

### **High Tide Surf Shop** Not your average surf shop

Opened in 1984 on Tybee Island, High Tide surf shop became home to a small yet close-knit surf community full of nice locals & kids. It was the only true surf shop on the island at the time and it was the only place to get brand name surf equipment & apparel. Today High Tide Surf Shop has a great social media presence and has continued to be a safe space for local & vacationing surfers. High Tide has also helped organize surf contests on the island and has continued to support local businesses by organizing other events together.

The goal for this project was to recreate the brand in a smart & interesting way. The current identity of the shop is very sporadic with lots of different logos & little to no exploration into an official typeface or color scheme. It was decided to create a brand that rested on one official logo. Through many iterations, a typography-oriented logo was picked; in which the words HIGH TIDE were manipulated to mimic the shape of a wave.

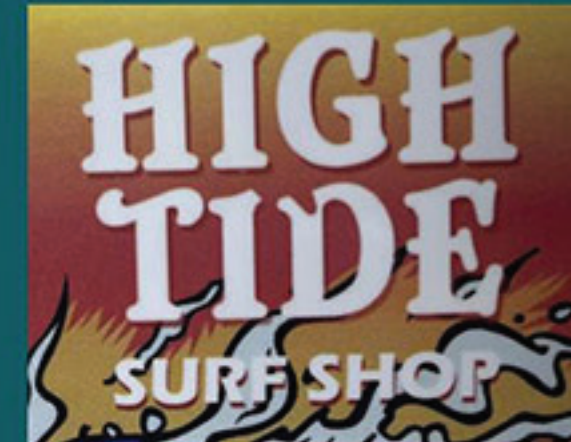
Once the logo had been created, Futura PT & Alverata were selected as the primary & secondary typefaces & an ocean inspired color palette was established. Once all the specifications were decided upon, a wide variety of sample applications were created. These included stationery, merchandise, posters & signage, & online advertisements.



## Not Your Average Surf Shop

- Opened in 1984
- Customers consisted of lots of local surfers
- Home to a very small surf community full of nice locals/kids etc.
- Only surf shop on the island & only place to get brand name surf items

## Old Logo



## New Logo



## Needed a Change

- High Tide needed a revamp as the owners started to loose touch
- New Owners came in 5 years ago & rebranded the shop
- Had to restart social media and online presence from square one
- Started surf contests on the island
- Supporting other local businesses through events to get more traction
- Helped create a safe space for kids to come & learn about surfing/skating products & equipment

Surf  
Skate  
Art  
Beach  
Beach Shop  
Resort  
Resort Wear  
Souvenir  
Retail  
Surf Shop



Vacation  
Island  
Students  
Design  
Family Shop  
Activewear  
Sportswear  
Skate Gear  
Surf Gear  
Accessories  
Jewelry

159 Parkview Road  
Savannah Georgia  
31419  
(603) 677 - 6257  
[matthewsundius1@gmail.com](mailto:matthewsundius1@gmail.com)

January 30<sup>th</sup>, 2023

Arielle Navon  
High Tide Surf Shop  
406 1st Street  
Tybee Island Georgia  
31328

Dear Mrs. Navon:

Thank you for the opportunity to submit a proposal and estimate for the creation and design of a new visual corporate identity for High Tide Surf Shop. Per our conversation, please find documentation below that explains the design services, deliverables and fees involved in the new visual identity to be provided.

Please review this draft and let me know what you think of it. Thank you again for the opportunity and I am looking forward to working with you and your team on this exciting and hopefully fruitful project.

Best Regard's,

Matthew Sundius

Visual Corporate Identity for High Tide Surf Shop (continued)

**Phase Three: Visual Implementation**

**Activities:**  
Upon approval of visual corporate identity, we will refine all identity elements and prepare final art with specifications for various reproduction techniques.

**Deliverables:**  
Electronic files in the form of final art and templates ready for implementation of all deliverables including, official logo, stationary package, promotion campaign, website hi-fi's, and merchandising exploration.

**Timing:** 1-2 weeks  
**Fees:** \$00,000

**Total Fees for the creation of a new visual identity:** \$00,000

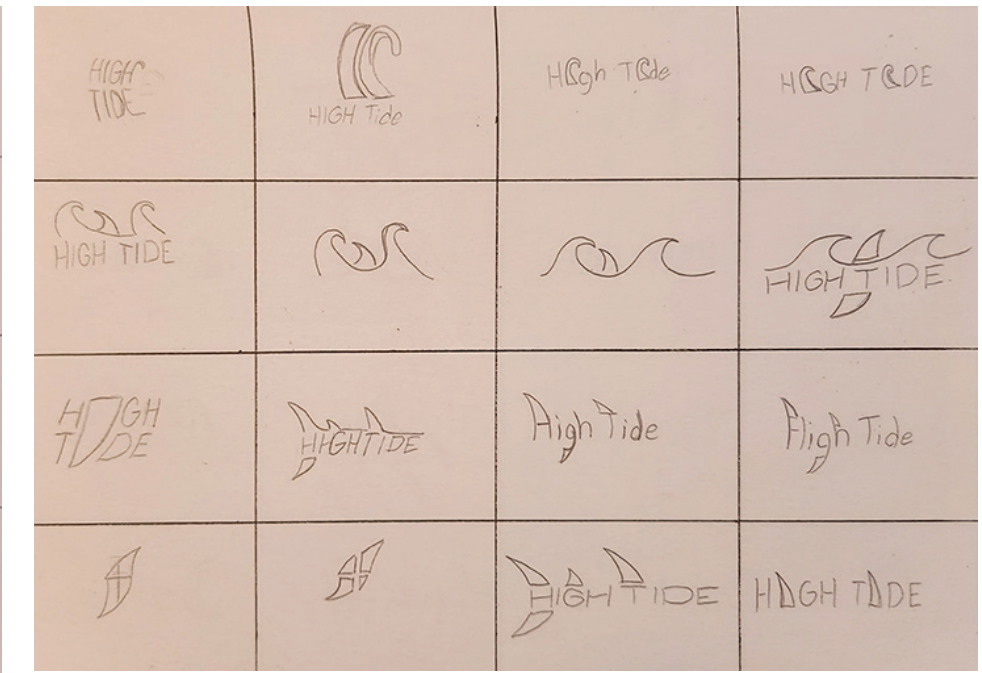
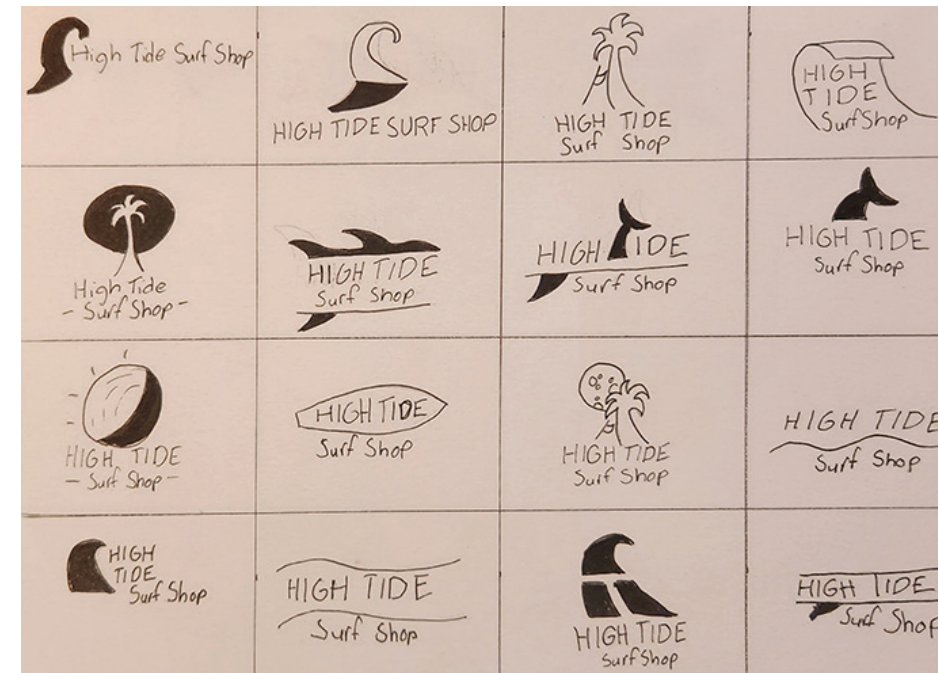
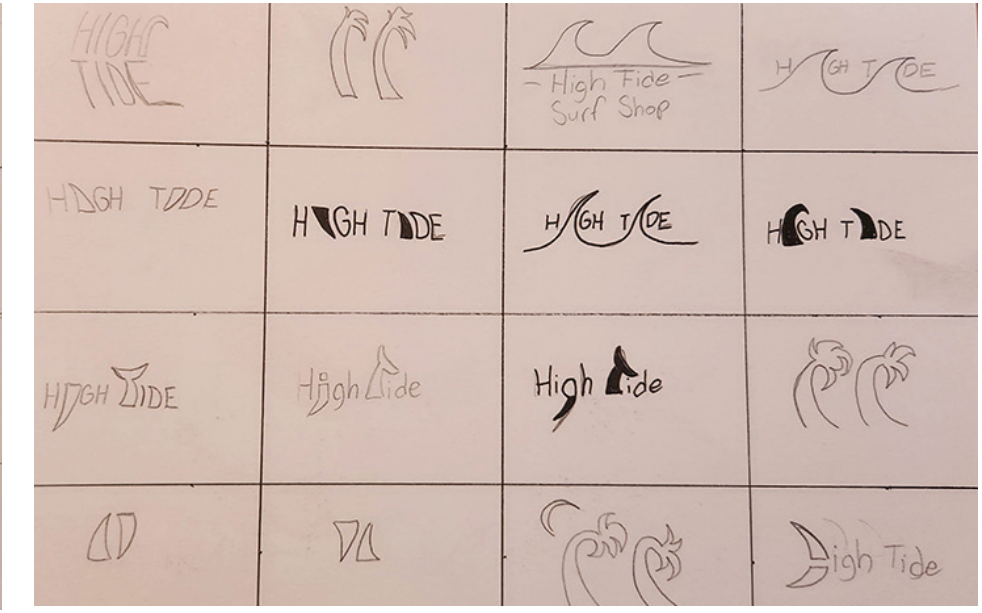
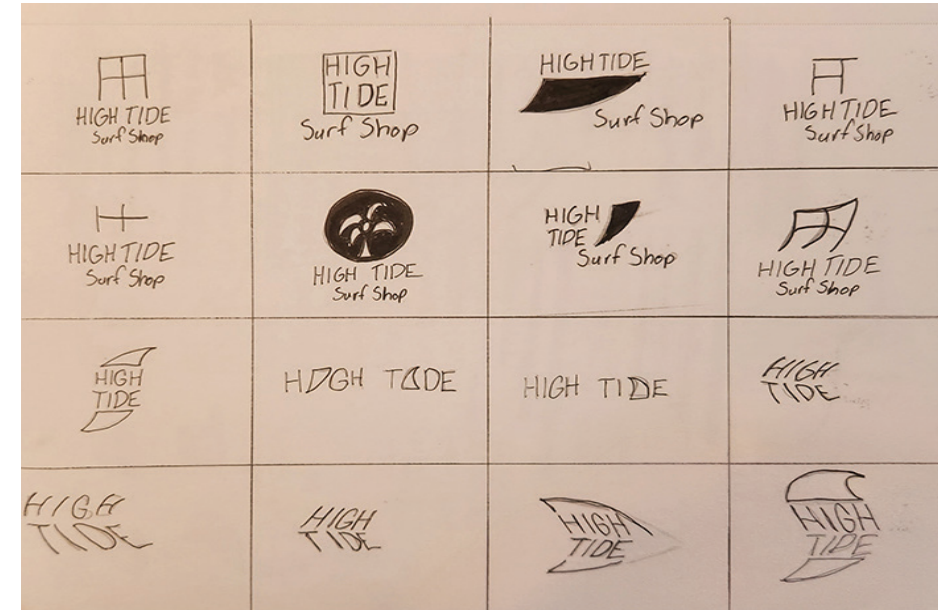
**Total timing:** 6 - 9 weeks

**Payment Terms**

We Typically require 1/3<sup>rd</sup> of the total fee as a deposit upon agreement to the above terms in order to commence work. The remaining 2/3 of the total fee would be billed during the course of the project at appropriate benchmarks. However, we're open to negotiating other financial arrangements, if desired.

Expenses for messengers, stock photography, printing, travel, if required, would be billed additionally at cost.

A signed copy of this proposal would be all that is required as an agreement to the above and for us to commence work.



**Visual Corporate Identity for High Tide Surf Shop**

**Phase One: Visual Exploration**

**Activities:**  
Create a series of conceptual logo designs that reflect High Tide's core values and messaging including primary and secondary typographic explorations.

Initial ideation into a series of business cards based on logos created in this brainstorming process.

Exploration into an official color palette for secondary equipment will take place during this phase.

**Deliverables:**  
At least three fleshed out logo designs that reflect High Tide Surf Shop's mission as well as at least two business card designs based on each fleshed out logo. Mutual selection of an official logo should be reached and I expect up to 3 rounds of presentations in this phase.

**Timing:** 2-3 weeks  
**Fees:** \$00,000

**Phase Two: Visual Development**

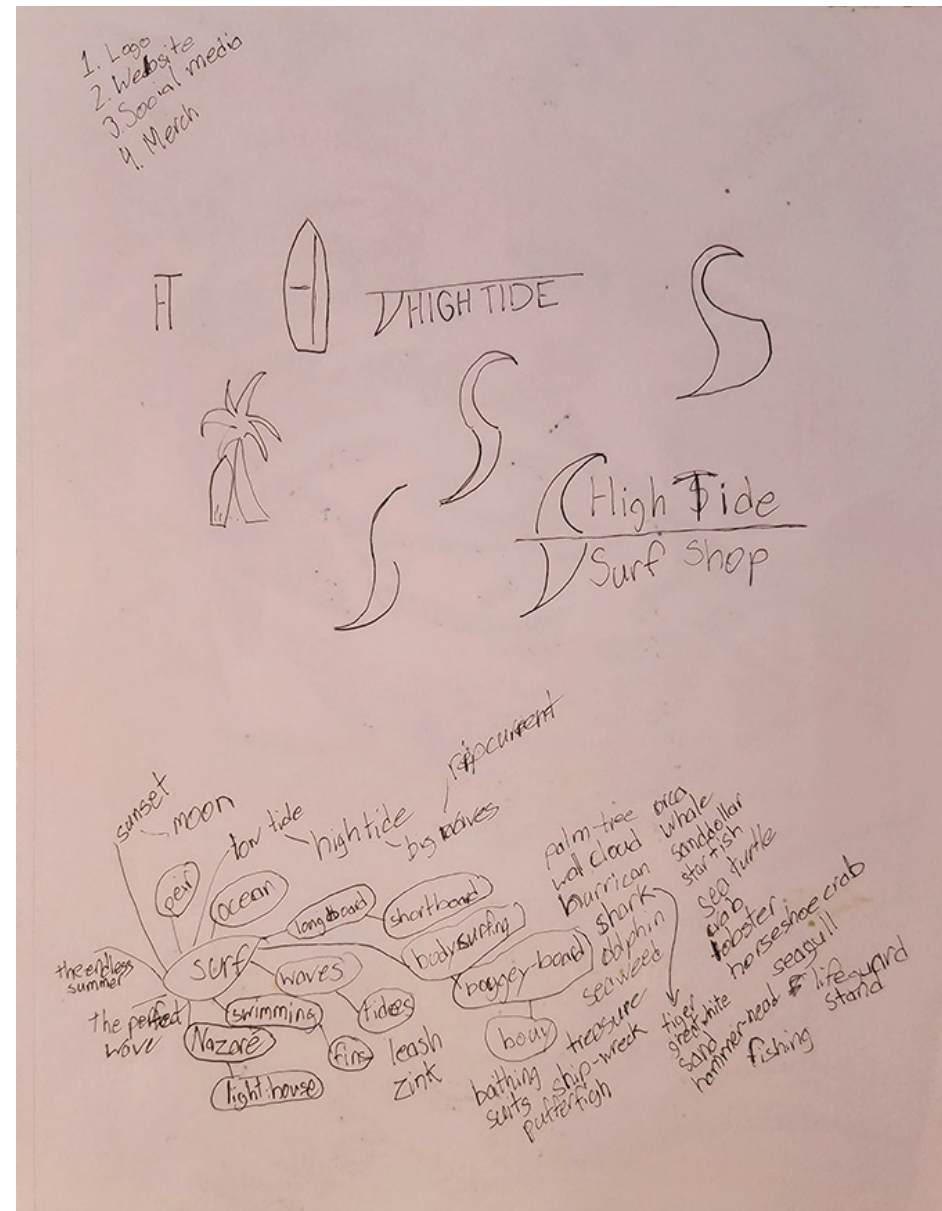
**Activities:**  
Create a series of high-quality stationery designs based on the official logo decided on in phase one as well as a simplified and visually dynamic website that will help attract High Tide Surf Shop's target demographic.

Exploration into a more fleshed out merchandising assortment that stays within the confines of the logo guidelines.

Initial ideation into an employment promotion campaign for print and social media advertising.

**Deliverables:**  
At least three well designed stationery packages that reflect the official logo and High Tide mission as well as a proposed direction for promotion campaign and website. Presentations on merchandising exploration should also be included. Mutual selection of an official stationery package as well as an agreed upon direction for promotion campaign and website should be reached.

**Timing:** 2-3 weeks  
**Fees:** \$00,000



<b>HIGH TIDE</b> <i>Surf Shop</i>	<b>HIGH TIDE</b> <i>surf shop</i>	<b>HIGH TIDE</b> <i>surf shop</i>	<b>HIGH TIDE</b> <i>Surf Shop</i>
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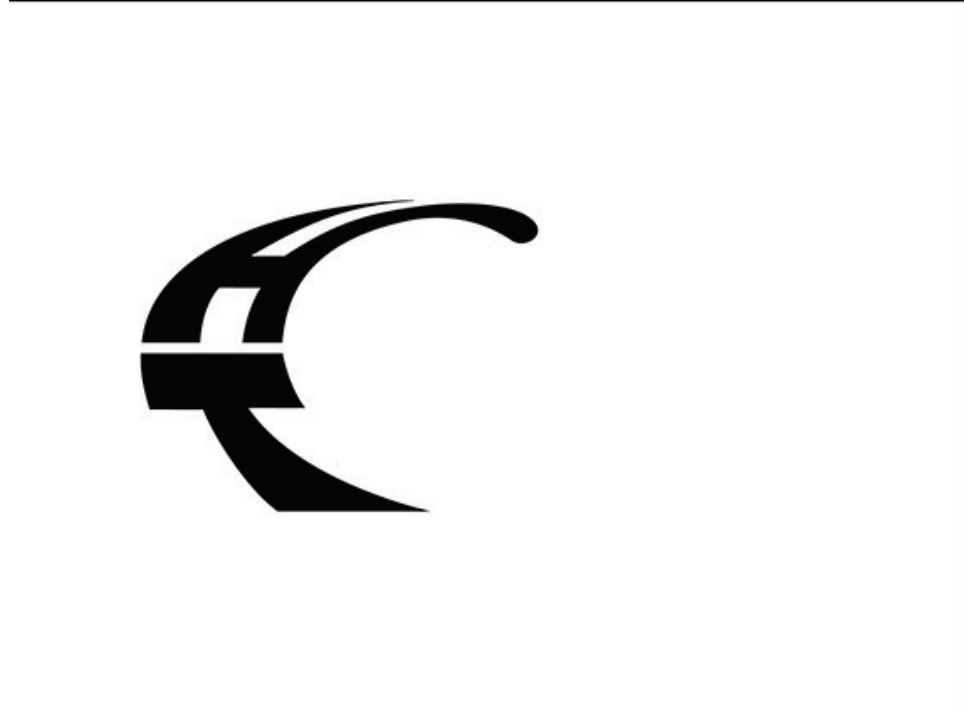
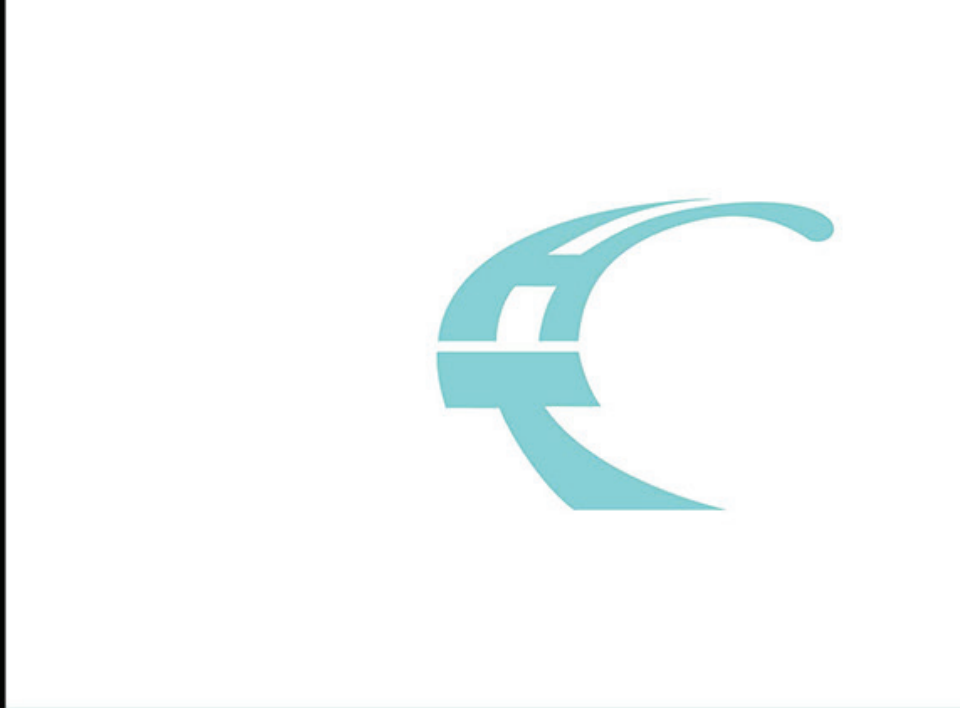
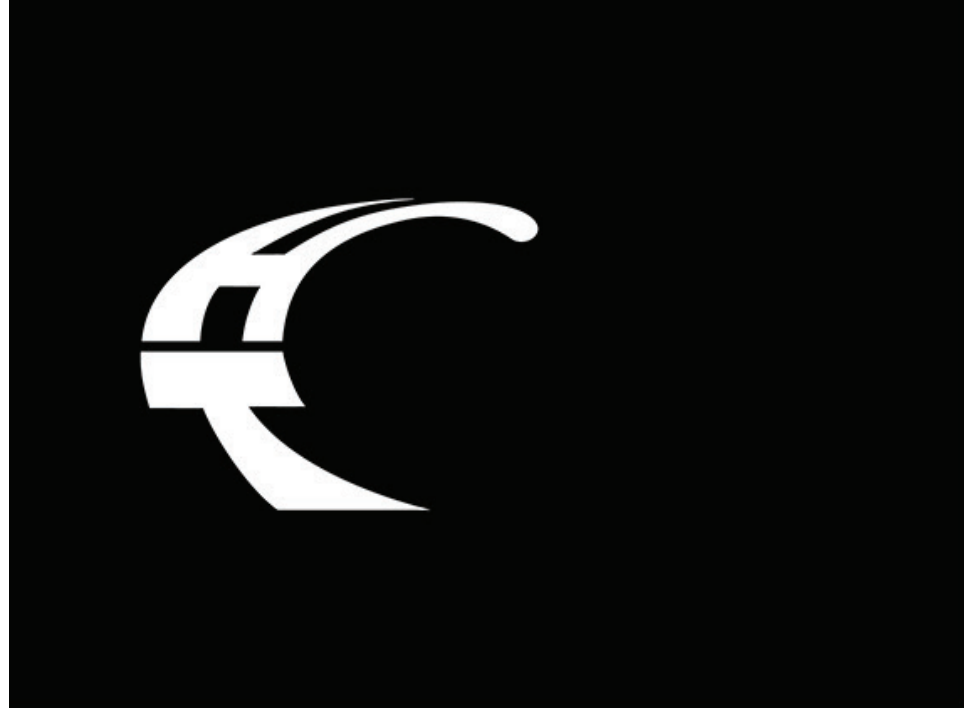


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High Tide Surf Shop  
912 785 6556  
406 1st Street  
Tybee Island, GA 31328

