

STUDIO CALBERT

Visual Production, Creative Direction & Brand Strategy

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Studio Calbert provides end-to-end visual creative direction, commercial photo and video production, motion content strategy, and brand identity design. With over 10 years of professional experience and proven organic digital reach, every asset is designed, shot, edited, and optimized to drive real engagement and brand equity.

I CORPORATE & BRAND PACKAGES

Brand Builder: An all-inclusive visual identity, strategy, collateral, and commercial production partnership.

Investment: \$8,500 – \$12,500 (Project-Based) | Timeline: 12 to 16 Weeks (3–4 Months)

- Complete visual strategy, brand identity, color palette, typography, and logo system
 - Custom marketing collateral: branded presentation deck (10–15 slides), menus/flyers, business cards, signage files, and social templates
 - 1 Full-Day Production Shoot (8-hour block for photo + video)
 - Advanced Photoshop retouching on final photo set + vertical video assets
 - Commercial licensing rights & full master asset handover
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Brand Production Session: High-impact commercial photography and video assets captured in a single production block.

Investment: \$2,800 – \$3,800 per shoot | Timeline: 7 to 10 Business Days

- 1 Full-Day Production Block (up to 8 hours on-site)
- 30–40 high-resolution retouched commercial photos
- 2–3 vertical short-form video edits (Reels/TikToks with custom hooks, pacing, and audio sync)
- Commercial licensing rights
- Delivery Options — Standard: complete package in 7–10 business days.

Phased Rollout: Phase 1 (Photos) in 5 business days; Phase 2 (Video/Reels) in 8–10 business days

Content Retainer: Consistent, high-volume visual production to maintain a premium digital brand presence.

Investment: \$3,500 – \$5,000 / month (3-Month Minimum) | Timeline: 7 to 10 Business Days

- 1 Full-Day Shoot (8 hours) OR 2 Half-Day Shoots (4 hours each) per month
- 40–60 edited photos monthly
- 4–6 ready-to-post vertical short-form video edits
- Priority booking calendar and monthly creative alignment call

2 COMMERCIAL PHOTO PACKAGES

Standalone commercial photography packages for portraits, products, campaigns, and full-day brand asset creation.

Package	Investment	Timeline	Included Deliverables
Executive & Portrait Session	\$500 – \$750	5–7 Business Days	Up to 2 hrs on-site / studio. 2–3 look changes, 1 location. 5–8 fully retouched high-res images (Photoshop skin/lighting finish). Digital gallery via Dropbox with full commercial usage rights.
Half-Day Commercial Photo Shoot	\$1,400 – \$1,800	7–10 Business Days	Up to 4 hrs on-site coverage. 15–20 fully retouched commercial photos. Lighting setup and on-site creative direction. Digital gallery via Dropbox with full commercial usage rights.
Full-Day Commercial Photo Shoot	\$2,400 – \$3,200	10 Business Days	Up to 8 hrs on-site coverage. 35–45 fully retouched commercial photos. Multiple looks, scenes, or product setups. Advanced Photoshop editing on all finals. Digital gallery via Dropbox with full commercial licensing.

3 ARTIST & COMMUNITY RATES (SUBSIDIZED TIERS)

Subsidized pricing tiers exclusively reserved for independent performers, visual artists, and grassroots event hosts operating with limited budgets.

Package Tier	Subsidized Rate	True Value	Delivery Window	Included Deliverables
Artist Video Session	\$350	\$650	3–5 Business Days	Up to 3 hours coverage. Organized RAW video files delivered via Pcloud (no editing).
Artist Photo Session	\$250	\$550	3–5 Business Days	Up to 3 hours coverage. 15–20 lightly edited photos delivered via Pcloud.
Full Artist Bundle	\$650 – \$800	\$1,500	2–3 Weeks	Up to 4 hours coverage. 15–20 lightly edited photos, RAW video files + 3 edited vertical social clips + 3-minute event recap video.
Artist Content Sprint	\$750	\$1,400	2 Weeks	Up to 3 hours coverage. 15 retouched photos + 2 vertical video edits.
Artist Individual Video	\$75	\$250	1 Week	Standalone edit curated for social media (Reels/Tiktok)

4 À LA CARTE MENU

Graphic Design & Collateral

Single Event Flyer or Menu Design | \$300 – \$400 | 7–10 business days

Menu Suite (3–4 menus) | \$800 – \$1,200 | 2–3 weeks

Branded Presentation Deck (10–15 slides) | \$850 – \$1,200 | 2–3 weeks

Investor Pitch Deck (Full Design Build) | \$1,500 – \$2,500 | 3–4 weeks

Standalone Social Graphic / Web Banner | \$100 – \$150 | 3–5 business days

Event Photography

Hourly Event Photo Coverage: \$200 / hr (3-hour minimum required)

Mini Event Coverage (3 hrs): \$500 (Includes 25 edited photos | 7–10 business days)

Standard Event Coverage (4 hrs): \$850 (Includes 50 edited photos | 10 business days)

Full Event Coverage (6 hrs): \$1,200 (Includes 100 edited photos | 10–14 business days)

Standalone Edits & Deliverables

Individual Retouched Image (Advanced Photoshop): \$100 per image

Additional Photo Set (10 retouched images): \$300

RAW Photo File Delivery (Unedited photo gallery) | \$350 | Delivered within 48 hours

Video & Motion Editing

Standalone Edit (Client-Provided Footage) | \$250 – \$350 per clip

-Includes narrative structuring, audio cleanup, motion text, color correction, and hook optimization. | 5–7 business days

Event Recap Video (3–5 min horizontal edit) | \$600 – \$900 | 2 weeks

RAW Footage Delivery | \$450 | within 48 hours of shoot

5 TERMS & CONDITIONS

Booking & Deposits

A non-refundable 50% deposit is required to secure all project dates. The remaining balance is due upon final delivery. Retainer clients are invoiced on the 1st of each month with payment due within 7 days. Late payments are subject to a 5% weekly fee.

Revisions & Edits

All packages include up to two (2) rounds of revisions on final deliverables. Additional revision rounds are billed at \$150/hour. Revision requests must be submitted within 14 days of delivery; after this window, additional edits are treated as new project scope.

Cancellation & Rescheduling

Shoots may be rescheduled once with at least 72 hours notice at no additional charge. Cancellations made fewer than 72 hours before a confirmed shoot date forfeit the full deposit. Weather-related rescheduling for outdoor shoots is exempt from this policy.

Usage & Licensing

All deliverables include a perpetual commercial license for the client's own brand use across digital and print. Third-party resale, stock licensing, or sublicensing of assets is prohibited without written consent. Studio Calbert retains the right to feature work in portfolio and promotional materials unless a separate NDA is executed.

Travel & Expenses

Shoots within the Chicago metro area include travel at no extra cost. Locations beyond 30 miles incur a \$0.65/mile travel fee plus any required lodging. Out-of-state or international travel is quoted on a per-project basis and invoiced separately from creative fees.

Liability & Indemnification

Studio Calbert's total liability shall not exceed the project fee paid. The client is responsible for securing any necessary location permits, talent releases, or property permissions. Studio Calbert is not liable for delays caused by client-side scheduling changes or third-party vendor issues.