

## 2021 Price Guide

### Graphic Design & Brand Identity

Brand Audit	Assessment of current brand identity — outlines where and how improvements can be made to your brands identity, digital assets such as website, SEO, email and social media, as well as Print, and Marketing structures	Free* *subject to complexity
Logo	Primary & Secondary logo design — Subject to design and complexity. Supplied as Ai, EPS, and PNG	From £50
Brand Identity Package	Same as "Logo" + Development of Colour Pallet, Typographic Suite, Photo & Icon style, Tagline and pattern/textures Includes Brand Guide and Social Media Pack	From £100
New Business Package	Ideal for small businesses who are just starting out. Same as "Brand Identity" with Strategy and Fundamentals Audit. Basic Website priced accordingly	From £150
Business Rebrand	Full Rebrand of existing business, includes a Full Audit, Brand Identity development, Audit of Strategy and Fundamentals, Website Audit and Marketing Assessment	From £350

### Website (WIZYWIG)

Basic	Development of a User Friendly Multi-Page Website (Subject to T&C's) ideal for businesses to showcase Work, Portfolios, Services, and driving Lead Generation	From £300
E-Commerce	Development of User Friendly Multi-Page Website (Subject to T&C's) ideal for businesses who want the same as the "Basic" but also want to sell goods online, can be used with Point Of Sale System (Subject to restrictions)	From £550

### Photography

Corporate	Includes Headshots, Office Space, In-House Services, Website Content Imagery. — Does not include the non-optional edit days (this is charged as "edit" time)	From £100 per day
Product	On-Site Product Shots in varying styles. Ideal for e-commerce website, advertisement and social media. — Does not include the non-optional edit days (this is charged as "edit" time)	From £15 per photo* *subject to complexity, bulk discounts available
Event	Event Photography. Ideal for small to medium events (large event 100+ people), Subject to availability and nature of event. Weddings prices available on request — Does not include the non-optional edit days (this is charged as "edit" time)	From £200 per day
Edit	Covers basic editing, render and delivery of images. Required by all photography services or available to edit supplied photos, Photo Manipulation charged as extra.	From £15 per photo* *subject to complexity, bulk discounts available

### Video & Animation

Production, Edit, Render	All video work is priced on case by case basis, Videography, Motion Graphics, Stings, Animation (2D/3D), ideal for Advertisement, Web, Social Media	POA
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All prices are subject to change — this document acts as a guide. Mass work is charged as a case-by-case basis based on complexity, existing elements, and on the subject matter. We will use insurance and professional indemnity when it is required. On-site work is subject to travel and expenditure costs.

Services not included on this price guide may still be available.

Any queries please contact us to discuss

[www.firestudios.co.uk](http://www.firestudios.co.uk)