

This is    
   Playday



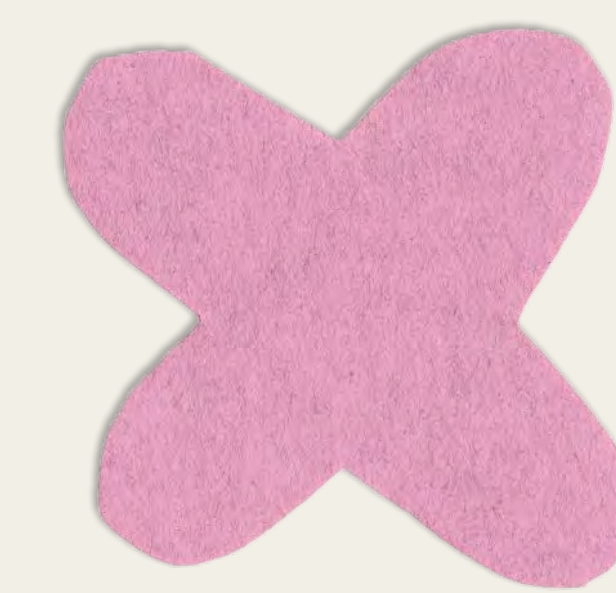
PLAYDAY STUDIO
Hailey, Idaho

Project inquiries:
kika@playday.studio

We believe
good play
makes
good work.

We begin our life with play. It is our first method of discovering the world, and discovering ourselves. Building brands and telling stories are process of discovery. So why did we stop using play as a tool?

We believe play happens....



TOGETHER



OUTSIDE



WITHIN

We use this to create....

**BRAND
CAMPAIGNS +
GRAPHICS**

**PHOTO, VIDEO
+ ANIMATED
STORYTELLING**

**WEBSITES,
MARKETING
+ SOCIAL**



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Playday is a creative collective.

Playday was founded in 2026 by Kika MacFarlane. After working in-house for big brands like Patagonia & Stio, and co-running a traditional design studio for two years with clients like the Nature Conservancy, The New York Times, and Planned Parenthood, she was ready to change the model. Creativity is boundless and multifaceted, so couldn't a studio be the same?

For each project, we custom design a team to fit your needs. We work with a freelance roster of incredible art directors, photographers, marketers, sound designers, and more to bring big projects to life.

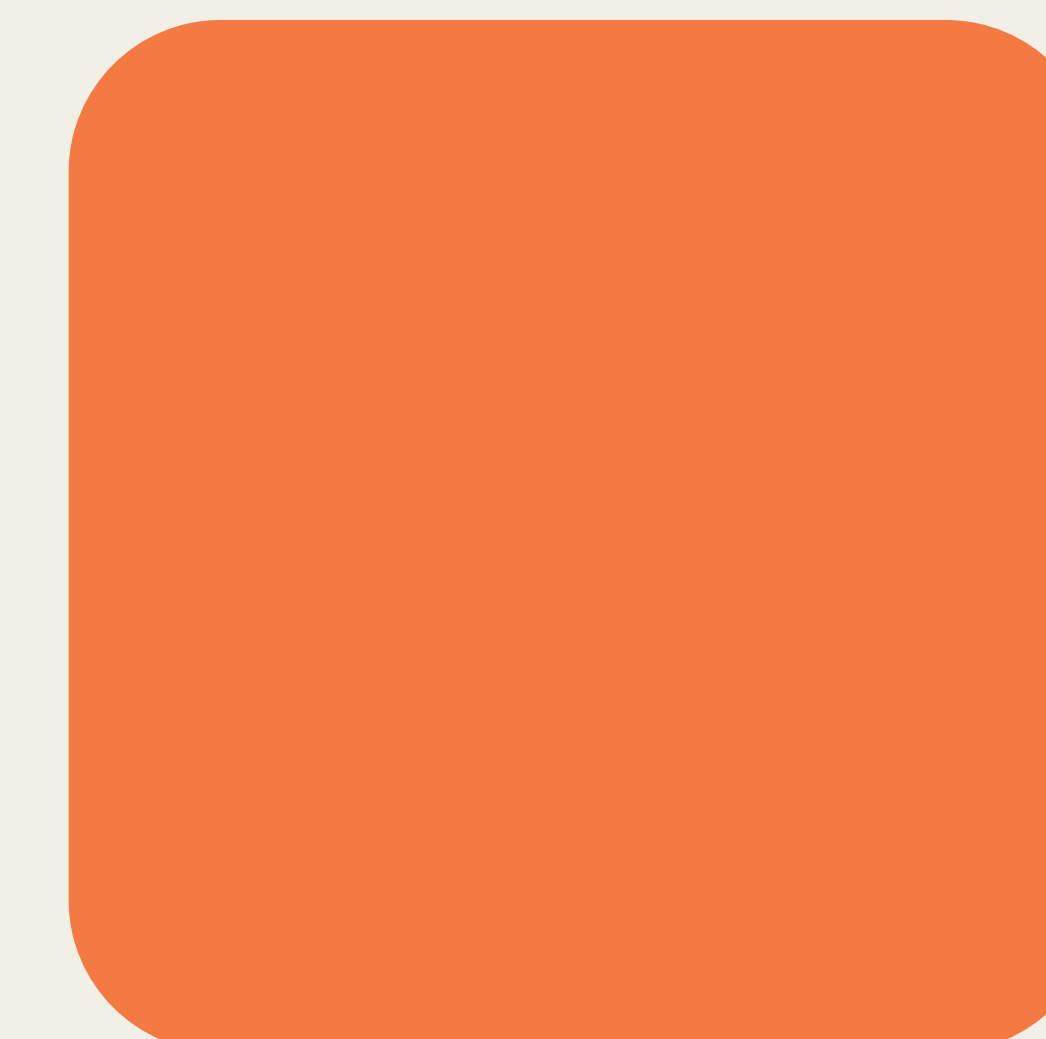


Kika MacFarlane
Founder + Designer + Creative Director



Andrew McKean
Sound Design +
Producer

Nicole McGinnis
Photographer +
Producer



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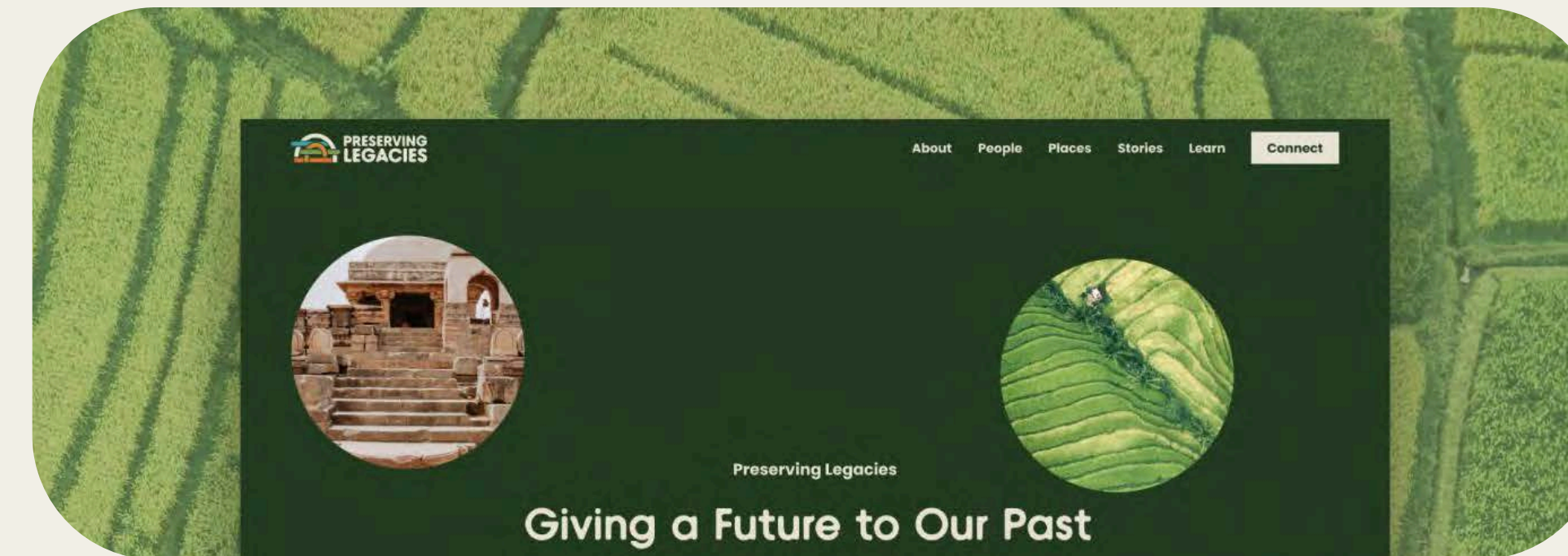
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What

We

Do

Design & Branding



Web Design & Development

Animation & Video

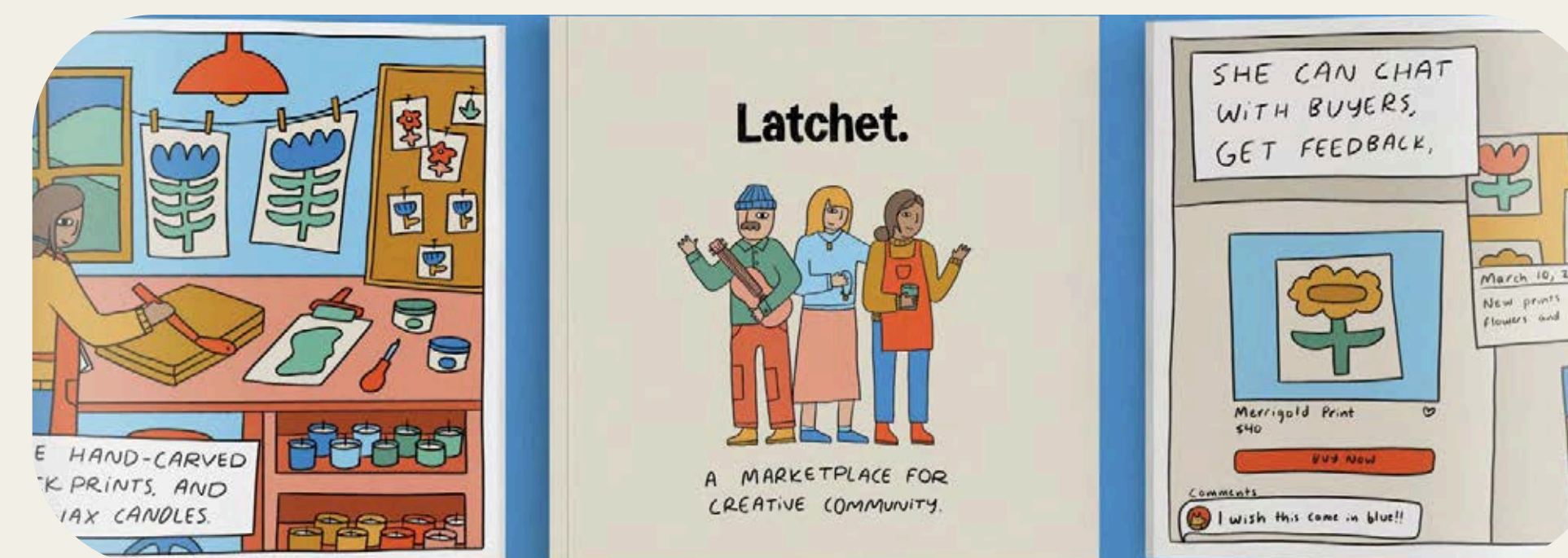


Illustration & Photography

Marketing, Email & Social



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Design & Branding

We put together custom scopes for every client, but these are some of our typical processes & price ranges.

OUR PROCESS:

1

Values To Visuals

We start with a workshop to define your values, understand your mission, and gain clarity on the why behind your brand.

2

Design & Development

We present you with 3 fully flushed concepts for your brand, as well as a logo study built on your values. In this phase, we include 3 rounds of feedback.

3

Delivery & Set Up

We create all the assets you need for success, and a brand guide with training to make sure you execute your visuals flawlessly.

PACKAGES & PRICES

Our branding package starts at \$10K. This includes our full process of logo development, brand guidelines, icon & illustration set, and a set of templates for social media & other outlets.

Brand Sprint

We make magic happen in 24 hours – a stripped down version of our brand deliverables but containing the same level of strategy and values based design. It moves faster and it's more affordable, starting at \$5K.

Brand Support

We offer custom support and pricing for rebrands, campaign design, and brand development.



Website Design & Development

We put together custom scopes for every client, but these are some of our typical processes & price ranges.

OUR PROCESS:

1

Planning & Strategy

We start with a workshop to determine the site goals, and translate that into a sitemap. We use this to build a wireframe.

2

Design & Content

We help your team develop copy-led content, focusing on displaying what matters most. We turn the wireframe into polished designs.

3

Development & Launch

We develop the site using Webflow, and train your team to be self sufficient in being able to upload content and make changes.

PACKAGES & PRICES

Our website package starts at \$10K. This includes our full process of planning, design & development, as well as team training to set you up for success.

Web Support

We offer on-going retainer website support which includes blog upload, custom content creation, and site updates starting at \$1500/month, or hourly for \$80/hour.



Animation & Video

We put together custom scopes for every client, but these are some of our typical processes & price ranges.

OUR PROCESS:

1

Story

We can help you craft your message or campaign into a cohesive story, with scripting and copy support.

2

Style

We develop the style along side with you, deciding what visual representation would best bring the message to life.

3

Production

We produce every aspect of the video, from long cuts to short edits, sound design, shooting, and animation,

PACKAGES & PRICES

Animated Videos

For animated videos over 30 seconds, we charge a base rate of \$3000 + \$100/sec.

Motion Graphics

For videos shorter than 30 seconds, animated social ads, gif sets, video titles/end cards, and motion graphics, we charge a flat rate determined by the scope and animation style. Prices range from \$2000-\$5000.

Production & Editing

For full production shoots, videos, and editing, contact us for a custom quote.



Illustration & Photography

We put together custom scopes for every client, but these are some of our typical price ranges.

ILLUSTRATION:

Illustration is an incredible tool for products, storytelling, and brand building. We can work with you to create apparel and merchandise graphics, use illustrations as a tool for education and advertising, and more.

Contact us for pricing, custom illustration starts at \$500.

PHOTOGRAPHY

Our roster of photographers are master storytellers and can capture your team, product, or tell a story. We can travel to you or deliver brand fitting images from wherever we are.

Prices start at \$1000.



Marketing, Social, & Email

We put together custom scopes for every client, but these are some of our typical price ranges.

YOUR IN-HOUSE MARKETING TEAM

Direct Mail + Print Assets

We are experienced in creating print postcards, catalogs, and more to reach your audience in the real world.

Digital Campaigns

We can help you market across all platforms with ad design, creation, and execution.

Email Marketing

We use Klayvio to create email marketing campaigns and solutions. Starts at \$1200/mo.

Social Media Management

We can help push social for specific campaigns or entire brands. We are versed in reaching the right audience and creating content that cuts through the noise.



WORK SAMPLE

The Agility Lab

The Agility Lab is an organization within the Nature Conservancy that helps change happen and conservation teams work more efficiently. In 2023, we helped them rebrand , create a web and newsletter presence, and define their visual identity. View the live site [here](#).

- BRANDING
- WEBSITE
- MARKETING



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WORK SAMPLE

Super Pollutant Action Alliance

Carbon dioxide makes up only one half of the gases contributing to climate change. What if we shifted the story to focus on the other half? Super Pollutant Action Alliance is new nonprofit backed by Multiplier that is bringing advocacy, funding, and action to the other gases that can make an impact.

We helped them design their organization's brand from the ground up: starting with values, and creating an entire ecosystem of visuals to back their work. Check out the website [here](#).

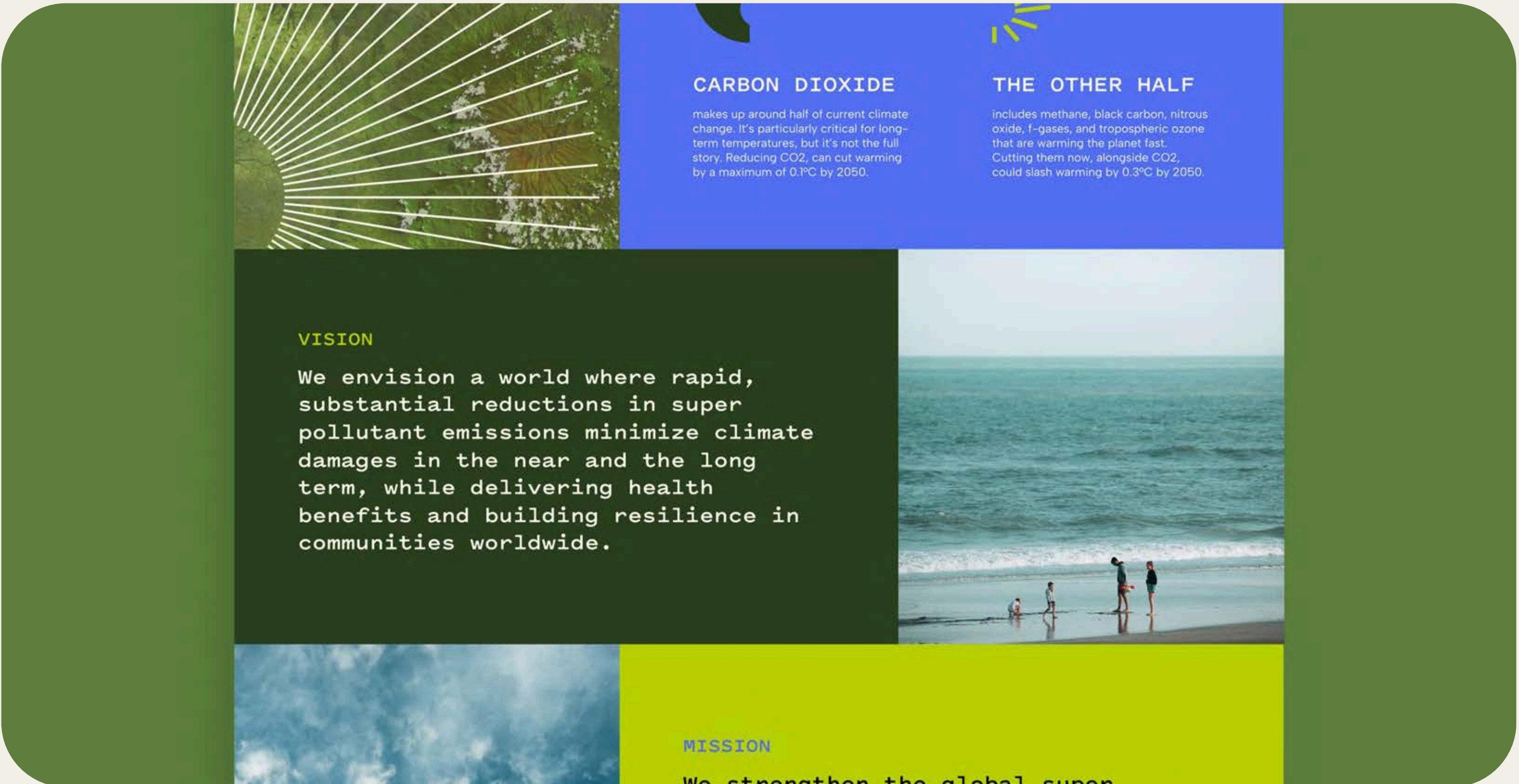
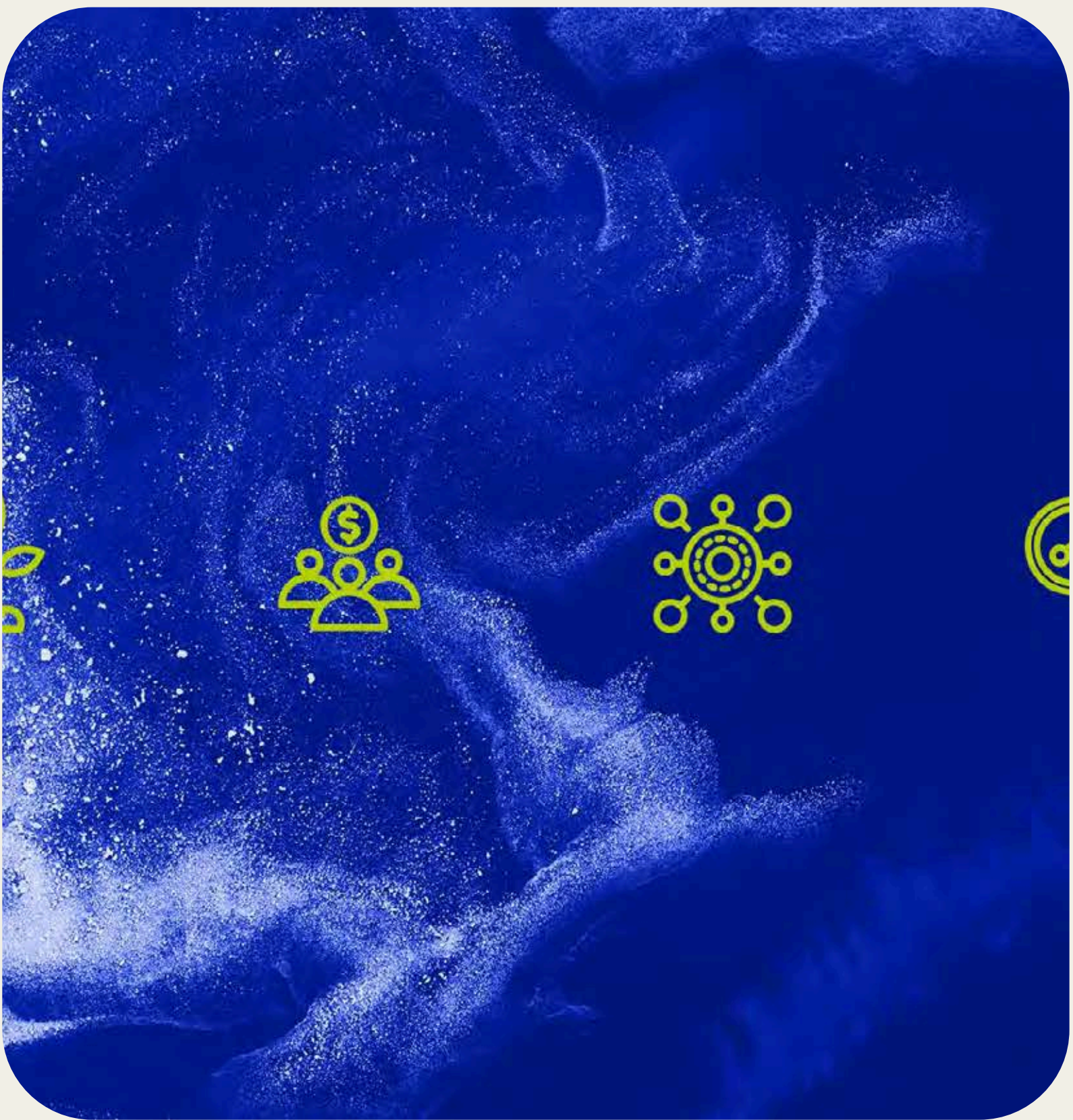
BRANDING

WEBSITE



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WORK SAMPLE

Space Daisy Coffee

Brand design work for Space Daisy Coffee Roasters, completed in 2023.

The project included a custom font and illustrated logo, illustrations and product packaging, and more.

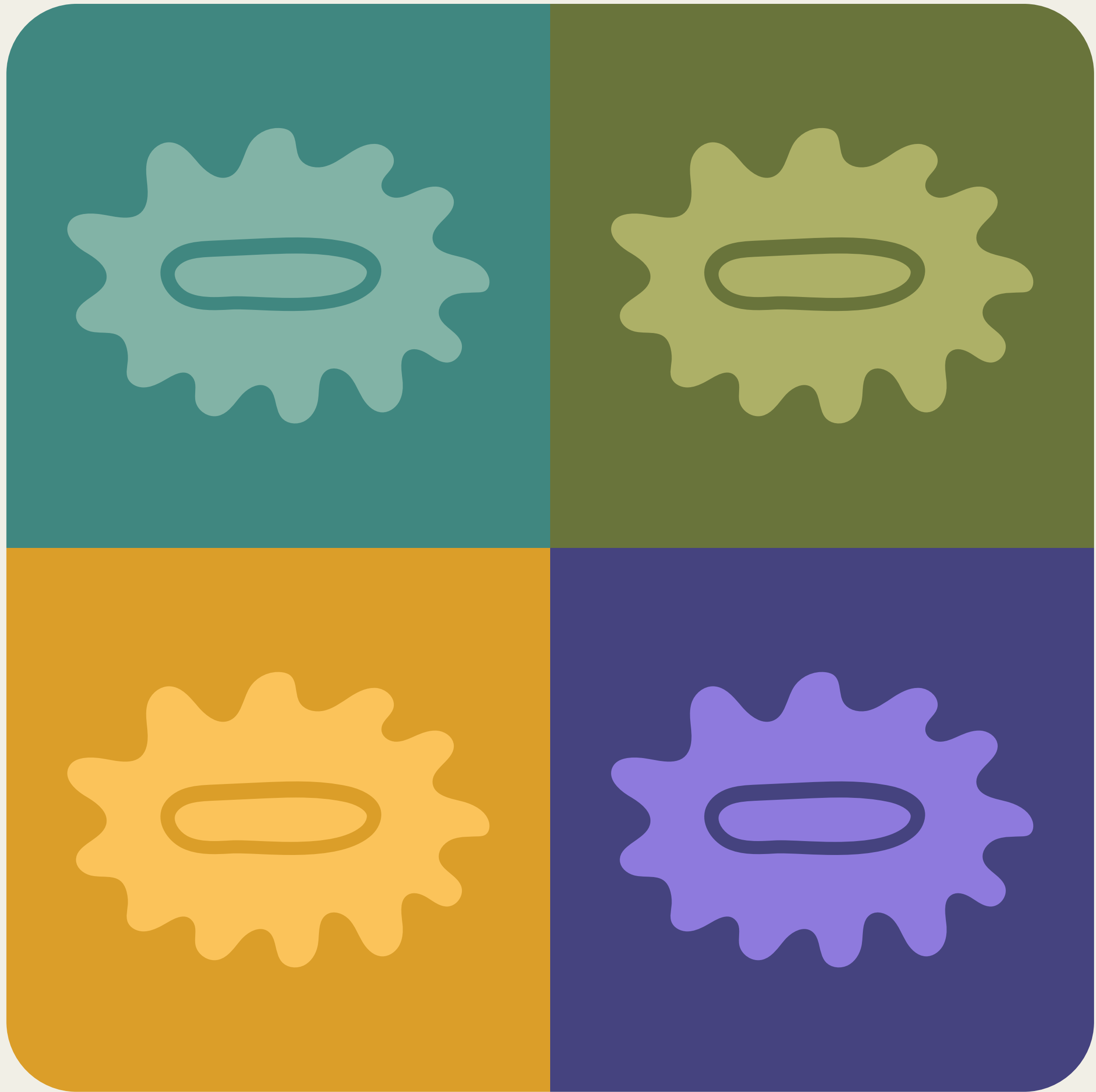
BRANDING

ILLUSTRATION



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WORK SAMPLE

Preserving Legacies

In the wake of a changing climate, how do we preserve our most precious history? This was the initiative of a new National Geographic project: Preserving Legacies. They seek to provide climate resources, training, and community to stewards at historical sites and monuments across the globe.

We built their visual brand from the ground up, incorporating elements of both heritage and climate into a world that felt welcoming, unique, and still true to the nonprofit sphere. The colors, logo, and illustrations were incorporated into a website we developed that now acts as a community and resource hub for stewards globally to learn more and engage in the work. View the full project [here](#).

BRANDING

MARKETING

ILLUSTRATION

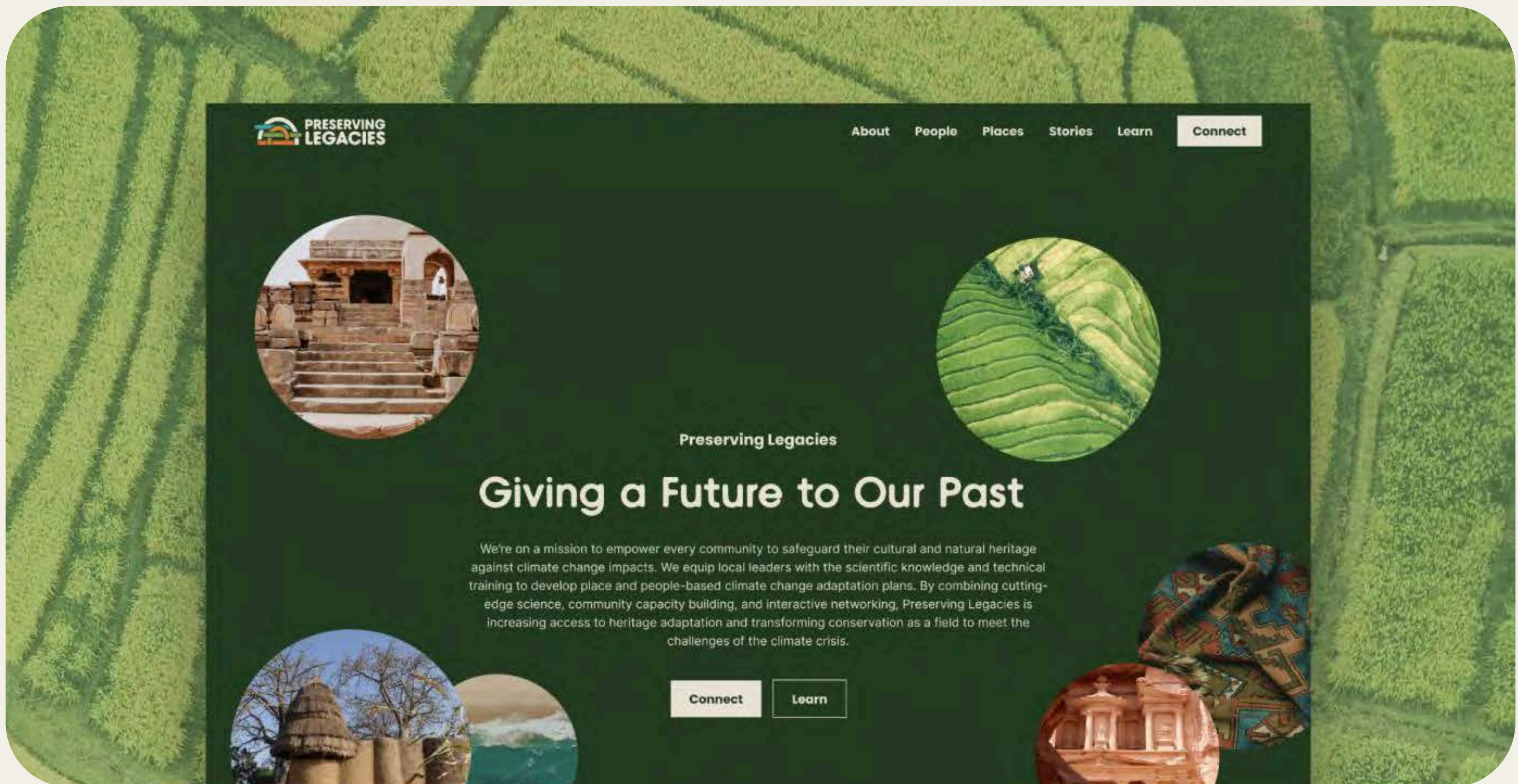
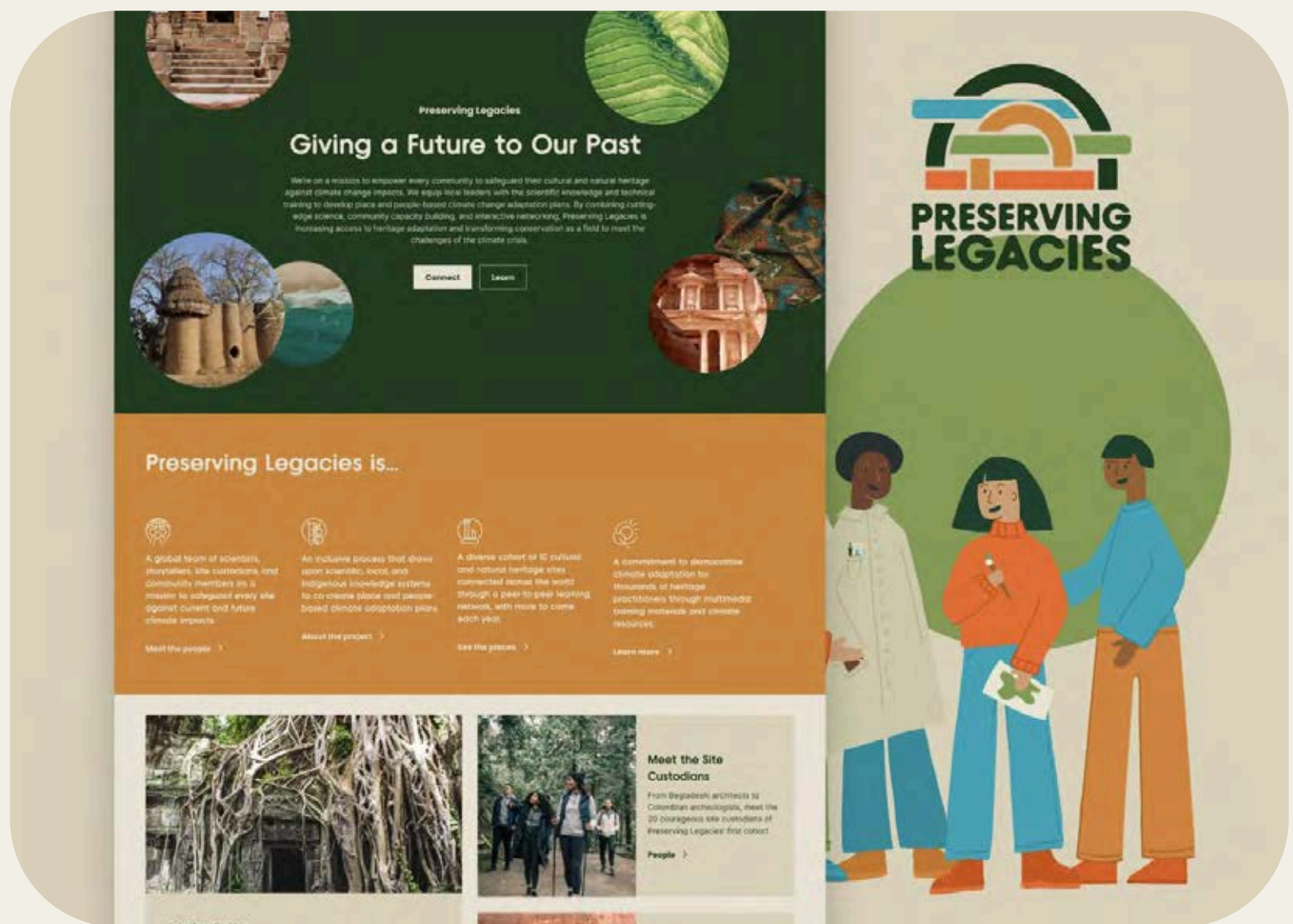
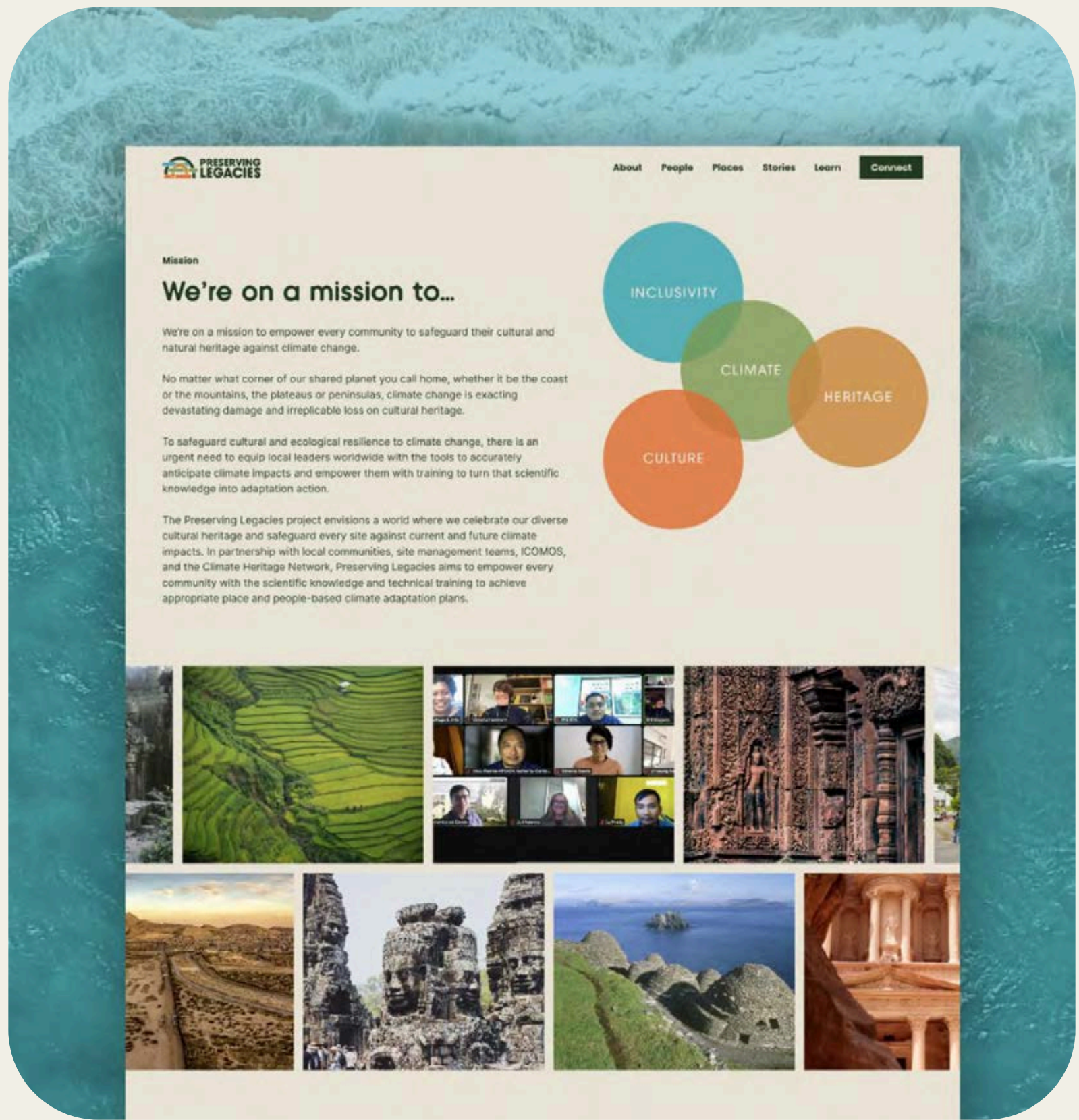
VIDEO

WEBSITE



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WORK SAMPLE

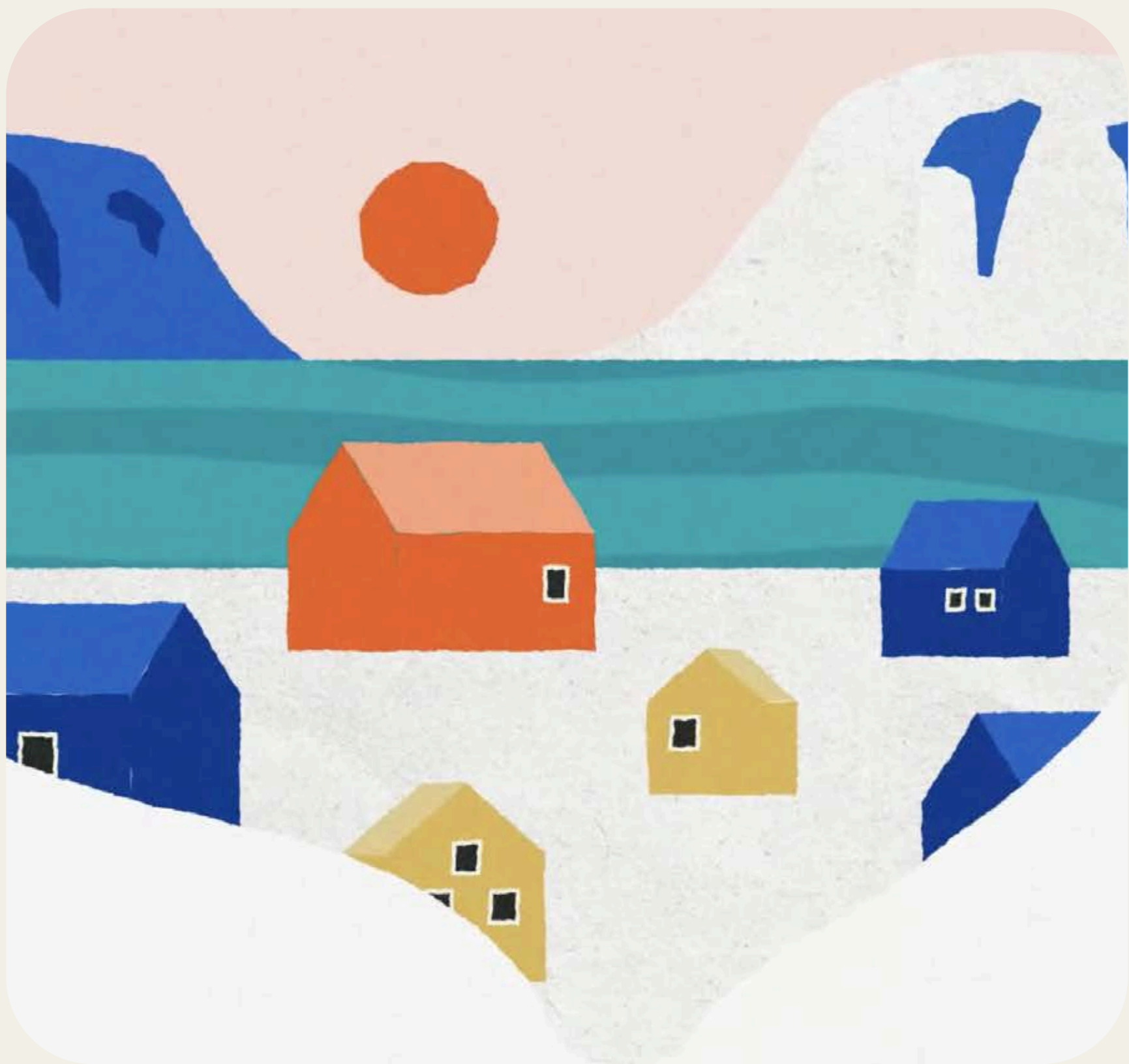
Oceans North

A video campaign to preserve & protect the Central Arctic Ocean, for the non-profit Oceans North.

View the full project [here](#).

VIDEO

ILLUSTRATION



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Let's
make
magic
happen.

OUR PAST CLIENTS



READY TO WORK TOGETHER?

[OUR WEBSITE](#)

[CONTACT](#)



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