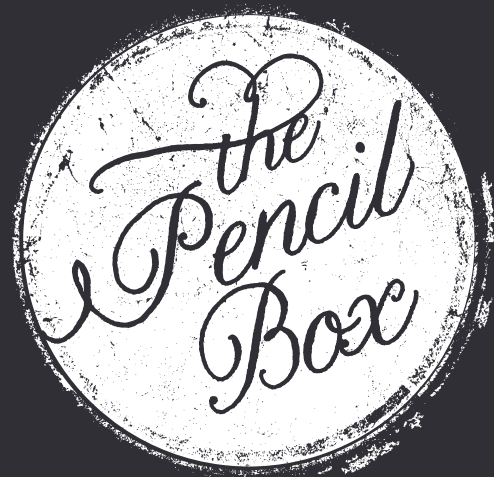


hello.



Welcome to The Pencil Box

Are you ready to sharpen your brand? Let's go!

Well hello there! Welcome to our team of dreamers, thinkers and makers. The Pencil Box has what you need to bring your brand to life and set you on the path to greatness. We're super excited to work with you, and to create something beautiful together.

Our design studio is a place where creativity is encouraged and embraced. Good things happen when we surround ourselves with positive people who respect, motivate and support each other. We work hard and often face challenging deadlines but we try not to sacrifice fun. Everyone has the freedom to be their quirky selves. We laugh. We talk. And try to find the humour in our day-to-day grind, because when we're happy, we produce better work.

This guide is your roadmap for our creative journey. It will take us from the moment we first start sketching out our ideas for your brand and aspirations, through sitting down with our notebooks and screens, all the way to when you pick up your virtual pen to sign off on the completed project.

let's get social and get to know each other

Share the love, spread the word and
pop on over to our page.



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the nitty gritty

A deep-dive into our creative process: what we do, and how we do it

02

project timelines

A quick view of estimated timelines for typical projects and what they entail

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need anything else?

A list of our other services, in case you need them

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the process

The lowdown on print, packaging and website design and development

The nitty gritty

These are the rules of the game

You bring the dream and we bring the creativity. You'll be involved in every step of the project because this is a collaboration of minds. We commit to this process bringing you everything we have in our 'pencil box' of tricks – fresh thinking, inventiveness, enthusiasm and experience. It starts with getting to know you, the person behind the brand and what your vision is.

Money matters

We require a 50% deposit upfront, and a 50% final payment on completion of the project. Once final payment is received, we will supply you with the final artwork. When making payment, please add your business name or reference number, so that we can pick up your payment quickly.

Give us enough time

We love making our clients happy, and that means we have black belts in setting workable schedules. Once the deposit payment has been received, we'll add your project to our design queue and confirm your schedule and first creative draft date. We're a boutique studio, so bookings fill up quickly. The deadline will be based on our capacity, but we will make every effort to meet your expectations. Some projects take longer, so keep that in mind when booking your spot.

Write a killer brief

We'll send a questionnaire via email or set up a time to meet. It all starts with you: what you want, what your vision is, what you need. Communicate that to us as clearly as you can and you'll not only end up with a product you love, but you'll love this process too.

Meet your team

Hello, Dream Team! Here you'll be introduced to the designer, project manager and copywriter with whom you'll be collaborating. We'll discuss the plan of action, project schedule, creative ideas and anything else you want to share with us. Not in Cape Town? No worries! We'll call or catch you on email. If you'd like to see our smiles, we'll Skype or Google Hangout – whichever works for you.

Check your content

When you supply us with content for your project, make sure it's as close to perfect as possible: edited, proofed and ready to go. If you need help tightening your message, we have copywriters who can help with that. Let us know, and we'll hook you up!



CREATE STORIES

Explore
different
ways to

authentic

and experiences that are
personal and memorable



One concise email

Trust us, this will save you time and money. We have a One Job: One Email Policy, which means that you'll pop all your thoughts, ideas, references, images and content into one email. Of course, that's not always possible (you're bound to have a bright idea that comes to you just as you press the Send button)... but things really work well when we keep them tight. Disorganised communication leads to ideas getting lost, and important information being overlooked. When we send your presentation drafts, add your feedback in one email as well. We work with Dropbox, which is a safe, Cloud-based place to house all content. We also find that making Sticky Notes on a PDF works really well too. Ask us how if you're unsure.

Stick to the deadlines

In order for us to meet our deadlines, we'll need you to supply your information, images, content and feedback by the agreed deadline. Any delays in getting your goods to us will delay the process. Unfortunately we cannot guarantee that third-party suppliers like printers and packaging houses will stick to their deadlines, so if we have to wait on specs or artwork from them, the deadlines will need to be pushed out. We'll set a schedule that works for everybody, and will keep you in the loop on a weekly basis, making sure everything runs smoothly from our side.

Printing + packaging

We're happy to help and guide you through the printing and packaging process. We can refer you to our preferred printers, and can also manage the process for you if your budget allows. If we do manage the printing or packaging process, we'll add a mark-up to the final cost to cover the time we spend liaising with suppliers. You are also welcome to deal directly with your own printers, and we'll supply you with print-ready files to your specifications. Once the artwork is approved, we cannot be held liable for any mistakes.

Team players

We're a team of professional creatives with a wealth of experience. Trust that your work will be thoroughly researched, critically considered and layered with meaning. We want you to be more than satisfied with the experience and the end product, so if there's anything you're not feeling, then we want to know about it.

Understand the approval process

The design process begins with concepts. At this stage you'll choose your favourite designs, and we'll refine those with any tweaks you want to make, for 3 rounds. Once your artwork is approved, we'll begin to roll out your elements. No new designs will be created at this point. You're free to change your mind at any time, but please remember that the time allocated to your project has been carefully estimated – so any U-turns or detours after the design has been approved will mean more time spent and more costs incurred.

Know your 'concept' from your 'round'

At the concept stage of your project we will supply 3 to 6 design options, based on your brief. These will be concepts or ideas that get your message across. You'll narrow down a selection of the designs you like best,

and give us feedback on what to tweak. It's important to note that this means changes to the concept, and rarely means a completely new design. We dive-deep at the beginning to tease out what you want, so we're confident we're hitting the mark. After you've made your selection, we'll continue to tweak your choice for 3 rounds of revisions.

Final artwork

Once your designs are approved and you're all smiles, we'll do a little happy dance and then prep your artwork for the mediums you need them in. We'll require the remainder of your payment before supplying you with final artwork.

Playing the long game

We're here for the long haul. Once you've launched your product/service into the world, we'll follow you closely, sharing in your successes and cheering you on. We're aiming to build a long, mutually inspiring relationship, so when you're in need of additional artwork or collateral, hit us up. We'll be the gatekeepers to your brand for as long as you need us.

Super service

Our creativity isn't limited to design only. We're also pretty jacked when it comes to project planning and management. If you need us to help you with your project beyond our design and copy services, we offer marketing, public relations and social media management services. Our consultation services extend to hand-holding if needed (and, let's be honest, we all need it sometimes). Drop us a mail and we'll send a cost estimate. We can sit with you and discuss ways to market and better your business.

Website wonders

We create CMS (Content Management System) websites which allows you to manage and update your own website. How awesome is that? Once the website is live, we'll hand it over to you to continue populating or changing content. We understand that this can be tricky, so we do offer maintenance packages where we help you manage your website. However, we don't offer any training.

We're here for you

We're available to you 9am-5pm, Mon-Fri. You can email (preferred) or call us on our land line 021 531 1248. Sometimes we're in meetings, at photoshoots or on another call. If that happens, pop us an email and we'll get back to you as soon as we can.

Share the love

If you've enjoyed working with us, share the love with your friends and family! We'll return the favour, we promise. As entrepreneurs we love giving other entrepreneurs a leg up, sharing tips and tricks on how to make things work better. If you have advice on how we can do things better, we want to hear from you too!





Project timelines

How long is it going to take?

Logo design

Includes: Research | moodboards | colour palette | typography | logo design | logo brand guide

First creative: 2 weeks

Logo design & branding

Includes: Research | moodboards | colour palette | typography | logo design | branding design | brand guide

Collateral: Business cards | letterhead | email signature | Social Media logos | x1 packaging option eg. sticker or tag

First creative: 2 to 4 weeks

Packaging design

Includes: Research | moodboards | colour palette | typography | packaging design

First creative: 2 to 4 weeks

Brand guide

Designed at the end of the project, once all artwork is approved

First creative: 1 week

Website (e-commerce)

Includes: Research | wireframe | design | development | basic e-commerce

First creative: 2 weeks

Duration: 6 to 8 weeks

Website (content site)

Includes: Research | wireframe | design | development

First creative: 2 weeks

Duration: 6 to 8 weeks

Social media content creation (Instagram & Facebook)

Includes: Research | moodboards | imagery | colour palette | content | design

Extra: Digital marketing strategy

First creative: 2 to 4 weeks

Duration: 2 weeks in advance

Here's what we can offer you

Brand creation

- Branding / Rebranding
- Brand Consultation
- Creative Audits
- Logo Development
- Brand Collateral
- Packaging
- Copywriting

Content creation

- Brand Identity
- Copywriting
- Content Strategy
- Content Planning
- Stock Images
- Photography
- Videography

Print design

- Magazines
- Books
- Catalogues
- Point Of Sale / Retail
- Packaging
- Copywriting
- Proof reading

Digital design

- Website Design
- Blog Design / Writing
- Social Media Design
- Social Media Community Management
- Newsletters / Emailers
- Digital Marketing Strategies
- Video / 2D Animation

What is copywriting?

When you can't find the words, we can help.

Simply put, copywriting is the skilled use of words to sell products and services. Graphic designers, art directors and marketers work with copywriters to come up with creative ways to position your brand, product or service in the market. A copywriter can assist you in writing attention-grabbing copy for packaging, website, social media, sales landing pages, blog posts and more. If you choose to work with one of our copywriters, we will sit down with you to help you find your unique voice and craft a brand message that connects you to the people you want to talk to.





Printing 101

If you're dealing with printers, give this a read...

Do your homework

Scout around for the printer that meets your needs and fits your budget. Remember, if you choose to deal directly with the printers, you'll be the "middle man" between them and your design team. We're happy to take the stress away from you, and act as go-between for a nominal fee.

It's all in the details

Discuss your specifications and requirements with the printers. Third-party supplier quotations and payments need to be handled directly with them too. Once everything is confirmed, supply us with the correct sizes and specifications for your project.

Colour confirmations

You'll need to confirm the following with your printers:

1. Will the project be full colour (CMYK), or black and white, or will it have a spot colour (ie. Pantone colour)? If you don't know what any of that means, please just ask us!
2. Are there any restrictions that we need to know about?
3. Have you requested anything fancy, like foiling, embossing or spot varnishes?

Design begins

Let's design! This is where the magic happens.

Setup instructions

Once you've signed off on the final design artwork, we'll send you the print-ready files to share with your printers. Some jobs are more complicated than others. When it comes to creating the design files and supplying final artwork, please send us all printing instructions and specifications so that we can supply the files in the correct format to avoid any delays.

Here come the samples

For most jobs, the printers will supply sample prints for you to sign off before they complete the full print run. It's incredibly important that you check these carefully.

We'll guide you throughout this process, but any printing is ultimately the printers' responsibility. We'll design to brief, and to the specifications provided, but we cannot be held responsible for any printing errors or delays. It's best to communicate directly with the printers once we've handed over the final files, as payment is made directly to them.

Packaging 101

If you need packaging, give this a read...

Find your printers

Before we start, we need to figure out a few important things. Are you using your own printers, or should we take care of this for you? We're happy to help, but will charge a management fee. If you're managing the process, make sure that your printer is able to produce the kind of packaging you have in mind. Third-party supplier quotations and payments need to be handled directly with the printers or packaging houses.

Select your style of packaging

If you know what kind of packaging you want, show us some samples or images, and we'll help you work out what would work best with your ideas and budget. If you're unsure, we'll supply reference ideas that'll get you excited.

Curating the content

You'll need to supply all information that will go onto your packaging designs. This could be product descriptions, ingredients, nutritional values, directions for use, barcodes, logos, icons, and so on. Barcodes and logos should be supplied in Vector format. Be sure to include any legal requirements. We'll also need to know the extent of your product range, so that we can get an accurate pricing estimation.

Design begins

With the content in, your designer will get to work designing to your specifications. As with all design projects, this will include 3 to 6 design options for you to choose from. Once you've made your choice, we'll tweak it to perfection.

Approve your packaging design

With the packaging design approved, now's a good time to chat with your printers. You'll need to send the packaging designs we created to them for a thumbs-up. They will then supply us with the die lines to get the artwork ready for print. They'll need time to create these first, so we'll have to wait for them to supply it to us. If we're managing this process, we'll handle the communication and keep you posted. Once you've given the green light on your final artwork, we will not be liable for any errors that may have crept in... so check it good.

All systems go

The printers are ready and the printing schedule has been locked down. Now we'll go into Print Readying Mode. This is a time-sensitive process, where we ensure everything is good to go, and triple-check everything with the printers before we send the project off to print.

Once we've handed the final artwork over to the printers, you will need to liaise with them directly, as our design job is now complete.

It's important to note that artwork changes at this stage should be avoided, as these could result in your launch being delayed and extra charges being factored in.

Here come the samples

We've dotted our I's, crossed our T's, and now we're waiting for samples. Exciting times. The printers will supply you with a sample print for you to approve. Check this very carefully, and make sure you're completely happy before signing it off.



Website 101

If you need a website, give this a read...

Domain name and registration

You'll first need to purchase a domain name and website hosting package, and share those details with us. We do not offer these services, but we can help out with a few suggestions. Your hosting package should include Cpanel hosting to allow for certain website requirements. We also suggest getting a SSL certificate from your host to ensure your site is secure.

Where do we begin

It all starts with a site map. This outlines the structure of the pages that will make up your website, explaining what pages are required and what the clicking journey will be. It also gives us an idea of the content that you need to curate and provide to us.

Curating the content

To get cracking, we'll need all the copy, content and images. You'll need to be super organised with this information, especially if you want an e-commerce site. We will provide you with a checklist to help you get it all together.

Um, what copy?

OK, so you may need some help finding the right words and putting your copy together. No worries, we have a team of digital writers who can work website wonders. You may also want to make sure your copy is optimised for SEO.

SEO optimisation

Our digital writer/editor can tweak your website copy so that it's easy for online search engines to find and rank your site. This search engine optimisation (SEO) is provided as an additional offering to our website package... and it's totally worth it!

Design begins

Design! This is where we create the design "look and feel" options, and share them with you in PDF format. It takes about 2 weeks of referencing, researching, thinking and tinkering before we refine and submit our first creative. This will be based on one of our website templates, specifically created to suit your business. You'll need to approve the design before we start the development. Once the design is approved, no further design changes can be made once in development. Sure, you can change your mind but please remember that the time allocated to your project has been carefully estimated – so any U-turns or detours after the design has been approved will mean more time spent and more costs incurred.

Development begins

Here's where we turn the design into an actual website. Once the design is approved, we'll hand it over to our developer, who will magically transform it into a functional, user-friendly, clickable experience. Website development takes roughly 4 to 8 weeks (depending on the complexity of your site). As with the design process, you'll have the chance to make minor corrections as you go, but these are limited to the functional elements only (eg. broken links, etc). No design changes should be made at this step.

Plug-in purchases

Aaah, the power of plug-ins. A plug-in is a software component that adds a specific feature to a website. With so many options available, not all plug-ins are included in our packaged rates. Depending on the functionality and technical ability required for your website development, some plug-ins will carry an extra fee. Don't worry though, we will alert you to any extra costs before going ahead and require your approval.

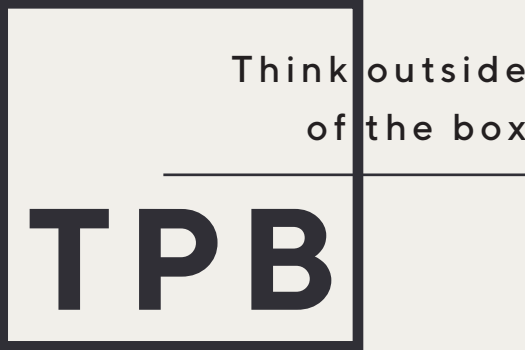
Username and log-in deets

Here's what we'll need to upload your new website:

1. Website hosting log-in
2. Social media links
3. Mailchimp log-ins (if you're integrating a newsletter)
4. Payfast or Paypal details (for e-commerce websites). Please don't send us the full details – just what we need to incorporate it into the site. Please liaise directly with your payment suppliers, who will advise what details to share with us. Remember, we have no access to any payment information, and cannot be held responsible for payment issues as payments are done via your payment supplier.

Wrapping it up

Once the website is live, we'll do virtual high fives and hand it over to you – and from there, you'll manage your own website. If you need help, we offer maintenance packages. However, we don't offer training for backend services.



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← click click
BLOG

Read all about our
journeys in business,
creativity and life.





let's create amazing things together

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