



# Pricing & Packages



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Virtually, anywhere

# Striving to optimize your brand's potential.

From eye-catching logos to impactful PowerPoint presentations and complete brand overhauls, we deliver the visuals your business needs to shine.

With a focus on creative precision, we help shape the future of your brand, always respecting your time and budget. From start to finish, you can expect dedicated service and clear communication.

We're here to offer expert advice, reliable support, and top-quality design. Every client, every time.



## Logo Design

|                           |      |
|---------------------------|------|
| 2 Samples                 | 2600 |
| 3 Samples                 | 3300 |
| 4 Samples                 | 4000 |
| Sub-division logos (each) | 650  |

*All option includes 2 revisions. You will receive the final logo in colour, and black & white, sent in png. and PDF format with basic branding information. If a sketch artist is needed to complete your logo, a quote will be given.*

### Logo Redraw 1500

*Perfect for enhancing clarity and resolution. This service offers quick, high-quality redraws of simple logo designs (complex images or detailed illustrations not included). Fonts will be matched as closely as possible. You'll receive your logo in both full color and black & white, delivered in PNG and PDF formats, along with basic brand information.*

### Submark Logo 650

*Perfect for favicons and social media profile images. Designed using your existing logo when possible, with simplified elements - no complex graphics or intricate details. Colors will be matched as closely as possible. Dependent on logo file type.*



## Startup Business Branding

### Package 1 3420

*Includes the design of: Logo, 1x Business Card, 1x Email signature (static), Letterhead. Includes final logo in colour, and black & white, sent in png. and PDF format with basic branding information.*

**\* 2 Logo samples & single-side business card. Additional staff business card and email signatures cost an extra R100 per design per staff member.**

### Package 2 5850

*Includes package 1 + Submark Logo resized for SM Profile, Brochure - A4 folded to A5 (either print or digital), Social Media Templates x8 (choose from templates available), Facebook cover image.*

### Package 3 8100

*Includes package 2 + Flyer design (single-sided), Pricelist (2 pages), Company Profile (Max. 4 pages), Business Icons in 1 brand colour (max 8)*



## Brand Refresh Package

### Package 1 2950

Perfect for refreshing your brand without a complete redesign. Simple updates like a font, color, or minor graphic tweak. Includes 1 revision and the final logo in color and black & white (PNG and PDF formats), along with basic branding info and, if possible, a submark logo. Also includes bespoke design of: business card, static email signature, and letterhead.

### Package 2 2400

Perfect for refreshing your brand without a complete redesign. Simple updates like a font, color, or minor graphic tweak. Includes 1 revision and the final logo in color and black & white (PNG and PDF formats), along with basic branding info and, if possible, a submark logo. Choose from our templates available for business cards, letterheads, and email signature.

*\*Single-side business card. Additional staff business card and email signatures cost an extra R100 per design per staff member. Dependent on logo file type.*



## Marketing Bundles

|                           |      |
|---------------------------|------|
| Brochure & Flyer Design   | 1550 |
| 4 Flyer Design            | 1050 |
| Price List & Flyer Design | 950  |

*\*Single-sided flyer, A4 Brochure (not folded), 2 pg Price list*

If you choose to use Coffee Cat Digital Blends Services, it will be assumed that you have read & agreed to our T&Cs, available on the last page.



## Stationery Design

|                                                                     |      |
|---------------------------------------------------------------------|------|
| Email signature (static)                                            | 450  |
| ▪ additional staff email signature                                  | 100  |
| Letterhead                                                          | 450  |
| Business card - single                                              | 450  |
| ▪ additional staff business card                                    | 100  |
| Business card - double                                              | 550  |
| ▪ additional staff business card                                    | 100  |
| Stationery Package                                                  | 1150 |
| <i>Email signature (static), Letterhead, Business card (single)</i> |      |



## Brochure Design

|                             |      |
|-----------------------------|------|
| A4 Brochure (up to 4 pages) | 1450 |
| thereafter, per page        | 200  |
| A4 folded to A5             | 1200 |
| 3-fold or Z-fold            | 1200 |



## Flyer Design

|          |        |     |
|----------|--------|-----|
| A5 or DL | Single | 400 |
| A5 or DL | Double | 550 |



## Price List Design

|        |      |
|--------|------|
| 2-page | 750  |
| 4-page | 1350 |

### Missing something?

*If it's legal and somewhat reasonable, I'll probably do it.  
Contact me and let's chat!*



## Stickers, Labels & Invites

|                                                                                                                                                                             |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Starting from                                                                                                                                                               | 650 |
| <ul style="list-style-type: none"> <li>▪ Includes 2 revisions</li> <li>▪ Single side invite &amp; label</li> <li>▪ Client to provide samples &amp; relevant info</li> </ul> |     |



## Company Profile Design

|                     |      |
|---------------------|------|
| Up to 4 pages       | 1350 |
| thereafter per page | 200  |



## Brand Style Guide

A simple and professional guide to maintain a consistent and cohesive brand identity. **1950**

Included:

- Logo usage
- Colour palette
- Typography
- Tone of voice

*\*Client to complete a questionnaire*



## PowerPoint Design

|                                                                                                                  |             |
|------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Template Design</b>                                                                                           | <b>1540</b> |
| <i>Five duplicable template pages for the client to edit: Front Page, Index Page, Text Page, and Image Page.</i> |             |

|                                                                                                                                                                        |             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Full Design</b>                                                                                                                                                     | <b>2600</b> |
| <i>5 pages, thereafter R400 per page Client to provide all content, imagery, and a comprehensive brief. Design includes visual animations available in PowerPoint.</i> |             |



## Lead Magnet/eBook Design

|                 |      |
|-----------------|------|
| Up to 5 pages   | 1350 |
| thereafter p/pg | 200  |

Included in design:

- Cover design
- Custom branding
- Interactive PDF
- Imagery (stock images)
- 2 revisions

Sample of what's inside:

- Cover page
- Intro
- Table of contents
- Main content pages
- Call to action



## Branding Templates

Stylish stationery, made just for your brand - without the custom design price.

|                          |     |
|--------------------------|-----|
| Business Card            | 200 |
| Email Signature (static) | 200 |
| Letterhead               | 200 |
| Stationery Pack          | 450 |

*\*Single-sided business card*

*\*Please request a link to the samples*

*\*See T&Cs at the end of document*

### Social Media Templates

Editable in PowerPoint or Canva. Simply change to brand colours, add your logo, call to action, the image you would like, save and upload. Comes with a video tutorial on how to edit.

|                      |     |
|----------------------|-----|
| 4 Editable Templates | 350 |
| 8 Editable Templates | 550 |

*\*Please request a link to the samples*



# Graphic Design Retainer

A graphic design retainer offers businesses consistent, high-quality design support. Unlike project-based work, it fosters an ongoing partnership with a dedicated designer, ensuring your brand's visual needs are met with creativity, consistency, and professionalism.

Let's work together to create visually compelling designs that resonate with your audience and drive your business forward.

## Benefits of a Graphic Design Retainer:

- Priority Service
- Cost-Effective
- Flexibility
- Consistency and Quality
- Predictable Budgeting
- Long-Term Partnership

### 10 Hours p/month

#### 3-Month Plan

- ZAR: 2,800
- GBP (£): 138
- USD (\$): 182
- AUD (\$): 264

#### 6-Month Plan

- ZAR: 2,690
- GBP (£): 130
- USD (\$): 174
- AUD (\$): 253

### 20 Hours p/month

#### 3-Month Plan

- ZAR: 5,400
- GBP (£): 264
- USD (\$): 347
- AUD (\$): 500

#### 6-Month Plan

- ZAR: 5,000
- GBP (£): 248
- USD (\$): 314
- AUD (\$): 468

*\*Price per month. Only available on 3- or 6-month contracts.*



# Social Media Graphics

## We Design. You Post.

### Social Media Content & Image

1000

4 posts content & image ready to upload. Business call to action and hashtags will be included in content, with your company logo on the image.

### Social Media Content & Image

850pm

6-month contract. 4 posts content & image ready to upload. Business call to action and hashtags will be included in content, with your company logo on the image.

### Social Media Images

650

4 social media images ready to upload. Client to supply images, or free stock images will be used. Business logo and colours will be used on the image and graphics. It is a static image, square design to work on all platforms.

### Social Media Images

550

6-month contract. 4 social media images ready to upload. Client to supply images, or free stock images will be used. Business logo and colours will be used on the image and graphics. It is a static image, square design to work on all platforms.

### Facebook/LinkedIn Cover

285

*\*Free stock images used or client to send relevant, high quality images. It is a static image, square design to work on all platforms. While I aim to support a wide range of industries, there are a few areas that fall outside my scope of knowledge.*



Stalking is totally acceptable online.



# Terms & Conditions

- Coffee Cat Digital Blends hereby declares that it reserves the right to choose its clients based on its own discretion. This decision is solely within their prerogative, and they are under no obligation to provide an explanation or justification for such choices
- Clients not responding to Coffee Cat Digital Blends within the required time frame (generally 6-weeks), will be quoted again to complete the project
- All relevant information to be given upfront, Coffee Cat Digital Blends will not be held liable for any incorrect information given
- After included revisions are used, an extra R55 will be charged per revision. This does not include a redesign, that would be the full fee of current design.
- Graphic design work requires a 50% non-refundable deposit required, balance within 72 hours of completion
- Packages and pricing are subject to change without prior notice
- Interest will be charged on overdue accounts
- Payments and deposits are non-refundable on all services
- Micromanagement is not included in any fees, that is an additional fee of R475p/hr
- Any content sent by the client must be checked for spelling and grammar errors
- Stock images used unless clients send high-quality images – we do not accept any responsibility for copyright infringement for images from our clients
- The client is responsible to ensure all appropriate checks and due diligence is undertaken regarding their chosen business name. Any changes needed during or after the design process will be quoted before work continues. Coffee Cat Digital Blends will not be held liable for any errors or lack of due diligence. Client agrees to indemnify, hold harmless and defend Coffee Cat Digital Blends from any and all libel, copyright, and permission infringement action resulting from materials the client provides

## Brochure/Flyer/Pricelist/Menu Design:

- Irrespective of design work, the client needs to send samples of what they have in mind
- Package to be completed within 2 weeks, thereafter an hourly rate of R475 will be charged
- All designs include two revisions, thereafter an extra R55 will be charged per revision. This does not include a redesign, that would be the full fee of the design.
- 50% non-refundable deposit required balance within 72 hours of completion

## Presentation Design:

- Client to send a full brief on what they have in mind
- Presentation to be completed within 4 weeks, thereafter an hourly rate of R475 will be charged
- Stock images used unless clients send high-quality images – we do not accept any responsibility for copyright infringement for images from our clients
- Animation/transitions will be at Coffee Cat Digital Blends' discretion but in line with the client's brand
- Minimum of 5 pages
- 50% non-refundable deposit required balance within 72 hours of completion

## Lead Magnet/eBook Design:

- Client to send samples of what they have in mind, or I will go according what I feel is best fitted for their brand
- To be completed within 2 weeks, thereafter an hourly rate of R475 will be charged
- All information and links to be given upfront
- Client to send high res PNG or PDF of logo, along with their brand colours and font type
- 50% non-refundable deposit required balance within 72 hours of completion

## Logo Design:

- All logo design includes 2 revisions on samples sent, thereafter an hourly rate of R475 will apply
- Package to be completed within 6 weeks, thereafter an hourly rate of R475 will be charged
- If more samples are requested, the client will be charged R980 per sample
- The client must fill in the design questionnaire and send logo and colour samples before work will commence
- Mock-ups are only included with the first samples sent, thereafter you will receive the logo only
- If the client wants more mock-ups of the logo, they will be charged R350 per mock-up per logo
- The client will receive the final logo in colour, and black and white, in png. and PDF format, along with basic branding information
- 50% non-refundable deposit required balance within 72 hours of completion

## Stationery Design:

- Irrespective of design work, the client needs to send samples of what they have in mind
- Package to be completed within 1 week, thereafter an hourly rate of R475 will be charged
- All designs include two samples and two revisions, thereafter an extra R55 will be charged per revision. This does not include a redesign, that would be the full fee of current design.
- The email signature is static, we do not offer HTML email signatures
- 50% non-refundable deposit required balance within 72 hours of completion

## Start-Up Business Packages:

- All logo design includes 2 revisions on samples sent, thereafter an hourly rate of R475 will apply
- Package to be completed within 6 weeks, thereafter an hourly rate of R475 will be charged.
- If more samples are requested, the client will be charged R1500 per sample
- The client must fill in the design questionnaire and send logo and colour samples before work will commence
- Mock-ups are only included with the first samples sent, thereafter you will receive the logo only. If the client wants more mock-ups of the logo, they will be charged R350 per mock-up per logo
- The client will receive the final logo in colour, and black and white, in png. and PDF format, along with basic branding information
- For package 2 & 3, client to supply the relevant information for additional designs within the required timeframe
- Project to be completed within 6 weeks, thereafter, an hourly rate of R475 will apply
- 50% non-refundable deposit required balance within 72 hours of completion, unless payment place agreed up and contract signed

## Template Designs:

- Price is per template, and per person/position (email signature and business card)
- Includes 1 revision and must be completed with 3 working days, thereafter an hourly rate of R475 will be charged
- The email signature is static, we do not offer HTML email signatures
- Logo must be high-res JPEG/PNG or PDF
- 50% non-refundable deposit required balance within 72 hours of completion