



# SERVICES GUIDE

*Ways To Work With Us*



**Hi, I'm Penny,**

*Owner, creator, brand strategist  
& wedding design expert.*

**LUXURIOUS DESIGNS - FOR YOUR BUSINESS OR WEDDING**

With over a decade's worth of design expertise and experience working in a global space, I can safely say that I am passionate about making the world a more beautiful space through the art of authentic design.

Whether you have entered into pre-wedded bliss or entering your entrepreneur era we curate a truly personalized experience, one that is as unique and exceptional as you are.

**MISSION -**

Your Design Is A Unique Masterpiece...  
*It is how the outside world gets to know you – it houses your essence; it introduces you to your people.*

Your design deserves a bespoke experience that is just as distinctive and our passion for design is not merely a profession, but a way of life that permeates every aspect of our being.

Allow me to bring your vision to life, and elevate your brand or special event to new heights of refinement and sophistication



*We have tailored our skills to both businesses and weddings –  
because who said you can't have it all right?*

## ***BRAND IDENTITY***

*Brand Strategy*

## ***WEDDING STATIONARY***

*Event Branding*

## ***WEB DESIGN***

# BRANDING PACKAGES



*Brand Starter*

*Brand Nouveau*

*Web Design*

*Single Logo*

*Design Intensive*



# BRAND STARTER

## THE DETAILS

**Brand Discovery:** A brand questionnaire that goes deeper into the “why” of your new brand journey and to establish what outcomes you would like your brand to achieve.

**Mood Board:** The style discovery that provides the overall aesthetic for the brand and style guideline.

**Concept:** Once the style and inspiration has been decided. A Primary Logo, Secondary Logo, Brand mark will be created. Along with the brand colour palette and brand font/ typography pairings.

**Brand Board:** An easy to use reference guide to all the visual elements of your brand including the logo suite, colour palette and typography/ font pairings.

**Socials:** 6 social media posts for Instagram and Facebook to ensure you are set to launch your new brand

COMPLETE DESIGN: 1 - 2 WEEKS

INVESTMENT: \$ 1 200.00

# WEB DESIGN

## THE DETAILS

**Website Discovery:** A website questionnaire that gets deeper into the consumer journey and what outcomes would like to be achieved.

**Copywriting:** An optional feature, we work with a magical copywriter who gets into identifying your brand voice, brand message and your unique positioning to attract your ideal target audience.

**Concept:** Once the style and inspiration has been decided. We create a mockup of your design for approval and will then get to work on designing and developing your dream website on Squarespace, Shopify or Wordpress.

### Includes :

- Basic SEO set-up/ Page Optimisation
- 2 rounds of revisions
- Tutorial videos and Website guide

COMPLETE DESIGN: 4 - 6 WEEKS

INVESTMENT: FROM \$ 2 000.00



# BRAND NOUVEAU

## *THE DETAILS*

*Brand Discovery:* A brand questionnaire that gets deeper into the “why” of your new brand journey and what outcomes would like to be achieved.

*Brand Strategy:* Identifying your brand voice, brand message, brand values, your unique positioning and your target audience to create a brand that attracts. The messaging strategy helps to maintain a consistent brand voice and message that aligns with your audience through your website and marketing.

*Concept:* Once the style and inspiration has been decided. A Primary Logo, Secondary Logo, Brand mark will be created. Along with the brand colour palette, brand font/ typography pairings and moodboard.

*Brand guidelines:* A PDF document that guides you on how to maintain a consistent brand image.

*Brand Collateral:* Can include social media templates and posts, print or digital branded assests such as business cards, email signatures, letterhead and packaging.

*COMPLETE DESIGN: 3-4 WEEKS*

*INVESTMENT: FROM \$2 500.00*



# SINGLE LOGO

## **THE DETAILS**

A single logo design that will include a full Logo suite: Primary, Secondary and Brand Mark.

A brand board with colour palette and logo suite will be included.

*The logo will be designed based on the inspiration and direction given by you.*

You receive 1 revision.  
Additional revisions will be charged at an hourly rate of R450.00

### ***This is right for you if...***

*You have a clear idea of what you are looking for.*

*You have an inspiration board ready with colours and styles.*

**INVESTMENT: \$ 750.00**

# DESIGN INTENSIVE

## **THE DETAILS**

Our Design Intensives can include creating social media posts, designing print collateral, updating website pages or working through some branding and marketing ideas.

We begin with a 30 minute in-depth call to discuss your design needs. Then we get to work and have your designs completed within 3 days.

### ***This is right for you if...***

*We have created your brand and you need just a little extra design work.*

*You have your list of design work that needs to be completed before the start of the intensive.*

*You need design work in a quick turnaround.*

**INVESTMENT: \$ 550.00**



# WEDDING PACKAGES



*Digital Mini*

*Digital Luxe*

*On The Day*

*Event Branding*



# DIGITAL STARTER

## THE DETAILS

**Discovery:** An in-depth questionnaire into the style and theme for the Save the Date and Invitation.

**Inspiration:** A style board that provides the overall aesthetic for the design to match your wedding theme is created.

**Concept:** Once the style and inspiration has been decided. A custom logo, Save the Date and Invitation will be designed. You will have 3 revisions.

**Final Design:** You will receive a custom logo, your digital Save The Date and Invitation with RSVP manager in PDF format.

*The digital invitation includes a link for guests to RSVP, enabling you to effortlessly manage their responses through the designated RSVP portal.*

COMPLETE DESIGN: 1 - 2 WEEKS

INVESTMENT: R 1 200.00

# DIGITAL LUXE

## THE DETAILS

**Discovery:** An in-depth questionnaire into the style and theme for the Save the Date and Invitation.

**Inspiration:** A style board that provides the overall aesthetic for the design to match your wedding theme is created.

**Concept:** Once the style and inspiration has been decided. A custom logo, Save the Date and Invitation will be designed. You will have 3 revisions.

**Website:** A 4 page Wedding Website that includes accommodation, gallery and Google Maps. The Invitation will include a link to the website.

COMPLETE DESIGN: 3 WEEKS

INVESTMENT: FROM R 2 500.00



# ON THE DAY

*Our premium On The Day package is tailored for couples in need of wedding stationery throughout their special day.*

*Choose between receiving the design files to print at your convenience or opt for our exclusive printing service at an additional charge.*

## COMPLETE DESIGN: 1 - 2 WEEKS

*Design time only - Printing takes 14 working days*

**INVESTMENT: STARTING FROM R 900.00**

## THE DETAILS

**Discovery:** An in-depth questionnaire into the style and theme for your special day.

**Inspiration:** A style board that provides the overall aesthetic for the design to match your wedding theme is created.

**Concept:** Once the style and inspiration has been decided. Your custom logo will be designed. You will have 3 revisions and this can include:

- Welcome Sign
- Seating Chart
- Menu
- Table Numbers
- Name Cards
- Programmes
- Vow Books

**Final Design:** You will receive your On The Day stationery via courier or as digital designs for you to print at your convenience.



# EVENT BRANDING

*The Event Brand offering is meticulously designed for those who desire a seamless and complete experience from the before to on the day ensemble.*

*We create a cohesive theme that reflects your unique love story ensuring an unforgettable and truly personalized celebration.*

**COMPLETE DESIGN: 4 - 6 WEEKS**

*Design time only - Printing takes 14 working days*

**INVESTMENT: FROM R 10 000.00**

## THE DETAILS

**Discovery:** An in-depth questionnaire that gets deeper into the aesthetic and style and what outcomes you would like to be achieved.

**Inspiration:** A custom moodboard and colour palette that serves as the theme for the stationery and wedding day.

**Concept:** Once the style and inspiration has been decided. A custom logo Digital Save the Date, Physical Invitations with luxury finishes such as letter pressing foiling will be created.

**Website:** There is an option of having a 4 page website in place of an invitation. Includes accommodation, gallery and Google Maps. The Invitation will include a link to the website.

**On The Day Stationery:** Customised On the Day pieces designed to the style and theme of your wedding day. These can include: seating chart, menus, name cards, programmes, table numbers and thank you cards.



# TESTIMONIALS



**Wedding Invitations & On The Day Stationery:**  
*Menus, Table Numbers, Name Cards, Vow Books*

*"Penelope is absolutely great to work with, she puts in so much effort to create your desired design. I would highly recommend using Copper Grey Studio, I wouldn't want to use anyone else."*

*Kylie Gultig*



**On The Day Stationery:**  
*Menus, Handwritten Name Cards, Vow Books*

*"Penelope was exceptionally helpful, friendly and supportive throughout the journey and I would have been lost without her. The end result spoke for itself, and we couldn't stop getting so many compliments! I couldn't have been happier with the end product!"*

*Kelli Glanfield*



**Vanessa - Ruth & Bo**

*“Working with Penny can be described in so many words, but the one that really stands out to me is, GIFTED.*

*Penny has the ability to take a lot of detailed information and sum it up in something practical, artistic and powerful. Exactly what I was hoping for them to be like.”*



**Kelli - HR Revolution**

*“Penny has a wealth of knowledge in the field of design and she knows exactly how to apply that knowledge in a practical and results-oriented way which simplified the entire process for me.*

*Copper Grey was instrumental in assisting with my new start up”*



**Lavora - Cooksons House of Cakes**

*“Penny is awesome in what she does. She listened and totally understood what I wanted my brand to look like, and captured it perfectly. I am grateful for what you’ve done.”*

## THE NEXT STEPS

### 01 / GET IN TOUCH

Visit our website and kindly fill in our client application form. Once we have reviewed your inquiry we will set up a 15-30 minute discovery call to go into some detail of providing you with the best solution.

### 02 / SECURE YOUR SPOT

Secure your design spot with a 50% deposit. This is required before work can begin. The balance will be due on completion of the work. Unless we have set up a payment plan for you.

### 03 / INSPIRATION BOARD

The fun part - share or gather your inspiration images so that we can create and design a concept and strategy board for your new brand.

### 04 / ONLINE PORTAL

An online portal will be created for you so you can keep track of how far we are in the design journey and where important information will be communicated.





# COPPER GREY

LUXURY DESIGN & WEDDING STATIONERY

*Have any questions? Or can't find what you are looking for?*

[penny@coppergreystudio.com](mailto:penny@coppergreystudio.com)

ALL DESIGNS ARE OWNED AND ARE THE  
INTELLECTUAL PROPERTY OF COPPER GREY