

# Design Services Handbook

View our scope of services, turnaround times,  
design examples and additional resources



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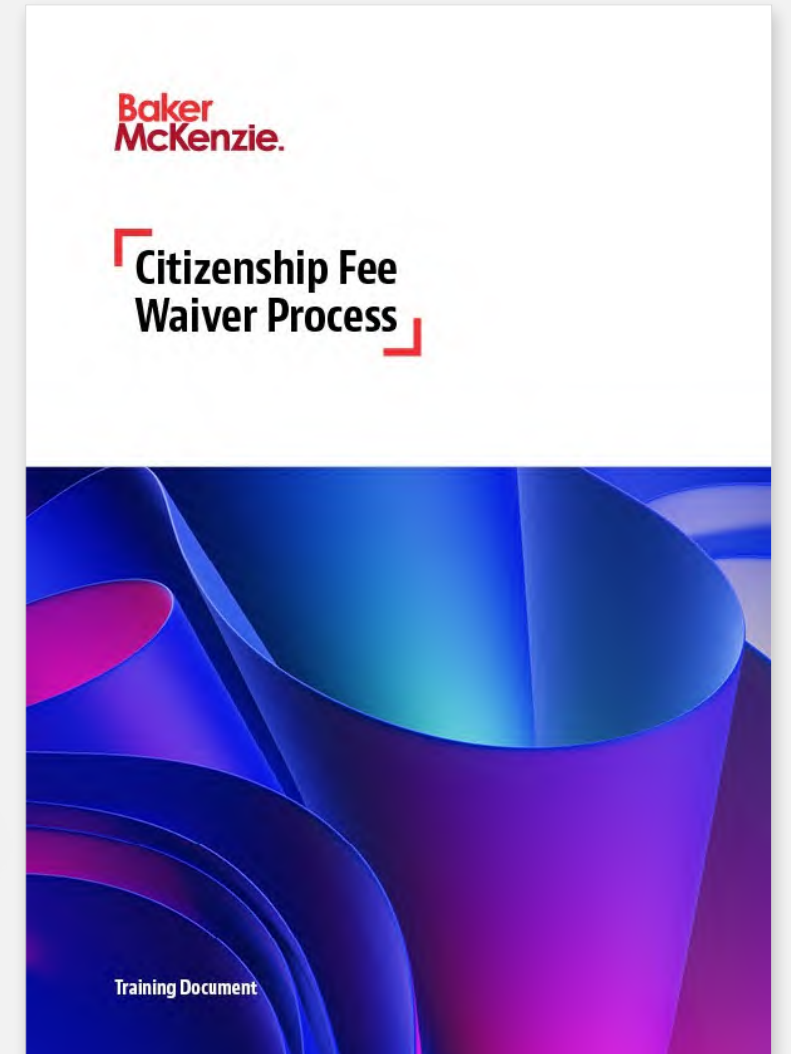
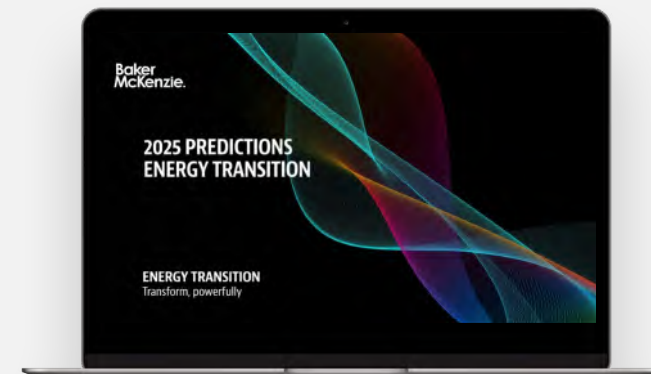
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# 01 Scope of Services

Projects that fall within the scope of Design Services can range anywhere from individual social media graphics to assisting with multi-faceted campaigns. Below is a list of services within this scope:

- Advertisements
- Banners
- Bespoke Newsletter Design
- Brand Advisory/consultation
- Branded Merchandise
- Brochures
- Digital Design
- Event Materials
- Headshots
- Flyers
- Icons
- Image sourcing
- Infographics
- Reports
- Social Media Graphics
- Stationery design
- Thought Leadership materials and campaigns
- Webpage design
- Multimedia support

View full list of services [here](#)



# 02 How to submit a request

All requests must be submitted via our ticketing system, ServiceNow. The ServiceNow platform can be accessed via the PBS portal on BakerWorld.

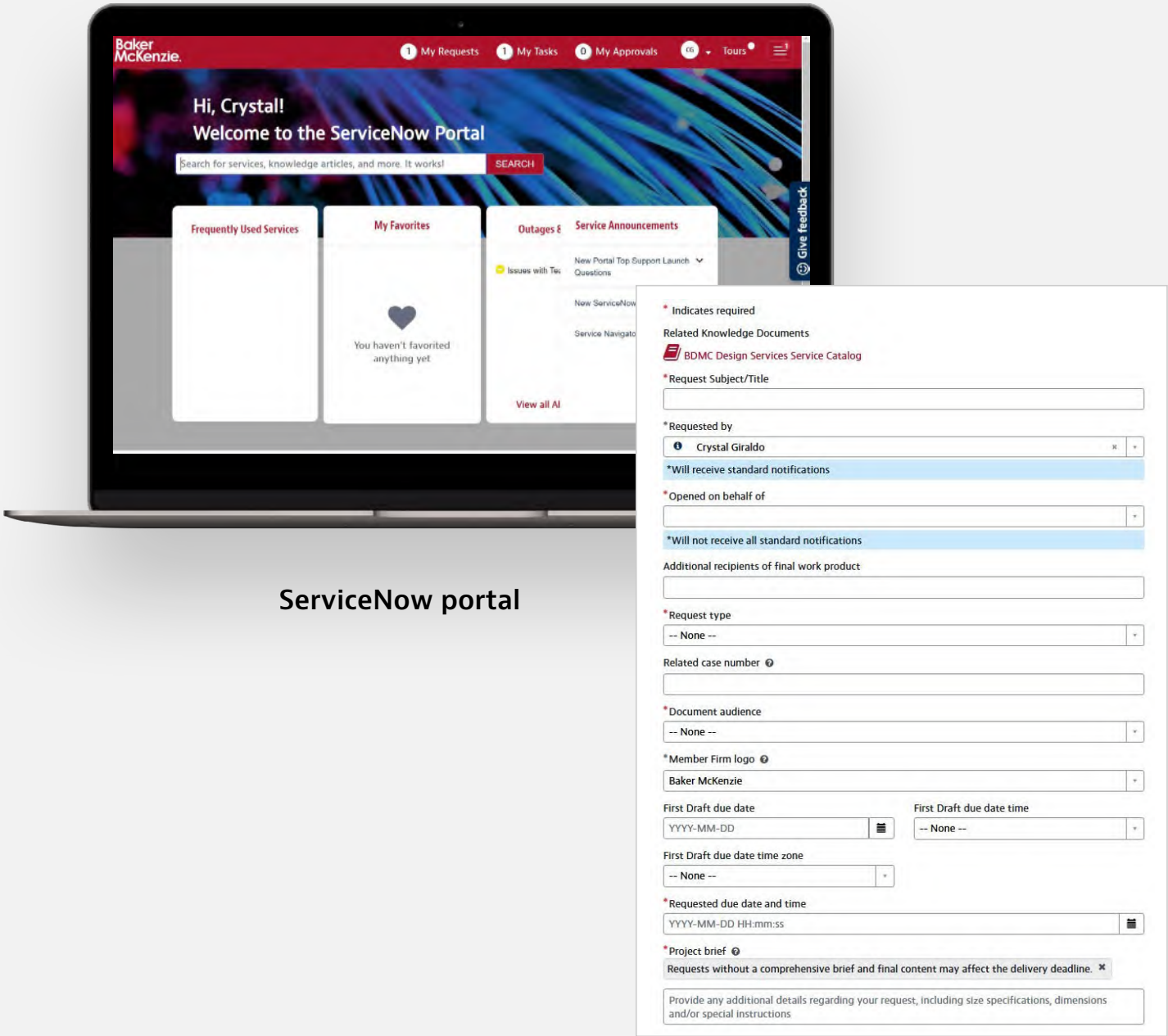
## Accessing the ServiceNow request form via the PBS Portal

- From Global BakerWorld homepage > Select the 'Business Professionals' drop down menu > Underneath the 'Technology' tab Select 'ServiceNow' button
- The 'ServiceNow' button will lead you to the PBS portal > Search and select 'Design Services'
- Fill out ServiceNow request form

Go directly to Design Services request form [here](#)

## Why are we using ServiceNow?

ServiceNow centralizes information, ensuring seamless transitions and access to the latest case details, while also allowing efficient management of designers' workloads. Additionally, it logs all comments, attachments, and changes, preventing common errors associated with email or chat communication.



ServiceNow portal

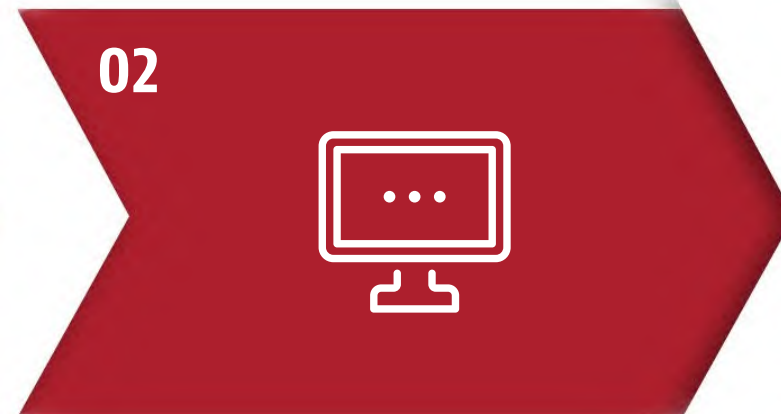
Request form

## 03 Workflow



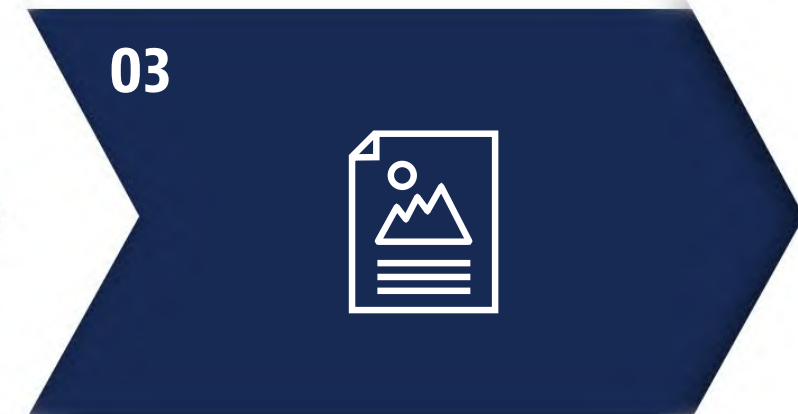
### Submit request form

- **Provide the final content** that you would like to have on your design.
- Attach any reference/relevant files directly onto the ticket.
- If you are requesting updates on a previous case, please provide any previous case numbers. This will allow us to locate the original working files for this project.



### Assess & Assign

- Please allow four hours for your case to be assessed and to receive confirmation that your case has been received. Allow 24 hours for the case to be assigned.
- A Design Services team member will reach out with any further questions or comments about the request.
- **Cases with incomplete content will not be assigned until the final content is provided.** The typical turnaround time begins once your ticket has been assigned to a designer.



### Design, Revise & Finalize

- Deliverables will be sent via the ServiceNow ticket by the agreed upon due date.
- Edits can be submitted using PDF notes or any editable files (these can be attached to the case), handwritten changes will not be accepted.
- All communication should be kept within the case comments.
- Please confirm with designer if no further edits are required so they may close the case.
- Once a case is closed, it cannot be re-opened. However, all cases are archived for two years and can be referenced for future projects.



## 04 Frequently Asked Questions

### What is the output format that Design Services provides?

We provide non-editable documents such as PDFs, JPEGs, PNGs, Ceros campaign, etc.

### What is the best format to provide content?

It is standard practice to provide content in an editable format (e.g. MSWord), so that we can easily copy the content and paste it into our design software. This to ensure we do not introduce any typos/continuity errors by manually typing the content.

### Can I submit a case before having all of my content ready?

We recommend submitting a case once you have all your content ready. Please keep in mind that your case will not be assigned to a designer until you have provided all of the content.

### Why is my PDF document locked?

It is best practice to share locked documents in order to be able to archive the latest files for future edits as well as to ensure compliance with the Firm's branding guidelines. However, we will gladly assist with making any necessary amendments when needed.

### Is it possible to re-open closed cases?

No, once a case has been completed and closed, we are not able to open it again. If you would like to make edits to any previous work, you will need to submit a new request and provide any previous case numbers.

### How many assets is acceptable to submit per ticket?

If the materials fall within the same campaign or category of your request title, we don't expect you to submit separate tickets for each one. Designers take cases based on the capacity they have at the moment. As long as there is communication between you and the designer about deadlines and whether or not a new ticket should be submitted for additional assets, it should be okay.

## How to proceed if you have an urgent request?

### 1. Submit the request in ServiceNow

If possible, include the word URGENT in the title so the workflow coordinator can mark it as urgent.

### 2. Send an email to [\\*GLB - Design Services Workflow](#) including the following information

- CASE ID
- Point of Contact (we might need to ask questions or negotiate due dates)
- Final content
- Due date (when is the very latest that you can receive the final output)

### 3. Wait for us to confirm if we can work on the request

After proper assessment and checking the team workflow, we will let you know if we can deliver the output by the requested due date.

**Keep in mind that if you ask for additional edits afterwards, we might need to postpone the due date.**



# Design Examples

# Advertisements

Increase brand awareness and attract partnerships with captivating graphics.

**Typical turnaround time:** 1 to 3 business days  
**Type:** online, print

## Best Practice

Please provide the exact copy that you would like to include in the ad; **we do not provide content for ads.**





# Banners

Digital banners can be designed in a variety of sizes for several different platforms.

**Typical turnaround time:** Up to 4 hours, may vary if you are requesting more than one banner.

**Type:** BakerXchange, Newsletter, Website, Virtual backgrounds

## Best Practice

Please provide the platform where the banner will go and/or the dimensions of the banner.



# Bespoke Newsletter Design

This kind of bespoke design is best suited for newsletters, articles, and other text dominant and/or recurring publications

**Typical turnaround time:** 2 to 3 business days  
**Type:** online, print





# Branded Merchandise

Boost company culture and brand awareness with some fun and practical promotional merchandise. Design Services assists with the creation of mockups and providing the appropriate logo files for production.

**Typical turnaround time:** 1 to 2 business days

**Type:** varies

## Best Practice

Please note we do not contact or recommend third-party printers or vendors. It is also important that you agree on the due date with the printer for receiving artwork as soon as possible.



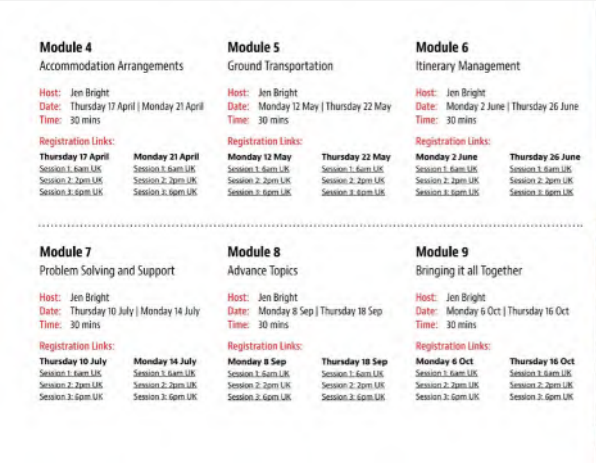
# Brochures

Use a visually appealing brochure to promote, inform or advertise a product, service or event. Brochures typically have more content than a flyer but are shorter and more concise than reports.

**Typical turnaround time:** 2 to 6 business days  
**Type:** online, print

## Best Practice

When compiling content for your brochure, let us know which areas you would like to draw attention to with a visual element, such as a pull quote or chart.



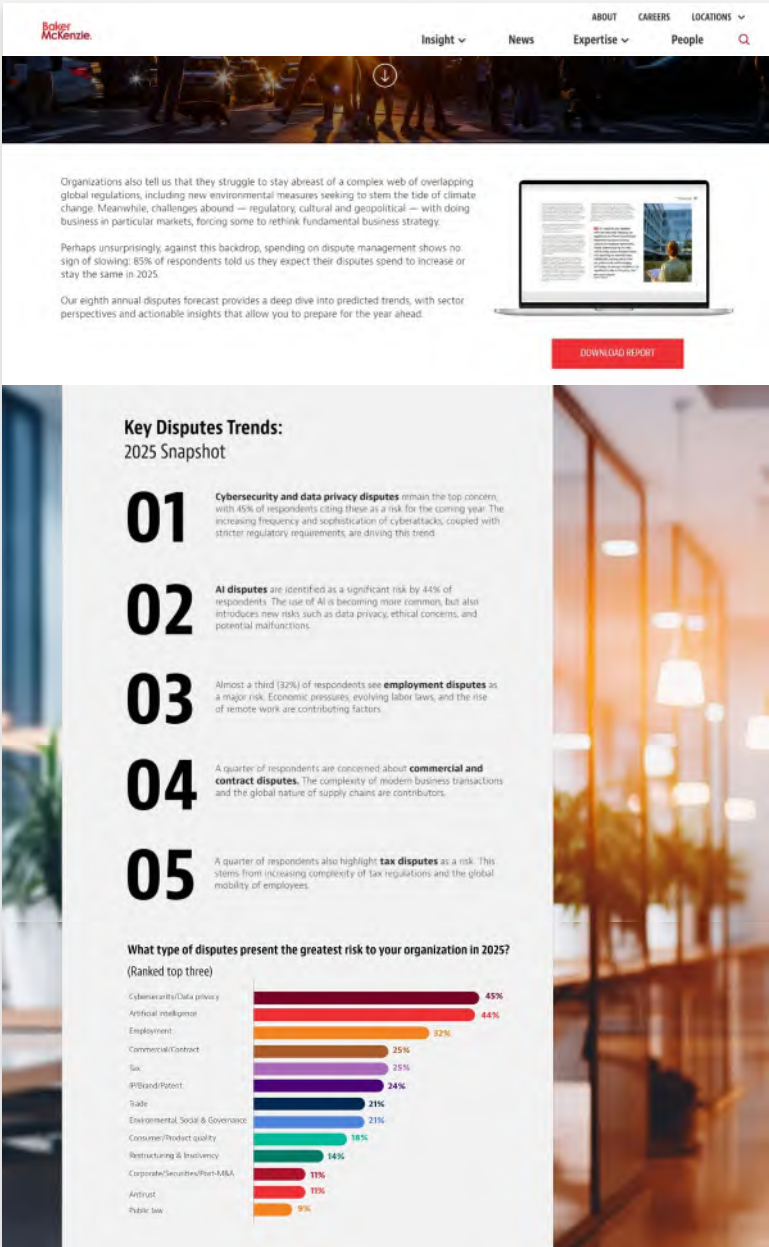
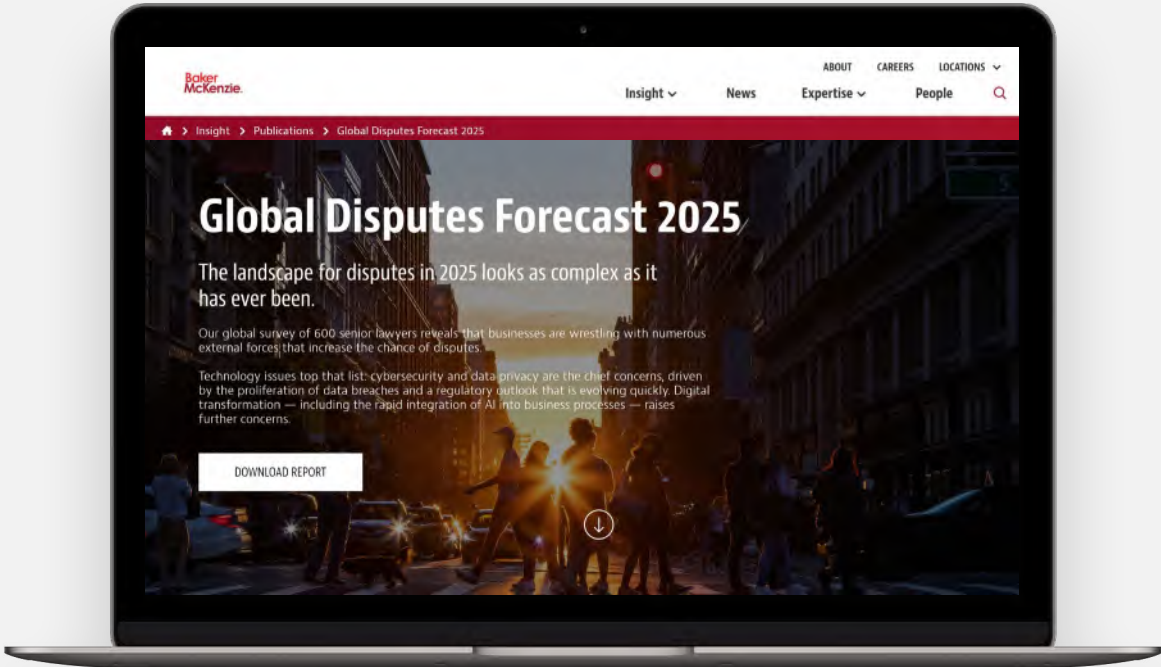
# Digital Design

Ceros is a bespoke, limited use platforms that we reserve for global thought leadership campaigns, high-value internal communications reports and other key client facing projects. We would be happy to review your request and assess the suitability of the content for these digital platforms.

**Typical turnaround time:** Depends on complexity and agreement with requester | **Type:** Digital; Ceros pages cannot be converted to PDFs

View example Ceros pages below:

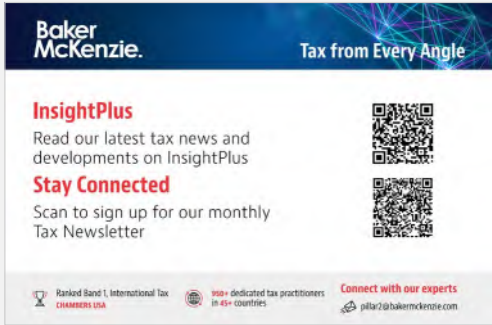
- [The Year Ahead 2025](#)
- [Looking Ahead: Business Impact of a New US Administration](#)
- [Whistleblowing Trend Watch](#)
- [Our Pro Bono Priorities](#)
- [Workforce Redesign in the Age of Transparency](#)



# Event Materials

We can assist with creating unique, branded graphics for any Firm related event, such as for webinars, conferences and meetings.

**Typical turnaround time:** 2 to 5 business days | **Type:** invitations, programs, banners, flyers, etc. (print and online)



Postcard



Agenda



Pull-up banners



Stair graphics



# Headshots

We are responsible for formatting headshots and uploading them to BakerWorld and Outlook. However, we will share the formatted headshot for you to upload to MS Teams.

**Typical turnaround time:** Up to 4 hours to edit the headshot but 24-48 hours for the headshot to process across accounts

**Type:** digital platforms, CV and editorial

**View headshot repository [here](#)**

## Best Practice

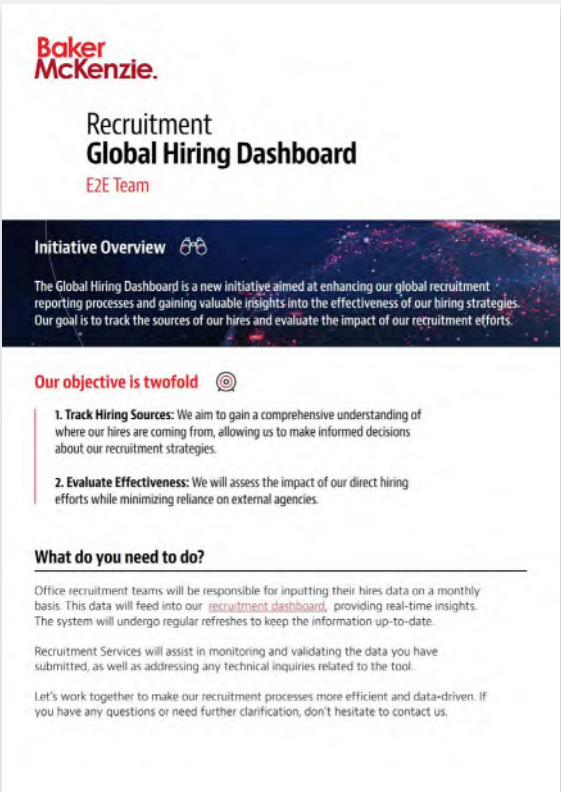
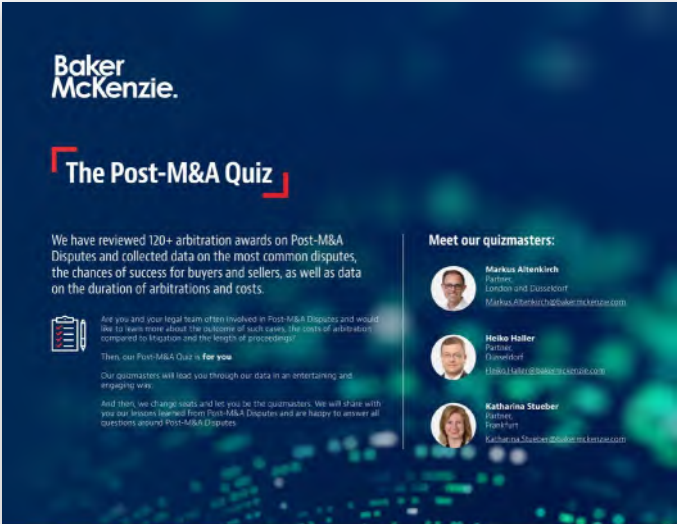
Use a plain and consistently colored background and pose with your body slightly angled to the camera, but with your face looking directly at the camera.



# Flyers

Flyers are a great way to capture your audience’s attention and inspire a desired action in an efficient manner. They are usually one to two pages long.

**Typical turnaround time:** 2 to 6 business days  
**Type:** online, print



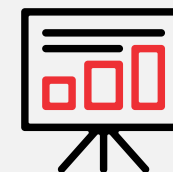
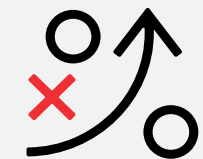
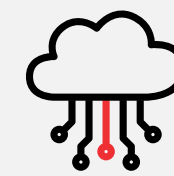
# Icons

You can now search and download icons on our Digital Asset Library. If you need any custom icons made, please submit a request.

**Typical turnaround time:** 2 to 5 business days

**Type:** online

**View icon library** [here](#)



# Image Sourcing

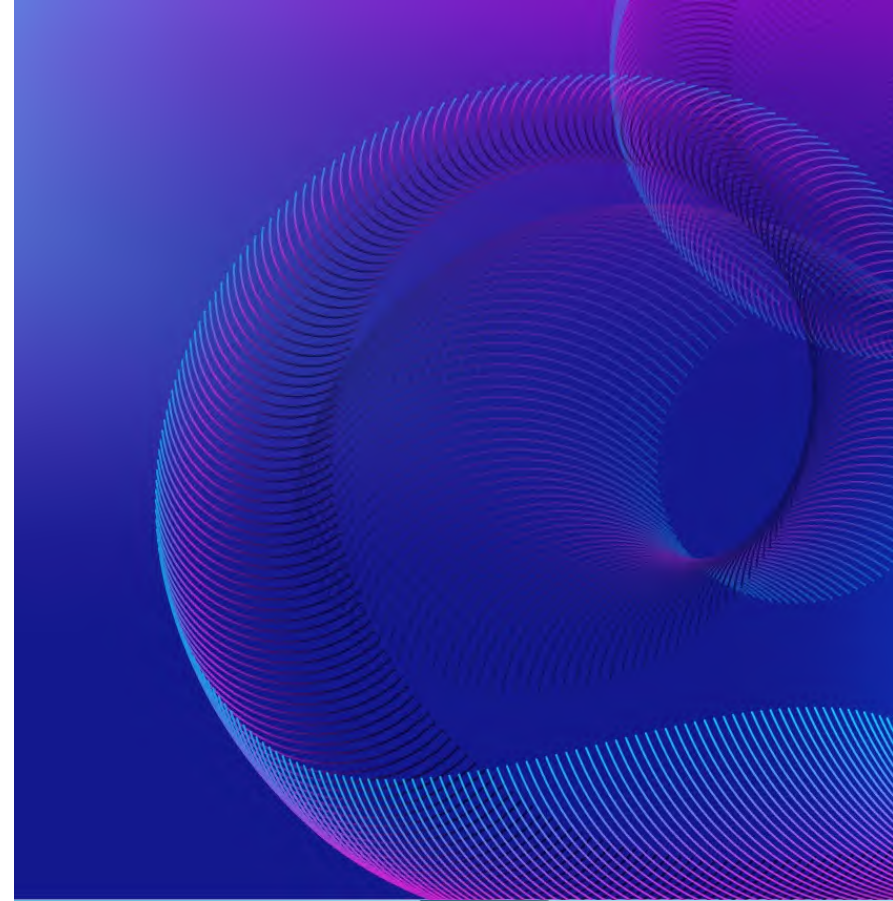
Search through our image library [here](#) for all of your photography needs. In the library you will find images within our four visual categories: abstract, location, industry and people. If you need to source more specific imagery, please submit a request.

**Typical turnaround time:** Up to 4 hours, may vary if you are requesting more than one image.

**View image guidelines** [here](#)

## Best Practice

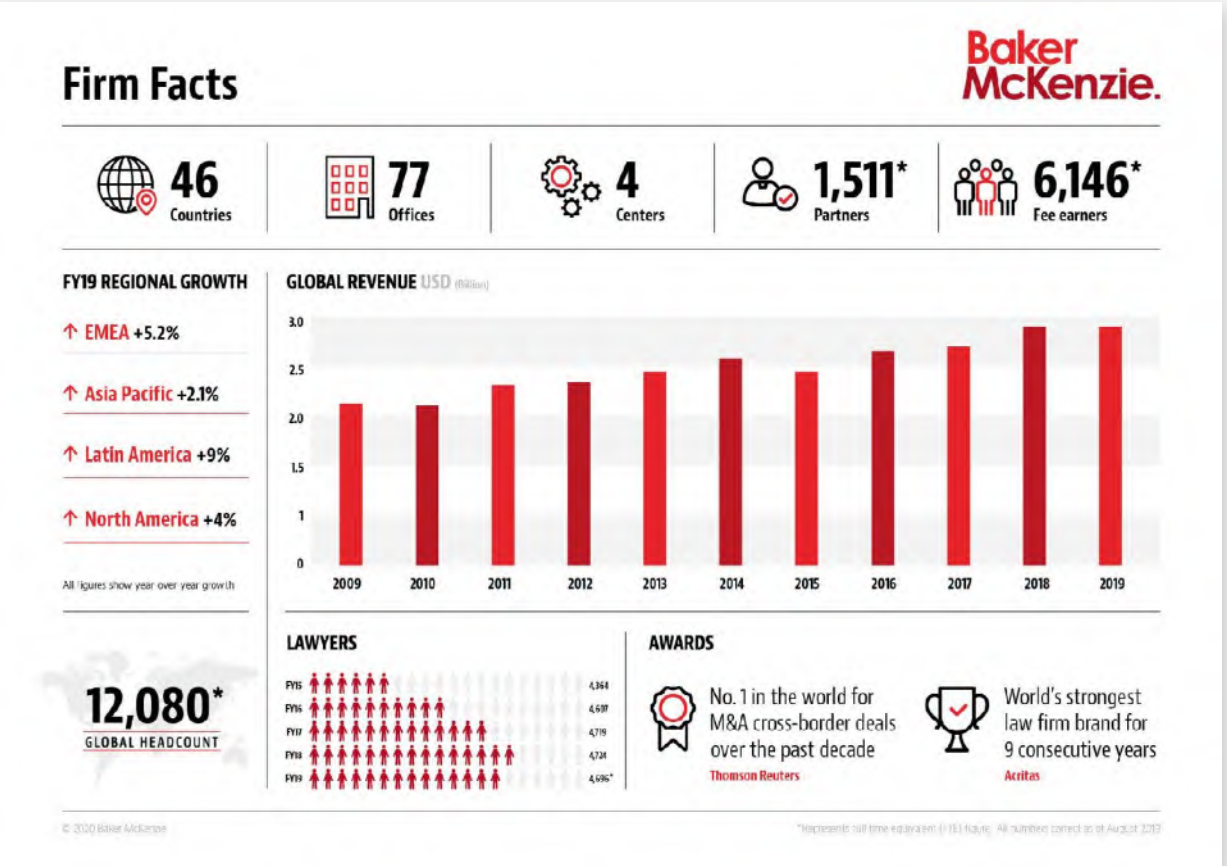
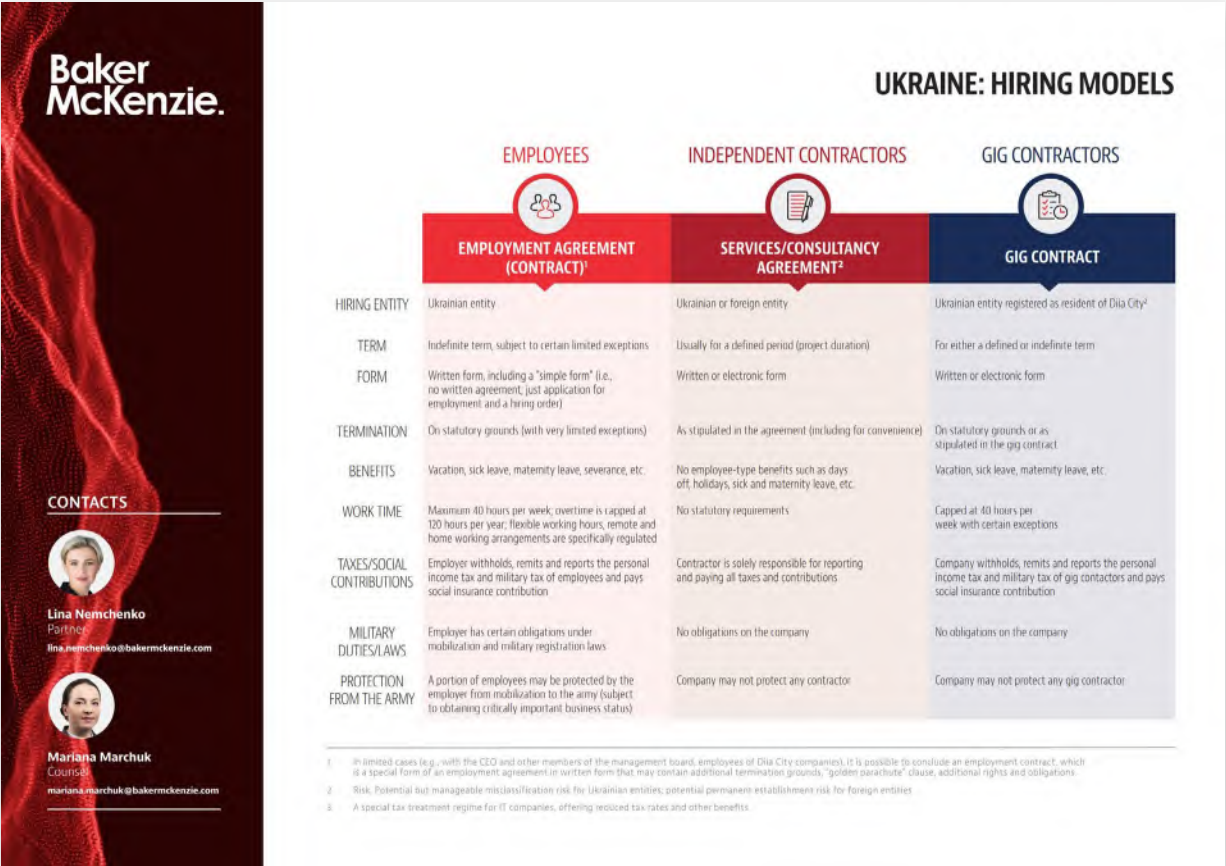
Before submitting a ServiceNow request for images, please check if there are any suitable images in the Brand Asset Library



# Infographics

Infographics are an effective and eye-catching way to communicate dynamic information, such as processes and statistics, in a visual and clear manner.

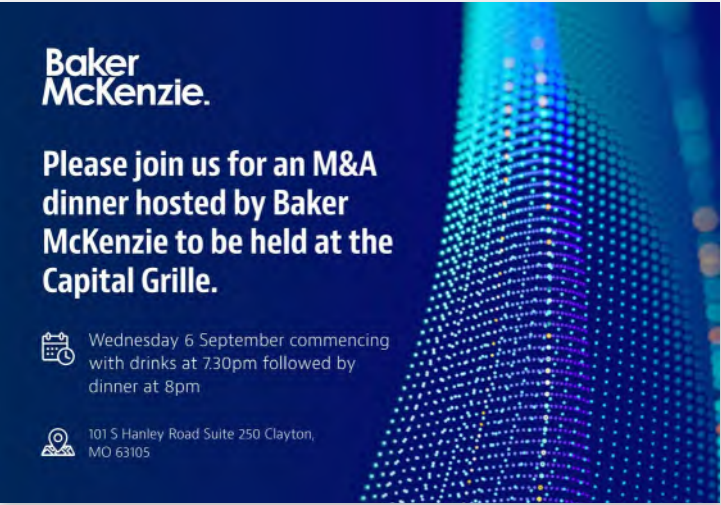
**Typical turnaround time:** 1 to 3 business days | **Type:** online, print



# Invitations

Announce your next event with a visually engaging invite.

**Typical turnaround time:** 1 to 3 business days  
**Type:** online, print



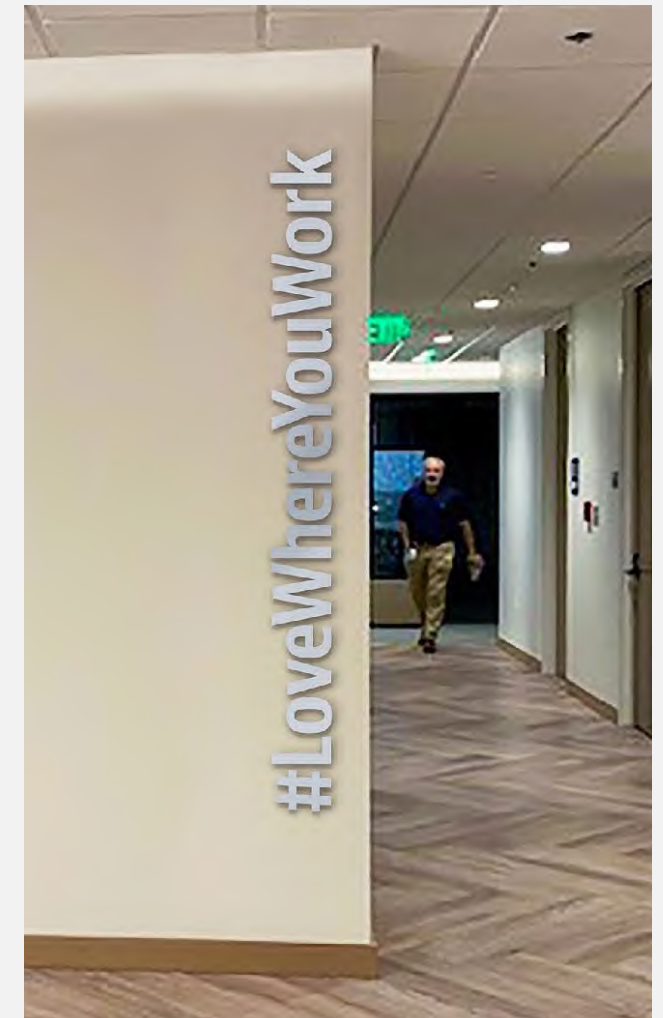
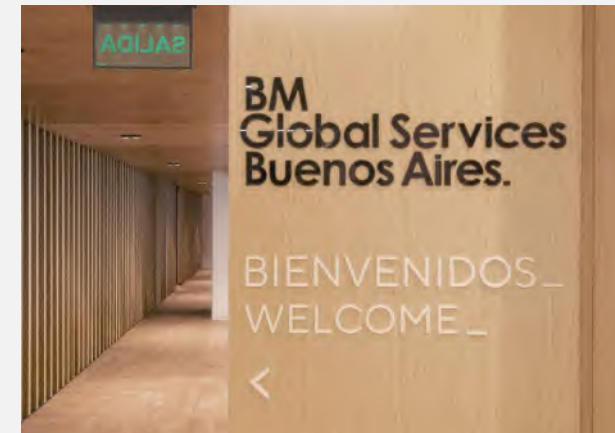


# Office Space

Want to spruce up the signage of your local office? We can help create mockups of your design as well as provide the proper file types that are needed for the production phase.

**Typical turnaround time:** 2 to 3 business days

**Type:** building signage; can include vinyls for doors, walls and windows, logo artwork





# Reports

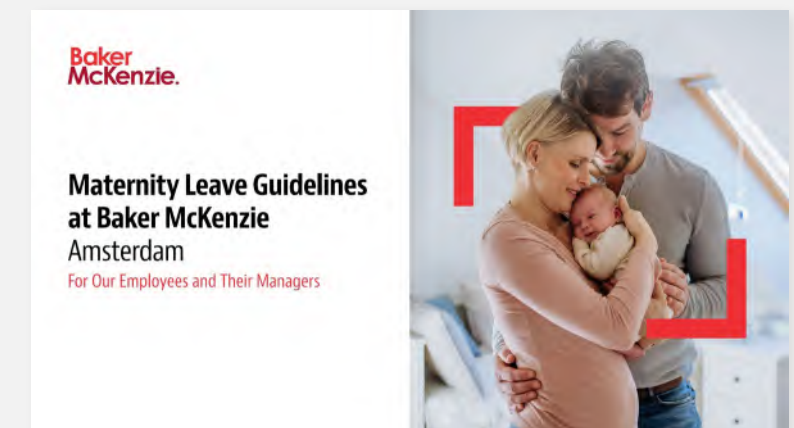
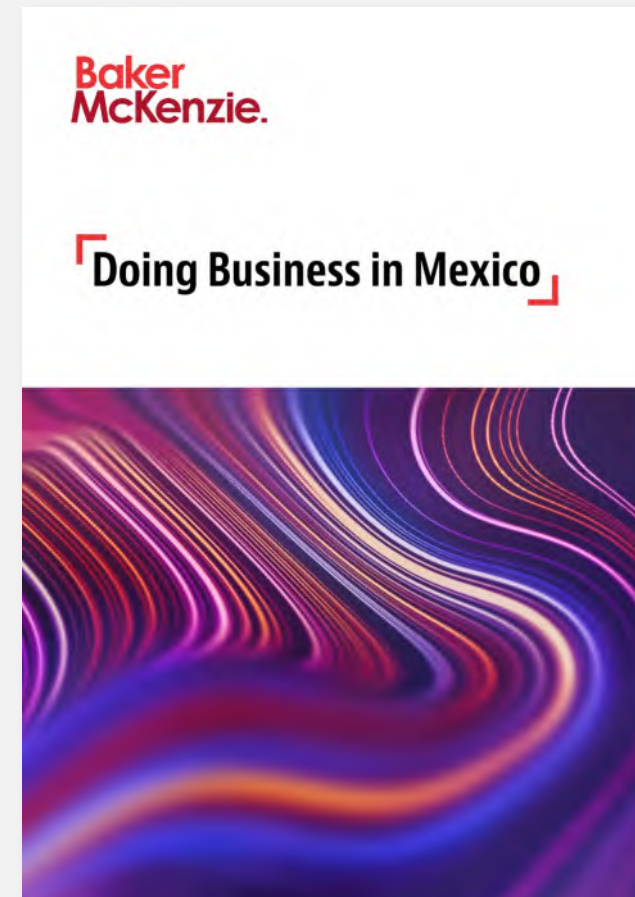
Maximize the impact and overall legibility of your content with an easy-to-navigate, professional report design.

**Typical turnaround time:** 2 to 3 weeks

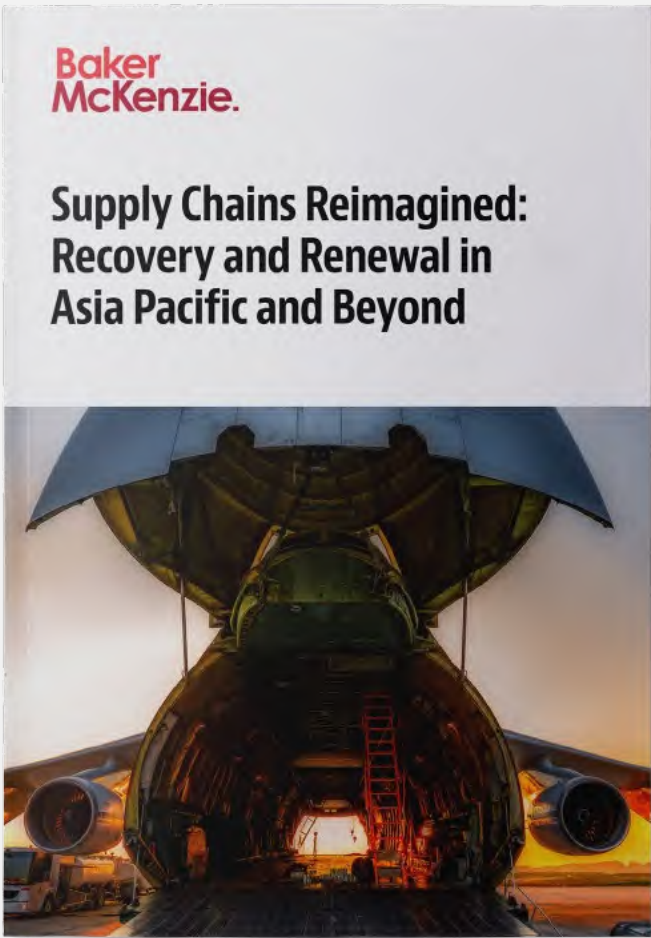
**Type:** online, print

## Best Practice

Please make sure to consolidate edits when receiving feedback from multiple reviewers. This helps streamline the design process as well as ensure consistency across all requested changes.



View full report [here](#)



# Social Media Graphics

Our latest social media graphics come in two standard sizes, square for LinkedIn and Facebook and portrait for Instagram. You can have a single image made or a carousel of images to accommodate more content.

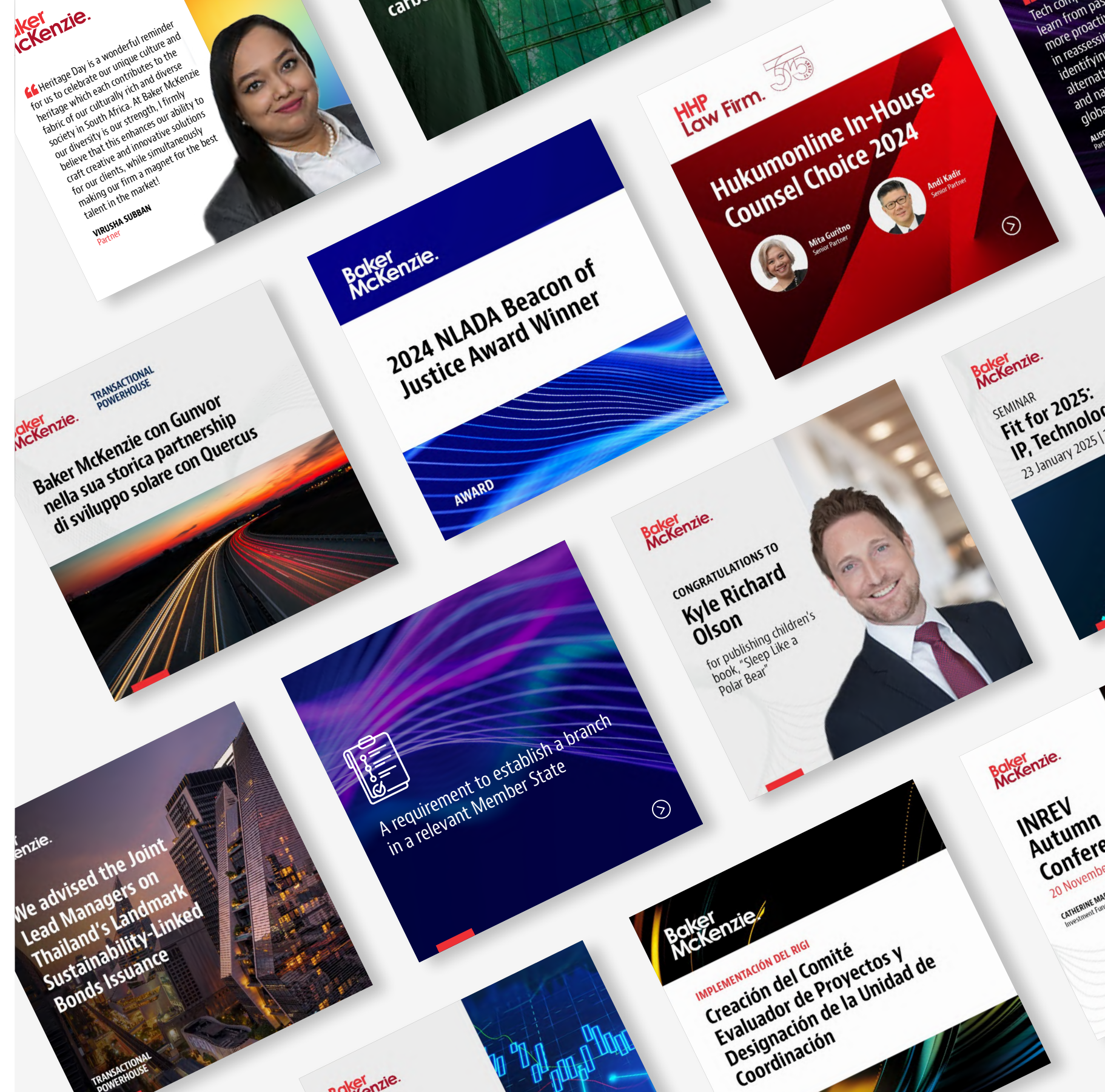
**Typical turnaround time:** Up to 4 hours, may vary if you are requesting more than one graphic

**Type:** appointment, award, campaign, event, publication, commentary, quote, ID&E branded, TPG branded

**View social media guideline [here](#)**

## Best Practice

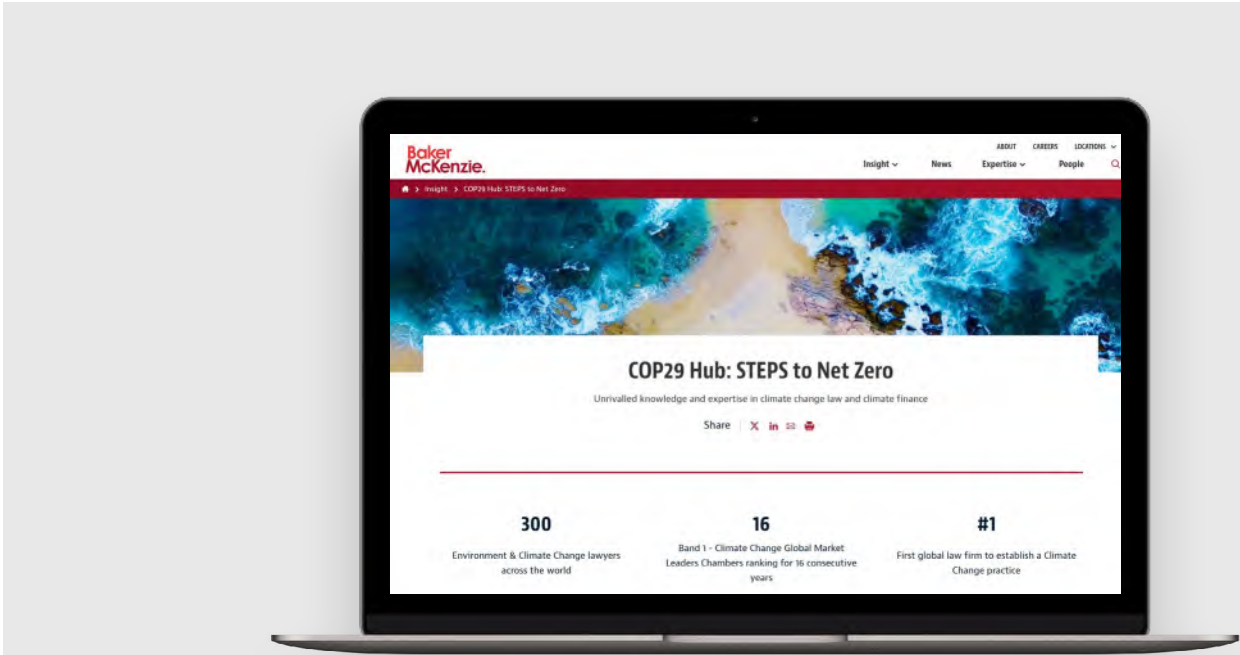
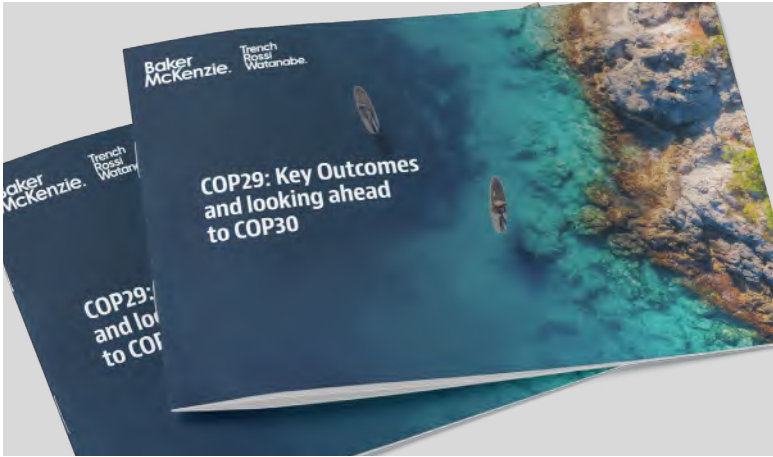
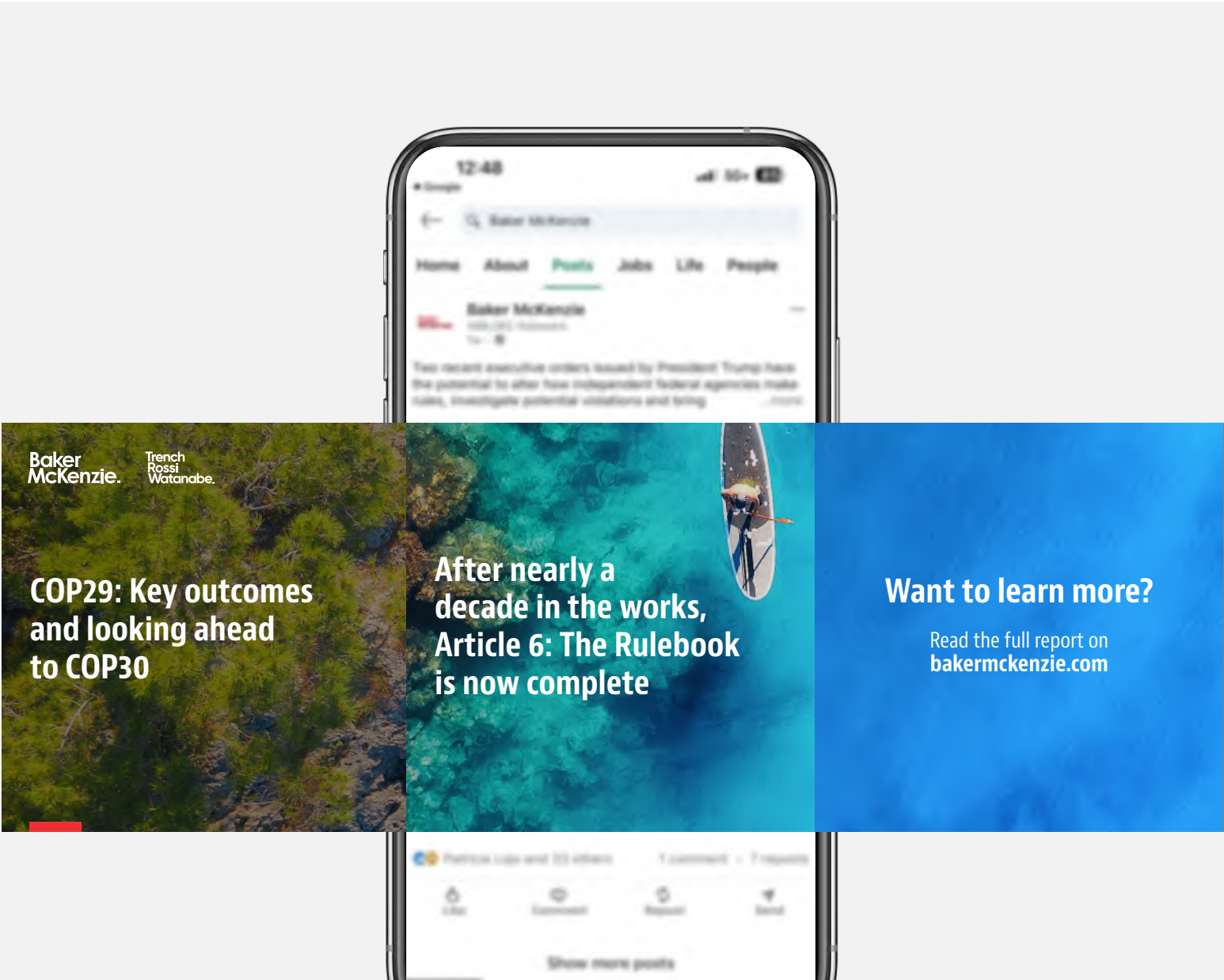
For maximum legibility, we recommend limiting your social media post to 20 words or less.



# Thought Leadership Campaigns

We can support in creating all related graphics for your thought leadership campaign or initiative, establishing a unified look and feel across all materials.

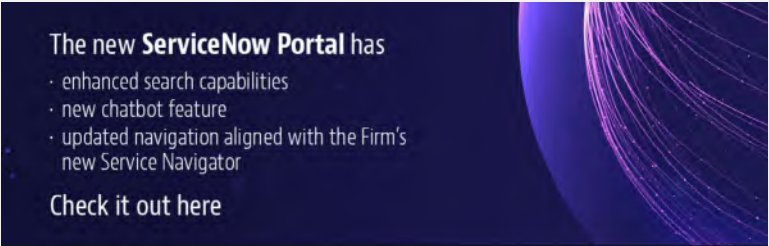
**Typical turnaround time:** Depends on complexity and agreement with requester  
**Type:** report, social media graphics, event materials, web page assets



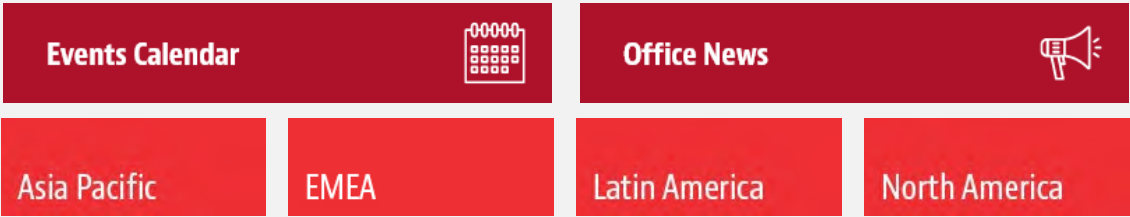
# Webpage Design Assets

We provide individual assets for web, such as banners or buttons, as well as assist with designing full BakerWorld pages.

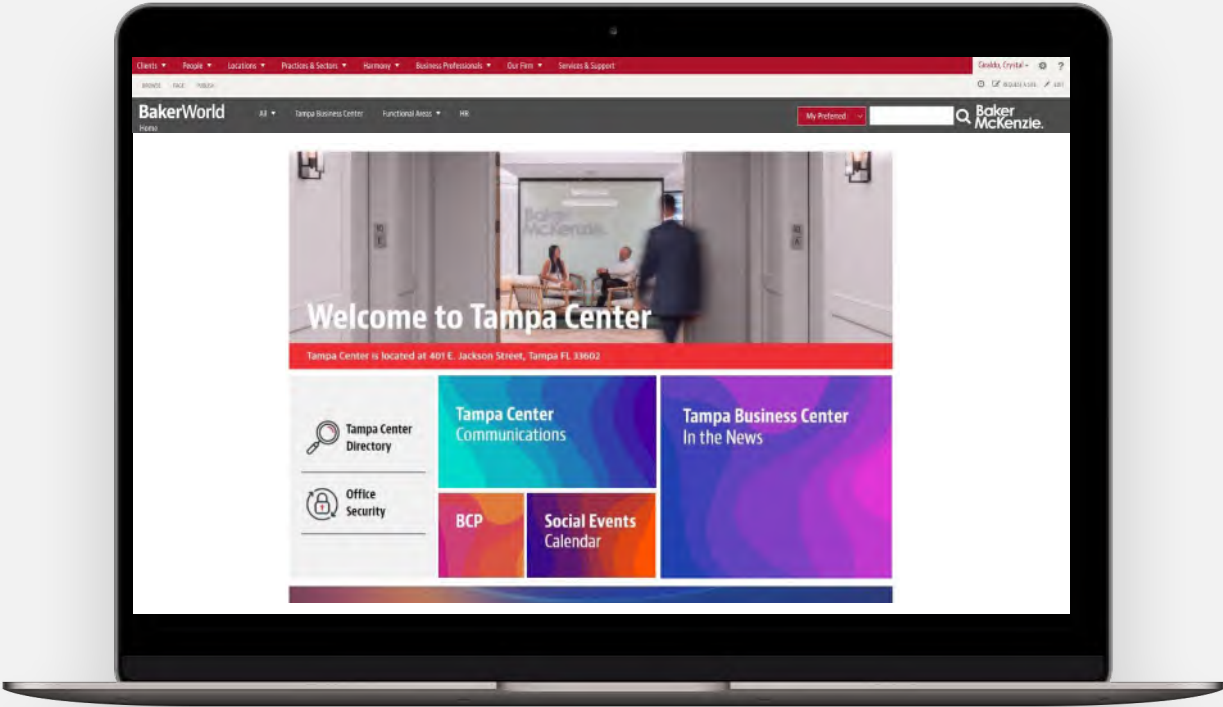
**Typical turnaround time:** Depends on complexity and agreement with requester | **Type:** online



Banners



Buttons/Tiles



Full BW page layout



# Multimedia Support and Examples



# Animation

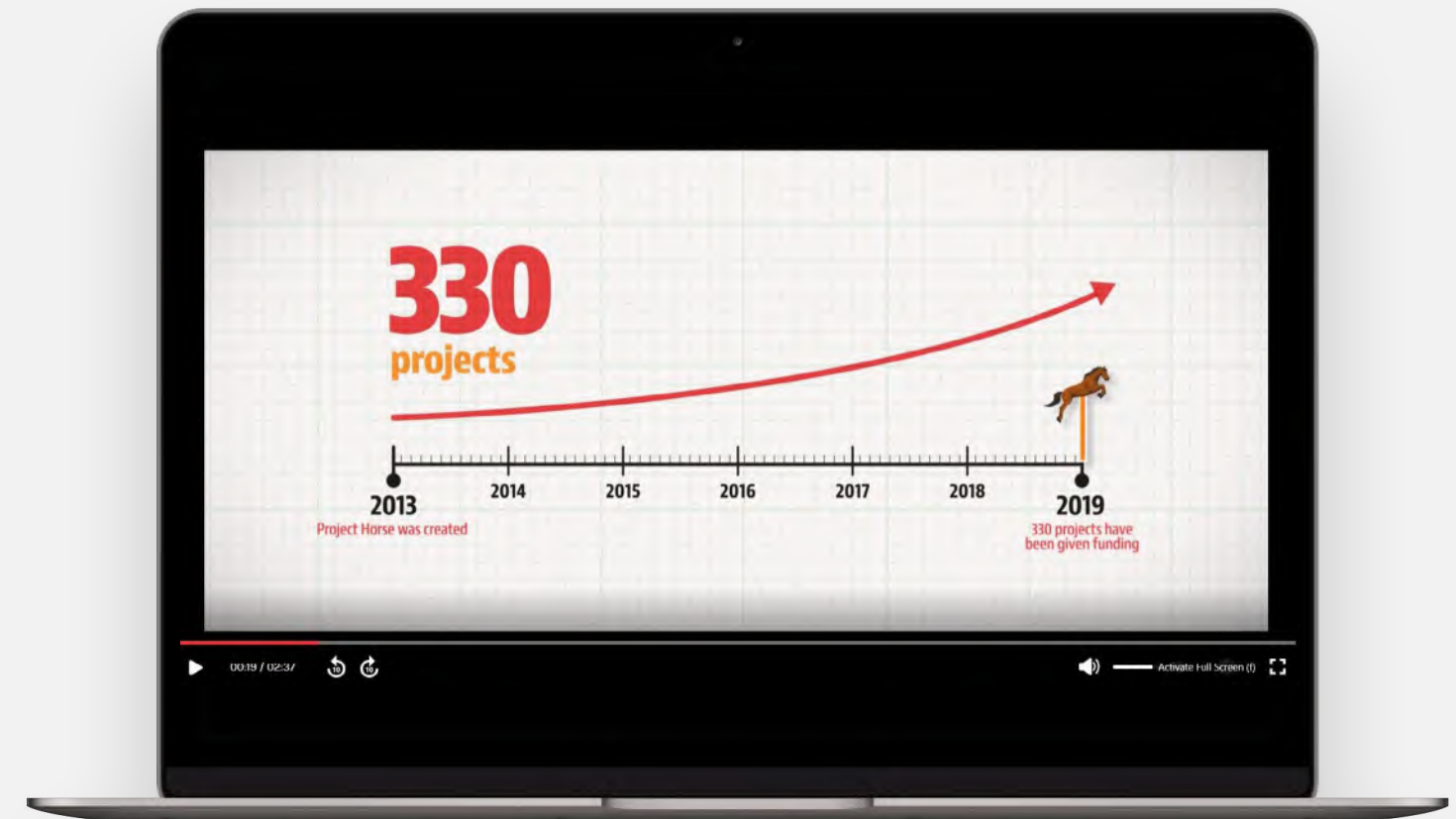
Animation includes different types of video work, such as: stingers, animated text, special effects, etc.

**Typical turnaround time:** Depends on complexity and agreement with requester

**Type:** typographic, stinger, invite, promotional, award announcement, etc.

## Video examples

- [Project Horse](#)
- [FIRE](#)
- [Blockchain](#)
- [Supply Chain](#)
- [Award announcement](#)





# General Video Requests

Harness the power of video marketing with our video editing services. Our team can assist with conceptualizing, storyboarding and executing professional and branded videos.

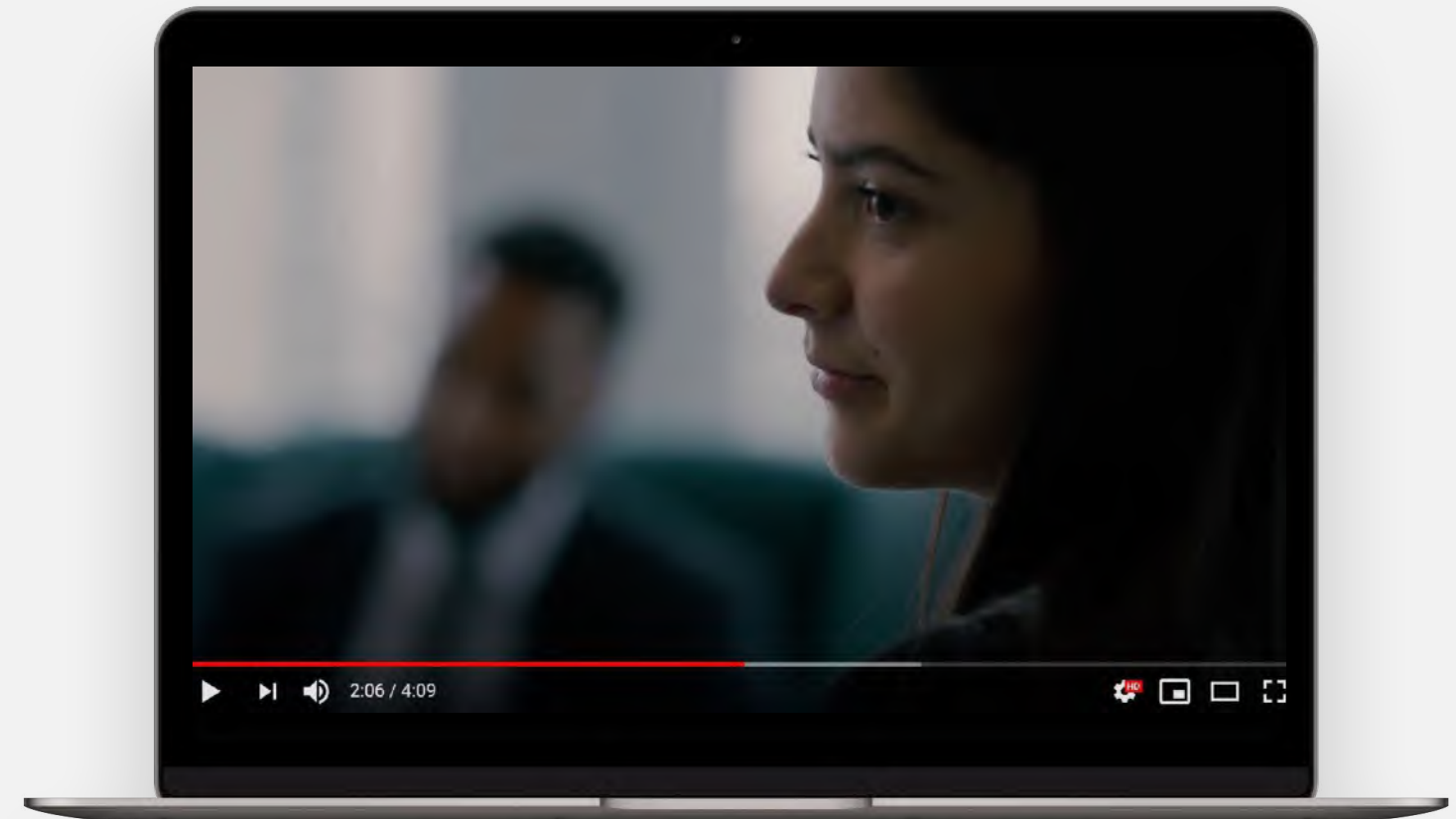
**Typical turnaround time:** Depends on complexity and agreement with requester

**Type:** editing, upload/download, productions, event, anniversary, client presentations, stinger, TV commercials, year-end report, other

## Video examples

- [Helping Clients Do Business in Japan](#)
- [Working at Baker McKenzie's Tampa Center](#)
- [Cash Repatriations Today](#)
- [SDG: What Inspires You and Why?](#)

View the quick reference guide for shooting video interviews [here](#)





# Podcasts

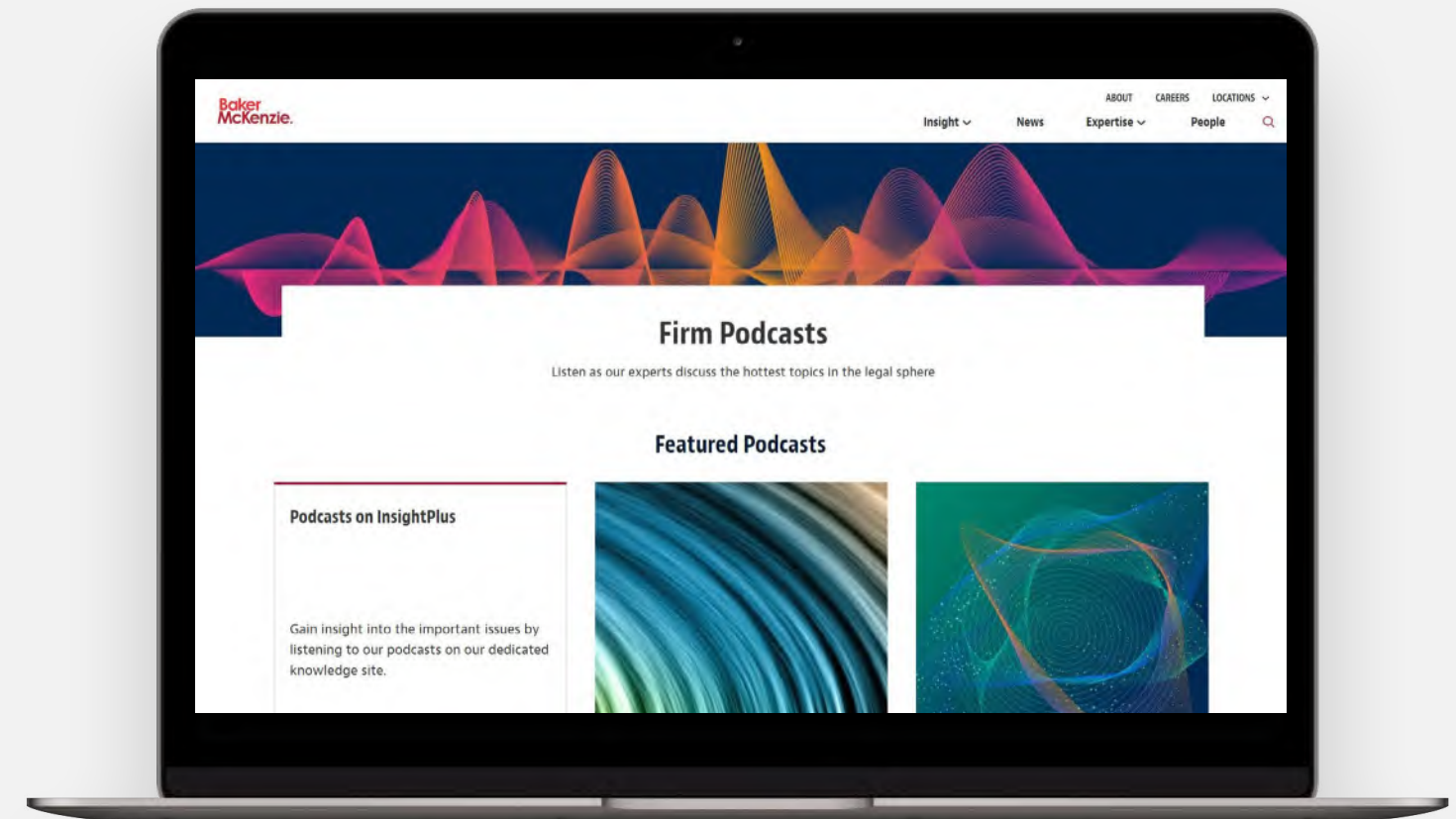
Our team can help with editing and hosting of podcast recordings as well as creating the full marketing campaign materials. We can help set-up your Spotify, Apple and Google Podcasts in-house, at no extra cost.

**Typical turnaround time:** Depends on complexity and agreement with requester

**Type:** audio editing, audio purchase, audio search, podcast, hosting external or internal

**View featured podcasts** [here](#)

**Learn how to start podcasting with this** [guide](#)





# Virtual Art Direction

We are bringing the onsite video production, virtually. We can help with the set-up online for filming with laptops/cellphones. Set up a consult with us so we can discuss.

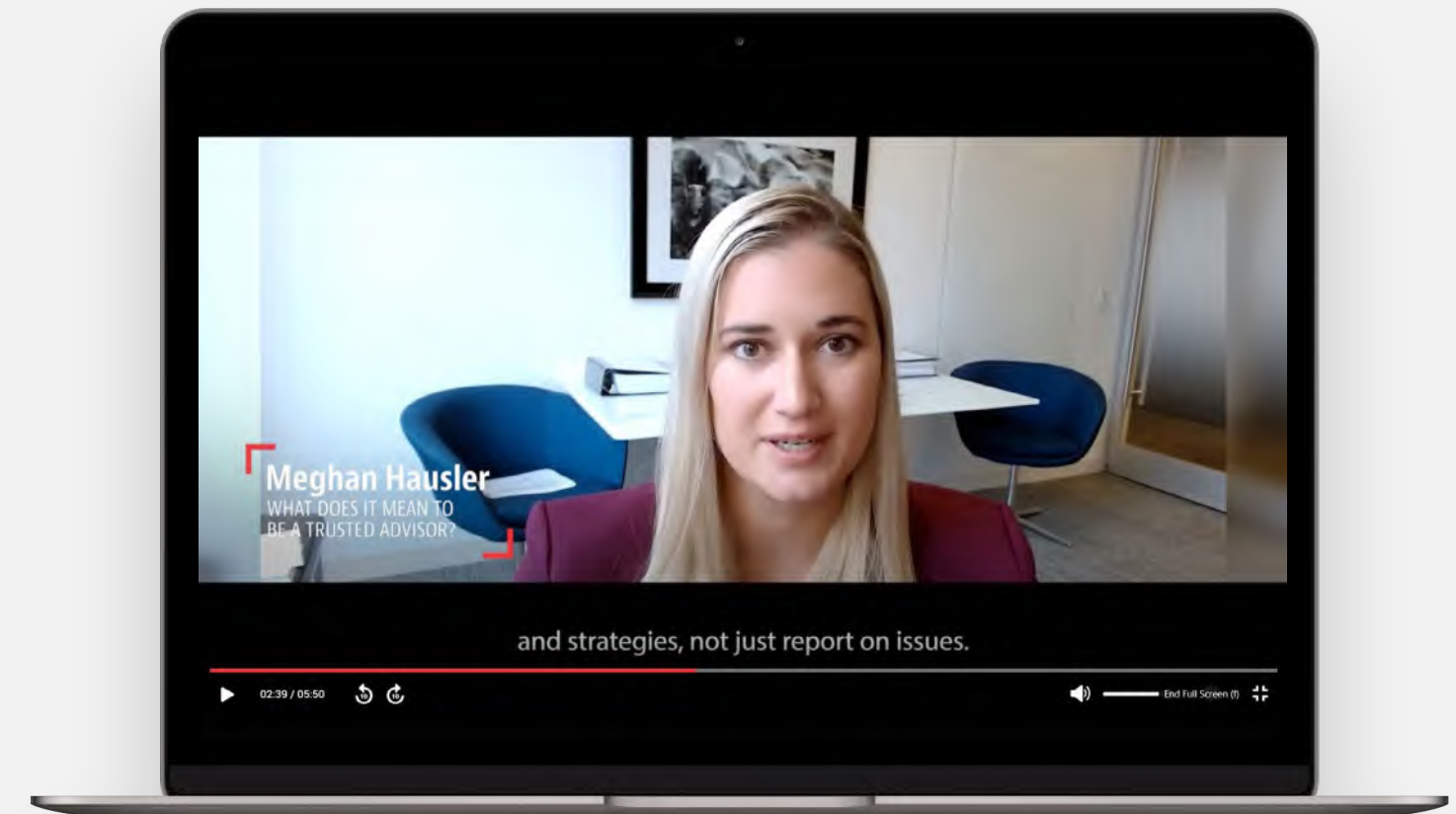
## Videos creating using art direction

- [MENA DR Video Series](#)
- [Cash Repatriations Today](#)
- [BakerBand](#)

## Additional video recording resources

Zoom video recording step-by-step [guide](#)

At-home Mobile Vlogging step-by-step [guide](#)





# Additional Resources

# Additional Resources



## **Brand Guidelines**

Get familiar with the Firm's latest official brand guidelines and standards.



## **Brand Asset Library**

This easy to use site provides access to all key brand assets - from photography and icons, to headshots and firmwide logos. You can also find ready-to-use PowerPoint, virtual backgrounds and BXchange templates for internal initiatives.

- **Design Services News**
- **Photography**
- **Iconography**
- **Logos**
- **Virtual Backgrounds**
- **Headshots**
- **Campaigns and Sub-Brands**
- **User Guidelines**
- **Event Photos**
- **Music**



## **Who Does What**

This document clarifies the differences between Design Services, Document Services and the Proposal Production Center (PPC).



# Design Services Key Contacts

**Jon North**

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## **Baker McKenzie delivers integrated solutions to complex challenges.**

Complex business challenges require an integrated response across different markets, sectors and areas of law. Baker McKenzie's client solutions provide seamless advice, underpinned by deep practice and sector expertise, as well as first-rate local market knowledge. Across more than 70 offices globally, Baker McKenzie works alongside our clients to deliver solutions for a connected world.

**[bakermckenzie.com](https://bakermckenzie.com)**

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