DESIGN RESCUE

Design Rescue Session Guide

How the live design session works and what customers should prepare.

Version: 17 May 2026 | Website: www.designrescue.co.uk

A **Design Rescue** session works best when the customer arrives with a clear goal, the latest version of the file, and the ability to describe in detail where and how the design will be used.

1. What Design Rescue is

Design Rescue is a focused, practical design support service for people who need fast, immediate advice. It is designed for businesses, individuals and organisations requiring experienced design help without handing over the majority of the development process to a third party. This is ideal for:

- Presentation and pitch deck improvement.
- Logo tidy-up, visual consistency and basic brand refinement.
- Layout, hierarchy, typography, spacing and text reduction.
- Quick visual fixes for charts, infographics and design elements.
- Cover design and promotional publishing assets.
- Website review and practical design feedback.
- Advice on using AI as part of a design or media production process.

2. Who it is for

The service is aimed at people who have something important to present, sell, explain or improve, but need a professional eye to make it clearer and more polished.

- Consultants, founders and small businesses.
- Sales teams, trainers and company directors.
- Individuals preparing a pitch, proposal, document, deck, cover, logo or visual idea.
- Organisations that need practical improvement rather than a full rebrand or large design project.

3. How the session works

Step	What happens	Customer role
1. Book	Choose a Design Rescue session using the booking link on the website. Current availability and pricing are shown at the point of booking.	Choose a time when you can share your screen and focus without interruption.
2. Join	The session is held live on Google Meet.	Join from a computer if possible, not only a phone, so you can open and share your design files.
3. Explain the goal	You briefly explain what the material is for, who will see it, and what is not working.	State the most important outcome first: clearer message, stronger pitch, tidier logo, better layout, etc.
4. Review and improve	We work through practical improvements such as structure, hierarchy, text reduction, typography, spacing, colour, layout and consistency.	Share your screen and be ready to make changes, or to watch while recommendations are explained.
5. Leave with next steps	By the end, you should have either visible improvements, a clearer structure, or a practical list of fixes to complete afterwards.	Save the updated file and note any follow-up actions.

4. What to prepare before the session

Your goal

Write down the main purpose of the session in one sentence. For example:

- "Make this sales presentation look more professional before Friday."
- "Reduce this pitch deck from 25 slides to a clearer 12-slide story."
- "Tidy this logo so it looks consistent on a website and in a document."
- "Improve the visual hierarchy of this proposal so the key points stand out."

Your files

Have the latest version of your material open and ready. Useful files include:

- PowerPoint, Keynote, Google Slides, Word, PDF, Canva or other source files.
- Logos, icons, charts, images, screenshots or diagrams used in the design.
- A PDF export of the current version, in case the source file does not open cleanly.
- Any previous design examples that show the direction you like or dislike.

Brand material

If you have brand assets, gather them before the call. This can save a lot of time.

- Logo files, preferably SVG, EPS, AI, PDF or high-resolution PNG.
- Brand colours, fonts, style guides or example documents.
- Website address, social media links or existing marketing material.
- Any wording, strapline, call to action or contact details that must be included.

Audience and context

The design can only be judged properly when the audience and purpose are clear. Be ready to explain:

- Who the material is for.
- What the viewer needs to understand or do after seeing it.
- Where it will be used: meeting, email, print, website, social media, event, pitch or internal communication.
- The deadline and whether this is a rough first pass or a near-final version.

Technical setup

- Use a computer with a stable internet connection where possible.
- Check Google Meet, microphone and screen sharing before the session.
- Keep the relevant files in one folder so they are easy to find.
- Close unrelated confidential windows before sharing your screen.
- Avoid sharing passwords on screen. If access is needed, discuss the safest way to handle it.

5. What can usually be achieved

Session type	Best use	Likely outcome
A focused first session	A small deck, key slides, a logo tidy-up, a visual review, or a clear design problem.	Visible improvement and a practical list of next actions.
A longer session	A larger presentation, multiple assets, a deeper structure review, or more detailed brand consistency work.	More complete refinement and clearer design direction.
Beyond the live session	Large decks, full brand systems, complex documents, illustration, motion graphics or wider campaign work.	A separate scope, quote or follow-up plan may be needed.

6. Confidentiality and data handling

All customer material is treated in the strictest confidence. This includes presentations, business plans, sales material, visual concepts, logos, screenshots, documents and anything visible during a screen-share session.

- Customer material is used only to provide the requested advice, design support or follow-up work.
- Material is not shared with other customers or published as a portfolio example without permission.
- The website does not require customers to create an account or upload files directly to the site. Customers can email Design Rescue and book using Calendly.
- Calendly and Google Meet are external services and operate under their own privacy terms. Do not include sensitive project material in Calendly booking notes unless necessary.
- If an NDA or extra confidentiality requirement is needed, raise this before the session.
- If AI-assisted design advice is discussed, confidential customer material will not be intentionally uploaded to AI tools without agreement.

7. Quick customer checklist

Before booking	Before the call	During the call
Decide the main problem you want solved.	Open the latest file and any supporting assets.	Start with the most important issue.
Check whether you need one focused session or more time.	Test Google Meet, audio and screen sharing.	Be honest about what you dislike or do not understand.
Gather logos, fonts, colours and examples.	Close private windows before screen sharing.	Save versions as improvements are made.
Consider whether the work is confidential or NDA-protected.	Prepare a backup PDF export.	Ask for practical next steps before the end.

8. Legal Liability

The customer is responsible for ensuring that all material supplied or shown during a Design Rescue session is lawful to use and has the necessary permissions, licences, releases and approvals. This includes, but is not limited to, logos, fonts, images, illustrations, screenshots, charts, diagrams, copy, product information, brand assets, presentation content, AI-generated material, stock assets and third-party intellectual property.

Design Rescue provides practical design advice, visual improvement, layout refinement and creative support. It does not provide legal advice, copyright clearance, trademark clearance, advertising approval, product-compliance checking, financial/legal/medical claims verification, or formal approval for regulated content.

Where the customer states or implies that copyright, licensing, permissions, trademark usage, font licensing, stock image rights, AI usage rights or other usage rights are covered, Design Rescue will proceed on that basis. Any legal issue, copyright claim, trademark dispute, takedown request, complaint, loss, dispute or liability arising from the customer's supplied material, requested design changes, published material, product claims, business claims or final use of the work remains solely the responsibility of the customer.

The customer must carefully review any final or revised material before publishing, presenting, printing or distributing it. This includes checking names, job titles, logos, claims, statistics, product information, prices, dates, URLs, legal wording, image rights, copyright notices and any sensitive or confidential content. Final approval or use of the material by the customer confirms that they accept responsibility for the content and how it is used.

Note: This guide is intended to help customers prepare for a productive Design Rescue session. It is not a legal contract or a replacement for a formal NDA where one is required.

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