



Artistic Edge Graphic Design Portfolio

*Where creativity
meets strategy.*





CEO Statement

I am proud to share the journey of how our business began. My name is Charnel Steyn, and I started Artistic Edge in 2020 as a side project, driven by a passion for creativity and design. With the support of small community projects, this endeavor quickly grew into something more significant. Inspired by the success and impact of these projects, I decided to widen my horizons and turn Artistic Edge into a thriving business. Today, we continue to focus on helping clients bring their visions to life with innovative and tailored designs.

Charnel Steyn
CEO of Company





Table of **Contents**

- 1** About Company
- 2** Vision & Mission
- 3** Business Achievements
- 4** Our Services
- 5** How We Work
- 6** Our Fees
- 7** Our Packages
- 8** Our Contact





About **Company**

Where creativity meets strategy.

Artistic Edge Graphic Design Portfolio

About Us Founded in 2020, Artistic Edge is a graphic design studio dedicated to transforming ideas into impactful visuals. We specialize in crafting bespoke designs that resonate with your brand's identity, helping you stand out in a competitive market. From logos to full-scale branding projects, our mission is to bring your vision to life.





Vision & Mission

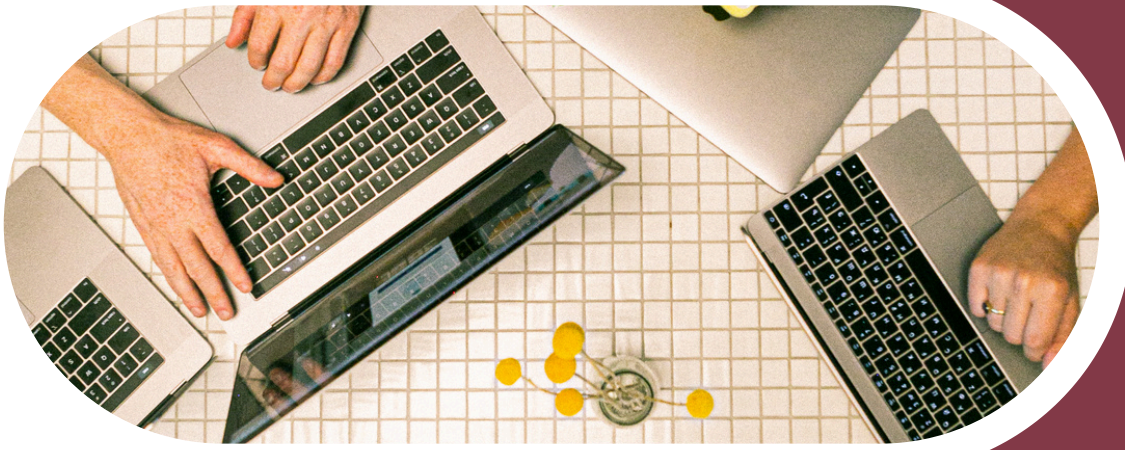
■ Vision

At Artistic Edge, my vision is to become a leading name in event planning and coordination, known for creativity, excellence, and personalized service. I strive to transform ideas into extraordinary experiences, building lasting connections with clients while setting new standards in the industry. My ultimate goal is to make every event unforgettable, reflecting the passion and dedication that Artistic Edge represents.

■ Mission

My mission is to transform your dreams into reality, ensuring every detail reflects your unique vision. I aspire to grow Artistic Edge into a leading company, setting new standards in event planning and coordination.





Business **Achievements**

Business Achievements Artistic Edge has proudly supported numerous small start-up businesses, helping them establish their brand identities and grow from the ground up. Our contributions include designing their first logos, creating document templates, setting up social media pages, and producing engaging content such as flyers and business cards.

Some of the businesses we have helped launch include:

- Sensations Pub & Grill
- The Lounge
- At the Turning Point
- DJ Straxx Official SA (South African DJ)
- Holisticare
- Die Koskraal

In addition to supporting startups, we have also refreshed and updated logos and created digital content for various local businesses, ensuring their branding stays relevant and impactful.





Our Services

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Logo Design:

Creating unique and memorable logos tailored to your brand's personality.



Marketing Materials:

Designing eye-catching brochures, flyers, posters, and business cards.



Social Media Graphics:

Crafting engaging visuals for Instagram, Facebook, LinkedIn, and more.



Packaging Design:

Delivering creative and functional packaging solutions that stand out on shelves.



How We Work

At Artistic Edge, we prioritize collaboration and quality in every project we take on. Our process is designed to ensure that your vision is not only realized but elevated:

Understanding Your Needs:

We start by listening to your ideas and understanding your business goals, target audience, and branding preferences.

Brainstorming & Conceptualization:

Our creative team develops innovative design concepts tailored to your brand's identity.

Design & Development:

Using cutting-edge tools and techniques, we bring your ideas to life, ensuring every detail aligns with your vision.

Feedback & Refinement:

Your input matters. We work closely with you to make adjustments and perfect the design.

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Delivery & Ongoing Support:

Once completed, we deliver your designs in the required formats and remain available for future updates or additional projects.

We aim to make the design process seamless, ensuring you feel involved and confident at every step.





Our Fees



At Artistic Edge, we believe in providing high-quality services at competitive rates. Below is an overview of our pricing structure:

- **Logo Design**
 - Basic Logo Package: R280.00
 - *(Includes 2 initial concepts and 1 revision)*
 - Premium Logo Package: R350.00
 - *(Includes 4 initial concepts, unlimited revisions, and all file formats)*
- **Brand Identity Package**
 - *Starting at R950.00*
 - *(Includes logo design, business card design, letterhead, and social media kit)*
- **Social Media Graphics**
 - *Single Post Design: R250.00*
 - *Monthly Package: R2000.00*
 - *Includes up to 4 posts per week*
- **Marketing Materials**
 - *Flyer/Brochure Design: R290.00*
 - *Business Card Design: R350.00*
 - *Poster Design: R300.00*
- **Customized Packages**
 - *We offer tailored solutions to meet your specific needs. Contact us for a personalized quote.*

Payment Terms

- *A 50% deposit is required to begin the project.*
- *Final payment is due upon project completion and approval.*

Get a Quote

For a detailed proposal and customized pricing, reach out to us via:

- *Email: info.artisticedge@gmail.com*
- *WhatsApp: 072 264-9866*



Our **Packages**

At Artistic Edge, we believe in providing high-quality services at competitive rates. Below is an overview of our pricing structure:

Starter Package – Perfect for Small Start-ups

Price: R2999.99

Includes:

- Logo Design (2 concepts, 1 revision)
- Business Card Design
- Basic Social Media Kit (3 posts + profile picture design)
- Flyer Design

Business Growth Package – Ideal for Growing Brands

Price: R4499.99

Includes:

- Logo Design (3 concepts, 2 revisions)
- Business Card Design (double-sided)
- Social Media Graphics (5 posts + cover photo)
- Flyer/Brochure Design (up to 4 pages)

Premium Branding Package – For Established Businesses

Price: R8999.99

Includes:

- Logo Design (4 concepts, unlimited revisions)
- Full Brand Identity Package (business cards, letterhead, email signature)
- Advanced Social Media Kit (10 posts + profile and cover photo)
- Marketing Materials (2 flyers + 1 poster design)
- Packaging Design (1 product)





Social Media Content Package – Boost Your Online Presence

Price: R3 999.99 per month

Includes:

- 12 Custom Social Media Posts (Facebook/Instagram)
- 5 Stories
- Monthly Content Calendar
- 4 Profile Picture & Cover Photo Updates

Custom Package – Tailored to Your Needs

Price: Based on services selected

Not sure which package fits your business? Let us create a custom package tailored to your goals. Choose from:

- Website Design
- Event Flyers/Posters
- Digital Ads
- and more!

Payment Terms

A 50% deposit is required to begin the project.
Final payment is due upon project completion and approval.

Get a Quote

For a detailed proposal and customized pricing, reach out to us via:
Email: info.artisticedge@gmail.com
WhatsApp: 072 264-9866






Thank You!




Our Contact:

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