

Project Pricing Guide

PREPAID TIME BLOCKS - FOR AD HOC COLLABORATION

Casual

Existing Clients

\$680 + GST

5-hour block

New Clients

\$750 + GST

5-hour block

For one-off needs and quick turnarounds. Prepay a block of hours and draw on it as things come up — no retainer, no minimum term.

Additional time billed at \$150 + GST / hr, in 30-min increments
Work commences upon payment.

CREATIVE RETAINERS - FOR IN-HOUSE SUPPORT

Committed

Essentials

\$1,150 + GST

Up to 8 hours

Growth

\$2,050 + GST

Up to 15 hours

Full Service

\$3,125 + GST

Up to 25 hours

For businesses that want consistent creative support built into how they operate. A dedicated monthly capacity for design, copy, and brand maintenance, without the overhead of an in-house hire.

Three month minimum commitment. All prices exclude GST.
Retainers invoiced monthly, unused hours do not roll over.

BRAND IDENTITY & STRATEGIC TRANSFORMATION

Exclusive

Brand Audit

\$1,800–\$2,500 + GST

(5–7 working days)

For established businesses that have outpaced their original branding.

A strategic direction report identifying the gap between how you're perceived and what you've actually built, with clear next steps to close it. The low-risk first step before a full rebrand.

Brand Elevation Suite

\$8,500–\$14,000 + GST

(4–12 weeks)

A complete brand transformation — strategy, identity, messaging, and website — delivered as one cohesive system. Everything you need to show up consistently. Nothing you won't use.

Subject to availability.

Ongoing Support

\$1,500 - \$3,000 + GST

(Up to 20 hours per month)

Continued access to your brand partner after the core project ends: copy refinement, new pages, seasonal assets, and strategic guidance to keep your identity strong as you grow.

All pricing is in NZD and excludes GST. Pricing reflects entry-level or essential packages; final quotes will vary depending on scope, complexity, and deliverables. For Brand Identity projects (excluding Brand Audits which need to be paid upfront), a 50% deposit is required to secure your spot in the studio schedule. Remaining balance is due on delivery of final assets. Project timelines typically range from 1–4 weeks depending on the service and client responsiveness. Rush fees +25% for turnaround under 5 business days may apply for urgent or weekend work. Revisions are included (up to 2 rounds unless otherwise agreed); additional rounds are billed at \$150/hour in 30 minute increments.