



Brand. Build. Grow.

Welcome to the House of Banza Services Guide.

This document outlines my core service offerings across branding, web design, digital marketing, and strategic consulting. Each section is designed to provide clarity on scope, deliverables, and partnership options so you can confidently choose the level of support your business requires.

Whether you are launching something new, refining your identity, or scaling your digital presence, this guide maps out the pathways available to you.

Inside, you will find structured service tiers, strategic retainers, and growth-focused solutions tailored to modern businesses.

Let's build something intentional.

Service Overview

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Branding & Identity

Your brand is not just a visual mark.

It is perception, positioning, and the emotional shorthand people use to remember you.

At House of Banza, branding is built from the inside out. I combine visual identity with strategic direction so your business looks aligned, sounds consistent, and grows with clarity.

Whether you're launching something new or refining what already exists, my branding services are designed to give you structure and confidence.

Logo Design

A focused visual identity built around a distinctive, professionally designed logo.

This package is ideal for new businesses or founders who need a strong, clean mark to establish credibility and begin building brand recognition.

Deliverables include primary logo variations and essential brand assets for immediate use.

Basic	R600	Standard	R1,200	Premium	R2,500
<ul style="list-style-type: none"> 1 concept 2 revision rounds Final logo files (PNG, JPG, PDF) 		<ul style="list-style-type: none"> 3 concepts 3 revision rounds Final files (PNG, JPG, PDF, SVG) 		<ul style="list-style-type: none"> Multiple Layouts 3 revision rounds Final files (PNG, JPG, PDF, SVG) Usage guidance sheet 	

Brand Identity

A cohesive visual system beyond just a logo.

This includes typography, color palettes, supporting graphics, and visual guidelines that ensure your brand shows up consistently across platforms and materials.

Designed for businesses ready to present themselves professionally and consistently.

Simple Brand Guide	R750	Brand Starter Guide	R1,800	Full Brand Guide	R3,500
<ul style="list-style-type: none"> 1 defined colour palette 1 font pairing (Heading + Body) Basic brand board (visual layout only) 		<ul style="list-style-type: none"> 2 colour palettes (primary + secondary) Typography system (Heading, Subheading, Body) Basic logo usage guidance Brand board Mini brand guideline (2-3 page PDF) 		<ul style="list-style-type: none"> Full colour system Complete typography system Brand board Application mockups Full PDF brand guideline 	



Complete Brand Identity (Logo + Guide)

A full visual identity paired with a structured brand guide.

This option ensures your brand has not only assets, but rules and direction for implementation. It provides clarity for future design work, marketing campaigns, and collaborations.

Ideal for businesses preparing to scale.

Essential Brand Identity R1,200	Business Brand Identity R2,700	Complete Brand Identity R5,500
<ul style="list-style-type: none"> • Basic Logo (R600) • Simple Brand Guide (R750) 	<ul style="list-style-type: none"> • Standard Logo (R1,200) • Brand Starter Guide (R1,800) 	<ul style="list-style-type: none"> • Premium Logo (R2,500) • Full Brand Guide (R3,500)

Brand Strategy Session - R800

A focused strategy session designed to refine positioning, audience clarity, messaging direction, and competitive differentiation. Strategy informs design. Here we will discuss the business identity, target audience, and visual direction Without it, branding becomes decoration.

This session is recommended for:

- Businesses preparing for a launch
- Brands feeling visually inconsistent
- Founders seeking clearer messaging

Brand Refresh / Rebrand

For established businesses that have evolved beyond their current identity.

This process may include visual updates, messaging refinement, repositioning, or full structural brand redevelopment depending on your needs.

A refresh sharpens.

A rebrand realigns.

Small Refresh R1,500	Full Rebrand R4,000
<p>A strategic visual update for brands that have evolved but no longer feel aligned with their current identity.</p> <p>A refresh refines what already works. It may include:</p> <ul style="list-style-type: none"> • Logo adjustments or modernization • Updated typography and color palette • Refined brand elements • Improved consistency across platforms <p>This option is ideal for businesses that have grown but do not require a complete repositioning.</p> <p>A refresh sharpens your presence without changing your core identity.</p>	<p>A comprehensive redevelopment of your brand from the ground up.</p> <p>This process involves deeper strategic work including:</p> <ul style="list-style-type: none"> • Brand positioning • Audience refinement • Messaging direction • Visual identity redevelopment • Complete brand system creation <p>A full rebrand is recommended when:</p> <ul style="list-style-type: none"> • Your business model has changed • Your target market has shifted • Your current brand no longer reflects your growth • You are entering a new market or scaling significantly <p>A rebrand is not cosmetic. It is structural.</p>



Websites

Your website is your digital headquarters.

It should not only look refined, but function strategically. Every page should guide, convert, and communicate clearly.

Our website services focus on structure, user experience, and performance, ensuring your online presence supports your growth rather than limiting it.

Website Design

A fully custom-designed website tailored to your brand and business goals.

This includes:

- Strategic layout planning
- Conversion-conscious design
- Mobile responsiveness
- Foundational SEO setup
- User-focused structure

Ideal for new businesses or brands ready to establish a strong digital foundation.

Starter	R2,400 <i>per year</i>	Business	R4,800 <i>per year</i>	E-Commerce	R6,500 <i>per year</i>
<ul style="list-style-type: none"> • Hosting and Domain Registration for a year • Up to 10 Email Accounts • SSL Certificate • Up to 1 GB Website Space • 1-Page WordPress Site • Custom design • Mobile responsive • Contact form • Basic SEO setup 		<ul style="list-style-type: none"> • Hosting and Domain Registration for a year • Up to 20 Email Accounts • SSL Certificate • Custom design • SEO basics • Forms • Speed optimisation • Up to 2.5 GB Website Space • 1-6 Page WordPress Site • Portfolio/services structure • (Pages Included: Home, About, Contact, Blog, Portfolio, and/or Services) 		<ul style="list-style-type: none"> • Hosting and Domain Registration for a year • Up to 50 Email Accounts • SSL Certificate • Up to 2.5 GB Website Space • Store setup • Up to 10 product uploads • Payment gateway integration • Basic training • Up to 6 pages • (Pages Included: Home, About, Contact, Blog, Portfolio, and/or Services/ Products) • Additional products: R20 per product 	

Website Redesign

A strategic rebuild of your existing website.

This service improves:

- Visual consistency
- User experience
- Page structure
- Messaging clarity
- Conversion flow

Recommended for businesses with outdated design, poor navigation, or underperforming digital presence.

Minor redesign R2,000 | Major redesign +R5,000

Monthly Website Maintenance

Ongoing support to ensure your website remains secure, updated, and functional.

This may include:

- Plugin and system updates
- Minor content edits
- Performance checks
- Technical troubleshooting

Designed for business owners who prefer peace of mind over technical management.

R650 - R1,200 per month



Graphic Design Services

Strong brands require consistent visual communication beyond digital platforms.

Our graphic design services support your day-to-day business needs while maintaining brand alignment and professional presentation across all printed and digital materials.

Each item can be booked individually or bundled depending on your requirements.

Business Cards Professionally designed business cards that reflect your brand identity and leave a confident first impression. Includes layout design, print-ready files, and guidance for production.	R400
Flyers Strategically structured promotional flyers designed to communicate clearly and drive action. Suitable for events, promotions, launches, or service marketing.	R600
Letterheads Custom-designed letterheads that reinforce brand consistency in formal communication. Delivered in print-ready and editable digital formats where required.	R400
Email Signatures Branded email signature layouts that ensure professional presentation in everyday communication. Designed for compatibility across major email platforms.	R300
Social Templates (6 Pack) A curated set of branded, reusable social media templates. Ideal for businesses managing their own content but wanting a consistent, polished look. Templates are delivered in an editable format for ongoing use.	R1,000
Brochures Multi-page brochure design structured for clarity, storytelling, and professional presentation. Suitable for company overviews, product catalogs, or service guides.	R1,500
Company Profile A professionally structured company profile designed to communicate your brand story, services, and credibility. Ideal for: <ul style="list-style-type: none">• Corporate introductions• Partnership proposals• Tender submissions• Investor presentations This document is designed for clarity, authority, and strategic positioning.	R2,500

Consistency across every touchpoint builds trust. These materials ensure your brand shows up intentionally, not incidentally.



Digital Marketing

Visibility without strategy is noise.
Strategy without execution is wasted potential.

Our digital marketing services are designed to create consistent, measurable growth through structured systems, intentional content, and performance-driven campaigns.

Whether you need foundational setup or ongoing management, each service can stand alone or integrate into a larger growth plan.

Social Media Setup

Complete setup and optimization of your social media platforms to ensure professional presentation and strategic alignment.

Includes:

- Bio and profile optimization
- Branded profile visuals
- Highlight structure
- Platform settings configuration
- Foundational content direction

Ideal for new businesses or brands starting fresh.

R1,000 once-off

Email Marketing Setup

Complete setup of your email marketing system, including:

- Platform configuration
- Branded template design
- List structuring
- Basic automation setup

Add-on available for custom welcome sequence copywriting.

Ideal for businesses wanting to build owned audience channels beyond social media.

Setup	R1,800
<ul style="list-style-type: none"> • Platform setup (Mailchimp / similar) • Branded email template design • Audience list integration • 1 automated welcome email setup • Basic training walkthrough 	
Add-On	R1,200
<ul style="list-style-type: none"> • 3-email welcome sequence copy 	

Paid Advertising

Strategic ad campaign setup designed to increase visibility, leads, or conversions.

- Campaign structure
- Audience targeting
- Pixel configuration
- Creative direction

Monthly management available for optimization and performance tracking.

Setup	R2,000 per campaign
<ul style="list-style-type: none"> • Campaign structure creation • Audience targeting setup • Ad creative formatting • Conversion tracking setup • 1 ad variation 	
Monthly ad management optional	R1,800



Content Creation (No Posting)

Content designed for quality and alignment, delivered ready for publishing. This service focuses purely on production. No scheduling or engagement management included.

Graphic Packages

Structured static or carousel content tailored to your brand identity. Designed for consistency, clarity, and platform relevance. Available in tiered packages depending on volume and complexity.

Starter R1,100	Growth R2,200	Momentum R3,200
<ul style="list-style-type: none"> • 6 custom social media posts • 6 captions written • 1 revision round • Delivered ready to post 	<ul style="list-style-type: none"> • 12 custom posts • 12 captions • Caption hashtag research • 2 revision rounds • Canva editable link 	<ul style="list-style-type: none"> • 16–20 custom posts • Captions • Hashtag research • Content strategy theme for the month • 2 revision rounds • Canva editable templates

Video Packages

Strategic short-form video production designed for engagement and reach. Includes planning, shooting (where applicable), and editing based on selected package tier. Suitable for reels, promotional clips, and brand storytelling content.

Editing Only R450 <i>per video</i>	Basic Shoot R2,500	Growth Shoot R4,200
<ul style="list-style-type: none"> • Short-form reel edit 	<ul style="list-style-type: none"> • 1 on-site shoot session (up to 2 hours) • Up to 3 short-form videos (Reels/TikTok style 30–60 sec) • Basic editing (captions, music, trimming) • 1 revision round • Delivered in vertical format 	<ul style="list-style-type: none"> • 1 shoot session (up to 3 hours) • 6 edited short-form videos • Basic caption overlays • 2 revision rounds

Add-ons:

Extra post	R150 each
Content photoshoot (if local)	priced separately
Additional revision round	R300
Rush job (under 72 hours)	25%

Add-ons:

Extra revision round	R300
Travel outside local area	per km
Script writing	R500 - R1,000
Professional voiceover	separate quote

Hybrid Packages

A combination of graphic and video content for brands wanting diversified content formats. Recommended for businesses aiming to strengthen engagement and platform growth.

Hybrid Starter R2,800	Hybrid Growth R4,200	Hybrid Momentum R6,000
<p>Businesses testing video without full management.</p> <ul style="list-style-type: none"> • 6 graphic posts • 2 short-form videos (reels) • Caption suggestions • Content calendar outline 	<p>Owner-run businesses wanting visible growth but not full management.</p> <ul style="list-style-type: none"> • 10 graphic posts • 4 short-form videos • Caption writing • Hashtag suggestions • Basic content strategy 	<p>This sits just below Full Social Management.</p> <ul style="list-style-type: none"> • 15 graphic posts • 6 short-form videos • Caption writing • Monthly strategy call • Performance review • Content calendar planning



Monthly Social Media Management

Ongoing management of your social presence including posting, engagement, and performance tracking. Available in tiered packages based on:

- Content volume
- Engagement management
- Platform count
- Strategic oversight

Designed for businesses seeking consistent, hands-off growth.

Strategy-Only

R1,000 per month

No posting.
No design.
No confusion.

- Monthly content calendar
- Content theme planning
- Caption direction guidance
- 1 monthly strategy call

Core Management Package

R4,500 per month

- 8 posts per month
- Caption writing
- Scheduling & posting
- Basic community engagement
- Monthly analytics report.
- No shoots included.

Growth Management Package

R6,500 per month

- 12 posts per month
- 1 shoot session
- Caption writing
- Posting & engagement
- Analytics report
- Strategy planning

Full Digital Partner Retainer

R12,000 per month

- Full content strategy
- 2 shoot sessions
- 16–18 pieces of content
- Video-focused approach
- Paid ad oversight
- Community management
- Monthly strategy meeting
- Performance tracking

Pinterest Marketing

A long-term visibility strategy leveraging Pinterest as a search-driven platform.

Includes:

- Profile optimization
- Keyword research
- Pin design
- Scheduling and analytics review

Best suited for brands in lifestyle, home, fashion, food, wellness, and content-driven industries.

Setup

- Account optimisation
- Board strategy creation
- SEO-focused board descriptions
- Pin template design (3 templates)

R1,200
once-off

Monthly Management

- 8–12 pins per month
- Keyword optimisation
- Board management
- Monthly performance report

R2,200
per month

Growth is not accidental. It is engineered.





Strategy & Consulting

Execution builds presence. Strategy builds direction.

My consulting services are designed for business owners who need clarity before committing to design, marketing, or expansion decisions.

These sessions and audits provide objective insight, structured feedback, and practical recommendations to guide your next steps with confidence.

Brand Audit

A comprehensive evaluation of your current brand identity, messaging, and visual consistency.

This audit identifies:

- Inconsistencies across platforms
- Positioning gaps
- Messaging misalignment
- Opportunities for refinement

You will receive structured feedback and actionable recommendations to strengthen brand clarity and cohesion.

Ideal for established businesses seeking improvement without full redevelopment.

R1,200

Website Audit

A strategic review of your website's structure, user experience, visual alignment, and conversion flow.

This audit highlights:

- Navigation or usability issues
- Messaging clarity gaps
- Technical or structural weaknesses
- Missed conversion opportunities

Includes a written breakdown of findings and prioritized recommendations.

Designed for businesses experiencing low engagement or underperforming traffic.

R1,500

Digital Growth Strategy Session

A focused strategic session designed to clarify your digital direction.

This session may cover:

- Audience targeting
- Platform selection
- Content direction
- Funnel structure
- Marketing priorities

You will leave with a structured action plan tailored to your business goals.

Recommended before investing in large-scale marketing services.

R1,000

Local Business Collaboration Strategy

A specialized strategy session for businesses operating within a specific geographic area.

This session focuses on:

- Local partnership opportunities
- Community visibility strategies
- Cross-promotion planning
- Offline and online integration

Designed for business owners seeking to strengthen their footprint within their local market.

Custom proposal based on scope and location

Clear direction reduces wasted effort.



Retainers

Sustainable growth requires consistency.

Our retainer structures are designed for businesses seeking ongoing strategic support rather than once-off services. These partnerships allow for deeper brand alignment, proactive planning, and long-term digital performance.

Retainers provide priority access, structured execution, and scalable support as your business evolves.

Basic Marketing Retainer

Foundational monthly marketing support for businesses requiring consistent execution.

May include:

- Limited content creation
- Platform oversight
- Minor design support
- Basic reporting

Ideal for small businesses seeking steady presence without full-scale management.

R4,500

Growth Retainer

Expanded monthly support designed for businesses actively scaling.

May include:

- Content creation and scheduling
- Engagement management
- Performance reporting
- Campaign oversight
- Strategic check-ins

Suitable for brands ready to increase visibility and structured growth.

R6,500

Full Digital Partner

Comprehensive digital oversight and execution.

This retainer provides integrated support across branding, content, website, and marketing strategy.

May include:

- Full social media management
- Paid ad oversight
- Website updates
- Campaign planning
- Ongoing strategy alignment
- Priority turnaround

Designed for businesses seeking a long-term digital partner rather than a service provider.

R12,000

On-Call Creative Partner Package

Flexible monthly access to creative and strategic support.

Clients purchase a set number of hours per month to be used across approved services such as:

- Graphic design
- Website edits
- Marketing support
- Campaign assistance
- Advisory input

This structure offers flexibility while maintaining budget control.

Hours are allocated monthly and do not roll over. Additional hours may be approved at an agreed rate.

Ideal for businesses requiring ongoing support without committing to a full management retainer.

R3,000
10 Hours

R5,400
20 Hours

R10,000
40 Hours

Partnership creates momentum. Momentum creates growth.



Your Next Chapter Starts Here.

If you are ready to move forward, the process is simple and structured.

1. Initial Inquiry

Reach out with the service or package you are interested in. If you are unsure, we can recommend the best starting point based on your goals.

2. Discovery & Scope Confirmation

We clarify objectives, timelines, and deliverables to ensure alignment before any work begins.

3. Proposal & Investment Confirmation

A detailed proposal outlining scope, timeline, and payment structure will be shared for approval.

4. Project Commencement

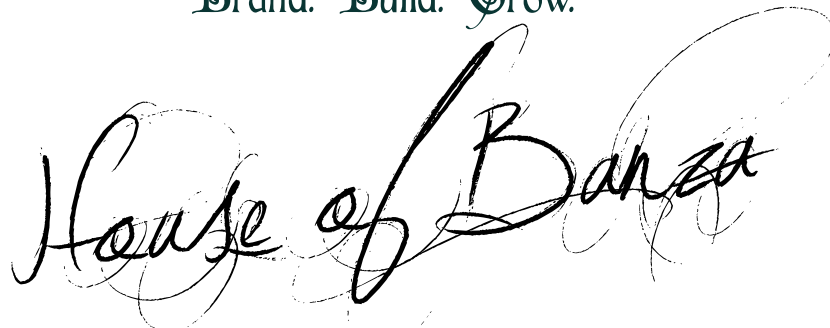
Once the deposit is received and onboarding is complete, your project begins.

Strong brands are not accidental. They are structured.

Whether you are launching, refining, or scaling, the right strategy and execution create lasting impact.

If you are ready to strengthen your brand, refine your presence, or accelerate growth, we look forward to partnering with you.

Brand. Build. Grow.



062 629 7768

name social media
candice@houseofbanza.co.za
website