

The Branding Box

A creative solution brought to you by The Pencil Box

For your start-up & small business

What's it
all about?

Hello. and welcome

Introducing The Branding Box – a TPB creative solution offering you ready-made logo and branding kit designs at a reduced rate. If you're not ready for our premium packages but still want a thoughtfully-designed logo to bring your brand to life, we've got you!

This is the perfect solution for start-ups and small businesses with modest budgets still wanting a professional, polished look and feel. Through The Branding Box, you get a TPB-designed logo with your brand name. Need a little more than just a logo? We've curated fresh and flexible brand styles to choose from, so there's something for almost everyone. Pick a style and colours that best suits your business, and sit back while we sharpen your brand.

How it works.

Our ready-made logo and **branding kits**

01

Choose our Basic Packages

There are two packages to choose from. Our Basic Logo Package (logo only) or our Basic Branding Package (logo and branding). Check out our pricing plan.

02

Our Basic Logo Package

So, you only need a logo? Scroll through the mock-ups of each logo design to visualise how it can work for your brand. Once selected, we will change it to feature your business name, colours and details.

03

Our Basic Branding Package

If you need a logo, business card, letterhead/document and email signature too, opt for our ready-made branding kits. These branded element designs match the logo of your choice.

04

Make your payment

In order for us to get our pencils sharpened, we require full payment upfront on our Basic Packages. This also books your design slot and we're off to sharpen your brand.

How it works.

Our **custom design** solution

01

Choose our Custom Package

A brand consultation is required to understand your specific needs. Our package rate depends on your requirements and the depth of creativity to meet your expectations.

02

Our Custom Package

Not seeing anything you like in our ready-made branding kits or need it customised? This package offers you a tailor-made logo and branding design solution with brand guidance.

03

Our Brand Strategy

We also offer strategy and management of your brand in order to achieve specific goals. This helps to guide your planning and content for marketing, communication and overall brand development.

04

Make your payment

In order for us to get our pencils sharpened, we require a 75% deposit upfront on our Custom Package. This also books your design slot and we're off to sharpen your brand.

Our pricing plan and packages

	<div>Basic Logo Package</div> <div>R3564 excl. VAT</div>	<div>Basic Branding Package</div> <div>R4990 excl. VAT</div>	<div>Custom Branding Package</div> <div>Consultation required. From R18 600 excl. VAT</div>
Logo options	Ready-made from The Branding Box	Ready-made from The Branding Box	2 custom logo designs to choose from (includes phases)
Brand consultation	×	×	✓
Customisation	×	×	✓
Research	×	×	✓
Stylescape (moodboard)	×	×	✓
Typography (font style)	×	×	✓
Colour palette	✓	✓	✓
Business card design	×	✓	✓
Letterhead or document design	×	✓	✓
Email signature design	×	✓	✓
Brand guide (limited)	×	×	✓

These are limited packages discounted for smaller budgets. Terms and conditions apply.
 Any customisation requests with our basic packages will be an extra cost, so make sure that you've chosen the right package.
 We also offer brand strategy for those with bigger budgets and specific needs.

Limited services for reduced rates

Our Basic Packages

- > No customisation to logo design other than change of business name, colours and information
- > No customisation to branding designs other than change of business name, colours and information

Our Custom Package

- > Excludes brand strategy and discovery, all information needs to be supplied
- > Up to 3 rounds of revisions available for the full project, thereafter our hourly rate kicks in, so you'll want to make sure you supply clear and concise instructions and feedback
- > Our custom package includes limited time and resources
- > Unless quoted for separately, it excludes custom illustrations
- > Unless quoted for separately, it excludes premium font purchases
- > Unless quoted for separately, it excludes premium stock image purchases
- > Unless quoted for separately, it excludes intense concept logos
- > Terms and conditions apply

Book a 30 minute consult and we'll discuss our packages with you to make sure you've selected the right one for your needs. We do offer premium logo and branding packages that might be better suited to those wanting more.

Don't worry, we'll guide you as best we can and make suggestions along the way to help you make the right design decisions for your target audience.

Ok, it's time to
choose your style

Let's get you started.

It's important to remember that you can choose any logo design that you like, even if our mock up suggests a particular industry. If you like it and it speaks to you, then we have a winner. Don't like the mock-up colours we've used? No problem, just choose a colour palette that you like. It's as simple as that!

The Lokidi Design

Lokidi is a versatile logo design that can work across a range of industries. Using a modern and clean typographic style and combining it with a line illustration, gives Lokidi a light and feminine feel. Select a different colour palette to give it a more masculine edge and opt to include or remove the leaf icon.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

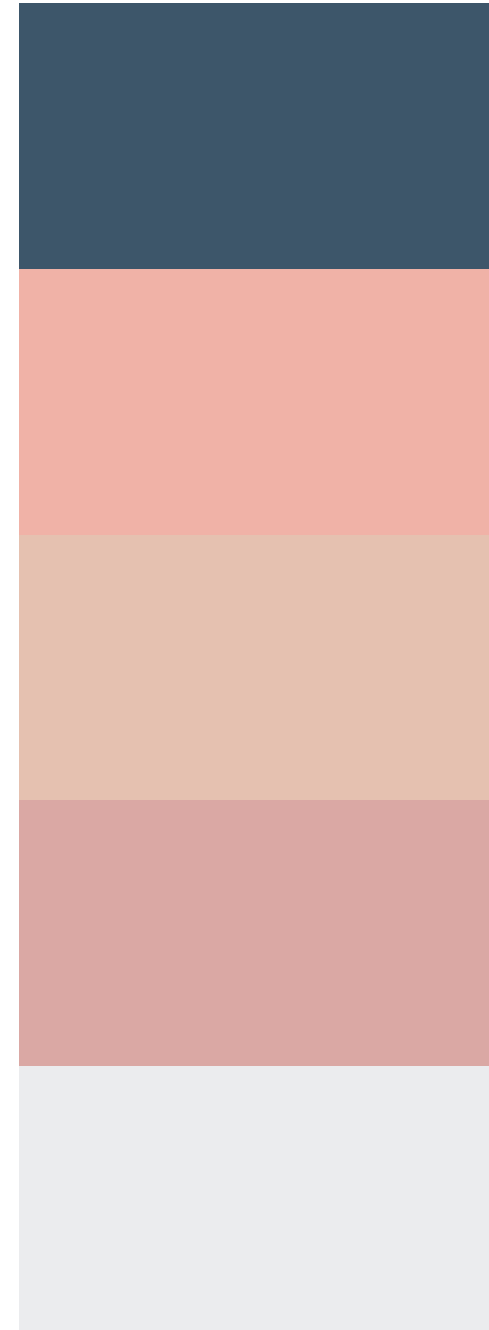
Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

Images are courtesy of Unsplash.







The Caffé Design

Caffé is an artisan style logo design well-suited to the craft industry or individual. Its bold lines and subtle curves, achieved by using a sturdy serif font that is paired with a modern, sleek secondary font, will appeal to independent makers and creators. Colours can be changed to evoke the feeling you're aiming to achieve.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

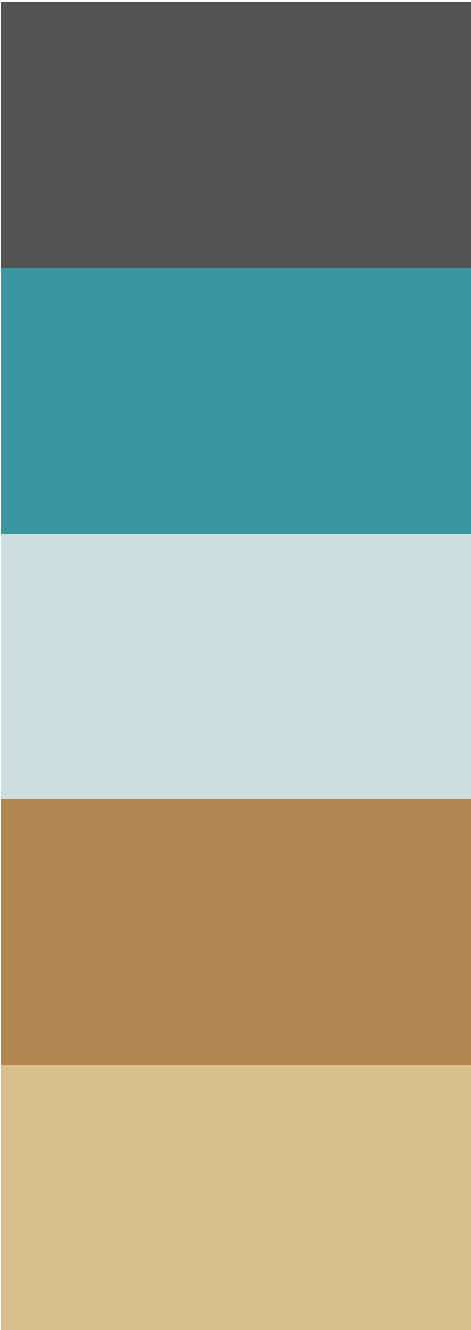
Images are courtesy of Unsplash..

The logo for 'Caffé' is displayed on a solid teal background. The word 'Caffé' is written in a large, bold, white serif font. Below it, the words 'cake & coffee' are written in a smaller, white, lowercase sans-serif font, with an ampersand connecting the two words.

Caffé
cake & coffee

The logo for 'Caffé' is displayed on a solid mustard yellow background. The word 'Caffé' is written in a large, bold, dark grey serif font. Below it, the words 'cake & coffee' are written in a smaller, dark grey, lowercase sans-serif font, with an ampersand connecting the two words.

Caffé
cake & coffee





The Willow Design

Willow will suit a longer length logo design with a classic and sophisticated appeal. Its soft and smooth look works well for most industries, and the simple, yet striking style, is inviting and clean. Change the mood by choosing a different colour palette.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

Images are courtesy of Unsplash.



WILLOW TABLE
FOOD & FRIENDS



WILLOW TABLE
FOOD & FRIENDS





The Gemma Design

Gemma is a multi-faceted logo design. Its stylish, handwritten design has a personal, intimate quality and would be perfect for an independent brand offering a niche service. Its contemporary design evokes qualities of empowerment and trustworthiness. A simple colour palette change will create a whole new mood for this design.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

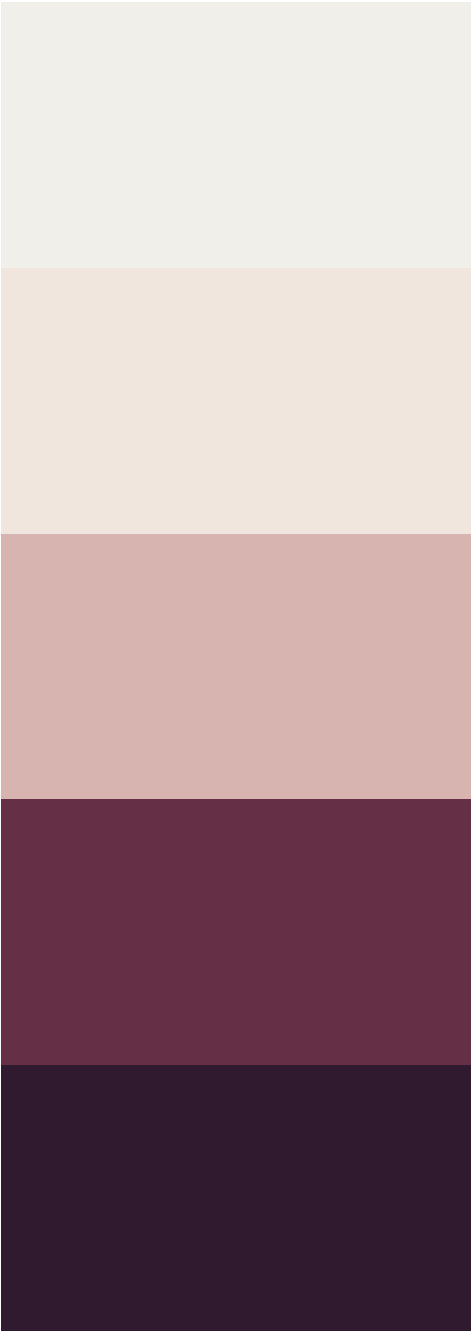
Images are courtesy of Unsplash.



STYLED BY
Gemma
FASHION & TRENDS



STYLED BY
Gemma
FASHION & TRENDS





The Serene Design

Inspired by nature, Serene embodies harmony and growth, which is enhanced by neutral tones of beige and brown. The typeface has a handcrafted, fluid quality which would work well across a range of industries – not just health and wellness brands. Up the energy with a more vibrant colour palette and you have a completely different effect.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

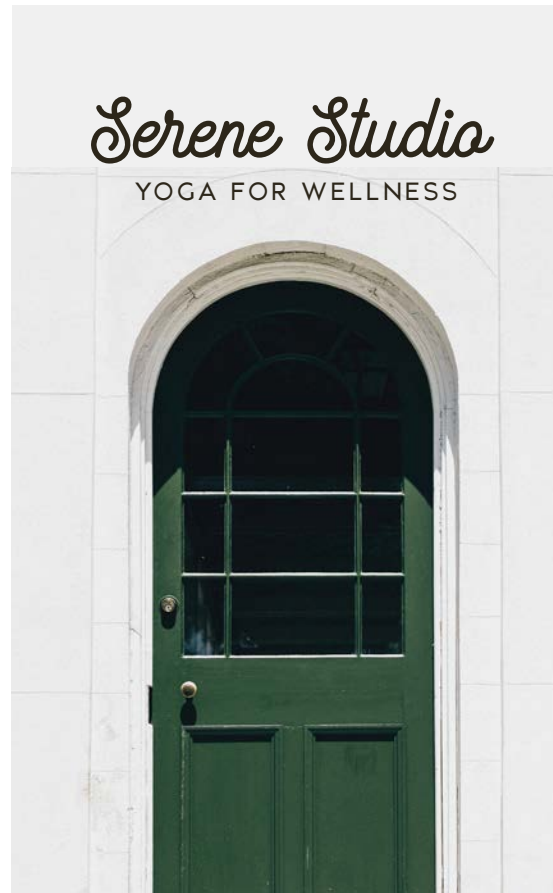
Images are courtesy of Unsplash.



Serene Studio
YOGA FOR WELLNESS



Serene Studio
YOGA FOR WELLNESS





The Atletico Design

Bold, well-built and confident, Atletico has a masculine appeal with this colour combination. It is easy to achieve a more subtle or feminine effect by changing up the colour palette. Its retro styling also lends itself to a variety of industries.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

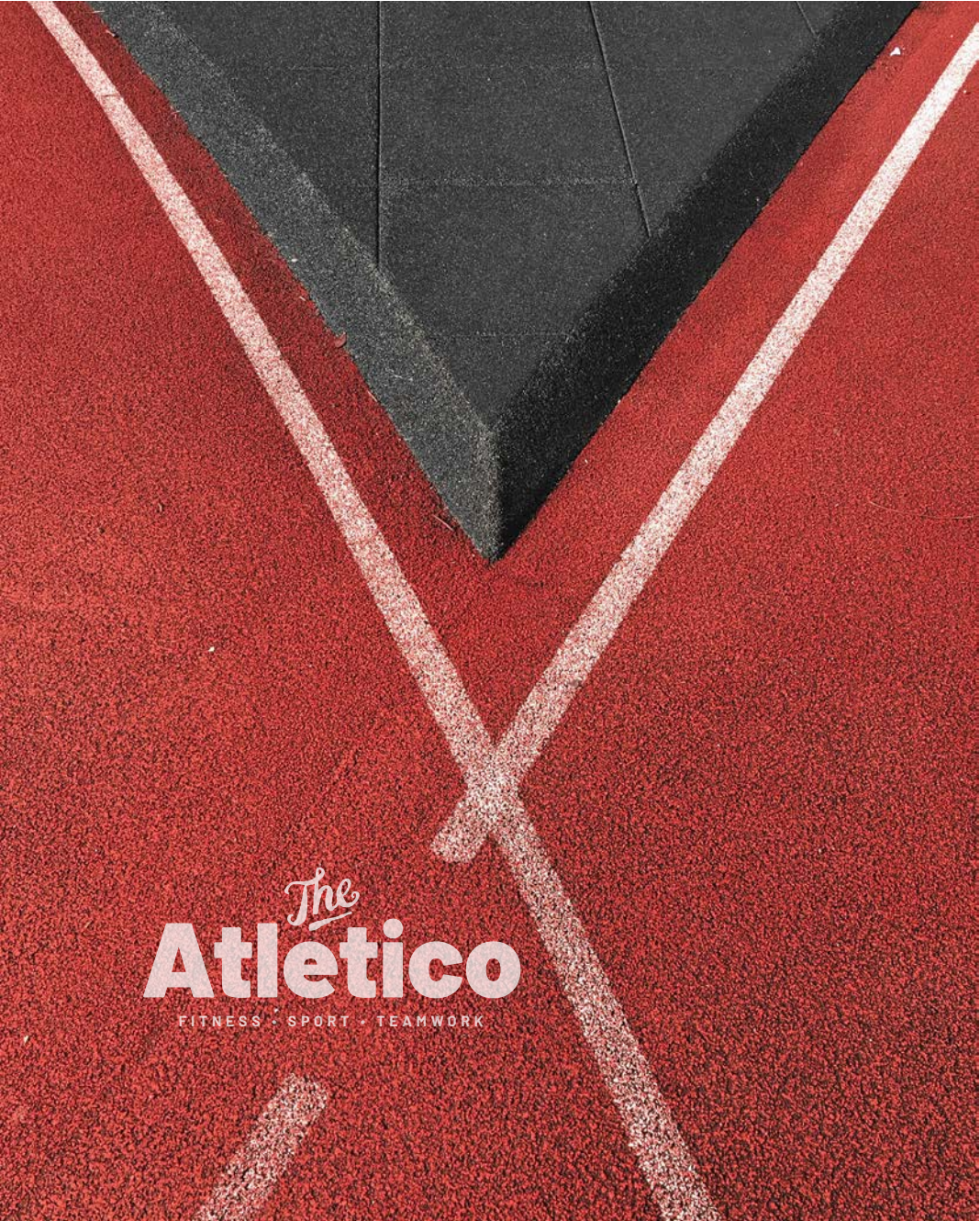
Images are courtesy of Unsplash.



**The
Atletico**
FITNESS • SPORT • TEAMWORK



**The
Atletico**
FITNESS • SPORT • TEAMWORK





The Lumi Design

Lumi's friendly, approachable and quirky design is achieved by leading with a handwritten font. Its effortless, flowing appeal evokes a sense of fun and flexibility making it easily adaptable to any type of business. With so many colours to choose from, Lumi has many possibilities.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

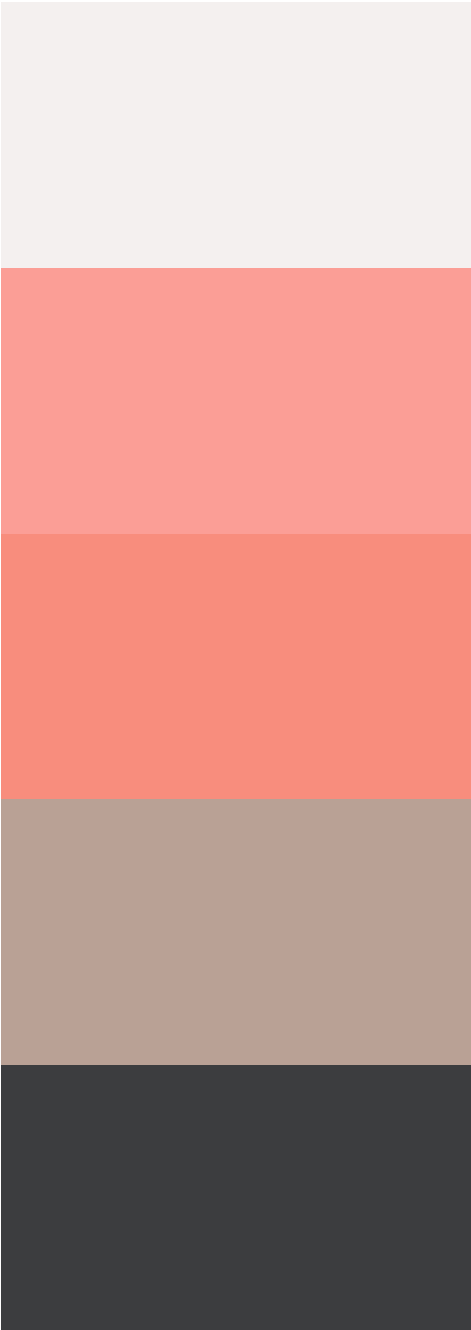
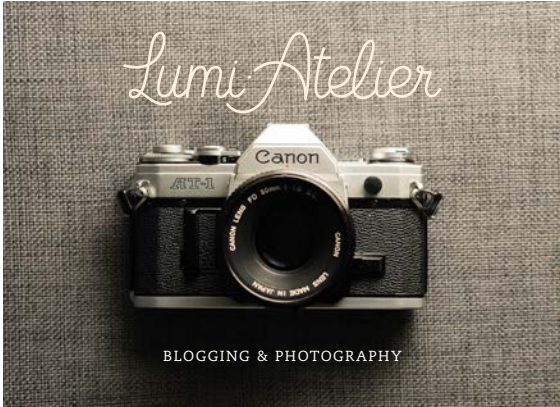
Images are courtesy of Unsplash.



Lumi Atelier
BLOGGING & PHOTOGRAPHY



Lumi Atelier
BLOGGING & PHOTOGRAPHY





The Bread & Butter Design

Bread & Butter is a classic design with a touch of modernism. This look is achieved with a striking serif font, paired with a handwritten ampersand and anchored with an elegant secondary font. Bread & Butter inspires a rich, high-quality feel. Spice it up with a vibrant colour palette for a different appeal.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

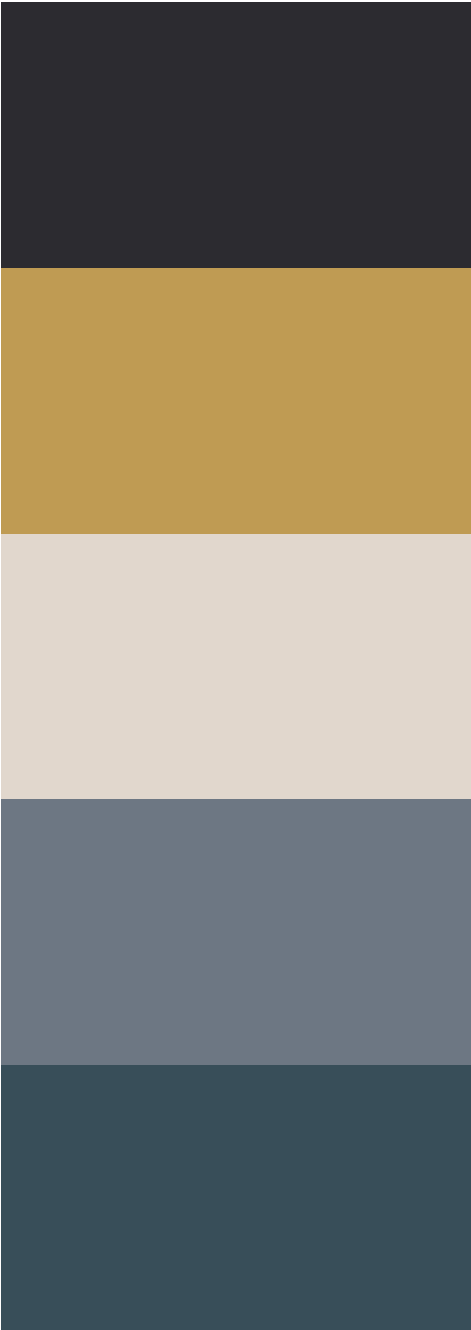
Images are courtesy of Unsplash.



bread
& butter
A DAY WITH DELICIOUS DOUGH



bread
& butter
A DAY WITH DELICIOUS DOUGH





The Dapper Design

Suave and charming, Dapper is aimed at the entrepreneur who brings their own flair. Bold typography, contemporary letters and curves keep it simple yet powerful. Create a unique aura that matches your brand's personality with a switch of colour palettes.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

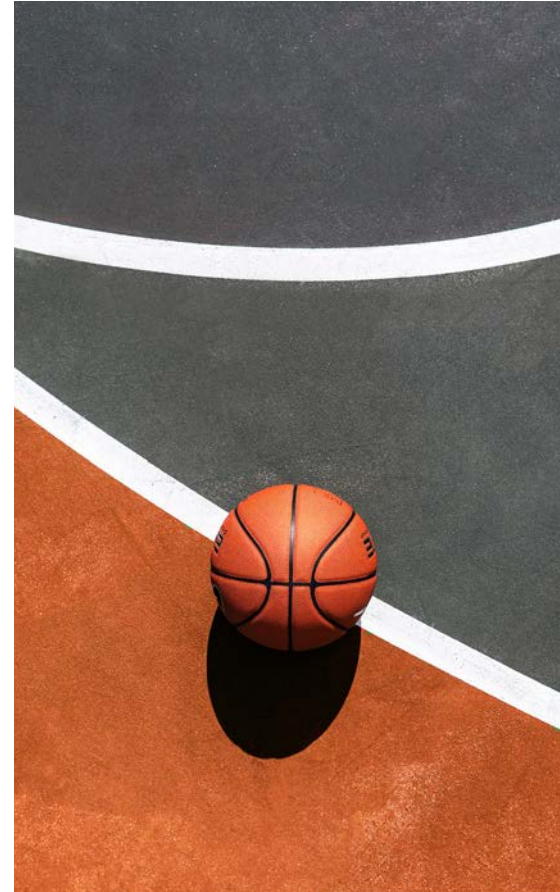
Images are courtesy of Unsplash.



THE DAPPER
ENTREPRENEUR STUDIO



THE DAPPER
ENTREPRENEUR STUDIO





The Bebasic Design

The classic and elegant design of Bebasic is achieved by playing with the weights of the fonts. Easily adaptable with a single or multiple-word brand name, Bebasic's uncluttered style is suitable for a variety of industries and has many applications. Create the right tone with a colour change.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

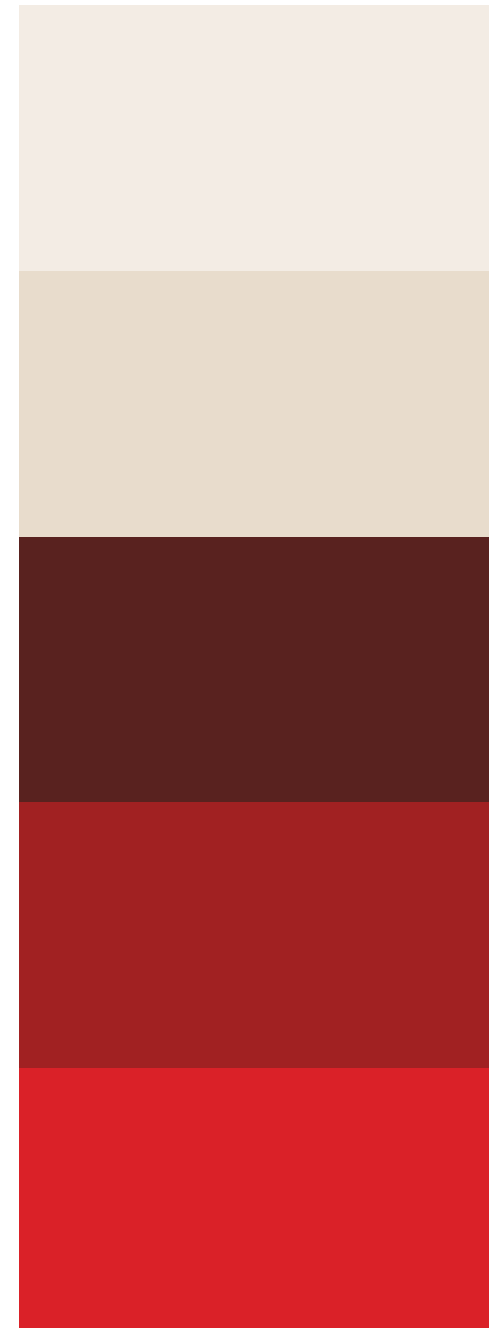
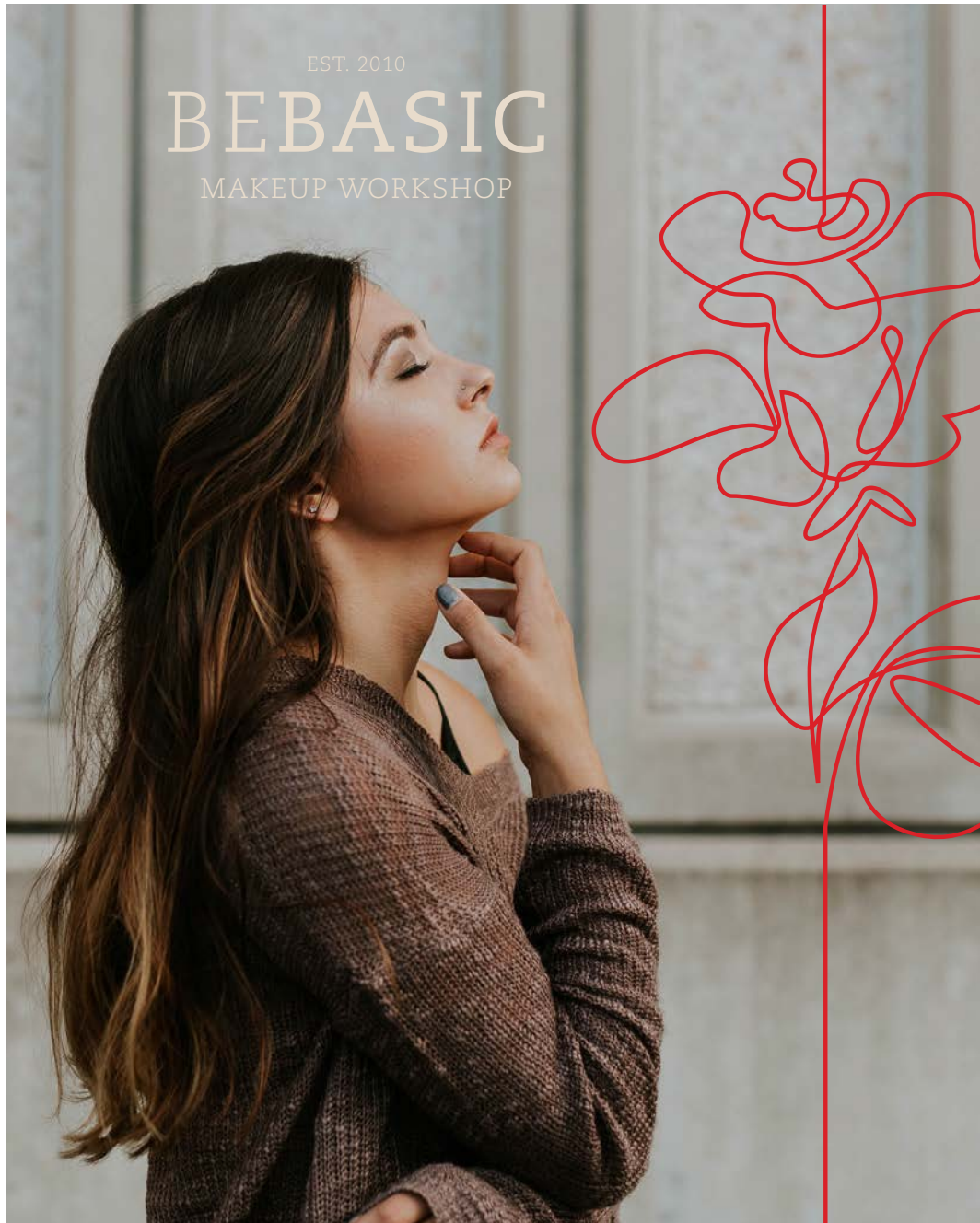
Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

Images are courtesy of Unsplash.







The PlayBox Design

Cute and quirky, PlayBox is soft, delicate and well-suited to baby or kids products. It could work well for decor brands and services, sweet or cake shops, events companies or even pet stores – any whimsical brand with a playful personality. Change the colour to suit an older but still young-at-heart target market.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

Images are courtesy of Unsplash.



The
PlayBox
FOR TODDLERS WHO LOVE TOYS



The
PlayBox
FOR TODDLERS WHO LOVE TOYS





The Flourish Design

The circle inspires a sense of continuity, community, wellness and clarity. Earthy and organic, Flourish will appeal to brands as diverse in their products and services as consultancy firms, florists, natural beauty and slow fashion makers – any brand that places a high value on human connection and commonality.

Basic Logo Package

R3564 excl. VAT

Includes logo and colour palette.

Basic Branding Package

R4990 excl. VAT

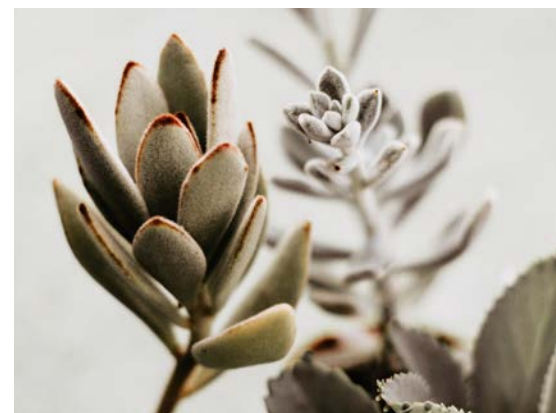
Includes logo and colour palette, business card, letterhead and email signature in jpeg format.

For customisation please refer to our Custom Package.

Please request international rates if you live outside of South Africa.

Images are courtesy of Unsplash.







Have any questions?



If you have any questions, read on. We try to clear up any queries you might have before proceeding.

What is the difference between the Basic and Custom packages?

In the Basic Logo Package, we customise your chosen ready-made logo with your brand name and colour palette. If you need branded material like a business card, letterhead and email signature, you should select the Basic Branding Package, which includes your ready-made logo and selected colour palette.

In the Custom Package, we create a unique logo for you with additional add-ons like a stylescape/moodboard and a limited brand guide. It includes branded material like a business card, letterhead and email signature designs. This includes a brand consultation, custom design of your logo, two logo options to choose from and up to three rounds of revisions to refine your selection. A cost estimate will be provided, based on requirements.

I've decided on my ready-made logo style and colour palette. Now, what do I do?

Great! Once we receive your order, we'll revert with our Terms of Agreement and an invoice with our bank details. Once payment is received, we'll get cracking.

Can I mix and match elements from two or more logo design options?

No. Once you've chosen your logo design, you must roll with it. We can guide you on what would work best for you, but the decision is yours.

If you want something customised, take a look at our Custom Package.

We also offer Premium packages for those with a bigger budget, wanting more.

What if I don't like the result of my ready-made logo?

In some instances, the logo design that you have chosen may not work well with your brand name. We will advise on a logo option that works best with your business and what will not work too. Customisation of design is not available on our basic packages. Fonts, logo layout, and branded material (business card, letterhead and email signature) will not change from the mock-ups presented. Your business name, colours and details appearing on the business card, letterhead and email signature will be changed, but the design remains the same. Should you want a customised design, we suggest our Premium Packages.

What if I love my ready-made logo and I want exclusive rights to it?

We can gladly offer you exclusive rights to a

ready-made logo at an additional fee. Once your payment is received, we will remove that logo from our catalogue and not offer it as an option to another brand.


I want something unique for my brand. What is the process?

For an exclusive logo and brand design, choose our Custom Package, which offers you a customised, tailor-made design solution. Once 75% payment is received, we start the process by getting to know you and your brand. We'll research your business and industry, and ask you to answer a few questions about your needs and objectives.

Then we'll submit concepts – up to two logo design options with stylescapes. You'll select your favourite designs, and we'll refine these with any tweaks you want to make, for up to three rounds or revisions. You'll choose your final option, settle the balance of your account and we'll supply your logo in a variety of formats for you to use. Once your artwork is approved, we'll begin to roll out your branded material if you've selected the Custom Package.

If you still have questions, pop us a mail at info@thepencilbox.co.za.

Place your order



Are you ready to create something amazing together and take your brand to the next level?
To place your order, email us directly at info@thepencilbox.co.za. Once we receive your order, we will respond with an invoice and confirmation that we are good to go. It's as easy as that! We hope that you find a logo design and branding that you love and we look forward to working with you!