

OFFICIALLY BY THE BRAND EDGE · 2026

Senior Creative Direction, Design *& Brand* Support for Ambitious Companies.

A flexible creative rate card by **Waqas Amin** — covering design, campaigns, presentations, digital assets, basic motion graphics, brand systems, websites, corporate assets, exhibitions and creative production support across the GCC.

CREATIVE DIRECTION · BRAND IDENTITY · DESIGN SYSTEMS · DIGITAL · MOTION · WEBSITES · PRESENTATIONS

CONTACT

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CURRENCY

All rates shown in AED.
Excl. VAT & third-party costs.
Quotations valid 30 days.

HOURLY & DAY RATES

Clear rates. Senior delivery. All prices in AED.

HOUR

AED 380

Design / Creative Production Hourly

Design production, edits, social / digital / OOH adaptations, small revisions.

HOUR

AED 450

Motion Graphics Hourly

Basic 2D motion, animated social, banner & presentation animation.

HALF-DAY

AED 1,500

Creative Block

Focused 3–4 hour advisory, review or production block.

DAY

AED 2,500

Senior Day Rate

Creative direction, design reviews, workshops, hands-on production.

DAY

AED 3,500

Art Direction — Shoot

Senior on-set direction; production costs excluded.

PRICING RULE

Brand Identity Development and Website Design / Development are always project-based only. They are not calculated using hourly rates, daily rates or monthly retainers. Hourly and daily rates apply only to design, creative production, digital, social, presentations and basic motion graphics.

HOURLY BILLING POLICY

How hours are counted.

Hourly work is billed in hourly increments. Any time above **30 minutes** will be counted as one full hour.

EXAMPLES

- 30 minutes or below may be counted as half-hour where applicable.
- 31 minutes will be counted as 1 hour.
- 1 hour 30 minutes may be counted as 1.5 hours where applicable.

TIME TRACKING

A work tracker / time tracker will be provided for hourly or retainer-based engagements where required. The tracker records task details, time spent, work status, and delivery updates for full transparency.

- 1 hour 31 minutes will be counted as 2 hours.
- 2 hours 31 minutes will be counted as 3 hours.

MONTHLY RETAINERS

Ongoing senior support.

~10–15 DAYS / MONTH

AED 22,000

Lite Creative Support

Social posts, banners, light decks, small edits.

RECOMMENDED

~15–22 DAYS / MONTH

AED 30,000

Monthly Creative Retainer

Digital, social, decks, OOH adaptations + basic motion. Animation support included.

~22–30 DAYS / MONTH
(INCL. WEEKENDS)

AED 42,000

Senior Creative Direction

Senior direction + hands-on design, key visuals, campaign support.

PROJECT-BASED SERVICES

Starting rates • AED.

— CREATIVE DIRECTION

SERVICE	TIMELINE	FROM (AED)
Creative Concept Development	4–6 days	12,000
Campaign Big Idea / Visual Territory	1–2 weeks	18,000
Brand Audit / Creative Review	3–5 days	6,000

— CREATIVE DESIGNS

Key Visual Design	3–5 days	3,500
Corporate Profile (8–12 pages)	1–2 weeks	7,500
Brochure Design (4 pages)	4–6 days	3,500

— PRESENTATIONS

Executive Pitch Deck (15–20 slides)	1 week	7,500
Strategy Deck (30–40 slides)	1–2 weeks	12,000
Board / Government Premium Deck	2–3 weeks	20,000

— BRAND IDENTITY (Project-based only)

Logo Design — 2 Directions	1–2 weeks	12,000
Full Brand Identity — Starter	2–3 weeks	18,000
Premium Brand Identity System	4–6 weeks	40,000
Visual Identity Refresh	2–4 weeks	20,000

— BRAND GUIDELINES (Project-based only)

Basic Brand Guide (15–20 pages)	1–2 weeks	8,000
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Full Brand Guidelines (40–60 pages)

3–5 weeks

25,000

— WEBSITE DESIGN (Project-based only)

SERVICE	TIMELINE	FROM (AED)
Landing Page Design	4–6 days	4,000
Website UI Design (5 pages)	2 weeks	12,000
Full Website Design (8–10 pages)	3–4 weeks	20,000

— WEBSITE DEVELOPMENT (Project-based only)

Landing Page Development	1–2 weeks	7,500
Corporate Website (5–7 pages)	3–4 weeks	18,000
Full Website Development (8–12 pages)	4–6 weeks	30,000

— SOCIAL MEDIA

Monthly Pack — 12 Posts	Monthly	12,000
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— OOH / OUTDOOR

OOH Campaign Adaptation Set	1 week	7,000
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— MOTION GRAPHICS

Logo Animation (Basic)	3–5 days	3,000
Short Motion Ad (15 sec)	1 week	5,000
Basic Explainer (30 sec)	2–3 weeks	10,000

— EXHIBITION / SPATIAL

Exhibition Stand Concept	2–3 weeks	15,000
Stand Graphics Package	1–2 weeks	12,000
Environmental Branding Concept	3–5 weeks	20,000

All prices are starting rates in AED, excluding VAT. Final pricing depends on complexity, timeline, deliverables and usage rights.

COMMERCIAL TERMS

How engagements work.

Currency

All rates shown in AED. Invoices issued in AED for Middle East engagements, or per client requirements.

Payment Terms

50% advance, 40% after first approved route, 10% before final handover.

Rush / Premium Delivery

Urgent, weekend or compressed timelines carry a 35%+ uplift, subject to availability.

Not Included

Printing, fabrication, photography, stock, fonts, translation, copywriting, hosting, plugins, paid media & travel — unless stated.

Positioning

Senior freelance Creative Director / Designer level — not junior production design.

Validity

Quotations valid for 30 days unless a long-term retainer is signed.

Usage / Licensing

Standard project usage included. Buyout, regional / global or paid-media extensions: 25%–100% uplift.

CONTACT

Have a project, campaign or brand in mind?

Let's discuss how I can support you — design, brand, digital, motion, websites, presentations or ongoing creative direction.

DIRECT

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PORTFOLIOS

Freelance Profile 2026 — waqasamin.com

The Brand Edge Profile — thebrandedge.com

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