

Fee Guide

Our fees are quoted as either an estimate, fixed price or on a 'price-not-to-exceed' basis. These prices relate to the amount of time our team will spend on a project, multiplied by our rates. Fees are then billed in day, half-day or minimum 1 hour increments. Additional costs may incur, as although costs may be agreed at the outset, you may discover that additional services are needed later.

We would determine how long a person or team might need to:

- a. Understand the background, context and goals of the project
- b. Carry out research
- c. Generate early design responses
- d. Refine the design
- e. Validate the design
- f. Development and Production

Brands
Interiors
Graphics
Exhibitions
Events
Display
Lighting
Signage
Digital
Print
Marketing
Advertising
Photography
Art direction
Management

Day | £440

Half day | £220

Hour | £55

1. A fee proposal is subject to a client written design brief and allows for a maximum of two concepts per brief, unless otherwise agreed, for the client to select from. If the client is not satisfied with the first round of work, we will develop a further round to the same brief. If after the second round there is still no agreement on the direction we reserve the right to bring to an end any agreement with the client, and charge for any work done, with no refund of a deposit or payments already made.
2. A fee proposal allows for a maximum of one major and two sets of minor client amendments after which time there are additional charges. Moving photos and text around the page means we are doing layout changes and that's a major revision. However, changing a short text phrase is a minor revision.
3. At the end of each stage of the design process the client will need to proofread all copy, check the details and dimensions on drawings and plans, and provide their approval of the stage in writing. No further development can be undertaken until GDA is in receipt of written approval confirmation. Any subsequent amendments to work after signed approval will incur additional charges for further time spent and materials.
4. A fee proposal will allow for occasional meetings at key stages for a reasonable length of time between GDA and the client. However, project specific meetings with architects, engineers, contractors, suppliers etc., and ongoing site meetings will incur additional charges for our time spent, expenses etc.
5. Unless otherwise specified, costs quoted exclude: VAT, illustration, photography, video or library images, image retouching, image scanning, copywriting, translation, editorial, proofreading, content management, training and support, print or printer proofs, website administrator, developer and SEO, out-of-pocket expenses, travel, post and packing, couriers and any other third party costs that may be incurred.
6. Unless otherwise agreed in writing, work will usually commence within ten working days of a purchase order and deposit receipt. Any anticipated completion date provided by us is subject to options chosen and client co-operation in supplying us with information and resources (copy, logos, images etc.) and written approval. GDA will do its very best to ensure that agreed timelines are adhered to, but be aware that circumstances, amendments requested, or additional requirements may result in delays. Timelines provided are estimated but GDA will not be held liable if the project over-runs due to delays caused by the client or others not providing information, files, usable content, images or delaying approvals, or any third party issues or any technology/hardware issues or force majeure.



There may be additional studio charges for time and materials used in the production and development of your project, these can include:

Alteration and amendments

Client or author corrections or changes requested after the second proof/drawings are charged at £55/hr.

Scanning

High resolution colour or mono image scans, from £15.

Storage

To backup, archive and retrieve client files on our storage drives, from £15.

Printed proofs

Colour printer proofs are chargeable from £12 per A3 sheet and from £8 per A4 sheet plus P&P.

Mono printer proofs are chargeable from £8 per A3 sheet and from £4 per A4 sheet plus P&P.

Plan printing

B&W 80gsm each	Colour 90gsm each
A3 from £1.02	£1.80
A2 from £1.62	£3.12
A1 from £1.80	£4.15
A0 from £3.00	£5.59

Plan post and packing

Folded down to A4 from £2.95

Rolled in card tube from £6.66

Flat in card envelope from A4/£4.26 and A3/£6.66

Travel and expenses

Travel by car is charged at £0.45p/per mile plus any parking, tolls or congestion charges.

Travel by air, rail or other are charged at the rate at the time of travel plus any insurance.

Accommodation and out-of-pocket expenses are charged as required and appropriate.

Source files

GDA will supply proofs and PDF files as appropriate for printing, or other graphic files as detailed in the job scope or request. Charges for our work do not cover the release of our copyright design source files, including, but not restricted to, indd, psd, ai, eps, dwg, skp or other source files or raw code. If the client requires these files for transfer in-house or other designer, agency or third-party the files will be subject to a separate quotation or 'buy-out' charge.

Other services available for quotation

Architectural, surveying and engineer services, illustration, 3D renders, copywriting, editorial PR and translation, photography and video, art-direction, image retouching, library images, construction, fabrication, shopfitting, contract furniture, lighting, exhibition stand build, display systems, print services, large-format graphics, signage, vehicle graphics, apparel and promotional merchandise.

A management fee of 20% is added to all materials or labour procured on behalf of the client.

Normal weekday working hours are 09.00 to 17.30. Outside these hours is subject to quote.

All costs submitted are valid for 30 days.

Our costs are based on the above prices and are subject to VAT at the current rate.

This price guide, issue 20 February 2021, cancels out any earlier issue.

All in accordance with our Terms and Conditions.

