

DESIGN PICKLE USER GUIDE



WELCOME TO DESIGN PICKLE!

Hey there! Welcome to Design Pickle, the most helpful creative company in the world. If you're reading this, chances are you're already part of the family.

We've put together this guide to help you streamline your processes of requesting and receiving designs. Scientists at our laboratory claim that if you read and follow this guide, you will become a **#superstar** user.



THE DESIGN PICKLE USER GUIDE INCLUDES:

01 Your Account

02 Platform

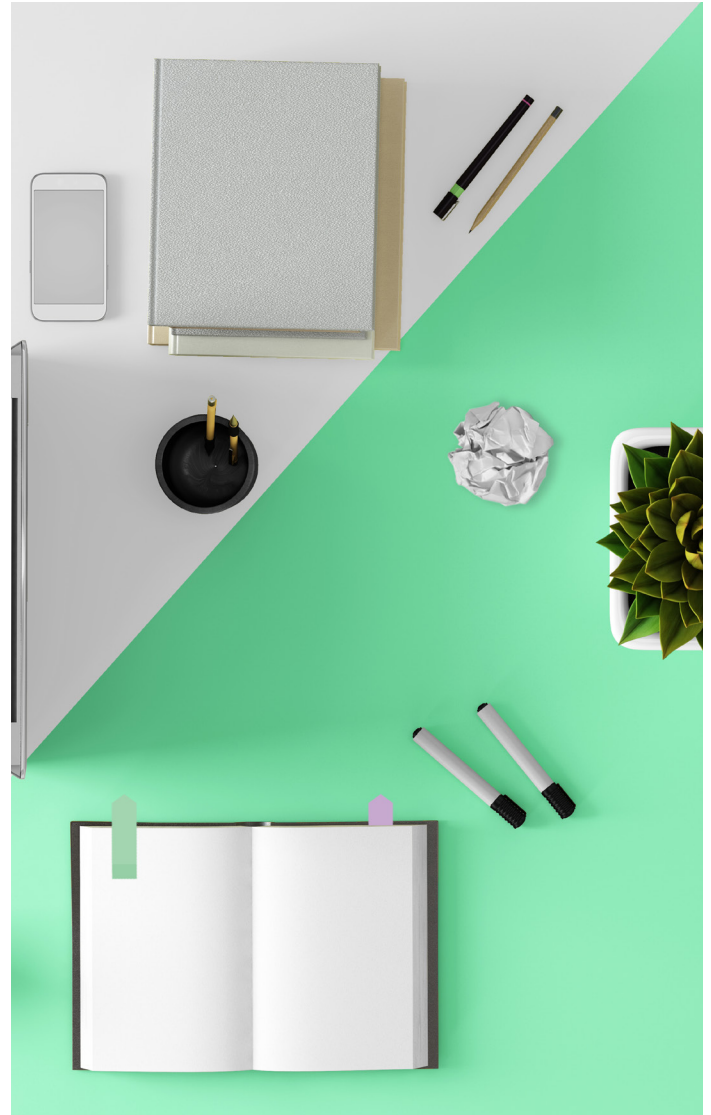
03 Plan Overview

04 Scope of Service

05 Requests

06 Sending Us Links

07 What Does Unlimited Mean?



Our online repository of answered questions can be found on help.designpickle.com. You can head there if you're online and need some quick assistance. Or, you can email our accounts team at help@designpickle.com to talk to a very helpful pickle.

1

Your Account

LOGGING IN

You are connected to us with your personal Design Pickle account. You can log in through the following websites:

designpickle.com - Click on the Sign In button at the top right of your screen.

jar.designpickle.com - Click on the Log in button at the top right of your screen.

Enter your email address and password, and you're in! Make sure it's the same email address you used to sign up for Design Pickle.

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 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.

STILL UNABLE TO ACCESS YOUR ACCOUNT?

If you're still unable to access your account, just email help@designpickle.com and our accounts team will take care of you.



YOUR ACCOUNT INFORMATION

You can edit or review your account information in jar.designpickle.com settings. There, your info is displayed under two categories: Company Settings and My Profile Settings.

COMPANY SETTINGS

- **Company Information**
 - Company Name
 - Primary Email
 - Skype
 - Number of Employees
 - Phone
- **Billing Information**
 - Card on File
 - Billing Address
 - Invoices + View Billing History
- **Design Plan**
(Standard/Pro + Number of DPUs)
- **Image Plan**
(if you're subscribed to Getty)



Cristina G.
September 6, 2018

Every Entrepreneur needs Design Pickle. They are so responsive and easy to work with! I've struggled with hiring designers, keeping my brand on point, and not breaking the bank while managing all of that. I could never find the right fit until I found Design Pickle- they make a design n00b like me look like a rockstar!



PERSONAL INFORMATION

- Name
- Password
- Email Preferences
(toggle your daily/weekly notifications!)
- Email Address
- Mailing Address
(we might send some swag your way!)
- API Token
- Preferred File Types
(your general default; you can change this from request to request as needed!)
- Zapier Integrations

IS MY INFORMATION SAFE?

Yes! Design Pickle is compliant with the General Data Protection Regulation or 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 plain English – with less legal jargon

...among others. In our eyes, the GDPR is good news for all customers. Feel free to ask us more about it, or read our Privacy Policy on 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 info on how we're complying with the GDPR to keep your data safe, read up on help.designpickle.com/design-pickle-101/general-dataprotection-regulation



2 Platform

The Design Pickle Platform is the application we use to manage your account. It's where you log in and use our services.

YOU CAN USE IT TO:

- Submit a request
- Check the status of a request
- Communicate with your designer
- Find past requests and their files
- Change the priority status of existing requests
- Update your billing and personal information
- Find your affiliate link & API key



Log in at jar.designpickle.com

STOCK IMAGES

Stock images are a great way to make your designs look professional with ready-made photos. All clients have free access to access to free stock photos via Unsplash, which has an extensive library of useful images that can be used professionally, royalty-free. For a small monthly fee, we can also provide our clients access to premium, paid images through our partner Getty Images. You won't have to cover the expense of photoshoots, or have to commission expensive illustration work.

You can add this service at jar.designpickle.com/settings or ask the nearest friendly pickle.

WHO CHOOSES THE IMAGES?

You do — or we can do it for you. Your call. If you're asking your designer to find photos for you, we highly recommend the following best practices:

- Provide a clear description of what you want the photos to be, or to accomplish

I want to choose the images. Where can I browse through available images?

You can select stock photos through the design request form. Step 2 asks if you need photos. Click on “Yes, I need photos,” then on “Find my own photos.” Type in what you’re searching for, and images results will pop up from both the Getty and Unsplash libraries. Since your access to Getty is under your Design Pickle account, you can only explore Getty Images in the Design Pickle platform. You’re free to search for images on your own using [Unsplash.com](https://unsplash.com).

YOUR GETTY IMAGES ACCOUNT HOW MUCH DOES IT COST?

Our Getty Images add-on is only \$25 monthly. With it, your designer will be able to use premium photos and illustrations from the Getty catalog in your designs. If you don’t have this add-on yet, you can still use Getty Images, but you will be paying an additional fee per stock image.

HOW AM I ALLOWED TO USE IMAGES FROM GETTY?

You are allowed to request stock images from Getty to be used in your designs. As per our agreement with Getty, all stock images are single use only and cannot be sent to you as standalone files.

THINGS YOU CAN DO:

- You can use the resulting designs for commercial purposes, such as merchandise.
- If you need to use the same stock image for a different design, you can simply make another request!

THINGS YOU CAN’T DO:

- You can’t receive standalone files. Stock images from Getty must be delivered to you as part of a finished design, with modifications and other design elements.



— though premium, usage is not exclusive to you; other paid users worldwide have access to these images as well. The only difference is that we may make modifications to vector illustrations or photos so that they are more on brand for you.

- You can't sell your design as a template that other users can edit and profit from; we can't guarantee they'd be covered by Getty's agreement.

3

PLAN OVERVIEW

Design Pickle is powered by both humans and AI to ensure seamless delivery. You can rely on our system to keep the service running, even on the days when your dedicated designer is out sick or unavailable. For added security, the entire operation lives and breathes in the clouds of Amazon, Google, and other services in our tech stack.

FEES, REFUNDS, AND NO-RISK GUARANTEE

- Once you've registered, 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, quarterly, annually). This will keep your plan up and running.
- This means you're responsible for updating your billing information in case of any changes, so that your subscription won't be suspended.
- You can cancel your subscription at any time. Upon cancellation, you will continue to have access to the Design Pickle services through the end of your paid billing term.
- You may request a refund within the first 14 days of a purchase of any new subscription plan.
- Promotions, upgrades, and adjustments to existing plans are non-refundable.
- 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 the full Terms and Conditions at
designpickle.com/terms-conditions

I just signed up for a month! Why am I being charged again?

SUBSCRIPTION RENEWAL

Your Design Pickle subscription automatically renews depending on the terms you've chosen upon sign-up. This enables you to send requests and have access to the platform.

Your Design Pickle subscription automatically renews depending on the terms you've chosen upon sign-up. This enables you to send requests and have access to the Design Pickle platform.

SUBSCRIPTION PLAN

There are four terms that we offer to our clients. They are monthly, quarterly, semi-annual, and annual. If you signed up on the 10th day of that month and you're on a quarterly subscription, your next billing will fall on the 10th day 3 months after.

UNSURE ABOUT YOUR EXACT SIGN-UP DATE?

You can check your billing date by viewing your Billing History. For more info, check out:

<http://help.designpickle.com/accounts-and-subscriptions/subscription-renewal>

STANDARD: \$399/MONTH/USER

- 14-Day No-Risk Money Back Guarantee
- Unlimited Requests
- Unlimited Brands
- Dedicated Professional Designer
- Free Stock Photos (via Unsplash)
- No Contract
- Zapier Intergration

Request cutoff time is at 5PM PST. That's when your designer's shift starts. Requests sent in after the cutoff time will be processed the next day.

PRO: \$995/MONTH/USER

- 14-Day No-Risk Money Back Guarantee
- Unlimited Requests
- Unlimited Brands
- Dedicated Professional Designer
- Free Stock Photos (via Unsplash)
- No Contract
- Zapier Intergration

Request cutoff time is 2PM PST. Your designer is available from 8AM-5PM PST. You get to collaborate with them in real time.

USING SLACK FOR PRO

When you sign up for Pro, 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 comments and questions from 8AM-5PM PST.

You'll be added to a private channel with yourself, your designer, an account executive, and some members of our production team. This private channel is where the bulk of your communication will occur.

We highly recommend that your company has a single designated person to talk about the requests with us on Slack. This will make it possible for our designers to be sure which of your requests to prioritize.

To get anyone's attention, just "@" them in your message!

- "Hey @Jessica, just wanted to let you know I submitted a request for our latest ad campaign. Let me know if you have any questions!"
- "@Matt Arndt I have a question about billing and was hoping you could help me out".
- @here will notify anyone active in that channel of your message.
- @channel will notify everyone in that channel, regardless of whether they're currently online or not



William H.

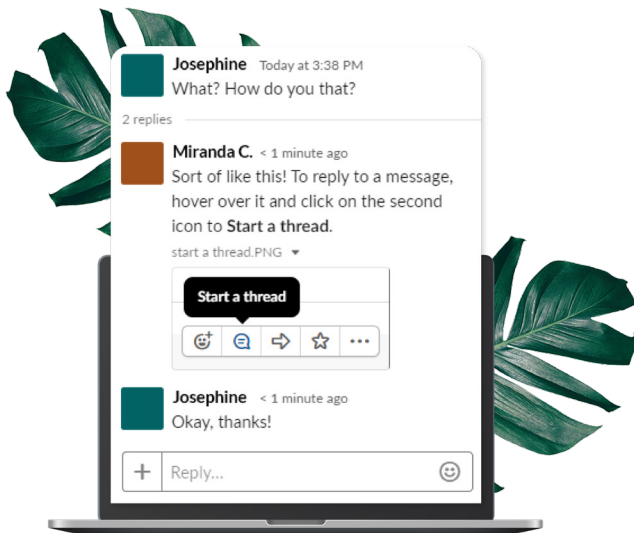
January 18, 2019

My entire experience with Design Pickle has been amazing. I cannot recommend them enough. As a small business owner I am able to take my mind off of the digital marketing side of things and worry about things I am better at managing. We are always given incredibly professional documents in a very fast turn-a-round.



MORE FEATURES IN SLACK INCLUDE

- Emojis make communicating fun and easy. We love emojis.
- Easy file attachments make it possible for you to upload images, videos, and other files to get any message across!
- Message threads make it possible to have conversations within conversations, without having to clutter your main discussion.
- Integration with other apps like Box, Zapier, Asana, Google Drive, Trello and more.



Once you're in our system, our Slack group can be accessed from your browser at jar-members.slack.com. You can also download the mobile or desktop apps through slack.com/downloads.

ADDING USERS TO YOUR ACCOUNT

Adding users to your account is now possible by adding DPUs or Design Processing Units. (We'll discuss this further under the Timelines section in page #.)

DPUs are an effective way of expanding your subscription without having to juggle multiple accounts. For each DPU, you can add another login and another designer to your Design Pickle account. By doing so, you're adding more manpower — or designpower — to a single subscription. You can get double (or triple, or more!) the amount of designs you're getting done. This is especially useful for businesses with **multiple brands**.

USER LEVELS

Once you've added a DPU, you'll have the option of adding another user to your account. Users come in three flavors, depending on how much access you'd like them to have to your Design Pickle account.

Administrator

This role controls all subscription and payment information. They can add, modify, and remove users of any role. Finally, they can make requests and edit any request at the company.

Organizer

This role can add, modify, and remove Organizers or Members. They can also make requests and edit any request at the company.

Member

This role can make requests and edit their own requests.

4

SCOPE OF SERVICE

WHAT WE CAN DO

There's a ton of things Design Pickle can help you with. We're here to take care of design-related projects that would take a huge load off your company's back.

CAN I REASONABLY EXPLAIN OR SHOW WHAT I WANT?

This is the first question you should ask yourself. If the answer is yes, then awesome! It's time to start

requesting. If you feel like you need a phone call, meeting, or advice or guidance on what to create for your business, Design Pickle may not be the best fit for you and your brand at this time.

To see real work from real clients, check out designpickle.com/work-samples.

HERE ARE EXAMPLES OF THINGS THAT WE CAN HELP YOU WITH.

- Display ads
- Print or digital brochures
- T-shirt graphics
- Trade show marketing materials
- Facebook ad graphics
- Instagram graphics
- Google display ads
- Social media quotes
- Promotional items
- Outdoor graphics
- Stickers
- Sales sheets
- Event flyers
- Email header graphics
- Blog header graphics
- “Hero” images for your website
- Basic photo edits & manipulation
- Knocking out backgrounds
- Ecommerce graphics
- Logo updates
- Presentation graphics
- Revising webpage mockup
- And many more! The creative universe is a limitless place. Feel free to communicate with us regarding our design capabilities.

HERE ARE MORE ITEMS YOU CAN CREATE WITH A PRO PLAN:

- 2-3 second GIF animations
- Light website or landing page design (we do not code, just provide the design files)
- Original branding and logos with a clear concept or direction
- More advanced illustrations
- Original infographics*

Producing original infographics is one of the more time-intensive requests. That’s why we’d love for you to send us the following:

- All content/copy
- Images or information about images that you’d like to be used
- Enough branding information — the colors, logos, fonts, and overall theme
- Examples of infographics you want us to use as inspiration/reference

WHAT WE DON'T DO

Some designs are large-scale projects, the kind that would be best if you had a dedicated designer focus on for an extended time period. In the interest of productivity and commitment to quality, we do NOT support the following types of requests:

- Video or motion graphics
- Extremely complex or fine art illustrations
- Fillable or interactive PDF documents
- Photoshop art or complex photo manipulation
- 3D / CAD
- HTML / CSS / UI / UX, mobile or app design
- Programming/coding

Design work can vary wildly in scope and complexity. You'll find that we might be a better fit for some projects, and not so much for others. Communicate with your designer – they will do their absolute best to get you what you need!

DON'T ABUSE THE PICKLE

Design Pickle is not meant to replace a full-time graphic designer. Design Pickle is designed for the reasonable use of a single individual from a non-creative based small business.

We reserve the right to cancel your account if you are found sharing accounts/logins or violating our services or team in any way. We also don't tolerate using Design Pickle for illegal, adult, or pornographic purposes.

Your right to use our services shall terminate once you breach any term of our Terms and Conditions.

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

5

REQUESTS

HOW TO CREATE A REQUEST

Design Pickle's request platform is optimized to help you communicate your design needs effectively. Simply head over to jar.designpickle.com and you'll be able to send in a request from there!

Design request pro tips:

- Describe the design you need
- Include or request stock images
- Attach any assets, images or copy

Once you're done creating your request, simply review your copy and **Pickle It!**

ANATOMY OF AN AWESOME REQUEST

Your designer is not a mind-reader (yet). That can happen, but the magic usually comes a little later, when you've worked together for a number of requests. The secret to getting back great design faster is simply being more detailed.

Step 1 Describe The Design

Explain what you need designed. As always, the more details, the better!

Email Address *

* Email Address

Name of Request *

* Name of request (ex: Thanksgiving)

File Size *

* File size or dimensions (ex: 8.5" x 11")

Common Design Sizes

Target audience for design (ex: The e

We love inspiration. Share any links to

* Describe what you are looking for.

What file type do you need?

.jpg .png .pdf Ad

Thanks for the info!

Step 2 Need Photos?

I don't need photos or I'll upload my own

Yes, I need photos

Step 3 Upload Any Assets

Upload any other assets we will need for the designs! Think: content, photos, fonts, logos, etc.

+ Add Files

Photos

Assets

Email Address

Name of Request

File Size

Target Audience

Design Inspiration

Description

File Type

Send to My Designer

Name of request

This is like the subject line of an email – it’s useful to be descriptive. Examples:

- “Meditation Infographic”
- “Thanksgiving Post for Facebook”
- “Restaurant Flyer”

File size or dimensions

If you have very particular file sizes, specify the dimensions and the units.

- “1024x768 px, not exceeding 5MB”
- “2.5x3 inches, 300ppi”

Not sure? Worry not! In the Design Pickle request form, we have a cheat sheet of standard sizes for certain types of requests.

And if you’re still not sure, you can collaborate with your designer to help determine the best size for your request. Your designer will base their suggestions on what makes the most sense, or if it complies with industry standards.

However, do understand that this is still guesswork on their part and may not come back in the size you expect. For example:

- “Business card size” will usually be created in 2.5x3”
- “Instagram post size” will be done in the traditional 1080px square

Vertically or horizontally oriented?

You can specify your design’s orientation here, too. If not, your designer will follow your instructions assuming the width comes first (Width x Height).

Target audience

Who’s going to be looking at your design? Saying “my customers” is still a little vague, especially if you’re just starting out. Here are a few ideas:

- “Customers of my Mexican restaurant”
- “Teenagers who like skiing”
- “Elderly people interested in retirement packages”
- “People looking for a home in Phoenix”

Design inspiration

Are there any designs you like? Share them as links or as attachments! The more, the merrier. Again, if you’re just starting out, details like this are like gold for your designer. You’ll be helping them get a better feel of what designs work for you.

Describe what you're looking for

This is it! In as much detail as possible, tell your designer what you want.

What are you NOT looking for?

Again, you can also include links to examples of designs you don't like — just make sure to specify that you don't want your design to end up like this. Or, you can describe what you don't want.

- "Something tacky or similar to our old posts"
- "Something too different from our old designs"
- "Don't use red"
- "Nothing too girly"

This will lessen the chances of your designer sending you designs you're not into.

Attachments

Sometimes, issues with attachments (or a lack thereof) can delay your request's turnaround. There are two ways to send us your assets:

1. Attach them to your request. You will be asked to upload any assets, if you have them, in Step 3 of the request form.
2. Include links to your files in the instructions. You may have already uploaded your files to Google Drive, Dropbox, or Box. If so, you can simply share links to the files with us. Bear in mind that your files' privacy settings need to be adjusted so that anyone with the link (a.k.a. your designer) has access to viewing and downloading your files.