



SIMONE SNYMAN
ESTD. STUDIO 2021

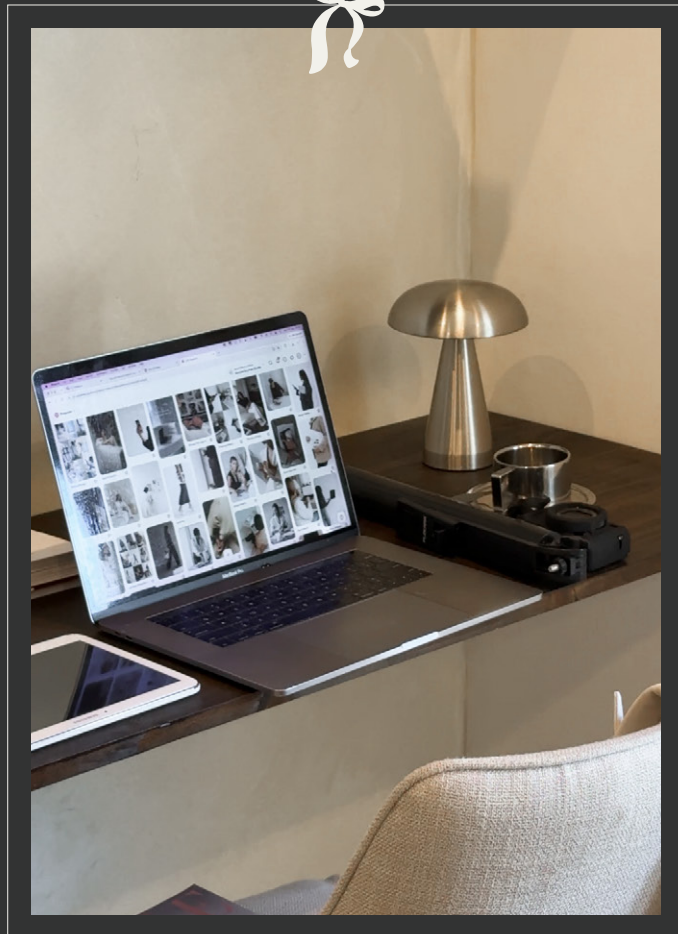
BRANDING / WEBSITE / SOCIALS

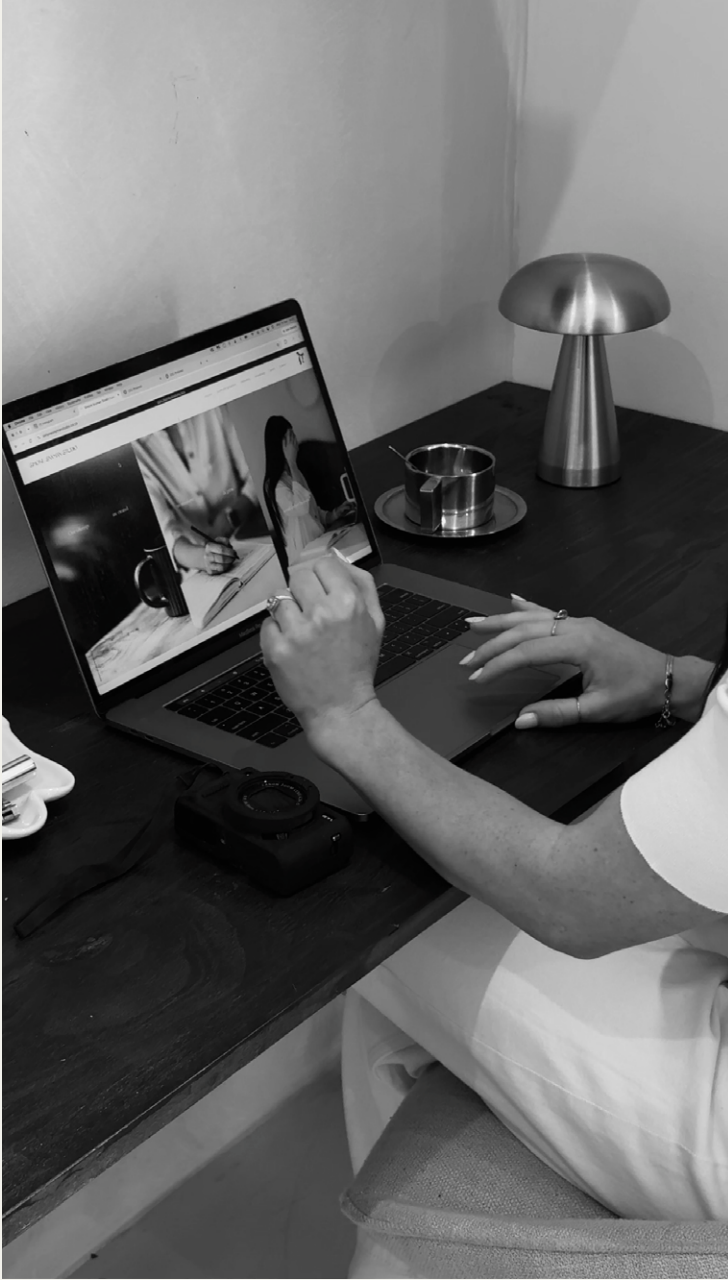
luxury design studio

MY PURPOSE
is to find *aesthetic* + *conceptual*
meaning within every brand
that I work with.



about the studio





/ 01. THE STUDIO

An independent editorial brand design studio in Cape Town, creating high-end, timeless identities for (mostly) female-led lifestyle and luxury wellness businesses, worldwide.

My approach goes beyond beautiful design. I believe the most meaningful brands begin with **UNDERSTANDING THE PERSON, PURPOSE** and vision behind them.

Through thoughtful strategy and years of experience, I bring clarity to your ideas and create an identity that feels naturally **aligned with YOU** and the business you're building.

You are so welcome into my collaborative creative space where ideas are explored are **EVERY DETAIL HAS A PURPOSE.**

*i am here to listen, guide and bring a little
magic to make your dreams come true!*

100+ INTENTIONAL
WEBSITE BUILDS

200+ CLIENT DREAMS
BROUGHT TO LIFE

12+ YEARS GRAPHIC
DESIGN EXPERIENCE

(SSS WAS OFFICIALLY FOUNDED IN 2021)

/ 02. THE FOUNDER

CREATIVE AT HEART. ENTREPRENEUR BY NATURE.



(HOW IT STARTED) Leaving corporate life wasn't necessarily the easier path, but it was the beginning of something that felt entirely my own. Back in 2021, I was on maternity leave with my first born and soon came to realise that I could not go back to a 5am corporate day job. With over a decade of experience across digital marketing, print, finance, photography, hospitality and wine estates. I wanted the freedom to do work I genuinely loved while building a slower, more intentional life around my family.

(ENTREPRENEUR) I've always had an entrepreneurial side in my Type-A personality. Over the years, I've launched a photography studio, Glasshaus in Paarl, built an Interior Decor e-comm business and explored countless ideas of my own. **These experiences have shaped the way I approach your business today**, giving me a deeper understanding of the courage, creativity, systems and **commitment it takes to turn an idea into a business!**

Today, every project is so personal to me, and I find so much joy in creating brands that my clients feel genuinely connected to and proud to call their own. **(and sometimes I wish it was mine!)**

I believe we spend far too much of our lives working not to love what we do. And if I can play a small part in helping you build a business that feels beautifully aligned with the life you envision, that's something truly special to me.

*here's to building beautiful things and a
life we love along the way!*

/ 03. GET TO KNOW ME

coffee FLAT WHITE ALMOND MILK
obsessed with INTERIOR DESIGN
lucky number 8
3 x kids VINO & BRUT & SUMMER
french bulldogs FENNEL & CHOCKI
married HIGH SCHOOL SWEETHEART
travelled 14 COUNTRIES
daily motivation HEALTHY BAKING
music LO-FI /DEEP HOUSE
born in 1993
tattoo NEVER
keeps me going STRENGTH TRAINING
star sign GEMINI
jewellery LOVE EARRINGS
food CURRY
podcast WELLNESS
go to drink REALLY GOOD SYRAH
personality TYPE A



My dream is to not only provide
you with good design aesthetics
and functionality, but to *ensure*
you are deeply rooted within your
own magic!



services offered + pricing

BRANDING

STUDIO DAY BRANDING
R12,000

WEBSITES

SERVICE BASED WEBSITE
R15,000

E-COMM WEBSITE
R27,000

SOCIAL MEDIA

BASIC
R4,000

FULL
R8,000

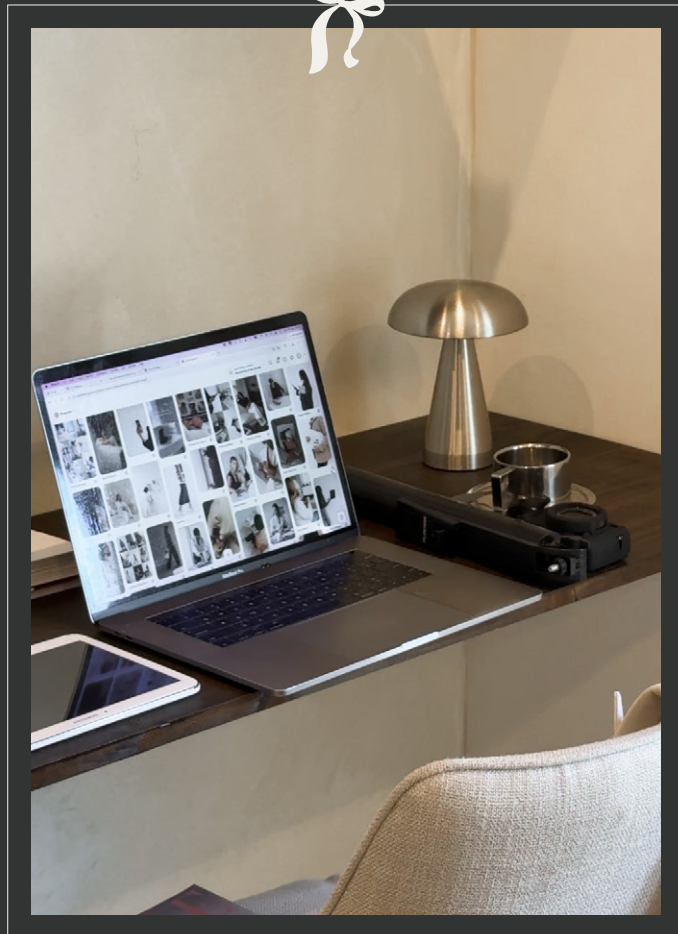
GUIDANCE

1:1 WEEKLY SUPPORT CHAT / WHATSAPP
R500

(any other designs start from R800ph)



branding



BRAND STYLE GUIDE
1 x Full Page

- LOGO SYSTEM
- + Primary Logo
 - + Secondary/Simplified Logo
 - + Monogram/Brandmark Logo

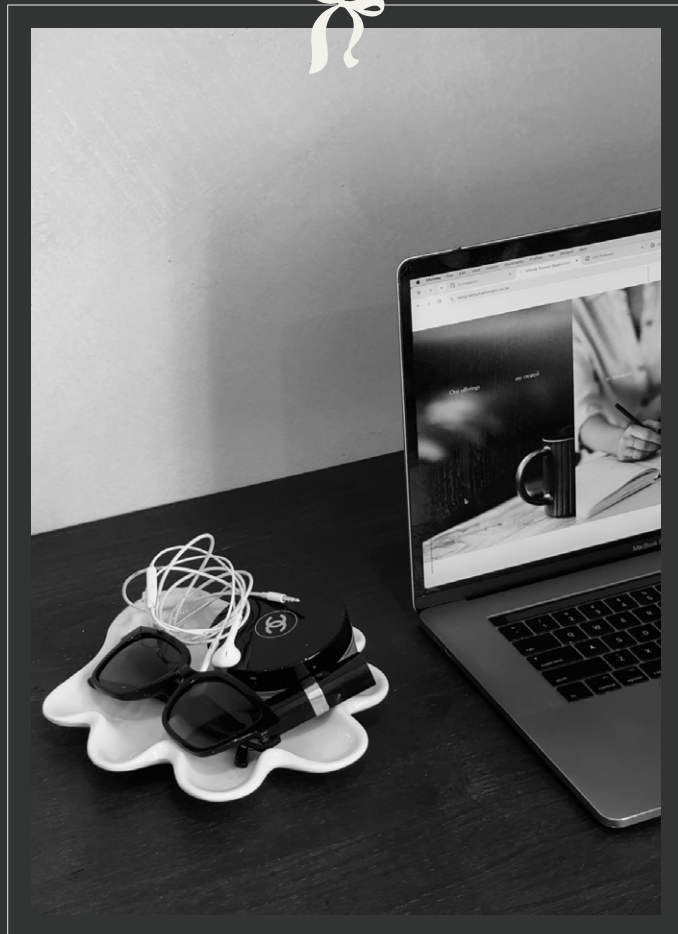
- BRAND IDENTITY
- + Colour Palette
 - + Typography Suite & Usage
 - + Visual Moodboard (imagine your instagram feed!)
 - + Brand Key Words
 - + Stock Images (if applicable)
 - + Brand Mockups/Aesthetic

GET READY TO MAKE A LOT OF DECISIONS IN THIS INTENSIVE DAY, AS WE CO-CREATE ON WHATSAPP. **I start at 8am and deliver all files by 4pm.**



R12 000	1 DAY
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websites



SIMPLIFIED LANDING PAGE LISTING YOUR SERVICES

(One-pager scrolling)

STRATEGY:

- 1-on-1 Strategy call / email (If necessary to chat about requirements)
 - Questionnaire
 - Sitemap Development & Functionality Requirements
- (Ensure what information needs to be on your website)

PRICE INCLUDES:

- 1 x Website design option will be provided. Working with client to ensure the ideal look & feel (NB: referencing their Branding guide).
 - Desktop, Tablet & Mobile Responsive
 - 2 x Revisions/full set of changes to the website design can be made.
-
- + Free Stock Photo's
 - + Basic Copywriting Assistance
 - + Basic Search Engine Optimisation (SEO)
 - + Social Media Integration
 - + Newsletter Integration

PRICE EXCLUDES:

- Professional Copywriting (we have a Copywriter as part of the SSS team, if you wish to get some expert guidance on your website please enquire)
- Professional Photography (we have a team of SSS photographers & videographers, if you are in need of content creation please enquire)
- Domain Fees (*Please see next page.)
- Platform Fees (*Please see next page.)

WHAT I NEED FROM YOU: (before we start)

- Beautiful product shots & lifestyle photo's/videos that you want on the website.
- All website wording. I can guide you on this.
- Registered domain. (*Please see next page.)

Extra page R2500 pp

Wordpress / Shopify Add R10 000

(SEE NEXT PAGE FOR NOTES)

R15 000

4 WEEKS

**EXTENDED UP TO 5 ON-BRAND PAGES**

(for example: home, about, contact + wholesale, shipping + refunds, shop/blog)

STRATEGY:

- 1-on-1 Strategy call / email (If necessary to chat about requirements)
 - Questionnaire
 - Sitemap Development & Functionality Requirements
- (Ensure what information needs to be on your website)

PRICE INCLUDES:

- 1 x Website design option will be provided. Working with client to ensure the ideal look & feel (NB: referencing their Branding guide).
- Desktop, Tablet & Mobile Responsive
- 3 x Revisions/full set of changes to the website design can be made.
- + Includes Shop Function (up to 10 products)
- + Free Stock Photo's
- + Basic Copywriting Assistance
- + Basic Search Engine Optimisation (SEO)
- + Social Media Integration
- + Newsletter Integration

PRICE EXCLUDES:

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(SEE NEXT PAGE FOR NOTES)

R27 000**6-8 WEEKS**

/ note for ALL WEBSITE PACKAGES

**All website packages includes one week of support & maintenance from SSS after launch. Website will be designed on Wix Business Studio Platform. Once the design is done, we will transfer the website to your name. The package price does not include hosting, domain, or platform subscription fees. When your domain and hosting are set up, we're ready to move to the next step and design your website!*

FEES OVERVIEW:

1) *AFRIHOST: Hosting & Domain

You may use your own provider. We prefer to use Afrihost as they are trustworthy and has great customer service. This will be on your own account. Please note that I can assist with this, however I am a designer & not IT.

2) WIX: Platform Subscription

Starting from R200 pm (this will depend on your type of website/features/shop functions, etc)
You have the option of paying yearly, they often give 50% discounts for this.

3) Should you wish to build on Shopify / Wordpress - please add prices starting from R10 000 to your website fee.

social media



BOTH PACKAGES INCLUDE A
FREE GLOW-UP IN THE
FIRST MONTH!

Focus on Instagram
(& link with Facebook)
Set-up Account
Bio + Profile + Highlights

WE FOCUS ON A ORGANIC & CONSISTENT APPROACH.

(all packages includes)
1 x round of refinements

BASIC // For brands who want to show up consistently, beautifully, and on-brand.

INCLUDES

- 8 x Custom Feed Posts / Month
- 2 x Static Story Frames / Month
- 1 x Reel Edit (client footage supplied)
- Caption Writing (on-brand, considered tone)
- Hashtag & Keyword Strategy
- Feed Planning & Visual Direction (grid cohesion)
- Scheduling & Publishing on Plann
- Monthly Performance Discuss (key insights)

FULL // For brands ready to grow with intention, strategy, and a refined visual presence.

INCLUDES

- 12–15 x Custom Feed Posts / Month
- 4 x Static Story Frames / Month
- 2–3 x Reel Edits (client footage supplied)
- Advanced Caption Writing + CTA Strategy
- Hashtag & Content Strategy
- Feed Curation & Content Direction (editorial)
- Scheduling & Publishing on Plann
- Monthly Analytics Recommendations
- Monthly WhatsApp Chat
- 1 x Priority Design Requests / Month
- 1 x Last-Minute Requests / Month
- Add Linktree account
- Setup Professional DM auto-responder

R4 000 BASIC SOCIAL PACKAGE

R8 000 FULL SOCIAL PACKAGE

ALL PACKAGES EXCLUDES

Content creation / filming / photography
(we require high resolution visuals - please enquire)

Community management (DMs, comments, engagement)
Paid ads / boosting / campaign management (starting from R6000)
Full brand strategy calls (outside monthly scope)
Additional revisions beyond scope

6-MONTH COMMITMENT

We put in a lot of effort to get real results & social refinements take time.

1:1 support sessions



These WhatsApp sessions are developed as we see our clients building, shifting & navigating their business. Maybe you're not ready for a full rebrand, or you launched and not sure what the next step should be?

My 1:1 WhatsApp support is here to offer real-time direction with personal, practical steps. You can WhatsApp me any question, any time!

Whether you're facing a pivot, refining your offers, or re-aligning your brand with who you've become, we'll meet where you are and move forward with intention.

IS THIS FOR YOU?

- + You're in the early stages of a brand, but unsure what the next steps are.
- + You lost clarity along the way & want to realign/need some guidance.
- + Designers who want to grow their business profitably?
- + Creative business owners needing direction & support.

YOU WILL LEAVE WITH:

Intentional steps, deeper trust in your business and a clearer path forward.

Spaces are limited each month to honour the depth and presence this work requires.

ASK ME ANYTHING!

I WILL PRACTICALLY BE
YOUR SILENT
BUSINESS PARTNER!

No two sessions are ever the same, because no two brands (or seasons) are. Depending on what you're navigating:

- + Mapping out a pivot, pause, or new offer
- + Aligning your brand with your next chapter
- + Get design guidance / website feedback
- + Clarifying messaging, content or creative direction
- + Working through new business setup
- + Bringing consistency to your design, site, or visuals
- + Soulful strategy to move with confidence and calm

R500

1 WEEK WHATSAPP



This is the best investment you
will make to bring your vision to
life; *branding that lasts forever.*

Thank you for being here and
believing in my dream too.



Let's get you started. Please read carefully.

/ STEP 001.

- + Before taking the decision of working together, we'll have a quick chat (Email, Call, WhatsApp, Zoom) to see if we are a good fit for each other. (because everyone, is not for everyone. energies exist. star signs exist. love languages exist. Ayurvedic doshas exist. And dreams are different.
- + I need you to be committed to the process. This means being fully on board. (1) We are trusting in you to have your final content ready, before the day we start with your design work. (2) Be available and on schedule with feedback sessions. (we know life happens; but please respect our time; as we do yours)
- + We know that you are passionate about your project but I we would love creative freedom so that we can make your vision come to life.

If you are ready - let's go to the next step!

/ STEP 002.

- + **Invoice** - We will send over the full invoice to be approved.
- + **Deposit** - A non-refundable 100% or deposit of 50% on the total invoice amount is required to secure your project date and initiate design work (100% if you are international.)
- + **Book Date** - Book a day / month that both of us are available.
- + **Contract** - Please read terms & sign if you agree.
- + **Questionnaire** - We will send you a form to fill out about your business and dreams for the future. This will help us to understand your vision and will become the project brief.
- + **Google Drive** - Once we are ready to go; a link will be sent to you to ensure that we keep all docs in one collaborative space.

/ STEP 003.

- + Where the magic starts! Using your brief as a guide - we will start working on your design concepts. Sending it through for review, **you will always have 3 business days to send feedback.**

(we will send over a project timeline + constructive feedback guide as we go)

/ STEP 004.

- + Final design has been signed off & all around happiness!
- + Full payment settled 1 week before deadline date.
- + We will export & package up all designs into your cloud based Google Drive folder, to be downloaded.
- + Then we both pop some bubbles & celebrate!
- + Once you have started to market your own brand; we will showcase it on our website & Instagram as well.

/ PREFERRED CONTACT

Email:

- + Preferred communication method to ensure details and feedback sessions stay organized

WhatsApp:

- + Studio Days - we only work through WhatsApp.
- + Open to WhatsApp messages for quick communication.

Call:

- + You are welcome to schedule a call with us.

Zoom:

- + International client? Prefer a face to face online? Of course we can schedule an e-meet!

Coffee:

- + We don't do meet ups anymore. for the only reason that its time consuming and our time is limited with studio hours being 9-3pm. (work from home mom - iykyk)

/ WORKING HOURS

Monday - Friday

09:00 - 15:00 (GMT +2)

These are my design times, however I am always available on WhatsApp to you.

/ ONLINE LOCATION

Our studio base is in Durbanville, Cape Town, South Africa.

Grateful to say that we work 100% online with many Local & International clients!



BRANDING / WEBSITES / SOCIALS



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FOLLOW OUR PORTFOLIO ON INSTAGRAM

[@SIMONESNYMANSTUDIO](https://www.instagram.com/SIMONESNYMANSTUDIO)