



## Project Proposal

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Prepared for Northwind Coffee Roasters

Photography · Brand Design · Motion · 2026

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## 1. Overview

Aurora Visuals is a full-service creative studio specialising in photography, brand design, and motion. This proposal outlines the scope, schedule, and investment for a refreshed visual identity and launch campaign.

- Full-service studio: photography, brand identity, and motion under one roof.
- Senior creative leads on every engagement — no hand-offs to juniors.
- Licensed, watermark-protected delivery so client assets stay controlled.
- Average 12-day turnaround from brief to final delivery.

## 2. Services

The engagement draws on the following studio services. Rates are fixed for the duration of the project.

SKU	Service	Category	Rate
AV-PH-01	Studio photography (half day)	Photography	\$1,200
AV-PH-02	On-location photography (full day)	Photography	\$2,600
AV-BR-01	Brand identity system	Brand Design	\$8,500
AV-BR-02	Pitch & sales deck design	Brand Design	\$3,400
AV-MO-01	Social motion pack (10 clips)	Motion	\$4,200
AV-MO-02	Brand film (60s)	Motion	\$9,800

## 3. Timeline

1. Week 1 — Discovery workshop and creative brief.
2. Week 2 — Studio and on-location photography.
3. Week 3 — Brand system and pitch-deck design.
4. Week 4 — Motion pack production.
5. Week 5 — Review, revisions, and watermark-protected delivery.

## 4. Investment

A summary of the fixed-fee investment by phase:

Phase	Deliverable	Fee
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Photography	Studio + on-location shoot	\$3,800
Brand design	Identity system + pitch deck	\$11,900
Motion	Social pack + brand film	\$14,000
Total	Fixed project fee	\$29,700

## 5. Terms & Resources

Full terms, licensing, and the studio portfolio are available online:

- [Master services agreement](#)
- [Asset licensing & watermark policy](#)
- [Studio portfolio](#)

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