

A catalog worth keeping on the shelf.

Fieldnotes prints 48,000 catalogs a season and reorders from them at 2.1%. This is a nine-week engagement to rebuild the catalog as an editorial system — one grid, one type scale, five page archetypes — and hand it to your production team as a working file they can run for four seasons without us.

PREPARED FOR	PREPARED BY	ISSUED	OPEN UNTIL
Jordan Ellis Fieldnotes	Dana Kohl Acme Studio	12 September 2025	3 October 2025

01 THE BRIEF

The pages are handsome and unhelpful. Across SS24 to FW25 we counted eight competing headline styles, product photography cropped four different ways, and a size chart that appears twice with different numbers on it.

The catalog is also the only Fieldnotes artifact a customer keeps. Rebuilt properly it stops being a seasonal print job and becomes a retail channel — one that costs nothing to reprint and outlives the season it was made for.

02 OUR APPROACH

- 1 **Audit four seasons, not opinions**
Page-by-page teardown of SS24 through FW25 scored on legibility, product findability and reorder attribution, delivered as a ranked fix list.
- 2 **Design the grid, not the pages**
One twelve-column grid, five page archetypes and a nine-step type scale that holds from a 6pt spec line to a 36pt opener.
- 3 **Hand over a file that runs**
Style libraries, export presets and a usage guide written for your production team — plus two half-day sessions to walk them through it.

03 WHAT WE NEED

- A named approver**
One person who can sign off direction in two working days
- The product file**
SKU list, spec copy and the current size charts
- Shoot access**
SS26 shoot brief by week four, raw files as they land

04 SCOPE & DELIVERABLES

- 01 **Editorial audit**
Four seasons scored against eleven criteria, with a ranked fix list and a findings readout
- 02 **Grid & type system**
Twelve-column grid, nine-step scale, five page archetypes, colour and rule standards
- 03 **SS26 art direction**
Cover, six opener spreads and the product-page master, art-directed and specified
- 04 **Production templates**
Paragraph and character styles, master pages, export presets, packaged and versioned
- 05 **Usage guide**
Twenty-four pages, written for the in-house team rather than for designers

05 SCHEDULE

- WEEK 1-2 Audit, scoring, findings readout
- WEEK 3-4 Grid, type scale, page archetypes
- WEEK 5-6 SS26 cover and opener spreads
- WEEK 7-8 Templates, style libraries, packaging
- WEEK 9 Usage guide and handover sessions

Two review points: end of week 4 and end of week 8. Every date assumes product data by 19 September.

INVESTMENT — FIXED FEE

\$26,400

USD

Nine weeks, starting 22 September 2025. Two rounds of revision per deliverable.

On signature — 40%

\$10,560

Start of week 5 — 30%

\$7,920

On handover — 30%

\$7,920

Includes print-ready packaging and thirty days of post-handover support. Photography, paper stock, print buying and font licensing are billed by your suppliers and are not part of this fee.

Countersign and return one copy by 3 October. We hold the 22 September start for that date.

FOR FIELDNOTES

PRINTED NAME

DATE