

mc agency.

Design & Marketing Rates 2024

LOGO DESIGN

Packages & Pricing

PREMIUM

Best suited for established businesses

R 11 000

• **Moodboard:**

- 8-10 sourced reference images

• **4-5 Initial logo drafts/concepts**

(2 revisions per design)

• **Final logo**

(3 revisions)

- Logo & Slogan
- Logomark
- Favicon

• **Final Logo files:**

- Logo formats: jpeg, png, svg & PDF
- Working file
- A4 Logosheet:
- Font/s
- Colour Palette Values

STANDARD

Most popular

R 8500

• **Moodboard:**

- 6-8 sourced reference images

• **3 Initial logo drafts/concepts**

(2 revisions per design)

• **Final logo**

(2 revisions)

- Logo & Slogan
- Logomark
- Favicon

• **Final Logo files:**

- Logo formats: jpeg & png
- A4 Logosheet:
- Font/s
- Colour Palette Values

STARTER

Best suited for small business startups

R 5500

• **Moodboard:**

- 4-6 sourced reference images

• **2 Initial logo drafts/concepts**

(1 revisions per design)

• **Final logo**

(1 revision)

- Logo & Slogan

• **Final Logo files:**

- Logo formats: jpeg & png

CORPORATE IDENTITY GUIDES & BRANDING

Packages & Pricing

BUSINESS +

R 25 000

Premium Logo Design

(View logo package page for breakdown)

25+ pg Digital CI Guide

(3 revisions per element)

• **Logo & Logomark Lockups + Application**

- Logo Clearance & Sizing
- Application Dos & Donts
- Logomark Usage

• **Colour Palette**

- RGB, CMYK & Hex Values
- Tints & Shades
- Colour Combination Tips

• **Typography**

- Print & Web Fonts
- Typestack/layout
- Case, Weight, Size & Spacing
- Fallback Fonts

Branding Templates & Mockups

(2 Revisions per element, excluding website)

- Business Card Template (Front & Back)
- Letterhead Template
- 3 Social Media Banners
- 4 Curated Social Media Graphic Posts
- Website Landing Page Mockup (1 Revision)
- 2 Google Banner Ads (3 Sizes)

STANDARD

R 13 000

Standard Logo Design

(View logo package page for breakdown)

10-15pg Digital CI Guide

(1 revisions per element)

• **Logo Lockups**

- Logo Clearance & Sizing

• **Colour Palette**

- RGB, CMYK & Hex Values

• **Typography**

- Print & Web Fonts

Branding Templates & Mockups

(1 Revisions per element)

- Business Card Template (Front & Back)
- Letterhead Template
- 2 Social Media Banners

PREMIUM

R 18 000

Premium Logo Design

(View logo package page for breakdown)

15-25pg Digital CI Guide

(2 revisions per element)

• **Logo Lockups + Application**

- Logo Clearance & Sizing
- Application Dos & Donts

• **Colour Palette**

- RGB, CMYK & Hex Values
- Tints & Shades

• **Typography**

- Print & Web Fonts
- Typestack/layouts

Branding Templates & Mockups

(2 Revisions per element)

- Business Card Template (Front & Back)
- Letterhead Template
- 2 Social Media Banners
- 2 Curated Social Media Graphic Posts

SOCIAL & DIGITAL MARKETING

Packages & Pricing

BUSINESS +

R 18 000

For a continual digital marketing offering
with consistent engagement

Includes

- 4 x weekly posts on up to 5 platforms
(video or static)
- 3 x stories weekly
- All content creation
- Notion Content Calendar
- Email marketing creation + sending out
- Community engagement (responding to comments/shares etc)
- Monthly social media analytics report
- Monthly meeting
- 2 x monthly paid ad campaigns on Meta/twitter/linkedin

(Does not include ad budget)

BASIC

R 9 000

For a new business needing to engage with
consumers regularly
Build that established online presence

Includes

- 3 x weekly posts on up to 3 platforms
(1 x video, 2 x static)
- All content creation
- Notion Content calendar
- Community engagement
(responding to comments only)
- monthly social media analytics report

PREMIUM

R 13 000

For a business wanting to engage with
consumers regularly
Continual engagement + Online Presence

Includes

- 3 x weekly posts on up to 4 platforms
(video or static)
- All content creation
- Content calendar
- 1x email marketing creation + sending out
- Community engagement (responding to comments/shares etc)
- Monthly social media analytics report
- Monthly meeting

GROWTH MARKETING PLANS

Packages & Pricing



STARTER

R 8 000 Monthly
+ min R 6 000 PM Ad Budget

Single Channel
2 Campaigns
Free Full Setup
Fortnightly Testing
Deep Reporting
Monthly Meeting



GROWTH

R 12 000 Monthly
+ min R 15 000 PM Ad Budget

Upto 2 Channels
3 Campaigns
Free Full Setup
Weekly Testing
Deep Reporting
Fortnightly Meeting
5 Creative Assets p/m



PREMIUM

R 17 000 Monthly
+ min R 20 000 PM Ad Budget

Upto 4 Channels
5 Campaigns
Free Full Setup
Weekly Testing
Deep Reporting
Weekly Meetings
10 Creative Assets p/m