

SLA: GRAPHIC DESIGN

MISSION

This services level agreement provides a guide for the initiation of projects through the MGM National Harbor internal creative team and is intended to be used as a planning tool to estimate the time needed to complete the requested project.

PROJECT CLASSIFICATION

Due to a large volume of creative projects, we've identified the below categories to justify prioritization and to help track design hours.

1. Templated Signage
2. Update Existing
3. New Project
4. Rush (Due 1-3 Days)
5. Critical (Due Today)
6. Reprint
7. Other

PROJECT INITIATION (1-2 DAYS)

The time needed to review requests, address questions, assign a designer, produce and communicate a timeline for delivery. Projects are submitted using a digital request webform submitted through our project management software, Monday.com. Design timeline estimate is based on the project classification. Designer is assigned, creative work begins. A production coordinator will contact you with any questions, timeline adjustments, or confirmation. Rush and Critical requests require a phone call to the production coordinator.

FIRST PRESENTATION (1-14 DAYS)

The time period between receiving a confirmation email from a production coordinator and receipt of first creative presentation.

REVISION TIMELINE (2-21 DAYS)

The time needed to complete the project including all revisions. If more than 3 rounds of revisions are requested a new creative request form must be submitted and the process will restart. Any projects on hold for longer than 3 weeks will need to be resubmitted.

PRODUCTION TIMELINE (1-30+DAYS)

If print production is required, add design timeline to the estimated print production timelines to determine total amount of time needed to complete project.

NEED HELP?

Any questions or concerns about this process can be emailed to creative@mgmnationalharbor.com

SLA: GRAPHIC DESIGN (CONTINUED)

INITIAL PRESENTATION

PROJECT TIERS	DESIGN TIME	DEFINITION	EXAMPLES
Templated Signage	1-3 Working Days	On-Property, Directional operational signage with direct impact on guest experience. Temporary signage needs, only.	Operational Hours Signage, Closed for Private Event, Safety Signage
Update Existing	5 Working Days	Creative requests that require updates to existing collateral.	Update Catering Menu, Select Special Events Postcards, Digital Menus, Signage
New Creative	10 Working Days	New creative concept. First-time creative design required.	New Restaurant Opening, Brunch Menu, First-Time Event, Spa Rebrand, New Weddings Brochure
Website Updates	2-5 Working Days	Any updates required for mgmnationalharbor.com or OTAs to ensure accuracy and relevancy.	Change in operational hours, the addition of a new promotion, remove out of date content, update menus.

REVISION TIMELINE

PROJECT TIERS	MAX # OF REVISIONS	PROJECT TIERS
Templated Signage	1 Round	1-2 Working Days Per Revision.
Update Existing	2 Rounds	2-3 Working Days Per Revision.
New Creative	3 Rounds	2-7 Working Days Per Revision (Based on Complexity)
Errors	n/a	1-2 Working Days Per Error

PRODUCTION TIMELINE

ITEM PRINTED	EXAMPLES	PRODUCTION TIME
On-Property Static Signage	22x28 Standee Frames, Tall Signs, Adhesive Vinyl, Theater Poster, BOH Posters	1-3 Working Days
Menu Inserts	Throw away menus, Menu Box Inserts, etc	1-3 Working Days
Large Quantity Print Jobs	Brochures, Vouchers, Maps, etc.	2-5 Working Days
Brochures	Wedding Brochures, Sales decks, At a Glance, etc	2-5 Working Days
Menu Boards	Honey's Deli, etc at National Market	5-10 Working Days
Customized Manufactured Items	TAP Cornhole, Displays, Kiosk Wraps, Etched Glasses, etc	14+ Working Days
Permanent Signage	Storefront Naming Signage, Permanent Plaques, Large Scale Installations	30+ Working Days

EXAMPLE TIMELINE

Menu Update for Voltaggio Brothers, Printed:
5 Days For First Presentation + (2) 3 Day Rounds + 3 Days Print =14 Days