

kindred
creative



Partnership Guidelines

Getting the biggest value out of your investment with Kindred is easy. Here are some **PRO TIPS** to help you do just that.

because **your message matters** ✦

We've all been there before – you're minding your own business working diligently on this week's to-do list when all of a sudden you realize **you've completely forgotten about a sermon series that is starting next week!**

That's why we whipped up this nifty guide for all the major holidays and celebrations coming your way this year. It's not the be-all and end-all, but it's chock-full of events that you might want to keep in mind throughout the year.

The best part? Nailing down your visual communication plan early not only **takes your stress down a notch**, but also **gives our team ample time to craft a design experience that really connects with your community** and **accurately communicates your message**.

So, we want to help you make this year **the one where the frantic last-minute free stock image scramble becomes a distant, cringe-worthy memory**. This time around, **let's create something awesome, purposeful, and with the potential to (literally) change lives**. Let's do something amazing together!



2024 Church Holiday Calendar

MLK Day: Jan. 15th

Jan. 1st

Ash Wednesday: Feb. 14th

Jan. 24th

Easter Sunday: Mar. 31st

Mar. 3rd

Palm Sunday: Mar. 24th

Mar. 3rd

Maundy Thursday: Mar. 28th

Mar. 7th

Good Friday: Mar. 29th

Mar. 8th

Nat'l Day of Prayer: May 2nd

April 18th

Mother's Day: May 12th

April 28th

Pentecost: May 19th

April 28th

Memorial Day: May 27th

May 13th

request deadlines

Father's Day: June 16th

June 2nd

Juneteenth: June 19th

June 5th

Independence Day: July 4th

June 20th

Labor Day: Sept. 2nd

Aug. 19th

Halloween: Oct. 31st

Oct. 17th

Veterans Day: Nov. 3rd

Oct. 20th

Thanksgiving Day: Nov. 28th

Nov. 14th

Christmas Day: Dec. 25th

Nov. 13th

New Year's Eve: Dec. 31st

Dec. 3rd

request deadlines

Large Tasks:



Sermon Series (Full package: Key Art, Collateral, video): 3 weeks

Large Holiday Events (Easter/Christmas): 3 weeks

Event Graphics: 2 weeks

Full Rebrand: 4-5 weeks (Billed separately)

Full Custom Website Design: 5-6 weeks (Billed separately)

Mailer (Front and Back): 2 weeks

Smaller Tasks:



Flyer/touch card: 2 weeks

Merch designs: 3 weeks

Social Media Designs: 2 weeks

Key Art only: 2 weeks

Trifold: 2 weeks

Small one-side print: 2 weeks



Video:



Bumper Video: 3 weeks

Countdown Videos: 2 weeks

Reels: 2 weeks

Website Maintenance:



Page Additions: 2 weeks

Event Additions: 1 week

Message Archive Additions: 1 week

Misc:



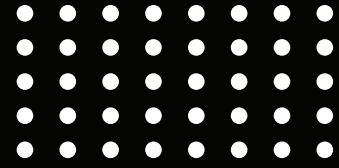
Large Print Layout Tasks: 3 weeks

Social Media Strategy Plans: 3 weeks

Virtual Creative Meetings: 2 weeks

Coaching Call: 1 week

Brand Language Guide: 3 weeks



We thrive in full transparency and find that our clients do too! Here's some basics on how things work!



Standard Operating Procedures



Requests

All project requests will be made through a single link you receive when you begin your partnership. We have a detailed, responsive form that makes your job fast and easy. Churches who require custom request forms are quickly accommodated.



Rush Projects

If you do happen to have a last minute need that doesn't fall within our timeline guidelines, that doesn't mean we can't make it happen!

Rush Requests:
Small: \$75
Large: \$150



Creative Process

We place the highest priority on giving you the best of what we have. The stages we go through in most projects involve the following stages:

1. Discovery
2. Exploration
3. Ideation
4. Conceptualization
5. Collaboration
6. Completion
7. Delivery

This is the reason we have all of this information for you. By protecting our process, we protect your investment!



Client responsibilities

They say it takes two to tango, and that is true here as well! A partnership indicates working together - collaboration! You are the vision holder, we are your creative machine. Here are the things we need from you in order for us to be at the top of our game!

Be Responsive and Attentive

- Once you submit a request for a project or revision, be attentive to communication with us. Don't ghost us! We are your team!

Be Thorough

- When you request a project or revisions, be as detailed as possible, provide us with references, anticipate what we would need to know to be effective.



Hours and Days of Operation

Our team is 100% virtual. We have team members located all over the world. Our project management and creative direction home base is located in Seattle and San Diego, so our communication is based on Pacific Standard Time, Monday - Friday.



Observed Holidays

- Extended Christmas/New Years Break: December 23-Jan 3
- Thanksgiving Thursday / Friday
- Independence Day: July 4-5
- Some Federal Holidays such as Memorial Day and Labor Day