



Naaz Lab Pricing Sheet

Where concepts become spaces

Naaz (N-AH-Z) is a Detroit-born experimental creative lab where strategy, art, and technology converge. We develop bold identities and immersive experiences shaped through project mapping, creative direction, and multi-sensory storytelling. Our capabilities span branding, digital marketing, and experiential design, giving clients a full ecosystem for growth, connection, and impact.

Visit our website to see [selected works](#)

Projection Mapping & Immersive Visuals

Custom Projection Build - Starting at **\$110**

Custom visual compositions designed for events, installations, brand activations, and artistic environments.

Live Event Projection Mapping - **\$60 per hour**

Includes:

- Projection setup
- Live visual operation
- Takedown / breakdown

EXAMPLE PRICING

- Simple Custom Projection Build (logo + 1 image) → **\$110**
- Live Event Projection Mapping (3 Hours) → **\$180**

Total Investment → \$290

Pricing varies based on complexity, duration, and visual requirements.

Equipment Rental (if applicable)

Custom pricing based on project needs.

Graphic Design

Branding/ Visual Identity / Marketing Materials /

Starting at **\$40 per hour**

Flat-rate project pricing available upon request. Final pricing varies based on scope, revisions, and complexity.

EXAMPLE PRICING

Logos & Brand Marks

Basic Logo → \$250 – \$400

- Simple mark / typography-based
- 1-2 concepts
- Basic revisions

Standard Logo Package → \$550 – \$750

- Multiple concepts
- Refined brand direction
- Color exploration
- Final files (print + digital)

Full Brand Identity → \$900 – \$2,500+

- Logo system
- Brand colors
- Typography direction
- Visual language
- Supporting assets

Flyers / Posters / Promotional Materials

Basic Flyer / Poster → \$150 – \$250

- Client provides content
- Standard layout

Custom / Designed Visual → \$300 – \$500

- Visual direction
- Creative layout
- Custom styling

Campaign / Multi-Asset Set → \$500 – \$1,200+

- Multiple deliverables
- Visual consistency

Social Media Visuals

Single Graphic → \$75 – \$125

Visual Set (3-5 Graphics) → \$225 – \$450

Content Visual Package → \$500 – \$900

- Cohesive branded visuals
- Designed for rollout / campaigns

Brand Identity Systems

Starter Identity Kit → \$650 – \$1,100

- Logo refinement
- Color palette
- Typography pairing
- Basic brand direction

Expanded Brand System → \$1,200 – \$2,500+

- Full visual language
- Patterns / textures
- Branded assets
- Guidelines

Custom Visual Assets

Pricing varies based on complexity:

- Simple Assets → **\$75 – \$150**
- Advanced / Custom Visuals → **\$250 – \$750+**

Examples:

- ✓ Icons
- ✓ Patterns
- ✓ Digital textures
- ✓ Visual compositions

Photography

(Select projects & collaborations only)

Branding • Lifestyle • Events • Creative Direction

Mini Sessions → Starting at \$175

Standard Sessions → Starting at \$350

Event Coverage → \$125 per hour

Custom packages available.

Videography

(Select projects & collaborations only)

Brand Visuals • Events • Creative Content

Starting at \$500

Project-based pricing determined by:

- Shoot duration
- Visual scope
- Editing requirements
- Production complexity

Video Editing

Starting at \$40 per hour

Services may include:

- Promotional edits
- Social media content
- Narrative / artistic edits
- Color & visual refinement

Flat-rate pricing available for defined projects.

Social Media Marketing

Strategy • Visual Direction • Content Support

Strategy Packages Starting at \$450

Services may include:

- Content strategy
- Visual direction
- Brand alignment
- Campaign planning
- Platform optimization

Monthly management & custom packages available.

Email Marketing

Campaigns • Automations • Flows

Campaign & Flow Design → Starting at \$150

Services may include:

- Campaign design
- Email visuals
- Automated flows
- Strategy & optimization

Website Design & Setup

Starting at \$900

Includes:

- Visual layout & design
- Page structure
- Basic site setup

Note:

Hosting, domains, SEO, and third-party subscriptions are separate.

Website Maintenance

Updates • Visual Changes • Support

\$60 per hour

Monthly maintenance packages available.

Consultation & Ideation

Creative Strategy Session

60-90 Minutes → \$150

Ideal for:

- Concept development
- Visual direction

- Project planning
- Creative problem-solving

(Session fee credited toward booked projects)

Basic Booking & Terms

- A 25% non-refundable deposit is required to secure booking dates
- Remaining balance due prior to project completion / event date
- Custom quotes provided for larger or specialized projects
- Pricing varies based on scope, timeline, and complexity

Once booking is confirmed, a payment link will be provided.

Naaz Lab

Strategy • Art • Experience

<https://www.naazlab.com>

View more:

<https://www.instagram.com/naaz.det/>

<https://www.instagram.com/ashantiafricana/>