



2022 PRICE GUIDE

# On Board Options

# Branding

## BUSINESS CLASS - 1A

BRAND STRATEGY / BRAND IDENTITY / SOCIAL MEDIA TEMPLATES / WEBSITE HOMEPAGE MOCK-UP

This package means business! If you're ready to level-up, look professional and feel confident about the direction you're headed, this is for you. It's also for those who are not as creative, tech-savvy or gritty when it comes to creating branded assets & seeing it through (and/or if you simply don't have the time). We start with a deep dive into your Brand Strategy, then create a complete Brand Identity (don't worry, I'll do all the creative thinking here ... unless you have ideas, of course!), and finish with some branded "goods" to lead the way (there's nothing worse than getting new branding, and then not knowing what/how to make it work ... or completely butchering it). Buckle up!

BRAND STRATEGY WORKBOOK  
KICK-OFF CALL  
BRAND STRATEGY DECK (INCL. MOOD BOARD)  
3 X ORIGINAL LOGO CONCEPTS  
REVISIONS (2 ROUNDS)\*  
PRIMARY LOGO  
SECONDARY LOGO  
FAVICON  
COLOUR PALETTE  
BRAND MARKS/ICONS (5-8)  
FONT RECOMMENDATIONS  
STOCK PHOTOGRAPHY  
BRAND GUIDE (DIGITAL & PRINTED)  
+  
INSTAGRAM POST TEMPLATES (5)  
INSTAGRAM STORY TEMPLATES (5)  
INSTAGRAM HIGHLIGHT COVERS (5)  
INSTAGRAM PROFILE MOCK-UP  
OTHER COLLATERAL (1)  
LAUNCH GRAPHICS (5)  
WEBSITE HOMEPAGE MOCK-UP



TIMELINE: 4-5 WEEKS / INVESTMENT: \$4300 / 25% DEPOSIT + 2 INSTALMENT PAYMENTS

# Branding

ECONOMY - 2A

BRAND STRATEGY / BRAND IDENTITY

So you're ready to make some waves. You have a creative side and enjoy messing around on Canva ... but you're wanting something unique and need some help getting started (what colours and fonts pair well?). Let's take a deep dive into your Brand Strategy and get you set up with something exciting that speaks to both you & your ideal client. You'll leave with a complete Brand Identity that will inspire you to do some creating on your own!

BRAND STRATEGY WORKBOOK  
KICK-OFF CALL  
BRAND STRATEGY DECK (INCL. MOOD BOARD)  
3 X ORIGINAL LOGO CONCEPTS  
REVISIONS (2 ROUNDS)\*  
PRIMARY LOGO  
SECONDARY LOGO  
FAVICON  
COLOUR PALETTE  
BRAND MARKS/ICONS (5-8)  
FONT RECOMMENDATIONS  
STOCK PHOTOGRAPHY  
BRAND GUIDE (DIGITAL & PRINTED)



TIMELINE: 3-4 WEEKS / INVESTMENT: \$3600 / 25% DEPOSIT + 2 INSTALMENT PAYMENTS

# Branding

RED EYE - 3A

## LOGO DESIGN

You've got the idea and you just need some help bringing it to life. Although this package does not include all the bells & whistles like the others, it's perfect for those who are just starting out on their business journey. That being said, it is more surface-level and does not include a deep dive into your Brand Strategy. Essentially, you bring the idea to me (inspo, sketches, etc.) and I will work my magic to create something wonderfully you! \*P.S. This is done in one day (with a bit of prep and post work)!

### QUIZ

KICK OFF CALL

PRIMARY LOGO

REVISIONS (2 ROUNDS)\*

SECONDARY LOGO

FAVICON

COLOUR PALETTE

BRAND BOARD (SINGLE PAGE)



TIMELINE: 1 DAY\* / INVESTMENT: \$999 / 50% DEPOSIT + 1 INSTALMENT PAYMENT

/ TIDALDESIGN.CA

\*Includes some prep & post work. Additional edits @ \$65/hr. Client must be available throughout the day and quick to respond to feedback to keep the project moving along and within the given time frame.

# Website Design

BUNDLE  
+ SAVE  
\$1400!  
Branding &  
Website Design

## BUSINESS CLASS - 1B

BRAND STRATEGY / BRAND IDENTITY / SOCIAL MEDIA TEMPLATES / 6-PAGE WEBSITE

Ok, this one **really** means business. You're ready to invest in your biz and give it the love it deserves (and likely get some more love in return! Ya? That's usually how it works). You want both - a killer brand and website - to knock some socks off and make some serious waves! Starting with Brand Strategy & Identity, followed by some branded assets to hit the ground running, and finally a sparkly new website. Cohesive, complete, and impressive. Exciting, right? It's mutual.

BRAND STRATEGY WORKBOOK  
KICK-OFF CALL  
BRAND STRATEGY DECK (INCL. MOOD BOARD)  
3 X ORIGINAL LOGO CONCEPTS  
REVISIONS (2 ROUNDS)\*  
PRIMARY LOGO  
SECONDARY LOGO  
FAVICON  
COLOUR PALETTE  
BRAND MARKS/ICONS (5-8)  
FONT RECOMMENDATIONS  
STOCK PHOTOGRAPHY  
BRAND GUIDE (DIGITAL & PRINTED)  
+  
INSTAGRAM POST TEMPLATES (5)  
INSTAGRAM STORY TEMPLATES (5)  
INSTAGRAM HIGHLIGHT COVERS (5)  
INSTAGRAM PROFILE MOCK-UP  
OTHER COLLATERAL (1)  
LAUNCH GRAPHICS (5)

WEBSITE CONTENT WORKBOOK  
KICK OFF CALL #2  
WIREFRAMES (UP TO 6 PAGES)  
PAGE MOCK-UPS (UP TO 6 PAGES)  
REVISIONS (2 ROUNDS)\*  
6-PAGE WEBSITE\*  
MOBILE RESPONSIVE  
BASIC SEO  
DOMAIN SET-UP  
VIDEO RESOURCES  
LAUNCH GRAPHICS  
30 DAY POST LAUNCH SUPPORT

DESIGN  
tidal  
STUDIO

TIMELINE: 10-11 WEEKS / INVESTMENT: \$8800 / 25% DEPOSIT + 3 INSTALMENT PAYMENTS

# Website Design

ECONOMY - 2B

## 6-PAGE WEBSITE

You love your branding and really need a new website ... ta-da! This one's for you. Once we make sure we can work with your current brand assets, we dive into a bit of a lengthy Website Content Workbook to collect all the information we need to get started (i.e. copy, images, key words, call-to-actions, goals, inspo, etc.). This includes a 6-page website designed in Showit (see Tidal Design Studio website) or Squarespace with the option to add more pages, of course! Not sure what you need? Don't worry, we can figure it out.

WEBSITE CONTENT WORKBOOK  
KICK OFF CALL  
WIREFRAMES (UP TO 6 PAGES)  
PAGE MOCK-UPS (UP TO 6 PAGES)  
REVISIONS (2 ROUNDS)\*  
6-PAGE WEBSITE\*  
MOBILE RESPONSIVE  
BASIC SEO  
DOMAIN SET-UP  
VIDEO RESOURCES  
LAUNCH GRAPHICS  
30 DAY POST LAUNCH SUPPORT



TIMELINE: 6-7 WEEKS / INVESTMENT: \$5900 / 25% DEPOSIT + 2 INSTALMENT PAYMENTS

# Website Design

RED EYE - 3B

## 1-PAGE WEBSITE

A one-page scrolling website perfect for those just starting out, a sales funnel page, a portfolio or showcase page & more! We still collect all the necessary info to create a website with impact! Small but mighty.

### WEBSITE CONTENT WORKBOOK

KICK OFF CALL

WIREFRAME

PAGE MOCK-UP

REVISIONS (2 ROUNDS)\*

1-PAGE WEBSITE

MOBILE RESPONSIVE

BASIC SEO

DOMAIN SET-UP

VIDEO RESOURCES

30 DAY POST LAUNCH SUPPORT



TIMELINE: 2 WEEKS / INVESTMENT: \$1500 / 50% DEPOSIT + 1 INSTALMENT PAYMENT

/ TIDALDESIGN.CA

\*Additional edits @ \$65/hr. Does not include domain or host subscription. Excludes e-commerce. Client must be available and quick to respond to feedback to keep the project moving along and within the given time frame.

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# Print & Digital

AD HOC

PLEASE ASK FOR A QUOTE

Ok, so you've got a brand (a new one, maybe!) and you need some "things" to help you get your message across—please reach out for a quote for any print or digital materials to accompany you on your journey!

SOCIAL MEDIA TEMPLATES

PACKAGING

SIGNAGE

PODCAST ART

DOCUMENT DESIGN

MERCHANDISE

STATIONARY

+ MORE!

*Hoping we can catch the  
next wave together! :)*



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BASED IN EDMONTON, ALBERTA, CANADA

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SERVING CLIENTS WORLDWIDE

EST. 2019