

20  
23

# PRICE LIST



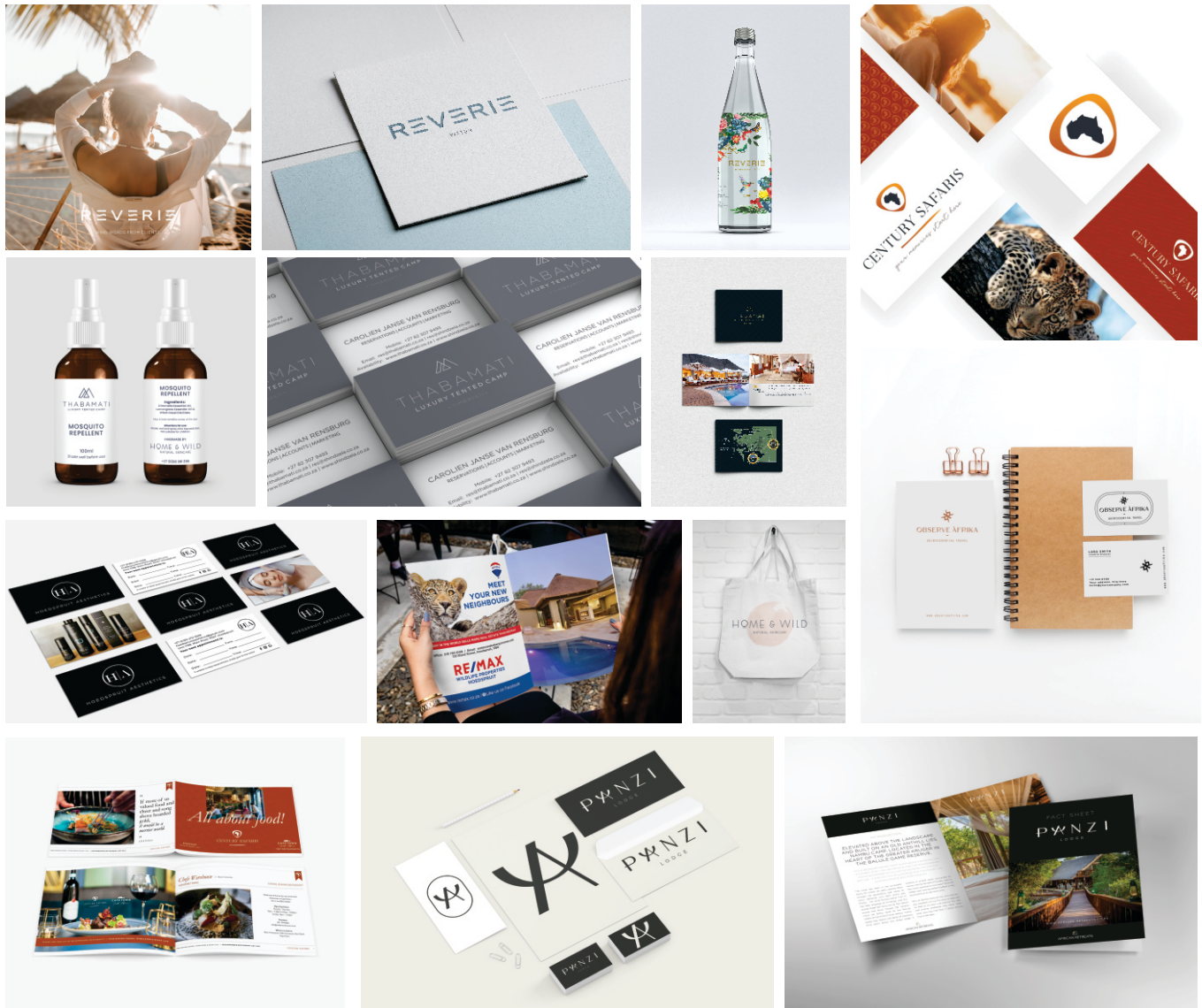
BOUTIQUE  
CREATIVE  
STUDIO

[WWW.SOLLI.CO.ZA](http://WWW.SOLLI.CO.ZA)

GRAPHIC DESIGN // BRANDING // WEBSITE DESIGN // PHOTOGRAPHY

# CONTENT:

1. About Me (P. 3)
2. Graphic Design (P. 4-5)
3. Brand Identity Design (P. 6-8)
4. Website Design (P. 9-12)
5. Photography (P. 13)
6. Clients I work with (P. 14-15)
7. Contact (P. 16)





## 1. ABOUT ME

Solli Design Co. is a boutique design agency based in Hoedspruit, South Africa.



As a multi-faceted designer, I define or redefine brands of substance and style through graphic design, branding, website design & photography

SULENE WOLMARANS  
Owner // Designer

# LET'S GET CREATIVE!



## 2. GRAPHIC DESIGN

A brand's visual identity is the first impression your client has of your company – it should therefore clearly portray your business values and professional capabilities.

It complements your brand success by the consistent use of particular visual elements – such as specific fonts, colours, and graphic elements – in order to create distinction.

### Graphic Design services includes:

#### CORPORATE IDENTITY

Logo Design  
Email Signatures  
Business Cards  
Letterheads  
Company Stationery

#### PACKAGING DESIGN

Product Labels  
Custom Box Designs  
Custom Packaging Design  
Tag Designs

#### MARKETING MATERIAL

Company Profile Design  
Company Brochure Design  
Flyers, Posters & Price lists  
Catalogue Design  
Presentations  
Signage  
Vehicle Signage Design  
Infographics  
Iconography

## RATES:

### LOGO & STATIONERY

Logo Design - Platinum Package  
Logo Design - Gold Package  
Logo Design - Silver Package  
Logo recreated from old design  
Logo Redraw  
Business Card - Single Sided  
Business Card - Double Sided  
Letterhead  
Email Signature (JPG or PNG) \*

### SPECIFICATIONS

10 Design Concepts / 5 Revisions & Style Guide  
5 Design Concepts / 3 Revisions  
3 Design Concepts / 3 Revisions  
2 Design Concepts / 2 Revisions  
1 Hour / Depending on complexity of logo  
90 x 50mm Standard Size (3 x Employees)  
90 x 50mm Standard Size (3 x Employees)  
Converted to a Word Document  
1 x Option / 2 x Revisions  
3 x Option / 2 x Revisions

### PRICE

R5 000  
R2 500  
R1 750  
R1 200  
R750  
R500  
R650  
R500  
R750  
R1 250

\* Supplied in Word format with images and multiple links OR one image (.jpg OR .png) with 1 link.

\* Limited to 5 employee's signatures.

More than 5 pax: set up charged per hour.

## CONTACT

[sollidesignco@gmail.com](mailto:sollidesignco@gmail.com)

to receive a custom quote for your project

[WWW.SOLLI.CO.ZA](http://WWW.SOLLI.CO.ZA)



## 2. GRAPHIC DESIGN PACKAGES:

\* PRICE DOES NOT INCLUDED PRINT COSTS - DESIGN ONLY

### Starter Package

//  
 Logo (3 x options)  
 Business Card Design - SS  
 3 x Revision Rounds  
 3 x Employees

**R3 000**

### Business Package

//  
 Logo (3 x options)  
 Business Card - SS  
 Letterhead  
 Email Signature  
 3 x Revision Rounds  
 3 x Employees

**R4 000**

### Premium Package

//  
 Logo (5 x options)  
 Business Card - DS  
 Letterhead  
 Email Signature  
 3 x Revision Rounds  
 5 x Employees

**R5 000**

I would love to take your brand and implement it across your marketing collateral. From company profiles to media kits and beyond. I will ensure that your brand is integrated through it all. Projects are typically quoted on an individual basis by the hour and an estimate is given to clients, prior to the project start of acceptance. Standard marketing item design fees are listed below and others may be quoted on an individual basis.

DESIGN	SPECIFICATIONS	PRICE
E-Brochure	+ - 10 Designed pages / 3 Revisions	R3 000
Company Profile	+ - 10 Designed pages / 3 Revisions	R2 500
Flyer	DL of A5 or A6 size / 1 Revision	R750
Poster	A4 - A1 / 1 Revision	R750
E-Invite (static)	Custom Email or WhatsApp invite	R1 000
Magazine Advertisement	A4 - A1 / 1 Revision	R750
Catalogue	+ - 10 Designed Pages / 3 Revisions	R3 000
Vehicle Branding	1 Design (partial) concept / 3 Revisions	R1 500
Packaging	3 x Design Concept / 3 Revisions	R500 p/h
Signage	1 x Design Concept / 3 Revisions	R500 p/h
Slideshow Presentation	+ - 10 Designed Pages / 3 Revisions	R500 p/slide
Rate Card // Price List	A4 - A1 / 1 Revision	R500 p/h

CUSTOM DESIGN	SPECIFICATIONS	PRICE
Map Design		
Map Redraw		
Property Layout	Draw or redraw from client reference.	R500 p/h
Directions		
Emergency Assembly		
Hourly Design Rate		R500 p/h

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## 3. BRAND IDENTITY DESIGN

Your brand identity leaves a lasting impression in your audience's minds – for better or for worse. Make sure your branding is unique, polished, and aligned with your target audience with a strategic branding package!

**Effective branding is more than just creative and beautiful – it's intentional. Whether you're looking to stand out as a local brand or need a new corporate brand identity.**

With a full brand identity suite, we explore how your logo and brand personality come together across different media. Taking the time to design a brand identity ensures you'll have beautifully branded, consistent designs for every customer touch point.

### CUSTOM PACKAGES

**I am happy to help in any way I can...**

My packages are not set in stone and therefore, if you require anything different to what is outlined or need a slight tweak to a package in the media kit, let me know & I can provide you with a custom quote.

### CONTACT

sollidesignco@gmail.com  
to receive a custom quote for your project

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## 3. BRAND IDENTITY DESIGN PACKAGES:

### brand basics // package

WHAT IS INCLUDED?

**1. Brand Consultation & Strategy Session**

**2. Client Questionnaire / Homework**

**3. Inspiration Board**

- Main Logo Design + Options
- Sub mark & Variations
- Client Feedback + 3 revisions
- Font Recommendations
- Brand Colour Palette Guide
- Image Direction, Brand Patterns & Mockups

**4. Branding Elements**

- Business Card Design
- Letterhead Design
- Email Signature
- Sticker/Stamp Design
- Mini Brand Guideline Document

A mini brand guideline ensures consistency in future communications. It contains logo usage rules, primary colour palette, secondary colour palette, typography recommendations, and examples of the brand elements correctly used in various applications.

**INVESTMENT: R10 000**

Payable in 2 installments  
Duration: 1 Week

All design files supplied via WeTransfer.  
Rates does not include printing costs of marketing items designed.

LIMITED AVAILABILITY

### premium brand // package

WHAT IS INCLUDED?

**1. Brand Consultation & Strategy Session**

**2. Client Questionnaire / Homework**

**3. Inspiration Board**

- Main Logo Design + Options
- Sub mark & Variations
- Client Feedback + 3 revisions
- Font Recommendations
- Brand Colour Palette Guide
- Image Direction, Brand Patterns & Mockups

**4. Branding Elements**

- Business Card Design
- Letterhead Design
- Email Signature
- Sticker/Stamp Design
- Social Media Profile Images
- Instagram Launch Kit
- Facebook Cover Designs
- 2 x Asset Designs of your choice (digital or print)
- Detailed Brand Guideline Document.

A detailed brand guideline ensures consistency in future communications. It contains logo usage rules, primary colour palette, secondary colour palette, typography recommendations, and examples of the brand elements correctly used in various applications.

**INVESTMENT: R20 000**

Payable in 2 installments  
Duration: 2 - 3 Weeks

All design files supplied via WeTransfer.  
Rates does not include printing costs of marketing items designed.

LIMITED AVAILABILITY





## 3. BRAND IDENTITY DESIGN

### FREQUENTLY ASKED QUESTIONS

#### **What is a typical time frame?**

Project time frames will vary due to client response times {revisions, content, etc} and require a set schedule prior to starting your project. Rush services are available at an additional cost if necessary.

#### **If I wish to go ahead, how do I secure my booking?**

A deposit of 50% of the full project cost is required in order to secure your booking slot. This is required as soon as possible, no later than 7 days before your start date and no work will commence until the Deposit is paid. This is our standard booking process, however other payment plans are available and can be discussed at the discovery phase.

#### **What should I have prepared when enquiring?**

You should have an idea of what you want your business to stand for and an idea of the kinds of styles you like. A brand questionnaire will be required to be completed at the booking stage to ensure we have all of the details we need about your business and a Pinterest board or collection of inspiration images will also be required when you secure your slot to ensure the project starts off in the right visual direction.

#### **Will I be involved throughout the process?**

One of our key business values is collaboration and we strongly believe in creating a collaborative process, where your feedback is valued at each stage of the process.

#### **What files will I receive?**

You will receive all logo variations in all brand colours, as JPG, PNG, PDF & EPS files. These should cover any that you might need for both digital and printing purposes.

#### **How will I receive the files?**

I use a platform called WeTransfer, where you will receive a link to download all final files.

### ANY QUESTIONS?

Feel free to email me on [sollidesignco@gmail.com](mailto:sollidesignco@gmail.com)





## 4. WEBSITE DESIGN PRICING:

### CLEAN, SIMPLE & SOPHISTICATED WEB DESIGN SERVICES FOR YOUR BUSINESS

Are you looking to create, edit or revamp your website?

My unique web design capabilities allows me to work with business owners across industries to create minimalistic, highly-engaging websites.

As a certified Wix partner, I create a customized, modern & user friendly websites to match your unique brand.

#### **My website are:**

Tailored to your needs, easy to navigate, SEO optimised, accessible, consistent, responsive & unique.

### The Wix Website design process... Your project in 3 simple steps

#### **1. Constultation**

The first consultation is a crucial part of my process. I begin with a discovery session and ask lots of questions, to make sure I understand everything you need from your new website.

#### **2. Proposal**

The next step is to craft a proposal that meets those specific needs, creatively and financially. It outlines what you're trying to accomplish, timing and cost.

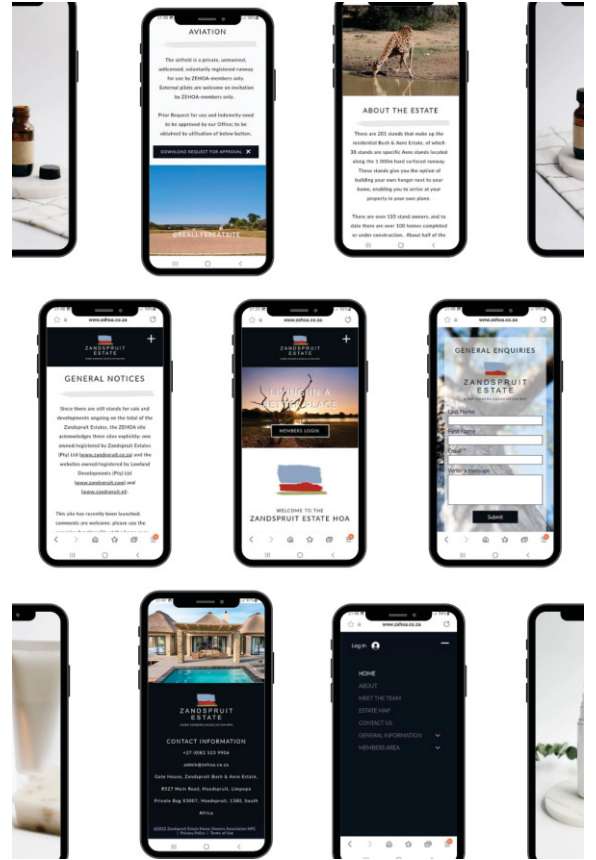
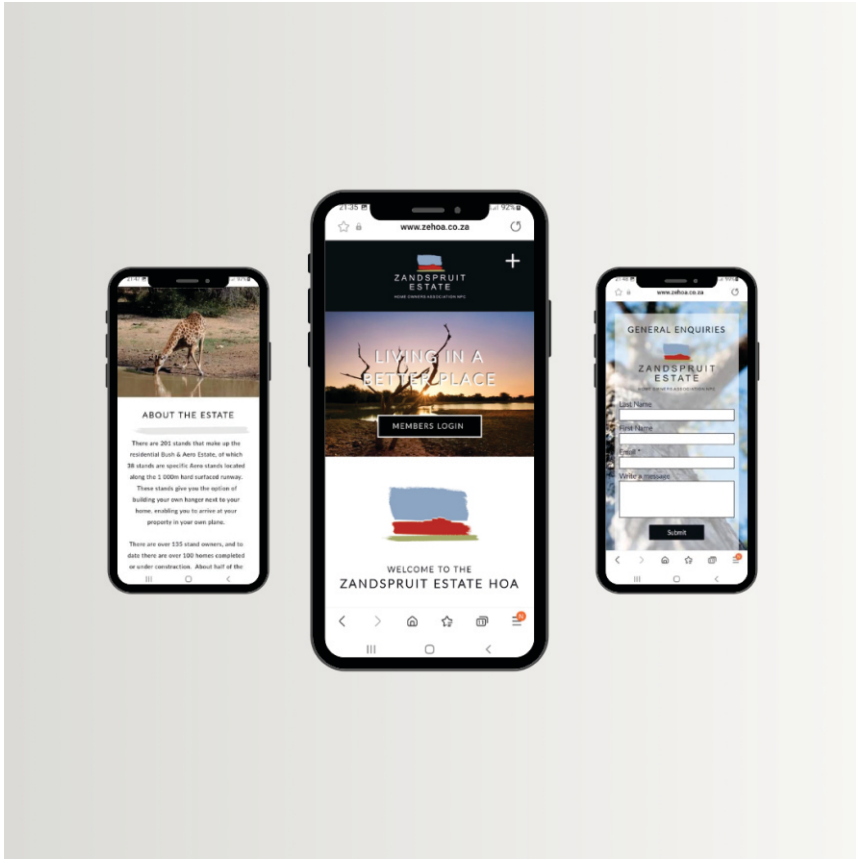
#### **3. Action**

Signing the Proposal and sending a deposit gives me the green light to start working on the project! You can expect to see the first draft of your website within 10 working days.

### **CONTACT**

sollidesignco@gmail.com  
to receive a custom quote for your project

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## 4. WEBSITE DESIGN PRICING:

WHAT IS INCLUDED?

### 1. Client Website Design Questionnaire

### 2. WIX Website Design

\* As per Client Requirements | \*Domain Setup

#### Landing page (1 x Page), static website:

Design style & all content is supplied. Contains text, images, videos and contact form.  
(From R5 000)

-

#### Multi-page, static website:

<5 pages. Contains text, images, videos and a simple contact form.  
(From R10 000)

-

#### Multi-page, dynamic website:

<10 pages. Contains text, images, videos and a simple contact form, blog functionality, self-managed CMS or other applications.  
(From R17 000)

\*Price depends on needs analysis.

### 3. Client Feedback Session with 3 x revisions.

### 4. Responsive Desktop & Mobile Website

Hosting Package:	Design Fee:	Dependant on project size.
<b>FROM R2 000</b>	<b>FROM R3 000</b>	<b>2 - 12 WEEKS</b>
(Annual Fee): Free Domain for 1 Year (.com)	Please request a comprehensive quote.	<b>LIMITED AVAILABILITY</b>

Payable in 2 installments

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## 4. WEBSITE DESIGN

### FREQUENTLY ASKED QUESTIONS

#### **How soon can you start?**

Availability is limited because I only take on a few clients a month (approximately 2-3) to ensure a quality product and client satisfaction. It also depends on when I received the content that we need. A vast project is divided into phases.

#### **Are your web designs fully responsive for tablets, smart phones and laptops?**

Yes all of our website designs are designed to be fully responsive. This means that whether the user is visiting your website on a phone tablet or laptop the website will adapt to fit the screen size and browser rules.

#### **Can I update my website myself?**

If you have a content management system like Wix, updating your website becomes really easy so yes. We also offer a service to update your website for you should you not have the time or understand how to.

#### **I don't have proper content, what should I do?**

A preferred content writer will be able to guide you through the content requirements.

#### **What do you need to start?**

About us information, all relevant images, breakdown of the products or services you offer, contact information, where you offer your services; locally, provincially or nationally & company logo. (Website Design Questionnaire to be completed.)

#### **Why do you use Wix primarily for website designs?**

Wix is one of the most popular CMS tool for website design solutions globally. With their

vast plugin library and plenty of themes to choose from, personalisation has never been better. They also allow customised codes to make your website appear and function even more uniquely.

#### **What is the longevity in relation to outdated technology with Wix?**

Wix is a leader in website creation, continuously develops new tools and is committed to providing the latest features and capabilities. It is a world-class platform.

#### **What design style do you use?**

In general, I love clean, simple, and timeless design. Picture lots of white space, beautiful font pairings, and attention to the finer details. However, we are always happy to adapt our style to reflect yours. Every brand has a unique personality, and we'll make sure yours shines through!

#### **Do you require a deposit?**

All project payments are due in two parts, a 50% non-refundable payment is due prior to work beginning and to hold your spot in the queue. The second half of the project payment is delivered at project completion before final files are delivered and/or website is launched.

#### **Do you do hosting internally?**

We do suggest using our preferred service provider. Alternatively you are welcome to register a domain and sign up for a hosting package at a range of hosting companies. We will need access to the Control Panel.



## 5. PHOTOGRAPHY

Complimentary imagery that embodies your brand across your website, social media, marketing + PR. A visual opportunity to tell your unique brand story, showcase the value you offer and draw in your dream clients.

My photos compliment all design specifics for your marketing material or website. As the saying goes, 'a picture is worth thousand words.'

Being a visual communicator, photography is essential to graphic design in diverse ways, since images can mean a lot in communication as far as aesthetics are concerned. I create media assets for various industries.

HOSPITALITY // TRAVEL & TOURISM // AGRICULTURE // PRODUCTS // INTERIOR AND EXTERIOR // TEXTURES

\* Sessions booked, depending on other factors such as the weather.

I charge per hour for our work. This seems to be the fairest option as it protects both the interests of the client and myself. My pricing is a sum of the hours worked shooting and editing plus the travel costs to your location.

I charge standard AA rates for travel to and from a location; this does however fluctuate with the petrol price. While it may seem high to you, remember that there is no compensation for the time spent travelling.

**REQUEST A QUOTE**

or

**ENQUIRE ABOUT  
OUR PACKAGES**

**LIMITED**

**AVAILABILITY**

**R 500 p\h Photoshoot**

**R 500 p\h Editing**

**CONTACT**

sollidesignco@gmail.com

to receive a custom quote for your project

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## 6. CLIENTS I WORK WITH





## 6. CLIENTS I WORK WITH





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23

# LET'S GET CREATIVE

READY TO BOOK YOUR NEXT PROJECT?



GET SOCIAL

- Facebook
- Instagram
- LinkedIn
- Behance
- Pinterest

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