SURREALITY DEZYNZ

We turn ideas into visual experiences through creative design, illustration, character development and storytelling.



Creative Studio | Visual Storytelling

COMPANY PROFILE

"From Dream State to Reality."

Reg No: 2018/500283/07

www.surrealitydezynz.com

ABOUT US

Surreality Dezynz is a South African creative studio specialising in visual storytelling, creative design, illustration and comics.

Founded in Pretoria in 2009 and officially launched in 2018, we help businesses, brands, organisations and creators bring ideas to life through impactful design, illustration and storytelling.

We believe great creative work goes beyond aesthetics — it communicates, connects and leaves a lasting impression.
Surreality Dezynz — From Dream State to Reality.

OUR MISSION

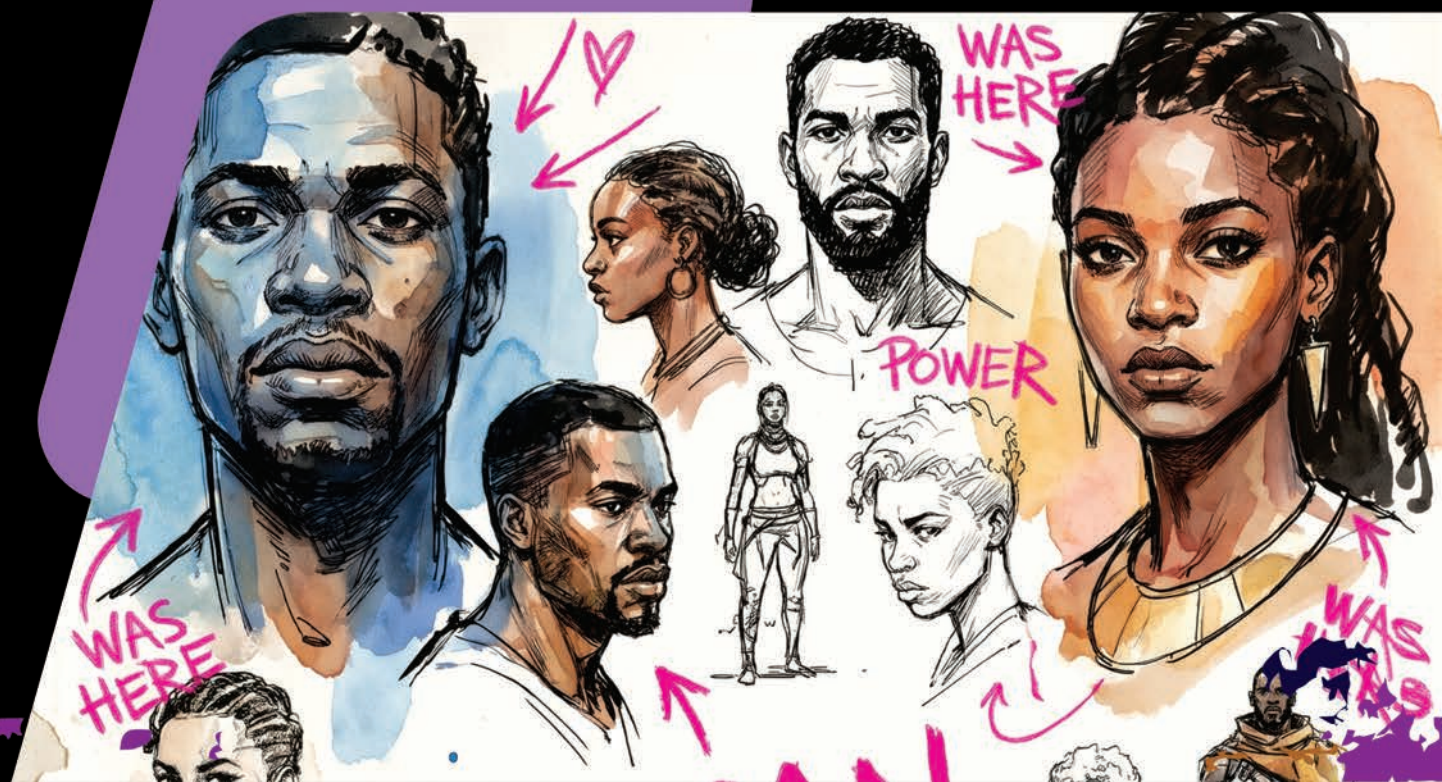
To transform ideas into meaningful visual experiences that communicate, connect with audiences and help our clients achieve their creative objectives.

OUR VISION

To grow into a recognised creative and visual storytelling studio, developing exceptional work for businesses, brands, publishers and audiences while building original characters, stories and intellectual property for the future.

OUR PHILOSOPHY

You bring the idea. We bring it to life.



WHAT WE DO

Three Creative Disciplines. One Vision.
We combine commercial creativity with illustration and storytelling to deliver visual solutions tailored to each project's purpose and audience.

01. Creative Design

We help businesses and brands communicate their identity, products and messages through thoughtful, professional design.

Our capabilities include:

- Branding and corporate identity
- Logo design and brand development
- Creative campaigns and marketing materials
- Packaging and product visuals
- Company profiles, reports and publications
- Editorial and layout design
- Print design and production

02. Visual Storytelling

We use illustration, characters and storytelling to communicate ideas in engaging ways. Our work can help organisations explain complex subjects, educate audiences and bring campaigns to life.

Our capabilities include:

- Corporate illustration
- Character design and development
- Corporate comics and illustrated guides
- Training manuals and educational materials
- Storyboarding and visual concepts
- Illustrated communication and awareness campaigns



03. Creator Studio

We create visual content for authors, publishers, independent creators and audiences who love illustrated stories.

Our capabilities include:

- Comic books and graphic novels
- Book and cover illustration
- Character and concept art
- Comic creation and independent publishing
- Original stories and creative properties
- Merchandise concepts and creative products

Supporting Capability: Print & Production

We can help take creative work from concept and design to professionally produced physical materials, depending on project requirements.

Production options may include marketing materials, publications, branded merchandise and other printed products.

SELECTED WORK & EXPERIENCE



01

iLANGA E-WASTE

CORPORATE VISUAL STORYTELLING

Training and educational communication incorporating original comic characters to help make important information more engaging and accessible.

DELIVERABLES

- Comic illustrations
- Training manual
- Character design



02

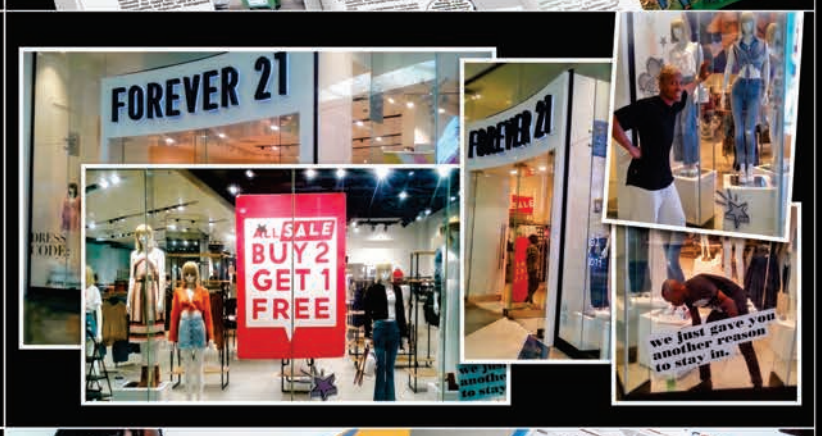
FOREVER 21 SOUTH AFRICA

RETAIL BRANDING & CREATIVE WORK

Creative work supporting a retail brand, demonstrating our experience in commercial design and brand-focused production.

DELIVERABLES

- Branding
- Campaign assets
- Retail visuals



03

KHAAS LOGISTICS

BRANDING & CREATIVE PRODUCTION

Branding, design and print-related work supporting the company's business communication and brand presence.

DELIVERABLES

- Logo & identity
- Marketing materials
- Print & signage



04

MIXED CULTURE: THE CALLING

COMICS & ORIGINAL CREATIVE PROPERTIES

An Award winning independent comic project demonstrating our interest in character-driven storytelling, illustrated worlds and publishing.

DELIVERABLES

- Comic issues
- Character art
- Promotional assets



WHY SURREALITY DEZYNZ?

One Creative Partner. Multiple Ways to Bring Ideas to Life.

Design Meets Imagination

We combine the practical requirements of commercial design with the expressive possibilities of illustration and storytelling.

Built Around Your Idea

Every project has a purpose, audience and set of requirements. We develop creative solutions around those needs rather than applying a one-size-fits-all approach.

Visual Communication That Connects

From corporate materials to illustrated educational content, we consider how the intended audience will understand and engage with the finished work.

From Concept to Production

Our capabilities span creative development, design, illustration, layout and print coordination, helping projects progress from an initial idea towards a finished deliverable.

OUR CREATIVE PROCESS

'01 DISCOVER



We learn about your idea, audience, objectives and requirements.

'02 IMAGINE



We explore concepts, visual direction and creative possibilities.

'03 CREATE



We bring the concept to life through design, illustration and storytelling.

'04 DELIVER



We prepare and deliver the final materials — for digital, print or publication.

SURREALITY DEZYNZ

We take your idea from
"Dream State to Reality!"

Creative Studio | Visual Storytelling

Tell us about your idea, what you want to achieve and who you need to reach.

Contact Us

T.k: (+27) 76 507 8510
Valerie: (+27) 72 322 8603
info@surrealitydezynz.com
www.surrealitydezynz.com

Surreality Dezynz

