

Project Proposal

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](#)