Hello Rising Tide

● *INVESTMENT GUIDE*

Hello Rising Tide

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investment

Hello Rising Tide was founded on the belief that everyone has a unique gift to share. We work with businesses to share their magic, reach more people and collectively make a bigger impact on the world.

We do that with purposeful and intentional design that brings your vision to life and speaks to your ideal clients.

5 YEARS **DESIGNING** *4.5 YEARS* **IN BUSINESS**

HELLO **I'M ERIN CHMELIK**

I'm the Founder and Lead Website Designer & Developer at Hello Rising Tide. Me and my team are so excited to welcome you into our world!

We are an experienced team of graphic designers, web designers and web developers working together to create designs that align with your brand.

Our process is high touch and highly collaborative to make sure we create something you're over the moon about and that feels aligned and authentic to you.

OUR PROCESS

STEP ONE   **BRAND STRATEGY**

This workshop is done via zoom. We go over your who (ideal audience), what (offerings), why (mission), how (marketing) & wow (what makes you unique. Then we dive into the brand values, vision, personality, etc

STEP TWO   **BRAND DESIGN**

After the brand strategy session, we turn that strategy into a creative direction(s) to get on the same page about the vibe and personality of your brand. Once that is finalized our team of talented designers takes the creative direction and strategy and designs the brand identity i.e. logos, colors, fonts, etc

STEP THREE   **WEB DESIGN**

After the brand has been completed, we dive into the website design with our web design strategy session and then create a homepage mockup to inform the design. We finalize that together and then finish designing and building the website in the website platform of choice.
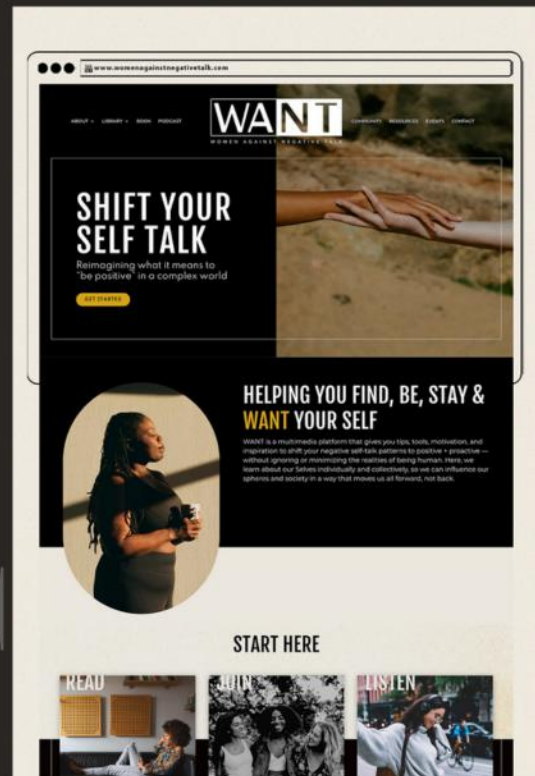
STEP THREE   **LAUNCH**

We help prepare you for the launch of your new brand and website with a round of in-depth testing. We will also provide you with social media assets to annouce the launch.
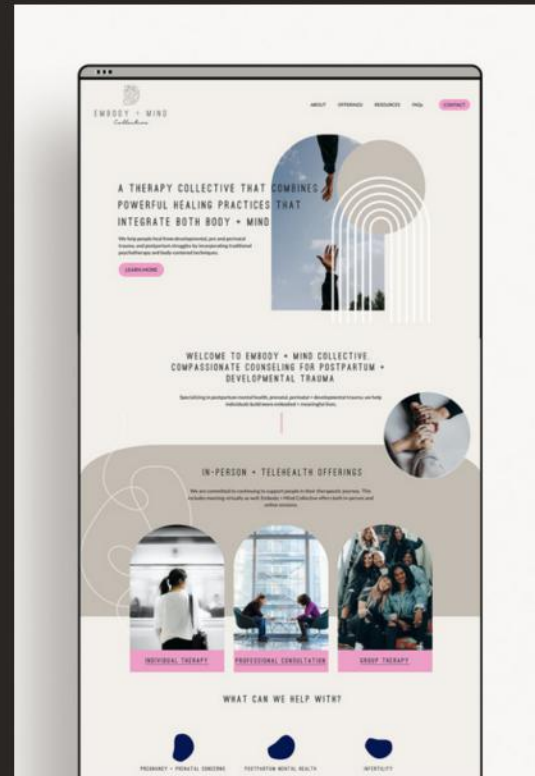
portfolio

ONE **BRAND DESIGN**

THREE **WEB DESIGN**
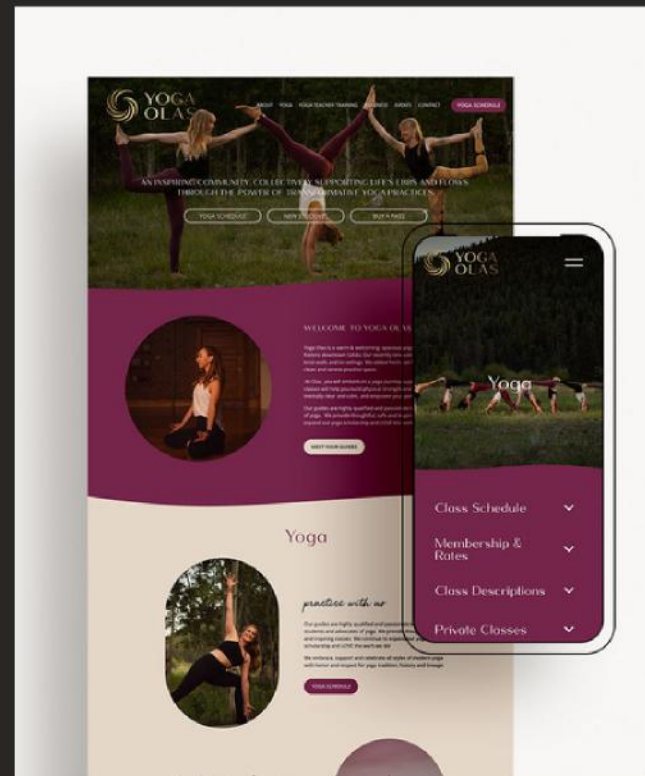

TWO **WEB DESIGN**

FOUR **BRANDING**

FIVE **BRAND IDENTITY**

SIX **PRODUCT DESIGN**

Our portfolio reflects our unique and individualized approach to brand and website design. Each and every brand is created and curated specifically for you and your audience, no pre-formed styles here.

We dive deep to understand who you are serving so we can create a brand identity that speaks to and connects with them.

Our passion is working with small businesses with big impact whether you're helping people live healthier, more fulfilled lives or coaching fellow mamas through their motherhood journey, our clients are as unique as they come!
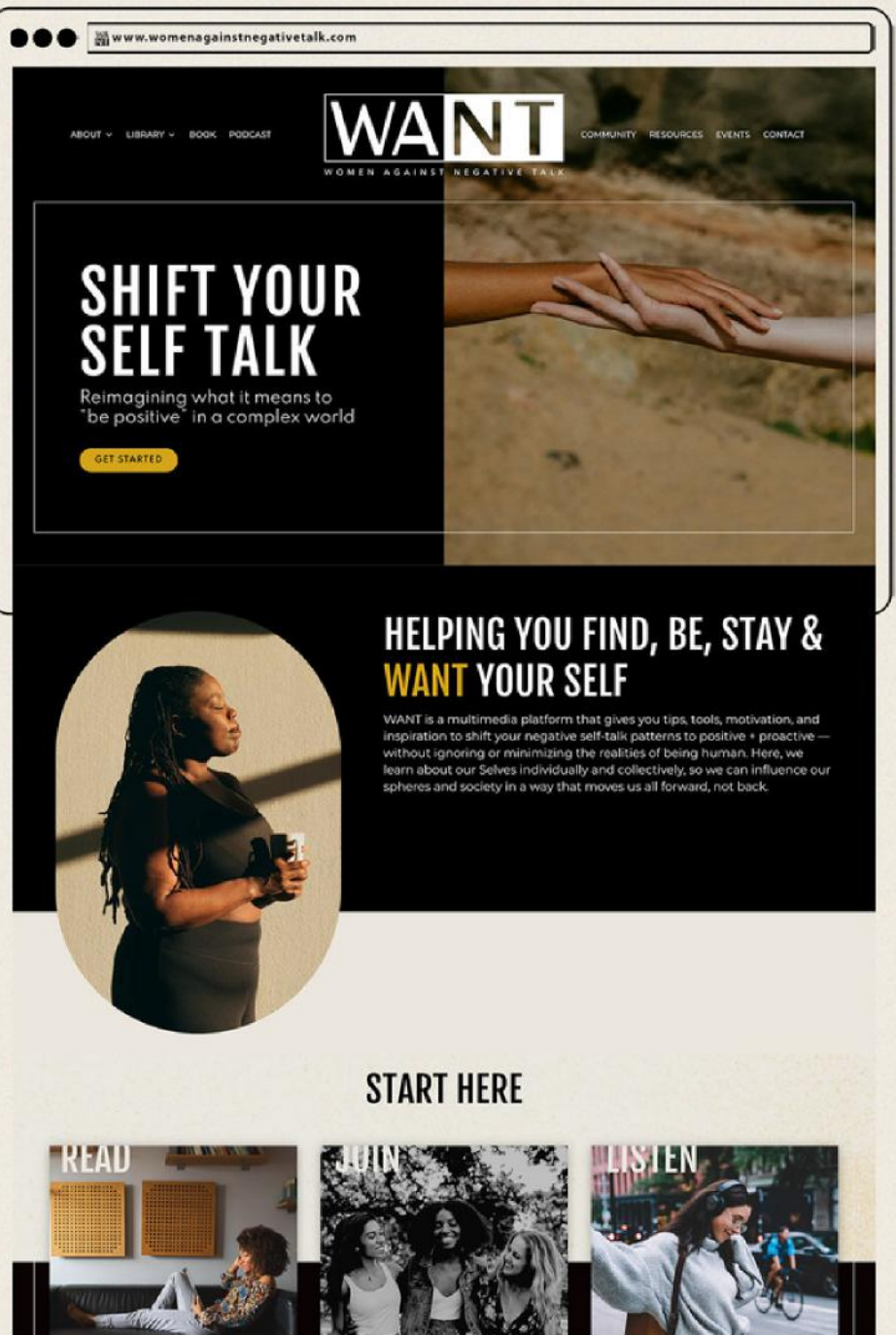
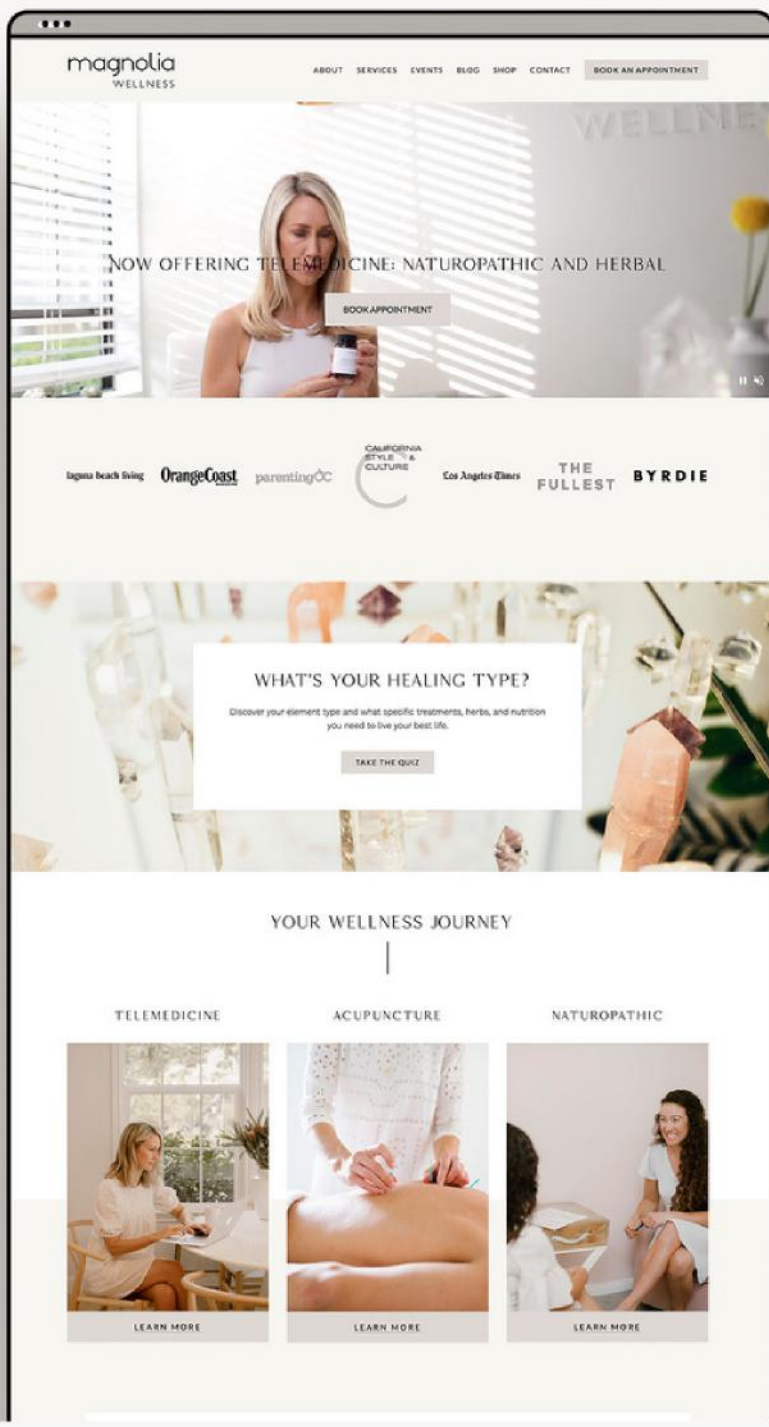## KIND WORDS   **WANT Brand & Website**

"Erin was an absolute gift from the universe and I couldn't be more thrilled with and grateful for her work, her mind, her heart, her talent and her general amazingness!"
-Katie Horwitch, Founder of WANT

BRAND & WEB

what they're saying

"Working with Erin is phenomenal! From start to finish, she provided such fantastic feedback and really helped bring my vision to life, seamlessly. We've been receiving so much positive feedback since our site launched and I know it's all thanks to the brilliance and outstanding work Erin did."
-Angela Sinnett, Founder

Website Design & Development

what they're saying

Just the Basics Web Design

PROJECT COST: $3,200
TIMELINE: 2-3 weeks

This package is perfect if you're just launching, and/or need something to be turned around pretty quickly.

The project payments would be broken down into 2 payments. First payment is due at time of contract signing.

INCLUDES (+)

Website Strategy, Design & Development

- *Website and content strategy session (60 minutes)*
- *Content Outline for help with copywriting*
- *Design and development of 4 pages (in addition to Standard Privacy Policy Page and 404 Page) for the Client's website on Squarespace (the "platform"), including customized CSS coding and optimized for use on multiple devices*
- *Assistance with custom domain registration (or connection if you already have domain)*
- *Assistance with Squarespace sign-up*
- *Email marketing integration*
- *Basic Search Engine Optimization, including site title, site description, page title, page descriptions, and verification of indexing on google*
- *Optimization of images for efficient site speeds*
- *Website training, handover meeting (60 minutes)*
- *Two weeks of tech support on your site after approval and launch*

*additional page designs are $250/page
**any website updates, design or troubleshooting after the 2 weeks will be billed at $90/hr

The Full Monty Website Design

PROJECT COST: $4,200

TIMELINE: 6-8 weeks

This package is perfect if you already have a website, know that you're going to need X amount of pages and are looking for a full overhaul of strategy and design.

The project payments would be broken down into 3 payments. First payment is due at time of contract signing.

INCLUDES *(+)*

Website Strategy, Design & Development

- *Website and content strategy session (90 minutes)*
- *Content Outline for help with copywriting*
- *Design and development of 10 pages (in addition to Standard Privacy Policy Page and 404 Page) for the Client's website on Squarespace (the "platform"), including customized CSS coding and optimized for use on multiple devices*
- *Assistance with custom domain registration (or connection if you already have domain)*
- *Assistance with Squarespace sign-up*
- *Email marketing integration*
- *Basic Search Engine Optimization, including site title, site description, page title, page descriptions, and verification of indexing on google*
- *Optimization of images for efficient site speeds*
- *Website training, handover meeting (60 minutes)*
- *Two weeks of tech support on your site after approval and launch*

*additional page designs are $200/page
**any website updates, design or troubleshooting after the 2 weeks will be billed at $90/hr

Brand & Website Design

PROJECT COST: $6,000
TIMELINE: 4-5 months

The project payments would be broken down into 4 payments. First payment is due at time of contract signing.

INCLUDES *(+)*

Brand Strategy & Design

- *2hr Business Vision & Brand Strategy Session*
- *Primary Logo*
- *Secondary Logo*
- *Color palette*
- *Font suite (header, subheader & paragraph)*
- *Imagery Direction*
- *Brand Style Guide*

Website Strategy, Design & Development

- *Website and content strategy session (90 minutes)*
- *Content Outline for help with copywriting*
- *Design and development of 7 pages (in addition to Standard Privacy Policy Page and 404 Page) for the Client's website on Squarespace (the "platform"), including customized CSS coding and optimized for use on multiple devices*
- *Assistance with custom domain registration (or connection if you already have domain)*
- *Assistance with Squarespace sign-up*
- *Email marketing integration*
- *Basic Search Engine Optimization, including site title, site description, page title, page descriptions, and verification of indexing on google*
- *Optimization of images for efficient site speeds*
- *Website training, handover meeting (60 minutes)*
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FAQS

We know this process can be overwhelming and unfamiliar. We don't want to leave any of your questions unanswered so we've tried to answer a lot of our frequently asked questions below, if we missed anything please email us erin@hellorisingtide.com.

WHAT IS A PRIMARY & SECONDARY LOGO AND WHY DO I NEED BOTH?

Logos get used in a lot of different scenarios whether it be a website, business card, social media profiles and a lot of times one layout will work great in one scenario while the other layout wouldn't work. That's why we create a primary (generally used on the website) and a secondary (generally better for social media profiles).

WHAT IS A BRAND STYLE GUIDE?

The brand style guide ensures that no matter who is creating your brand/marketing collateral or what situation you are using your brand in, it remains consistent and is putting it's best foot forward. The brand style guide includes things like your colors codes for print and web, logo usage guidelines, font usage guidelines and more.

HOW DO I KNOW HOW MANY PAGES I WILL NEED ON MY SITE?

Generally we recommend looking at your current site to get an idea of number of pages.
OR if you are just starting out with your business we recommend no more than 5-7 pages (HOME, ABOUT, SERVICES, BLOG, CONTACT for example).

CAN I PREPARE AHEAD OF TIME FOR OUR STRATEGY SESSIONS?

Yes! We will give you the workbooks that we work through together ahead of time so you will have an idea of what we are going to go through. However, this is conversation and we don't want you to feel like you need to have everything figured out by the time we have our strategy sessions.

AM I RESPONSIBLE FOR THE WRITTEN COPY FOR THE WEBSITE?

Yes, unless you hire a copywriter you are responsible for providing the written copy for the website. We do have a helpful guide that provides an outline for specific pieces of copy that are important and we are happy to provide feedback but are not copywriters.

ARE THERE ADDITIONAL COSTS OUTSIDE OF THE PROJECT COST?

Yes, you will pay annually for your domain (URL) and you can choose to pay annually or monthly for hosting your site (this ranges from $20-30/month for general hosting). If we decide to use a custom font there will be a one-time cost for the font license(s) (this ranges from $15 to $60) and same goes for stock photography that comes from adobe stock ($5/image).

next steps

BOOK A DISCOVERY CALL

Book a 45 minute discovery call by clicking on the link below. During this call we will chat through your business to understand the challenges you are facing and the goals you have for your business. We cover everything from our process to our pricing and more. And are happy to answer any questions you might have!

Book a Discovery call

thank you for being here!

We realized the importance of connecting with and hiring a design team that you truly feel aligns with your vision and we are endlessly grateful to each and every one of you that land in our little corner of the internet. Thank you so much for your interest in working with us!

LET'S DREAM   HELLO RISING TIDE