WHAT YOUR QUOTE SHOULD INCLUDE



We build each proposal around your brief. It sets out the work, the price and what we need from you, so you know what is agreed before we start.

01 THE WORK WE WILL CREATE

A clear scope, with the deliverables agreed around your brief.

Your proposal sets out the pages, features, brand applications, photographs or video edits we are creating, as relevant to your project. For ongoing marketing, we agree the channels and planned work. Quantities, formats and exclusions belong in the scope.

02 CONTENT AND ASSETS

What the studio will create, and what we need from you.

We can bring together design, words, photography and video around the work you need. The proposal confirms which are included, who supplies existing material and any practical requirements, such as product information, shoot access or content approvals.

03 REVIEWS AND DECISIONS

A shared plan for reviewing and approving the work.

We agree the review stages and who needs to give feedback. Your proposal should make clear the revisions covered by the scope and how we will agree any additional work before it goes ahead.

04 YOUR ACCOUNTS AND FILES

The agreed files, account access and usage rights.

We explain what you will receive and how it can be used. For websites, that includes the agreed platform and account access; for brand and photography work, the agreed file formats and usage terms. Any separate font, stock or third-party licences are made clear.

THE DETAILS, AGREED TOGETHER.

05 WEBSITE CHECKS AND SEARCH

The checks and search work included in your website brief.

We can help with mobile layouts, usability, search basics and improvements to an existing site. Your proposal defines the actual checks and work to be delivered. A wider SEO programme, ongoing reporting or further accessibility work is agreed separately where needed.

06 TIMING AND HANDOVER

The stages, approvals and delivery arrangements.

We plan the schedule around your brief and what needs to be ready at each stage. The proposal confirms launch or final delivery responsibilities and any agreed migration, documentation or training, so you know what happens next.

07 THE FULL COST

A personal quote, with separate costs explained.

Our guide prices include VAT. Your proposal confirms the fee, payment stages and the work it covers. Hosting, domains, paid apps, licences, advertising spend, printing and other outside production are separate where applicable, with any ongoing fees made clear.

08 SUPPORT AFTER DELIVERY

A clear next step when you need more help.

We offer focused project work and ongoing marketing support. Your proposal should distinguish any included post-delivery support from new work, maintenance or a monthly arrangement, with the contact route, scope and fee agreed for that support.

Tell us what you need, what you already have and any deadline you are working towards. We will shape a scope and personal quote around your priorities, then agree the work before we start.

Explore our services: Website design · Branding and identity · Photography and video

YOUR PROJECT, IN ONE PLACE



Use this page with your studio proposal. Record what has been agreed and anything we still need to clarify together.

Proposal date / reference _____

What to agree	Your project notes
Project and main objective	
Deliverables and exclusions	
Content we create / you supply	
Review stages and approvals	
Accounts, files and usage rights	
Agreed website checks, if relevant	
Milestones and handover	
Project fee, including VAT	
Separate and ongoing costs	
Support after delivery	
Questions to discuss together	

Keep this sheet with your final proposal. The proposal confirms the agreed scope; the services described in this checklist are not automatically included in every project.

Talk through your project →