SURREALITY DEZYNZ

REG NO: 2018/500283/07

CREATIVE STUDIO

DESIGN PRICE LIST (PRICES EXCLUDE PRINT COST)

- **Logo Design: R2800**
  2 Logo options
  Supplied in HD digital and print-ready PDF

Logo Design Pricing Packages

- **Startup package R3500**
  2 Logo options & letterhead

- **Business package R5000**
  2 Logo options, letterhead, business cards & email signature

Pamphlets & Flyer Pricing

- **Flyer Design (Single R950 or Double Sided R1250)**
  print-ready PDF

- **Poster Design (A4 to A0) R950-R1400**
  Supplied in digital and print-ready PDF

- **Digital Flyer Design R850**
  Supplied in various image sizes for Facebook, Instagram & Whatsapp

Corporate Identity

- **Business card design R850**
  2 design options

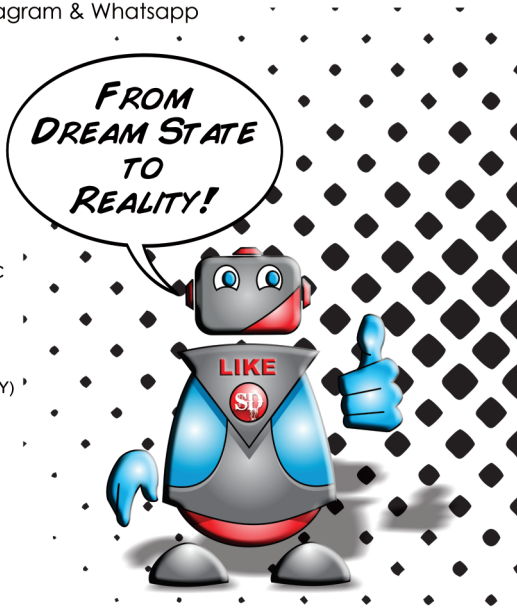
- **Email signature design R650**

- **Letterhead design R750**
  2 design options final design supplied in Word doc

- **Quote/Invoice template R680**
  Final design supplied in Word doc

(ALL PRICES ARE SUBJECT TO NUMBER OF CHANGES & COMPLEXITY)

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- **Company Profile Design R4500-R6500**
  Custom company profile design (Price varies by page count. Info to be provided in Word)

- **Corporate Folder R2800**
  Supplied in print-ready PDF format

Other Graphic Design Items

- **Brochure Design (Half fold, Trifold, Z-Fold etc.) R1800-R2800**
  (Price varies by page count.) Supplied in digital & print-ready PDF

- **Calendar design R2200-R3000**
  (Price varies by page count and design spec.) Supplied in print-ready PDF

- **CV Template R1500**
  Editable CV template in Word format

- **Pull up banner design R850**
  850x1200mm supplied in print-ready PDF

- **Hanging banner design R850**
  Size depending on client supplied in print-ready PDF

- **Wall banner design R950**
  3Mx2.25M supplied in print-ready PDF

- **Standard design R550 ***
  Any basic design (not complicated) not in our list

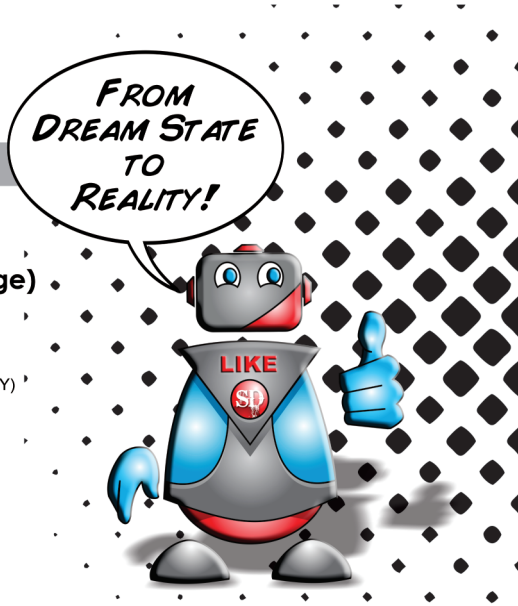
❖Comic / Illustration Prices

- **Comic Character design R3000-R4500**
  Personalised characters supplied in digital format

- **Comic / Book illustration R2500 (per page)**
  Excludes layout. Supplied in print-ready PDF
  Prices exclude purchase of character / artwork

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CREATIVE STUDIO

T-SHIRT & CAPS PRINTING

T-SHIRT PRINTING TECHNIQUES:

- **Heat Transfer**

Heat transfer is when you cut an image with a special vinyl called poli flex. A vinyl cutter is used to cut the artwork out onto the vinyl. When the cutter has completed the cutting process, the weeding process will begin. Weeding is when you take out all the excess vinyl that you won't need around the image and pull it off. After the weeding process was completed, the vinyl is ready to be transferred onto the t-shirt. This process is done with a machine called a press. The press will press the vinyl onto the shirt while applying heat to transfer the vinyl onto the shirt.

- **Screen Printing / Silk Screening**

Screen printing is normally used for large quantities of prints. The reason for this is because in order to print your design, it first has to be prepared onto a screen. This means a screen has to be exposed with your artwork. For every color you want to print, there has to be a screen.

- **Sublimation Printing**

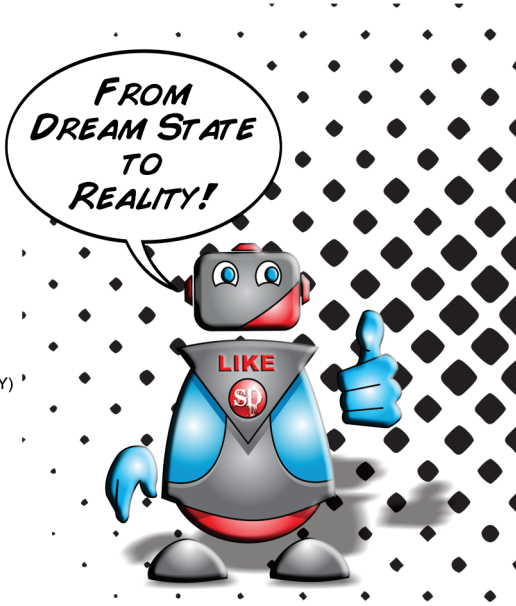
Sublimation printing is when a picture is printed onto a special paper using special ink. The paper is placed onto the shirt and pressed down with a press at a certain temperature. When the ink comes into contact with heat it turns into a gas and is then transferred into the shirt. The great thing about sublimation printing is that it will never come out (this is if its printed onto 100% polyester fabric).

Minimum Quantities for Orders: 20

T-SHIRT, GOLF SHIRT & CAPS EMBROIDERY

Minimum Quantities for Orders: 20

- **Please email your request and we'll send you a quotation.**



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GENERAL RATES

Consulting: R750-R900 per hour
What's the difference between a briefing and a consultation you ask? When I ask the questions, it's a briefing. When you ask the questions (and it doesn't result in a project), then it's considered a consultation.

Design / Layout / Conceptualising / Editing / Photography: R750 per hour
If we're creating something, and the clock is ticking, it really doesn't matter if it's done as pencil on paper or in highend software, you're getting our full skillset. Simply put... If you're unable to do it – it falls in here.

Non-creative, low skill, laborious tasks: R450 per hour
You can do it, but don't have the time or inclination to do so. Sourcing stock pics, re-sizing photos, pages in Power Point, file conversions and other menial tasks still have to be billed for, but obviously at "rent-a-student" rates.

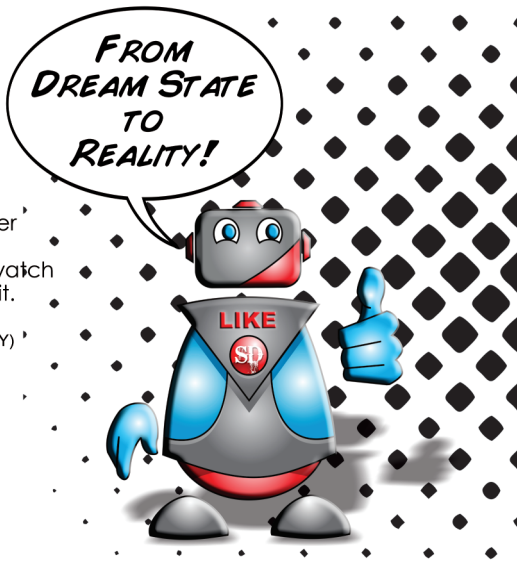
Day rates: R4500 per day
Sometimes, projects are better quoted in days, not hours and minutes. When there's a mix of services and they're tough to isolate their time/value, a flat day rate makes more sense.

PROMO VIDEO RATES

- **10-30 Second Video Ad - ONLY R3500 - MOST POPULAR**
- **31 Seconds to 1 Minute - ONLY R5500**
- **1 minute to 2 minutes - ONLY R7500**
- **Sub 10 Second Outro/Logo - ONLY R2500**
- **Video Editing: R3500 p/d or R750 p/h**

WHY WE NEED VIDEOS:

FACT: Videos increases landing page conversion by 80%.
FACT: Videos on a Facebook page increase end user engagement by 33%.
FACT: Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it.



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SOCIAL MEDIA MARKETING RATES

START UP

Cost effective

R4500

Per Month
1 Platform
2 Posts/Week
Account Setup
Page Optimisation
Monthly Management
For start ups
R1000 ad spend (paid by client)

SMALL BUSINESS

Growth Package

R8500

Per Month
2 Platforms
3 Posts/Week
Account Setup
Page Optimization
Monthly Management
For small business
R1500 ad spend (paid by client)

We create organic posts per month, optimised for maximum reach and engagement on platforms such as Facebook and Instagram.

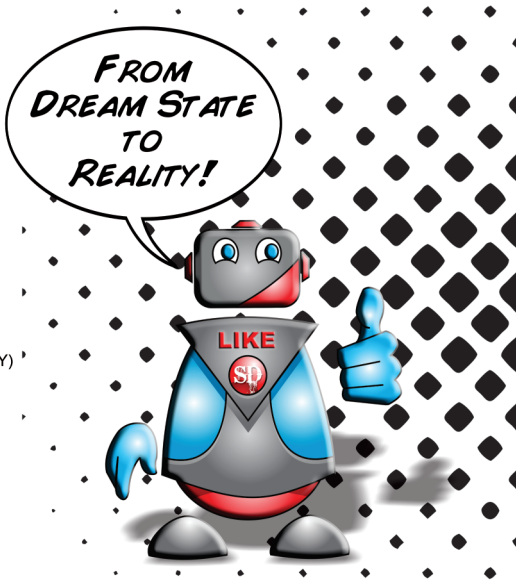
Advanced social media marketing quoted only after a client consultation to assess needs and complexity.

Tell us about your business, products, services and products.

WEBSITE DESIGN

Website design is quoted only after a client consultation to assess needs and complexity.

- Basic site: R5500 – R9500
- Business / Ecommerce site: R9500 – R25000



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