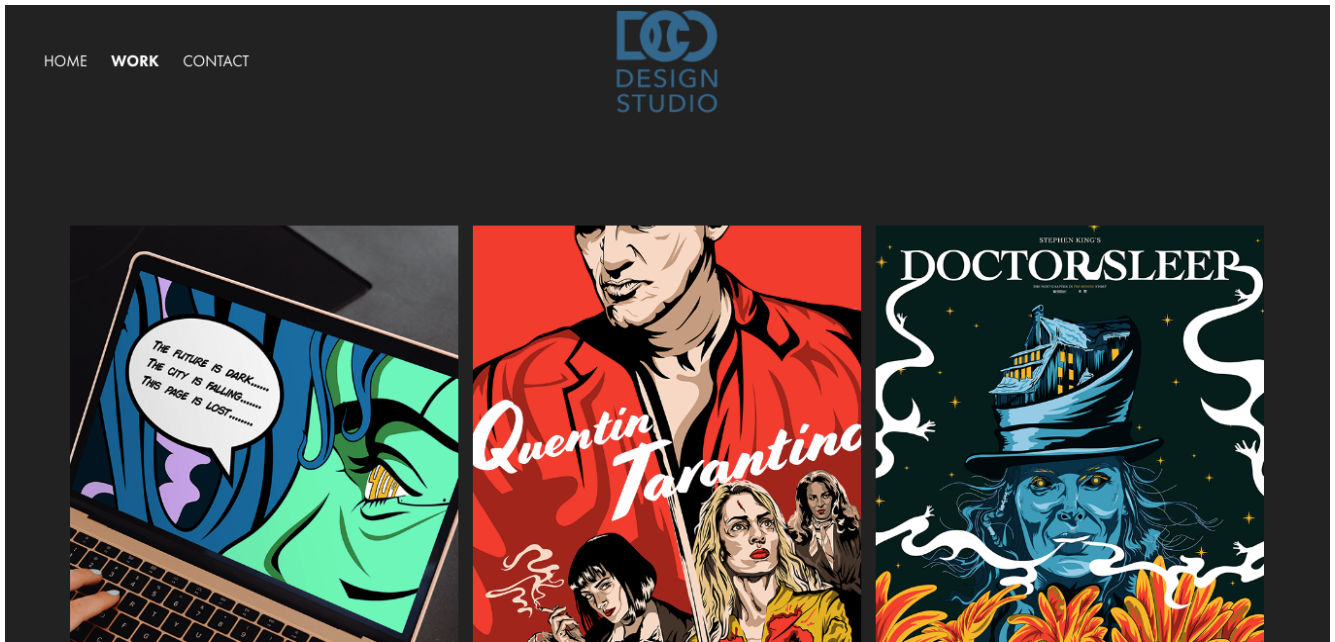


Chase Overholser
Graphic Designer
DCO Design Studio





 870-362-1826
 designstudiodco@gmail.com
 www.dco-designstudio.myportfolio.com

WEBSITE





CONTACT

Bē in  

Name *

Email Address *

Message *

Bē in  




































SOCIAL MEDIA

MISSION STATEMENT

We use social networks to inspire, be inspired, and spread creativity among professionals and fellow pop culture lovers. Through social media, we hope to grow our brand, share our own passion with like minded designers who value our services as much as we value theirs, and be a part of an audience that loves entertainment as much as we do. To accomplish this, we showcase our personal brand through authenticity, personality, and inspirational values.

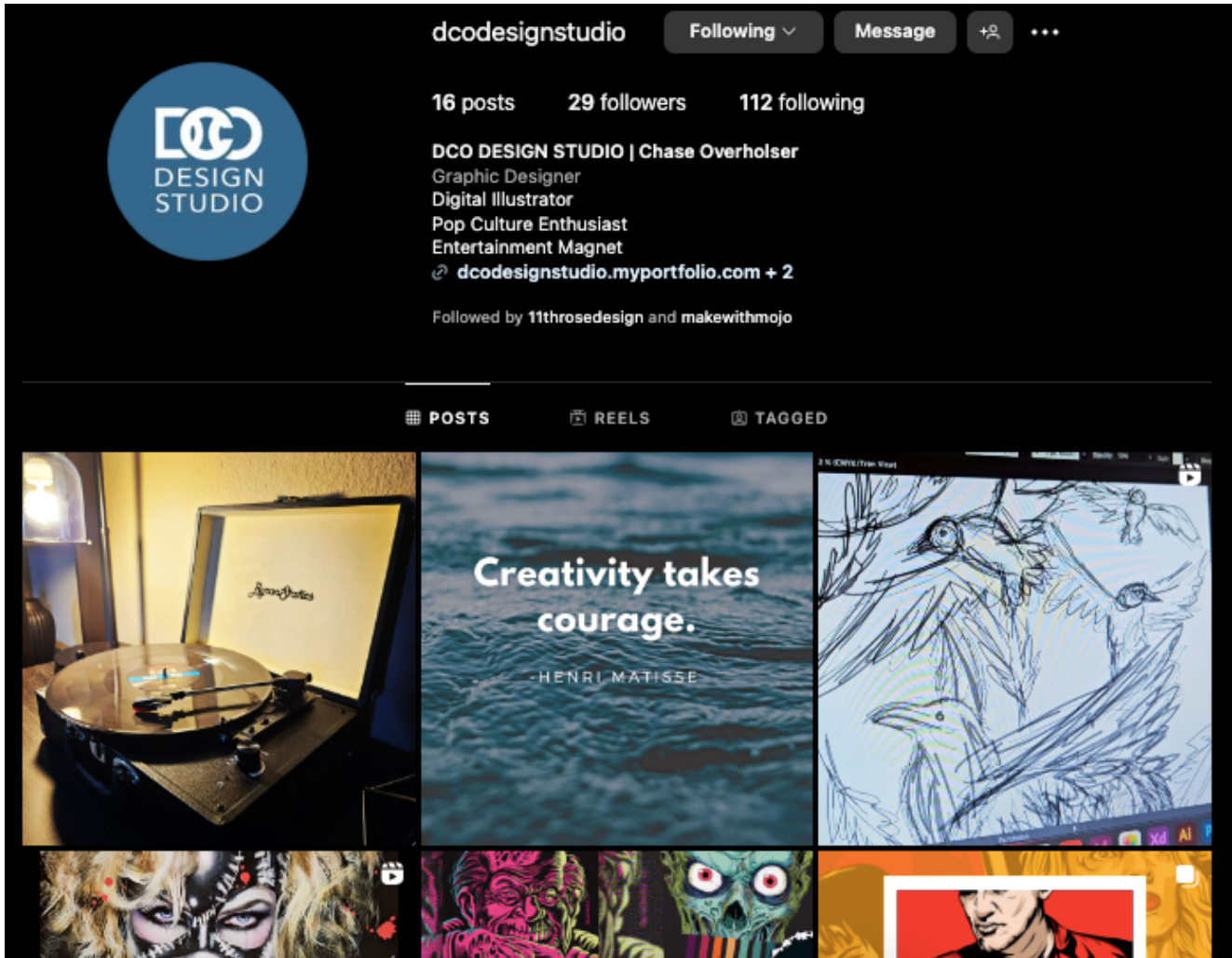
CONTENT CALENDAR

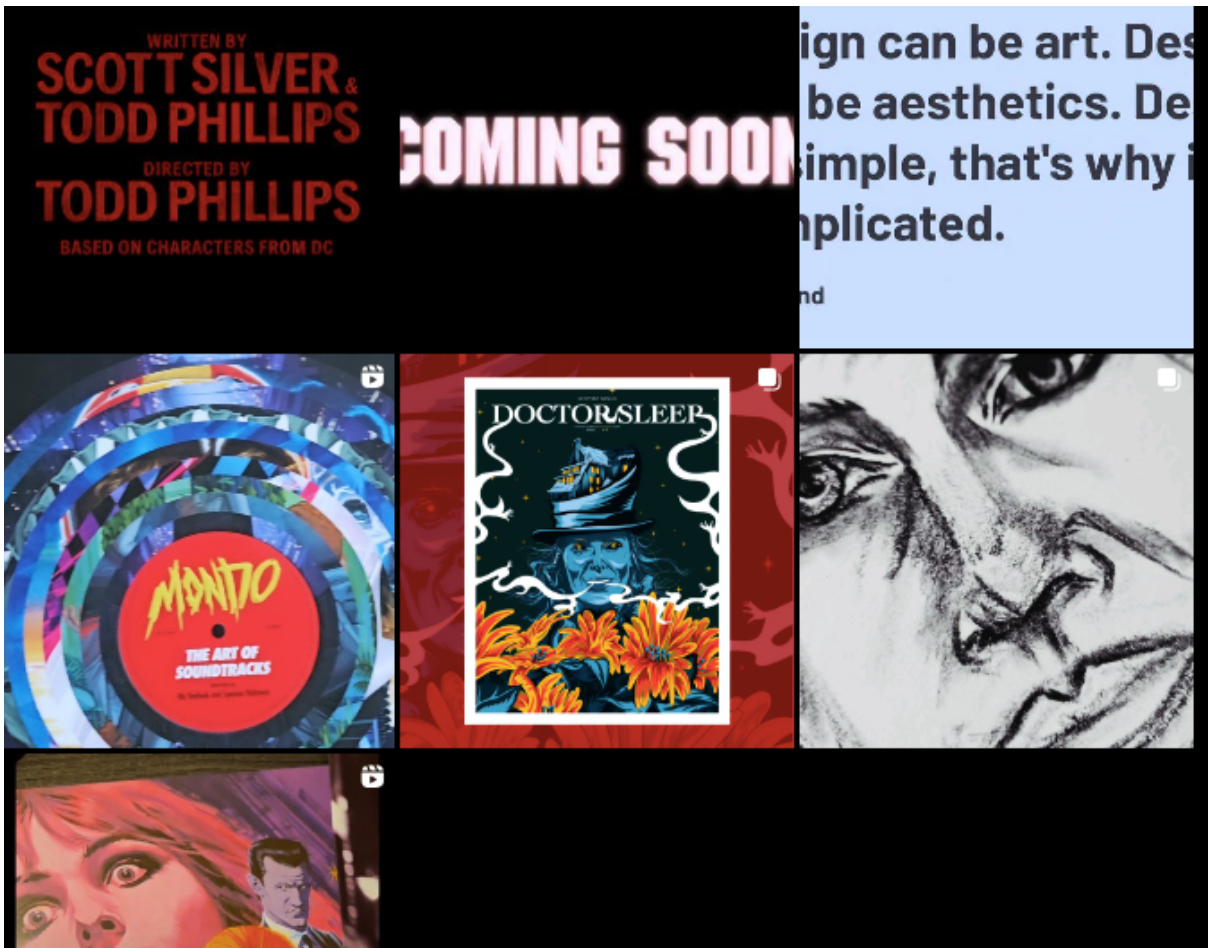
WEEKLY CONTENT CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>11 AM</p> <p></p> <p>#sundaysketches Post recent sketches for upcoming or past projects.</p>	<p>8 AM</p> <p></p> <p>Check Instagram & LinkedIn comments & reply.</p>	<p>8 AM</p> <p> </p> <p>Check Instagram & LinkedIn comments & reply.</p>	<p>8 AM</p> <p> </p> <p>Check Instagram & LinkedIn comments & reply.</p>	<p>8 AM</p> <p> </p> <p>Check Instagram & LinkedIn comments & reply.</p>	<p>8 AM</p> <p> </p> <p>Check Instagram & LinkedIn comments & reply.</p>	<p>11 AM</p> <p></p> <p>Post favorite vinyl/ music for #soundtrack saturday.</p>
<p>8 PM</p> <p></p> <p>Check Instagram comments & reply.</p>	<p>8 AM</p> <p>  </p> <p>Post completed work. Share post to LinkedIn & Behance.</p>	<p>11 AM</p> <p></p> <p>Post creative quote (either from artist, director, film, etc.)</p>	<p>11 AM</p> <p></p> <p>Shoutout Professional/favorite artists or companies (Reel/Story) Ex. @mattyantobin @mondonews</p>	<p>9 AM</p> <p></p> <p>Post for #throwback thursday.</p>	<p>9 AM</p> <p>  </p> <p>Post completed work. Share post to LinkedIn & Behance.</p>	<p>8 PM</p> <p></p> <p>Check Instagram comments & reply.</p>
<p>8 PM</p> <p></p> <p>Schedule content.</p>	<p>12 PM</p> <p></p> <p>Post #monday inspiration/ motivation</p>	<p>3 PM</p> <p></p> <p>Share entertainment news, such as posts/ trailers.</p>	<p>2 PM</p> <p></p> <p>Post in-progress for #wipwednesday</p>	<p>5 PM</p> <p></p> <p>Share entertainment news, such as posts/ trailers.</p>	<p>5 PM</p> <p></p> <p>Share fellow/student artist profile and @ shoutout their work.</p>	
	<p>8 PM</p> <p> </p> <p>Schedule content & check comments.</p>	<p>8 PM</p> <p></p> <p>Check Instagram comments & reply.</p>	<p>8 PM</p> <p></p> <p>Check Instagram comments & reply.</p>	<p>8 PM</p> <p> </p> <p>Schedule content & check comments.</p>	<p>8 PM</p> <p></p> <p>Check Instagram comments & reply.</p>	

INSTAGRAM

[@DCODESIGNSTUDIO](#)







Posted *Doctor Sleep* illustrated poster and tagged related accounts.

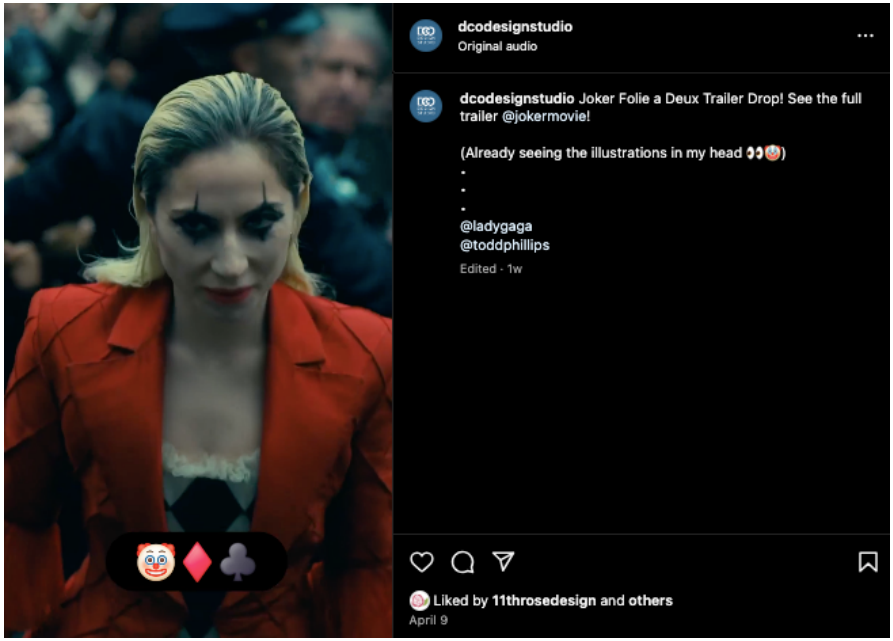
8 AM



Post completed work. Share post to LinkedIn & Behance.



Posted Quentin Tarantino illustrated poster and tagged related accounts.

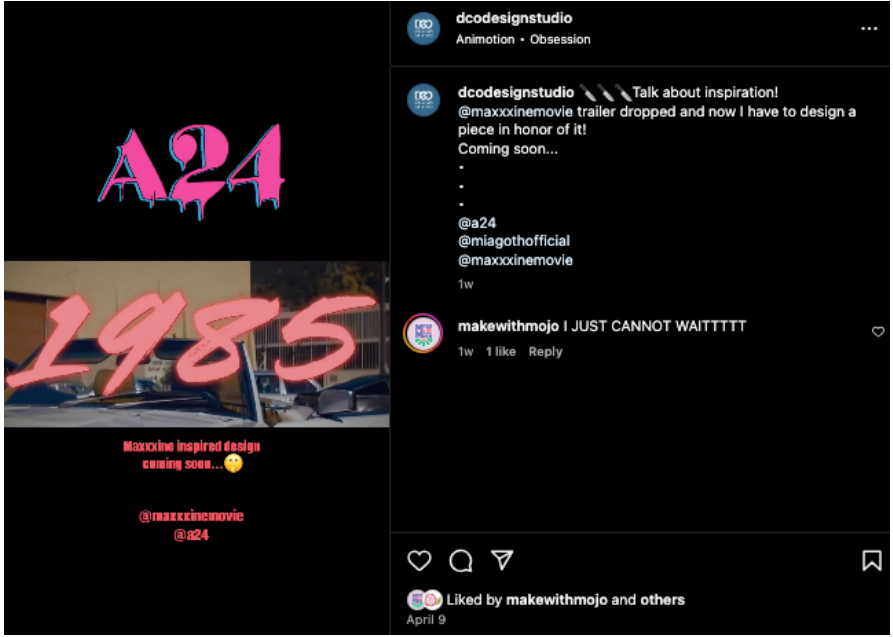


Reposted *Joker: Folie a Deux* trailer and tagged related accounts.

3 PM



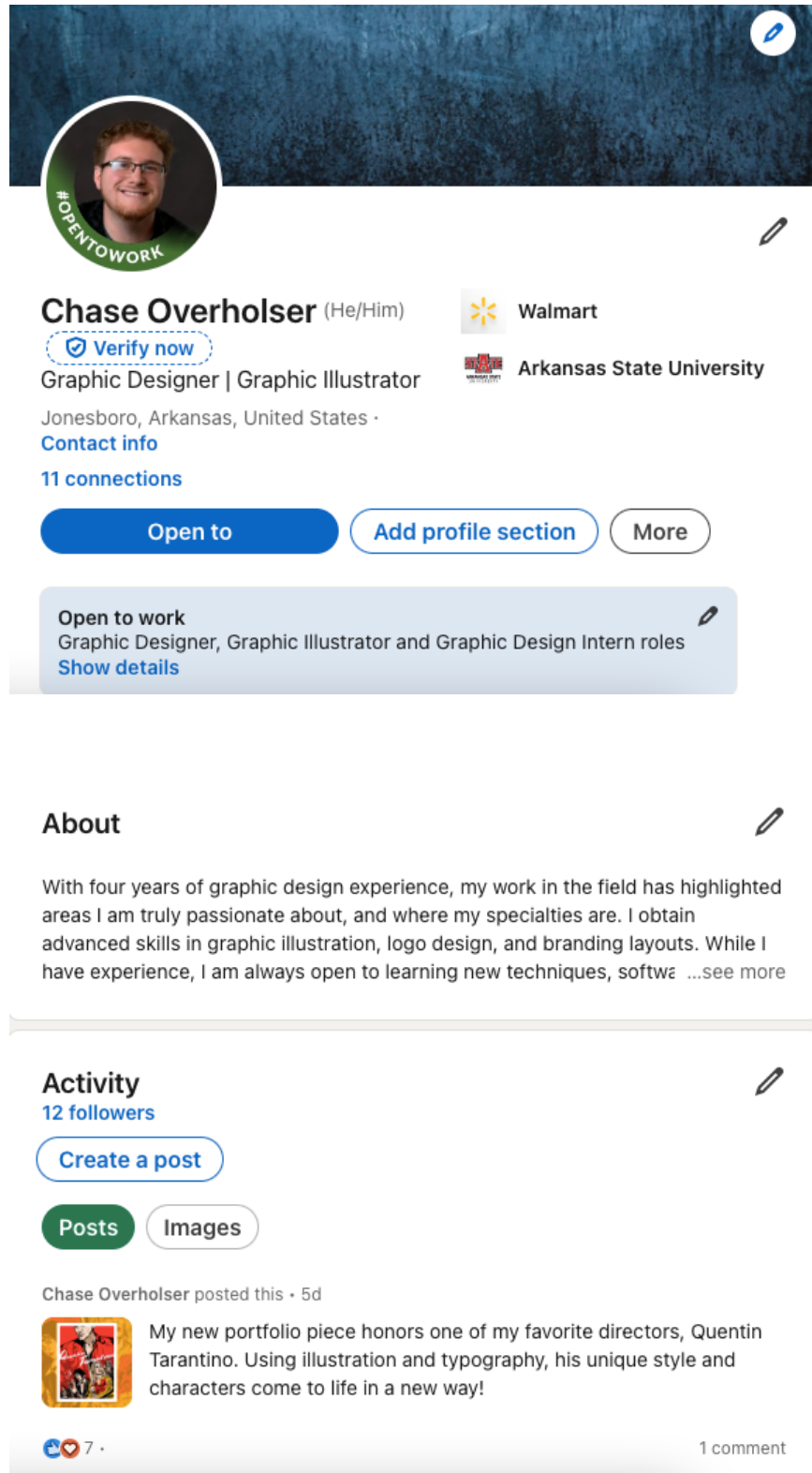
Share entertainment news, such as posts/ trailers.





Reposted *Maxxxine* trailer and tagged related accounts.

LINKEDIN

[@CHASEOVERHOLSER](#)



The image shows a LinkedIn profile for Chase Overholser. At the top is a blue banner with a pencil icon for editing. Below it is a circular profile picture of Chase Overholser, a man with glasses and a beard, with a green border containing the text "#OPENTOWORK". To the right of the profile picture is a pencil icon for editing. Below the profile picture, the name "Chase Overholser" is displayed with "(He/Him)" next to it. There is a "Verify now" button with a checkmark icon. Below the name, the job title "Graphic Designer | Graphic Illustrator" is shown, followed by the location "Jonesboro, Arkansas, United States". There are two company logos: Walmart and Arkansas State University. Below the location is a "Contact info" link and "11 connections". There are three buttons: "Open to", "Add profile section", and "More". Below these buttons is a section titled "Open to work" with a pencil icon for editing. The text in this section reads "Graphic Designer, Graphic Illustrator and Graphic Design Intern roles" and a "Show details" link. Below this is the "About" section, also with a pencil icon for editing. The text in the "About" section reads: "With four years of graphic design experience, my work in the field has highlighted areas I am truly passionate about, and where my specialties are. I obtain advanced skills in graphic illustration, logo design, and branding layouts. While I have experience, I am always open to learning new techniques, softwa ...see more". Below the "About" section is the "Activity" section, with a pencil icon for editing. It shows "12 followers" and a "Create a post" button. There are two tabs: "Posts" (selected) and "Images". Below the tabs, it says "Chase Overholser posted this · 5d". There is a small image of a portfolio piece showing a colorful illustration of characters. The text next to the image reads: "My new portfolio piece honors one of my favorite directors, Quentin Tarantino. Using illustration and typography, his unique style and characters come to life in a new way!". At the bottom of the activity post, there are icons for share, like, and comment, with the number "7" next to the comment icon. To the right of the activity post, it says "1 comment".


Chase Overholser (He/Him)  Walmart  Arkansas State University


[Verify now](#)

Graphic Designer | Graphic Illustrator
Jonesboro, Arkansas, United States · [Contact info](#)


11 connections

[Open to](#) [Add profile section](#) [More](#)

Open to work 
Graphic Designer, Graphic Illustrator and Graphic Design Intern roles
[Show details](#)

About 


With four years of graphic design experience, my work in the field has highlighted areas I am truly passionate about, and where my specialties are. I obtain advanced skills in graphic illustration, logo design, and branding layouts. While I have experience, I am always open to learning new techniques, softwa ...see more



Activity 
12 followers

[Create a post](#)

[Posts](#) [Images](#)

Chase Overholser posted this · 5d

 My new portfolio piece honors one of my favorite directors, Quentin Tarantino. Using illustration and typography, his unique style and characters come to life in a new way!

  7 · [1 comment](#)



Chase Overholser (He/Him) · You
 Graphic Designer | Graphic Illustrator
 5d · 🌐



My new portfolio piece honors one of my favorite directors, Quentin Tarantino. Using illustration and typography, his unique style and characters come to life in a new way!



Posted Quentin Tarantino illustrated poster to LinkedIn to promote.

8 AM



Chase Overholser (He/Him) · You
 Graphic Designer | Graphic Illustrator
 1w · 🌐



Check out my new portfolio piece, Doctor Sleep illustrated film poster. Highlighting typography and digital illustration, this piece is one of my new favorites!



Posted *Doctor Sleep* illustrated poster to LinkedIn to promote.

Post completed work. Share post to LinkedIn & Behance.

BEHANCE

[@DCODESIGNSTUDIO](#)



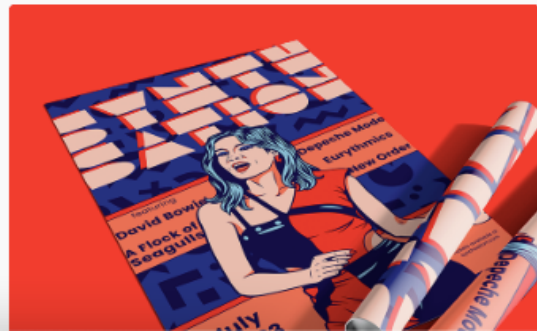
DCO Design Studio

Digital Illustrator/ Graphic Designer

Chase Overholser

<https://dcodeignstudio.myportfolio.com>

📍 Jonesboro, AR, USA



BUSINESS PLAN

BUSINESS PLAN A

Name

Daniel Chase Overholser

Would you like to create a brand that refers to you as a person or you as a thing? In other words, do you want to have a business that is known by your name or by another name?

I would prefer my business have a name that represents me as a design entity, not a person.

What is the location of your business? If you do not know yet, state your ideal location. Or you could explain something like “A large city in the U.S.” or “A medium-sized city in the northeast region of the U.S.”

I would prefer my business be located in a large city, like NYC.

Where would you rather work (when the pandemic clears and you have a choice)? Virtual from home or at a physical office?

I would rather work in a physical office, but remote options are acceptable.

S.W.O.T.

A S.W.O.T can help you assess the strengths and opportunities you currently have so you can map the shortest path to your goals. It will also help you understand any obstacles in your path, whether they are outside of you, or internal. Creating a S.W.O.T analysis of your creative business can be extremely useful as a way of identifying potential difficulties and opportunities for your business and for yourself.

- Strengths and Weaknesses are internal aspects of you and your business.
- Opportunities and Threats are external aspects of you and your business.

Use each section to identify problems and solutions in other sections. You can use your strengths to spot related weaknesses (EX “I am well-organized” is a strength, “I am too rigid” is a related weakness), then use that weakness to identify an opportunity, and so on. Think laterally when you are doing your SWOT analysis. Don’t get caught up in analysis the whys of these, just jot them down as you think of them. Brainstorm!

For an example, [CLICK HERE](#).

- **S - Strengths:**

1. Resilient
2. Level-headed
3. Confident

- **O - Opportunities:**

1. Increased Publicity
2. Professional Experience
3. Growing Community

- **W - Weaknesses:**

1. Rigidly Independent
2. Stubborn
3. Self-Improvement

- **T - Threats:**

1. Professional Illustrators
2. AI
3. Finances

MISSION:

What drives you? What keeps you motivated? What are you passionate about?

I am driven in my art by my love for film and television. I have always respected this as an art form, and it started my appreciation for style, movement, and energy that a piece of film, or art can hold. Finding unique compositional means, and different art styles to express my love for cinema is what keeps me creating.

What is important to you in business?

For example, what are your ethics, values and reasons for being in this profession? Do you have creative work you specifically want to do? Answer this as if money or job availability didn't matter.

I would love to work for a business that pursues entertainment and pop culture related artworks. Movie posters, art prints, etc. are all bread and butter to me. Through the work I make, I value out of the box concepts, while committing hard work and determination to this practice.

YOUR FUTURE:

Where do you see yourself in 5 years? Not just location or "successful", but how will you be living?

In 5 years, I see myself living a moderate lifestyle. I will either be interning or working at a design studio.

Where do you see yourself in 10 years?

In 10 years, I will be located in Seattle or New York City, working at an illustration studio. I will be living a comfortable, but not too lavish lifestyle, with a wife and child.

How are you going to make this 10-year goal happen?

To make this goal a reality, I will not give up on my artistic practices and take any opportunities for growth. I will seek out any available outlets in these locations/ businesses.

YOUR PRODUCTS AND SERVICES:

Strength 1:

Digital Illustration

Qualifications & Competitive Advantages:

10 years of illustration experience, variation of illustration styling, and ability to elevate artistic elements or trademarks into illustrative compositions.

Strength 2:

Logo Design

Qualifications & Competitive Advantages:

Knowledge of minimalist practices, and practicing with positive and negative space. Can adapt to any design aesthetic that may be necessary to match logo design to corresponding brand/ business.

Strength 3:

Advertising

Qualifications & Competitive Advantages:

Knowledge of competent design system layouts, including matching colors, typography, page layout, etc.

YOUR COMPETITION:

Explain what you think your direct competition might be in relation to the following. Describe the qualities of an imagined person/group who would be competition. In other words, who would be hired instead of you?

Creativity/Ideation:

Someone who has had more experience in their art career, and who has been exposed to more artistic elements in their life.

Training:

Practiced more with the programs, and commissioned more work outside of a corporate environment.

Experience:

More internships, local designer versus an out of town designer, larger degree of clients they have collaborated with.

Specialty:

A people pleaser that knows how to make everyone happy.

YOUR CLIENTS:

Who is your ideal client(s)?

For example, is it a small local business owner with a new shop or do you want to do contract work for huge corporations with a ton of existing brand equity? Would you rather work an in-house shop instead of having multiple clients? OR do you want to do work for a non-profit or do some other form of advocacy all the time?

I can see myself working in-house for a major illustration company, such as Mondo. Their clients would therefore become my clients, and a team would more than likely be involved.

Will the ideal client give you little or full control over the project scope?

Do you like a lot of direction or a little? If it's in the middle, be specific in your answer.

I want every piece of detail the client wants included in the work. Once I know their guidelines or their wants, I can adapt those wants into an artistic lens and enable my practices and methods into the work. There has to be a middle ground of meeting the client halfway.

BUSINESS PLAN B

YOUR FINANCIAL PLAN:

A traditional financial plan for business consists of the following at a minimum:
12-month profit and loss projection; cash-flow projection; projected balance sheet; and break-even calculation.
This project will not be so demanding, nor specific.

COST-OF-LIVING ANALYSIS:

What are your minimum expenses in relation to your business per month?
If the costs you acquire are per quarter or year, do the math for the monthly cost.

Cost of basic Health Insurance:

\$800 per month (basic care plan)

<https://www.talktomira.com/post/how-much-is-individual-health-insurance-in-new-york>

Cost of Equipment (Software and Hardware):

\$59.99 per month for Adobe Creative Cloud Suite (individual)

\$1599 or \$133.25/mo. (MacBook Pro 14 inch)

<https://www.adobe.com/creativecloud/plans.html>

<https://www.apple.com/shop/buy-mac>

Cost of Website:

\$0 (free with Adobe Creative Suite subscription)

Cost of Continued Education

\$9,292 to \$14,814 (public institutions)

\$14,520 to \$45,684 (private institutions)

[https://research.com/degrees/most-affordable-online-mfa-programs#:~:text=If%20you%20are%20wondering%20about,for%20Education%20Statistics%2C%202023a\).](https://research.com/degrees/most-affordable-online-mfa-programs#:~:text=If%20you%20are%20wondering%20about,for%20Education%20Statistics%2C%202023a).)

Cost of Estimated Quarterly Taxes Set Aside Per Month (1/3 rule set aside 4 times a year):

\$5,532

Other:

\$4,768 (rent)

\$475 (utilities)

<https://www.unbiased.com/discover/banking/cost-of-living-in-new-york-city>

TOTAL ESTIMATED COST PER MONTH:

\$11,634.99 (including paying quarterly tax).

\$6,102.99 (without paying quarterly tax)

What are your minimum projected profits in relation to your business and its expenses per month?

How much will you charge?

\$100 hourly rate

How many days of the week will you work?

5

How many hours per week do you expect to be billable?

40 hours per week

TOTAL ESTIMATED PROFIT PER MONTH:

\$16,000 montly profit.

FINANCIAL FORMS

ESTIMATE



The following is an estimate from Chase Overholser for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours.
THANK YOU FOR THIS OPPORTUNITY!

Date: Date
Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here
Address: Street Address Here; City State Zip
Phone: (XXX) XXX-XXXX

PROJECT DESCRIPTIONS

Name of Project

Notes:

List any notes from meetings or other information provided by client.

Materials Requested:

If client has requested specific materials, list here. Otherwise remove.

Timeline:

No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here and increase rate.

Rate: \$--/hr

Hours:

Revisions:

Total: \$

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press (or similar) files.
- Revisions beyond those listed will incur hourly charges.

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www.dcodesignstudio.myportfolio.com

THANK YOU!

QUOTE



The following is a quote from Chase Overholser for work. This is not a legally binding contract, nor an invoice. See meeting notes to provide the expected total of hours. **THANK YOU FOR THIS OPPORTUNITY!**

Date: Date
Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here
Address: Street Address Here; City State Zip
Phone: (XXX) XXX-XXXX

PROJECT DESCRIPTIONS

Name of Project

Notes:

List any notes from meetings or other information provided by client.

Materials Requested:

IF client has requested specific materials, list here. Otherwise remove.

Timeline:

Be clear of the time this project is due (or any due dates within the project). Also state that if job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

Total: \$XX
Revisions: 2

- Explain here what you will receive and what is expected.
- More here, include everything, including the time to pre-press (or similar) files.
- Revisions beyond those listed will incur hourly charges.

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THANK YOU!

HOURLY INVOICE



THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU.
All payments can be made to Chase Overholser and mailed to the address below. Please contact me with questions about this or any future work!

Date: Date
Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here
Address: Street Address Here; City State Zip
Phone: (XXX) XXX-XXXX

PROJECT DESCRIPTIONS

Name of Project

Rate: \$XX/ hr
Hours:
Total: \$XXX

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- *If the project is not yet finished, state this.*

TOTAL DUE: \$XXX

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THANK YOU!

PROJECT INVOICE



The following is an estimate from Chase Overholser for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours.
THANK YOU FOR THIS OPPORTUNITY!

Date: Date
Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here
Address: Street Address Here; City State Zip
Phone: (XXX) XXX-XXXX

PROJECT DESCRIPTIONS

Name of Project

Project Rate: \$XX

> Revisions:

Rate: \$XX/hr

Hours: X

Total: \$XXX

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- Be clear on the time allotted to revisions beyond the number allowed on the estimate/ quote. If none were necessary, remove this

TOTAL DUE: \$XXX

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THANK YOU!

PROMOTIONAL MERCHANDISE





THANK YOU
FOR READING!