



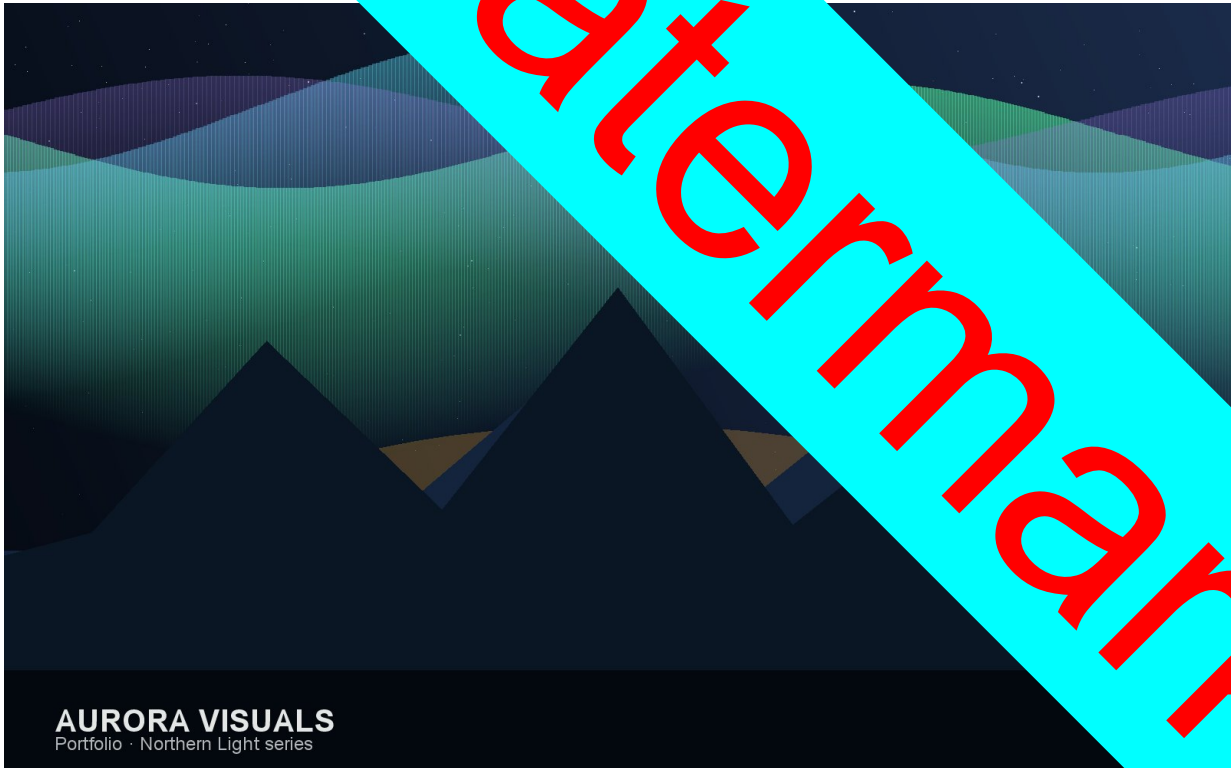
**AURORA VISUALS**  
CREATIVE STUDIO

## Project Proposal

Northwind Coffee Roasters

Design · Motion · 2026

Creative Director



**AURORA VISUALS**  
Portfolio · Northern Light series

Test watermark

Full-service creative studio specialising in photography, brand design, and motion graphics. This engagement outlines the scope, schedule, and investment for a refreshed visual identity.

Photography, brand identity, and motion under one roof.

Direct client engagement — no hand-offs to juniors.

- Direct client engagement so client assets stay controlled.
- Average 4-week turnaround from final delivery.

## 2. Services

The engagement draws on a fixed-fee model. All service rates are fixed for the duration of the project.

SKU	Service	Category	Rate
AV-PH-01	Studio photography	Photography	\$1,200
AV-PH-02	On-location photography	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 Graphics	\$2,000
AV-MO-02	Brand film (60s)	Motion Graphics	\$4,000

## 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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Test watermark

Studio + on-location shoot	\$3,800
Identity system + pitch deck	\$11,900
Social pack + brand film	\$14,000
Fixed project fee	\$29,700

5.

Full terms and conditions are available online:

- [Master services](#)
- [Asset licensing & usage](#)
- [Studio portfolio](#)