

**Skip Hiring Process. Rent Your Design Pros.**

**28TDR®**

# Introduction

All your design needs,  
managed by one team

Focus on your vision - skip the hiring process -  
Just rent your design pros with us

Take some **rest**, we'll handle the **rest**.

## What's inside?

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| Why Us?                  | 28TDR Rental Team                             | Hiring In House                                                                                          |
|--------------------------|-----------------------------------------------|----------------------------------------------------------------------------------------------------------|
| Cost                     | <b>Rp3.000.000</b><br>for a team of 3 people! | <b>Rp13.500.000</b><br>@4.500.000 each for a team of 3 people<br><small>*based on Jobstreet 2024</small> |
| All Design Services      | ✓                                             | ✓                                                                                                        |
| Skipping Trainning       | ✓                                             | ✗                                                                                                        |
| No Time for Turnover     | ✓                                             | ✗                                                                                                        |
| No Administrative Burden | ✓                                             | ✗                                                                                                        |

So, what’s your move? The choice is yours!

Trusted by Clients



and many more!



## Introducing **TDR COIN**

What is TDR coin?

With TDR coin, you have the freedom to explore all your design needs. Think of it as your currency for collaboration, trade it in for the creative solutions you desire!

How to Work  
With Us!



# Subscription Plans

Essential

~~Rp 5.000.000,- / month~~

Rp 3.000.000,- / month

50 TDR Coins

Up to 1 Brand

Creative Team

1 Project Manager

1 Creative Expert

Features on All Packages

+ Unlimited Revisions

+ Project Manager

+ Source File Provided

+ Access to Project Management Tool

Premiere

~~Rp 9.000.000,- / month~~

Rp 5.700.000,- / month

100 TDR Coins

Up to 2 Brand

Creative Team

1 Project Manager

3 Creative Expert

#Popular

Signature

~~Rp 13.000.000,- / month~~

Rp 8.250.000,- / month

150 TDR Coins

Up to 3 Brand

Creative Team

1 Project Manager

4 Creative Expert

Our Working Hours

9AM - 5PM

Mon - Fri (GMT+7)

# Social Media

- + Profile Research

+ Market & Competitor Research

+ Content Strategy & Planning

+ Content Writing & Copywriting
- + Content Producing

+ Admin Posting (post only)

+ Monthly Socmed Report

## Single Feeds

feeds or story

2TDR

## Icon Highlight

per 2 icon

1TDR

## Carousel

per 2 slides

3TDR

## Motion Graphic

per scene

4TDR

[Click here to see the examples!](#)

## Tiktok Reels and Video

2TDR

[Click here to see the examples!](#)

## KOL Management

influencer strategy and collaboration.

2-10TDR

## Site Visit

per one visit

multiple content shots for stock and content bank

(price for West Surabaya area,  
price may vary for outside the area)

1TDR

## Additional Talent

baby, kids, and older person

multiple content shots for stock and content bank

5TDR

# E-Commerce

## Banner

2TDR

## 1 SKU

per 3 slide

5TDR

## 5 SKU

per 3 slide for 1 SKU

10TDR

| Branding                                                                                                                                                                                                                                                                    | Print Design                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>Brand Guideline</div><div>main logo, typography, color palette, logo variations</div><div>10</div><div>TDR</div></div>                                                                                                                                            | <div><div>Menu Book/Catalogue</div><div>per 5 pages</div><div>10</div><div>TDR</div></div> <div><div>Large Banner</div><div>x banner, backdrop, etc.</div><div>we provide template size for media and coordinate with printing vendor</div><div>6</div><div>TDR</div></div> <div><div>Marketing Tools</div><div>sticker seal,thank you card, logo on packaging</div><div>6</div><div>TDR</div></div> <div><div>Stationery</div><div>per 5 item</div><div>letterhead, business card, envelopes, notebook, pens and marker</div><div>10</div><div>TDR</div></div> <div><div>Collateral</div><div>uniforms, lanyards, totebags, water bottles, caps or hats</div><div>6</div><div>TDR</div></div> |
| <div><div>Logo System</div><div>main logo, alternate logo, logo icon, color palette, typography</div><div>20</div><div>TDR</div></div> <div><div>Brand Identity</div><div>logo usage, brand typography, graphic standard manual, etc</div><div>30</div><div>TDR</div></div> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

Simple 3D

NEW!

Modelling

product model with label and simple shape  
plain background

8

TDR

Simple Motion

colored background with simple movements  
per 5 second

15

TDR

Click here to see the examples!

Add Ons

Digital Design

3

TDR

Presentation Design

per 5 pages

10

TDR

Product Packaging

unique shape and detailed packaging

15

TDR

Custom Illustration (basic & mascot)

2-3 variation

15

TDR

Posting Admin (IG & Tiktok)

posting feeds, story, and reels  
per 1 month

10

TDR

Whatsapp Sticker

6 Stickers

3

TDR

Simple Mascot

per pose

2

TDR

Complex Mascot

can include costumes, props, or scenes  
per pose

4-10

TDR

Product Photography

NEW!

Catalogue Photography

plain background with 1 angle photo  
per 10 photos

12

TDR

Additional Photo

2

TDR

Lifestyle Photography

colored background with properties as accent  
per 10 photos

20

TDR

Additional Photo

3

TDR

Retouch

adjusting lighting, removing objects, enhancing  
colors per photo

2

TDR

Photo Manipulation

digital imaging, changing background, adding elements  
per photo

4

TDR

Click here to see the examples!

Product Videography

NEW!

Catalogue Videography

plain background with simple product showcase  
per 10 - 20seconds

5

TDR

Lifestyle Videography

colored background, complex product  
showcase per 10 - 20 seconds

8

TDR

Product Demonstration

video with talent using the product  
per 10 - 20 seconds

10

TDR

Stop Motion

per 5 seconds

5

TDR

Click here to see the examples!

Part of Body

finger, hand, etc.

1



Talent/Model

basic makeup, hairdo, styling

4



Venue Price is not included  
Custom/specific objects for photography & videography are not included  
  
More specific requests may vary on price

FAQ

+ What service does 28TDR offer?

28TDR specializes in a wide range of graphic design services, including social media graphics, website graphics, illustrations, marketing materials, and much more, tailored to meet all your design needs.

+ How does the subscription model work?

Our subscription model offers ongoing design support at a fixed monthly rate (all prices already include tax). Choose from our various plans to find the one that best suits your business's needs and budget.

+ Can I change or cancel my subscription plan?

Yes. We offer flexible subscription options. You can upgrade, downgrade, or cancel your plan according to your changing business needs.

# Onboarding

What should be prepared before working together? Sit back and find out!

**Brand Exploration**  
(you're here!)

- 01 Tell us more about your brand!
- 02 What goal do you want to achieve?
- 03 Design Reference and Brand Benchmark
- 04 Which budget do you prefer?

**Coins Planning**

- 01 Design Needs Discussion
- 02 Quotation

**Payment and MOU**

- 01 Invoice and Payment (Down Payment)
- 02 Contract Agreement (MOU)

**First Meeting and Design Exploration**

- 01 Whatsapp Group Creation
- 02 Team Introduction
- 03 Design Concepts and Moodboard

**Project Execution**  
(your subscription will start here!)

- 01 Management Tools (Milanote) Introduction
- 02 Project Plan and Timeline

Brand Assets

- 01 Logo Submission
- Provide logo in PNG format (both black & white and colored)
- 02 Brand Guidelines
- Submit brand identity guidelines (fonts, colors, usage rules)
- 03 Image Submission
- High-resolution product images with a white background
- 04 Images showing front, back, and other relevant angles

Product Information

- 01 Provide a complete product catalog
- 02 Detailed descriptions and specifications (product knowledge)
- 03 Pricing information
- 04 Promotional details (discounts, offers)
- 05 Bundling pricing options
- 06 Additional relevant information

Account Access (if needed)

- 01 Provide login details for:
- + Instagram
- + TikTok
- + Google Drive or other Storage Used

Brand Policies

- 01 Restrictions
- 02 Prohibited Actions

# Terms and Conditions

## File Format

JPG, PNG, MP4, MOV, GIF, and PDF  
Source Format: .AI and .PSD

## Payment

Payment only at BCA 8292920228 a/n PT KNAW Group Asia

## Run out of coins?

Top up for 100k/coin.  
\*Coins can only be used during active subscription

## Coin Validity Period

The validity period for the coins is **one year** after the subscription began.

# Ready to Rent Your Design Pros?

Surabaya, Jawa Timur,  
Indonesia

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