



COPPER  GREY

BRANDING
INVESTMENT GUIDE

WAYS TO WORK WITH US



Hi, I'm Penny,

Owner, creator, brand strategist & design expert.

GET TO KNOW ME

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.

My passion is to create heartfelt brands that will last a lifetime!

WHAT I BELIEVE IN

Every brand was born to stand out, make an impact and turn heads, but sometimes it just needs a little bit of something special to help tell its unique story. This is where design comes in - authentic design by someone who just gets it.

I am completely invested in my desire to make a real difference in your life and the lives of everyone your design meets.



PACKAGES



Brand Basics

Brand Starter

Brand Luxe

Brand Nouveau

Web Design

Additional Services

The Brand Basics is the perfect fit for the aspiring entrepreneur who needs just the basics to get started on their small business journey.

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.

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.

MINI BRAND GUIDELINE

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 to ensure you are set to launch your new brand.

BRAND COLLATERAL

1 other brand collateral. Can include print or digital branded assets such as business cards, email signatures or letterhead.

COMPLETE DESIGN: 1 WEEK

INVESTMENT: R4 000.00



The Brand Starter is the perfect design package for the small business entrepreneur who needs the basics for starting a brand.

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.

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.

MINI BRAND GUIDELINE

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

MINI BRAND STRATEGY

A condensed strategy identifying your unique positioning and your target audience to create a brand that attracts. Maintaining a consistent brand voice and message that aligns with your audience through your website and marketing.

SOCIALS & BRAND COLLATERAL

6 social media posts to ensure you are set to launch your new brand. 2 other brand collateral. Can include print or digital branded assets such as business cards, email signatures or letterhead.

COMPLETE DESIGN: 2 - 3 WEEKS

INVESTMENT: R 6 500.00



The Brand Luxe is the perfect package for the service provider who needs a bit more brand guidance and an online home.

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.

MINI BRAND STRATEGY

A condensed strategy identifying your unique positioning and your target audience to create a brand that attracts. Maintaining 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 and brand font/ typography pairings.

BRAND GUIDELINE

A 20+ pg easy to use reference guide to all the visual elements of your brand including the logo suite, colour palette and typography/ font pairings, styling, photography direction and brand voice.

SOCIALS & BRAND COLLATERAL

6 social media posts to ensure you are set to launch your new brand and 2 brand collateral. Can include print or digital branded assets such as business cards, email signatures or letterhead.

1 PG WEBSITE

An online home for your brand. This does not include hosting and domain fees.

COMPLETE DESIGN: 3 - 5 WEEKS

INVESTMENT: R 8 000.00



WEDDING & EVENT VENUE

Brand Nouveau is the complete brand package for the aspiring entrepreneur who wants the full design experience fuelled by strategy to ensure you can connect with your audience and grow with confidence.

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

A 20+pg PDF 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 20+ pg easy to use reference guide to all the visual elements of your brand including the logo suite, colour palette and typography/ font pairings, styling, photography direction and brand voice.

SOCIALS & BRAND COLLATERAL

12 social media posts to ensure you are set to launch your new brand and 3 brand collateralCan include social media templates and posts, print or digital branded assests such as business cards, email signatures, letterhead and packaging.

COMPLETE DESIGN: 4 - 6 WEEKS

INVESTMENT: R12 00.00



WEB DESIGN

Our website services include design and development with a focus on functionality and ease of the consumer journey.

This service usually follows on from our Branding packages which means the design will be created to further elevate your brand.

COMPLETE DESIGN: 4-6 WEEKS

INVESTMENT: FROM R5 500.00

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 Shopify or Wordpress.

INCLUDES

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

PLEASE NOTE:

This package does not include hosting and domain fees, monthly or yearly subscription fees to Wordpress or Shopify.

Custom development, e-commerce integration and functionality of pages will be custom quoted





ADD-ONS

SINGLE LOGO

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

Brand discovery workbook.

A brand board with colour palette, typography and logo suite.

You receive 3 revisions.

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: R 2 000.00

DESIGN INTENSIVE

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

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 1 day.

This is right for you if...

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: R 3 000.00

ADDITIONAL SERVICES INCLUDE

- PACKAGING DESIGN
- SOCIAL MEDIA POST DESIGN
- TEMPLATE DESIGN

- DIGITAL GUIDES
- PRICING & SERVICES GUIDES
- WHITE LABEL DESIGN

- MARKETING STRATEGY
- PRINT DESIGN

If there is something you do not see on our list, let us know!

TESTIMONIALS



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 DESIGN PROCESS

01 / **GETTING STARTED**

You will answer an in-depth questionnaire that identifies your brands WHY and your design needs.

02 / **STRATEGY**

Once the questionnaire is complete, we will work to create a strategy that best aligns with your brands purpose and target market.

03 / **DESIGN**

My favourite part - creating the artwork based on the strategy we have chosen. Designing the logo and any other design collateral.

04 / **LAUNCH!**

You love the artwork and are ready for handover. Once completed you can excitedly showoff your new brand.





FAQS

WHY IS BRANDING IMPORTANT?

Branding is using your logo, social media and marketing materials to consistently communicate the same unique story of your brand. With these elements brand loyalty and awareness is created.

WHAT IS THE DIFFERENCE BETWEEN A LOGO AND BRANDING?

A logo is considered an element of branding that helps to identify the brand. Branding is taking all the elements; logo, colours and brand marks to communicate the brand strategy.

DO YOU OFFER PAYMENT PLANS?

Yes we do! I know Branding and Websites are a big and important investment. We will work together to create a payment plan that works best for you.

I NEED MORE THAN BRANDING

If there is specific design work you need like social media templates, print or digital collateral I am happy to work with you on a custom quote and design.



THE NEXT STEPS

01 / 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.

02 / 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.

03 / 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

*Studio Hours: Monday - Friday
8:00am - 4:30pm*

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