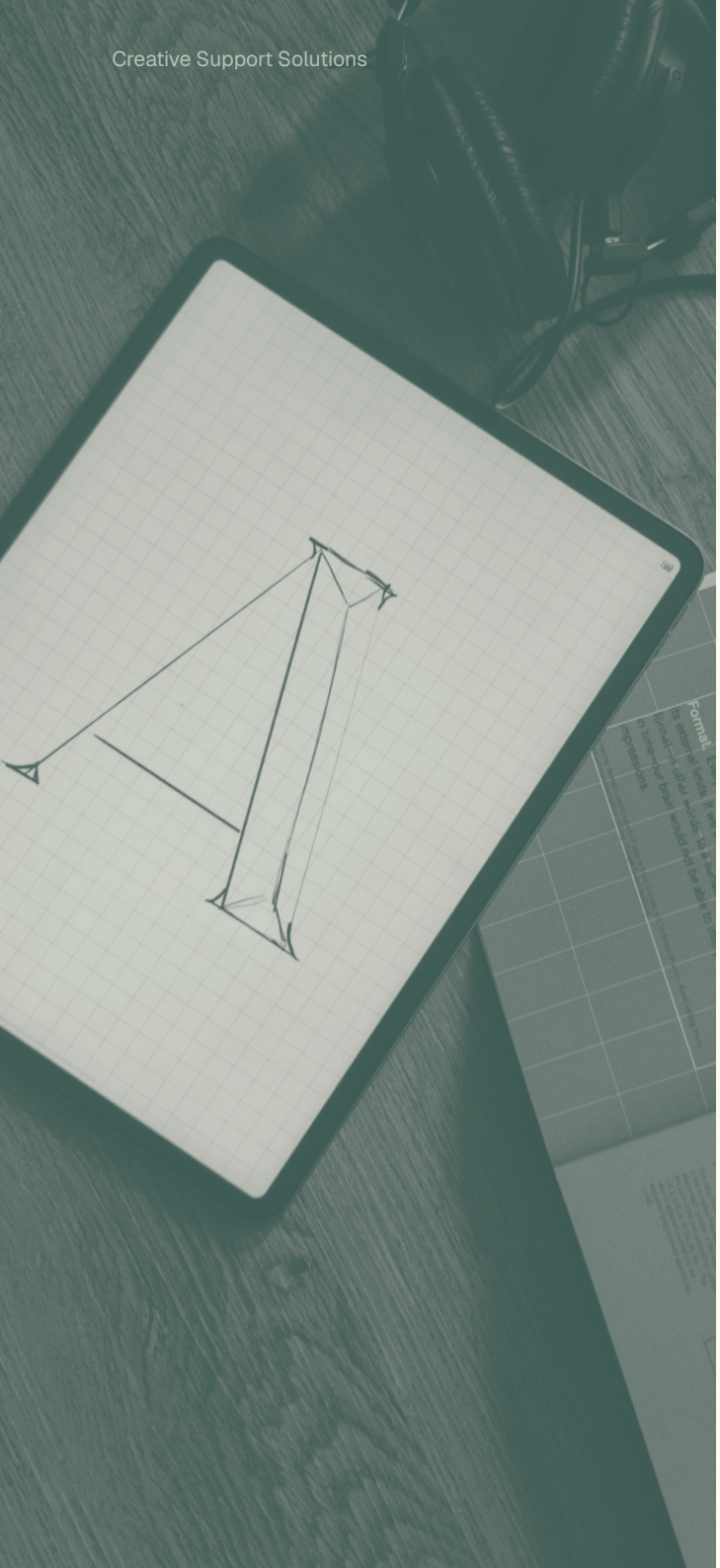
Type Twenty Five

CREATIVE SUPPORT SOLUTIONS

Flexible design support for businesses that need consistent, professional creative.

Your partner in design



WHO THIS IS FOR

Creative support tends to become valuable when the need is regular, but your current setup is fragmented, leading to working on creative reactively. That can look slightly different depending on where you sit in the business.

For marketing teams
Your business needs a steady stream of well-designed marketing materials, but keeping everything moving takes more effort than it should. Content must be created, and briefs need be written, while managing and upholding brand standards. Without dependable design support, too much of your day ends up being spent managing the gaps.

The right creative partner helps take that pressure off.

From day-to-day assets to more considered campaign collateral, an ongoing design partner keeps your brand consistent and gives marketing teams the support it needs to move forward without fighting fires all the time.

For founders and business leaders
If you are leading a business, there is already more than enough competing for your attention.

You need your brand to look professional and materials to be designed properly, so your business shows up consistently. What you don't need is another moving part to manage internally.

A reliable creative partner gives you one less thing to worry about.

It means design support is there when needed and aligned with the wider direction of your business, without the added overhead of building a larger internal resource.



WHEN DESIGN SUPPORT BECOMES A BUSINESS ISSUE

Businesses don't start looking for creative support because they suddenly decide they want more design. They hire a designer because the current internal process of producing creative no longer works.

Common issues are:

- Design is being shared internally between too many people with assets being produced, without consistency.
- Marketing stalls at delivery stage.
- There simply is not enough internal capacity or skills to support the level of output the business requires to fulfill its marketing and sales needs.

That matters because weak design not only affects the finished asset. It affects momentum, confidence and how your brand is seen.

When creative delivery is unreliable, internal teams can spend more time managing than progressing. Standards become difficult to maintain, leading to inconsistent output and a slow down in new business opportunities.

Ongoing creative support solves this by implementing process and focusing on brand consistency, helping your business show up properly with less friction.

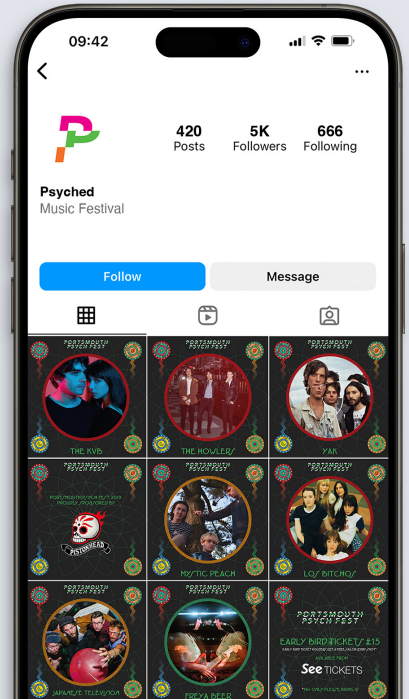

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MAX CHAMPION
WHAT A RACKET!
WHY, WHY, WHY?
THE SPORTING LIFE
DEAR OLD MUM
MONTY MUNDY (IS MALTESE)
THE SHADES OF NIGHT.
WHAT A RACKET!
THE BISHOP AND THE ACTRESS.
THINK OF THE SHOW!
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CREATIVE SUPPORT SOLUTIONS

Ad-hoc Support

For solo founders, sole-traders and lone or fractional marketers who need polished graphic design for one-off assets, updates, tidy-ups and refinements.

Polished creative when you need it, without a big commitment.

What's included
One day a month, supporting your ongoing marketing with light creative input, professional design and a guaranteed turnaround time.

Your investment
£450 /month

Marketing Momentum

For in-house marketers, with or without a team, who need consistent design support to help you move faster.

Ongoing marketing collateral, campaigns, and consistent content.

What's included
Two days per month, helping you with collateral projects and campaign execution, giving you professional, brand-aligned content that drives connection and response.

Your investment
£800 /month

Launch & Partner

For busy marketing teams or MDs who need active, hands-on monthly support and fast turnaround times.

Reserved capacity for launches and fast-moving months — you're top of the queue.

What's included
Five days per month, including fast-track hours for priority projects. Quick response, regular check-in calls and creative design support for ongoing campaigns and new strategies.

Your investment
£2200 /month

FREQUENTLY ASKED QUESTIONS

What counts as ‘turnaround’?

Turnaround is the time from when a request is fully ready to start – with a clear brief, copy, imagery, brand assets, and one decision-maker. If anything’s missing, the clock starts once it’s supplied.

Do unused hours roll-over?

Ad-hoc Support:
no rollover

Marketing Momentum:
up to 4 hours can roll into the next month

Launch & Partner:
up to 8 hours can roll into the next month

Can I request rush work?

Yes. If you need something faster than your package’s standard turnaround, rush is available subject to availability and billed at a premium. This will typically +25– 50% of my hourly rate, depending on notice and complexity, but will always be agreed with you in advance.

How many jobs can be in progress at once?

To keep work moving smoothly, I’ll usually run a small queue:

Ad-hoc Support:
1 active task

Marketing Momentum:
up to 2 active tasks

Launch & Partner:
up to 3 active tasks

What kind of work is a good fit for studio time?

Marketing design and brand support, including: social/ad templates, email graphics, presentations, one-pagers, brochures, reports, light art direction, and brand consistency tidy-ups.

What isn’t included?

Bigger standalone projects are quoted separately. This usually includes branding projects, naming, deep strategy, complex illustration, motion, web builds, or copywriting – unless arranged with one of my suppliers.

I offer a range of brand identity packages
typetwentyfive.co.uk/brand-identity-solutions

A simple way to explain this internally

We have regular design needs, but the current setup is more reactive than it should be. The right support package would give us dependable creative capacity, improve consistency and take pressure off the team without adding unnecessary overhead.

YOUR NEXT STEP

If you are trying to keep marketing moving, support a growing brand or bring more consistency to how your business shows up, a discovery call is the best place to start.

It is a chance to look at what you currently need, where the pressure points are and which level of support would make the most sense.

You do not need to arrive with everything neatly worked out. The point of the conversation is to join the dots.

That may mean clarifying the right package or understanding whether ongoing support is the right fit at all. It may simply mean getting clearer on what the business actually needs from design over the coming months.

Either way, our conversation should leave you with more direction, not more noise.

Book your discovery call and find the right level of creative support for your business.



Dean Howard
Your partner in design

/in/typetwentyfive

BOOK YOUR DISCOVERY CALL



Trusted Partners

City of Portsmouth College

The Marketing Spaces

resolution

Flude PROPERTY CONSULTANTS

The Handbook Group

MJH Architects

HAMPSHIRE CULTURAL TRUST

ClientWise

UKSA

Shentons Solicitors

BATON OF HOPE DERBY/DERBYSHIRE

THE INSURANCE CHARITY