

Branding & Identity

SERVICE	DESCRIPTION	RATE / PACKAGE
Logo Design	2–3 initial concepts, 2 rounds of refinements, final files in all formats	from R3,500
Brand Identity Package	Logo + colour palette + typography + mini style guide	from R8,000
Full Brand Kit	Complete brand system, with patterns, icons, & guidelines	from R12,000

Marketing & Digital Design

SERVICE	DESCRIPTION	RATE / PACKAGE
Social Media Kit	5 editable templates + profile & cover graphics	from R2,500
Digital Ads / Banners	Web or social ads, sized and optimised	R500–R800 per ad
Mailer / Newsletter Design	Custom layout with visuals and CTA sections	from R1,500

Print & Publication Design

SERVICE	DESCRIPTION	RATE / PACKAGE
Flyer / Poster / Brochure	One- or two-page layout	R1,200–R2,500
Layout based Projects	Straightforward layout where layout is consistent. eg. multi-page catalogues.	R350–R600 per page
Layout based Projects (Hybrid)	Reports, complex publications or other professional multi-page layouts with infographics/ charts/ tables/ graphics.	
	Setup, styles, master pages, cover, and structure	Base fee: R3,000
	Per page depending on complexity	R400–R700 per page

Retainer & Hourly Work

SERVICE	DESCRIPTION	RATE / PACKAGE
Hourly Rate	Ad-hoc design or consulting	R550/hour
Monthly Retainer	Priority service for ongoing design needs (10 hours per month)	R4,500/month

Terms

50% Deposit required to begin projects

2 Revision rounds included per deliverable