

# PRICE LIST



Service	Description	Min charge	Rate p/h
<b>Brand Theory and Related Services</b>			
Brand development	All processes that are concerned with (but not limited to): brand development/creation; creative strategic review; product/brand identities; creative strategies. Please note that this service is often coupled with creative consultation.	1 hour	R1 050
Creative Direction & Consultation	Market research and recommendations concerned with brand/creative strategy and positioning. Any service concerned with high-level creative or strategy.	1 hour	R700
<b>Design</b>			
Design	Design pertaining to the creation of artwork from scratch and the layout or arrangement of elements on a page.	1 hour	R750
Layout changes	Changes to an existing layout.	½ hour	R600
Typesetting	The arrangement of text-heavy content in a layout without images or graphic elements. (i.e. manuals; articles; press releases; instruction documents; legal documents.)	½ hour	R550
Smalls	Small changes to a layout that take less than 5 mins.	Per change	R50
<b>Technical processes</b>			
Finished Art / DTP / Repro-ready	The process of preparing a layout proof for final production, in whichever format required. Includes all technical aspects required for printing / web.	½ hour	R600
Production / supplier management	Management of the production process or co-ordination/liaison of a teams responsible for production. Includes logistics; specifications investigations; proofing/on-site testing; project investigations and sampling management.	½ hour	R500
Image retouching	Repair, enhancement, colour correction, artistic alterations, collages and photo meshing, photography preparations.	½ hour	R600
Sourcing	Market data collection, image/resource searches, supplier and specialty product sourcing.	½ hour	R500
Archive and final open file preparation	Relates to the supply, preparation, packaging and archive-retrieval of any project produced by us.	½ hour	R400
<b>Client services</b>			
Client service	Advice, brainstorming, creative reviews, virtual meetings, day-to-day account service. Please note: Every job requires client service in some form and is charged as per time sheets.	½ hour	R400
Admin fee	Applies only to retainer or prepaid clients. Billed monthly.		Price per client
<b>Outsourced services</b>			
Copy writing	The generation, editing or enhancement of copy.	½ hour	R450