



THEOPHELLUS  
CREATIVE STUDIOS

WEB + DESIGN + BRANDING AGENCY

PASSION & EXPRESSION FOR THE UTMOST CREATIVITY

2025/26  
*Price List*

# THEOPHELLUS CREATIVE STUDIOS

Service & Pricing Guide — 2025 / 2026

Polokwane, Limpopo | 18 Years of Creative Excellence

All prices are quoted in South African Rand (ZAR) and exclude VAT unless stated otherwise. Rates reflect current 2025/2026 South African market standards for professional creative agency services. Final project quotes are tailored to your specific scope — use this guide as a reference. A 50% deposit is required on all projects before commencement.

## 01 | BRANDING & LOGO DESIGN

Includes source files (AI/EPS/PDF) + web-ready PNG/JPG exports. Revisions as per package.

Service	Fixed Rate (ZAR)	Hourly Rate (ZAR)	Typical Hours
Basic Logo (1 concept, 2 revisions)	R 3,500 – R 6,500	R 650/hr	5 – 10 hrs
Standard Logo (3 concepts, 3 revisions)	R 7,000 – R 12,000	R 650/hr	11 – 18 hrs
Premium Logo (5 concepts, unlimited revisions)	R 14,000 – R 22,000	R 750/hr	18 – 30 hrs
Brand Identity Package (logo + palette + typography + guidelines)	R 18,000 – R 35,000	R 750/hr	24 – 46 hrs
Brand Stationery Set (biz card, letterhead, envelope)	R 4,500 – R 9,000	R 650/hr	7 – 14 hrs
Logo Refresh / Modernisation	R 5,000 – R 10,000	R 650/hr	8 – 15 hrs
Brand Style Guide (standalone document)	R 6,000 – R 12,000	R 650/hr	9 – 18 hrs

## 02 | GRAPHIC DESIGN — PRINT & DIGITAL

Print-ready files supplied as PDF (CMYK, 300 dpi). Digital files optimised for web/social (RGB, 72 dpi).

Service	Fixed Rate (ZAR)	Hourly Rate (ZAR)	Turnaround
Single-sided Flyer / Poster (A5/A4)	R 950 – R 2,000	R 550/hr	1 – 3 days
Double-sided Flyer / Brochure (A5/A4)	R 1,600 – R 3,500	R 550/hr	2 – 4 days
Tri-fold / Z-fold Brochure	R 3,000 – R 6,500	R 600/hr	3 – 5 days
Company Profile (8–16 pages)	R 8,000 – R 18,000	R 650/hr	5 – 10 days
Company Profile (20+ pages)	R 18,000 – R 35,000	R 700/hr	10 – 20 days
Business Card Design (double-sided)	R 800 – R 1,800	R 550/hr	1 – 2 days

Service	Fixed Rate (ZAR)	Hourly Rate (ZAR)	Turnaround
Pull-up / Roll-up Banner (design only)	R 1,200 – R 2,500	R 550/hr	1 – 3 days
Social Media Post Design (per post)	R 350 – R 800	R 500/hr	1 day
Social Media Template Pack (10 posts)	R 3,000 – R 6,000	R 550/hr	3 – 5 days
Annual Report / Magazine (per page)	R 800 – R 1,800	R 700/hr	Varies
Proposal / Tender Document Design	R 4,000 – R 12,000	R 650/hr	3 – 7 days
PowerPoint Presentation Design (per slide)	R 400 – R 900	R 550/hr	Varies
Infographic Design	R 2,500 – R 6,000	R 650/hr	2 – 4 days
Menu / Price List Design	R 1,500 – R 4,000	R 600/hr	2 – 4 days
Newspaper / Magazine Ad Design	R 1,800 – R 4,500	R 600/hr	2 – 3 days
T-shirt / Apparel Graphic	R 1,200 – R 3,000	R 550/hr	1 – 3 days

### 03 | WEB DESIGN & DEVELOPMENT

All websites are mobile-responsive. Hosting, domain registration & copywriting quoted separately unless stated.

Service	Fixed Rate (ZAR)	Hourly Rate (ZAR)	Delivery
Landing Page / Single-Page Website	R 5,500 – R 12,000	R 700/hr	1 – 2 weeks
Starter Business Website (up to 5 pages)	R 9,000 – R 18,000	R 750/hr	2 – 3 weeks
Standard Business Website (6–10 pages)	R 16,000 – R 30,000	R 800/hr	3 – 5 weeks
Corporate Website (10+ pages, custom design)	R 28,000 – R 55,000	R 850/hr	5 – 8 weeks
E-commerce Website (up to 50 products)	R 22,000 – R 45,000	R 850/hr	4 – 8 weeks
E-commerce Website (50+ products)	R 40,000 – R 90,000	R 900/hr	8 – 16 weeks
WordPress Theme Customisation	R 5,000 – R 15,000	R 750/hr	1 – 3 weeks
Website Redesign	R 8,000 – R 30,000	R 750/hr	2 – 6 weeks
Basic SEO Setup (on-page, meta, sitemap)	R 3,500 – R 8,000	R 700/hr	1 – 2 weeks
Monthly Website Maintenance	R 800 – R 3,500/mo	R 600/hr	Ongoing
Content Updates (per hour)	—	R 550/hr	As needed

## 04 | PHOTOGRAPHY

All sessions include basic post-processing. High-res digital delivery within agreed timeframe. Travel surcharge may apply outside Polokwane.

Service	Fixed Rate (ZAR)	Hourly Rate (ZAR)	Deliverables
Corporate Headshots (up to 5 staff, 1 location)	R 3,500 – R 6,000	R 900/hr	5–10 edited images
Corporate Headshots (6–20 staff)	R 7,000 – R 14,000	R 900/hr	20–40 edited images
Product Photography (up to 10 products)	R 2,500 – R 5,500	R 850/hr	10–20 edited images
Product Photography (10–50 products)	R 6,000 – R 14,000	R 850/hr	50–100 edited images
Event Photography (half day, up to 4 hrs)	R 4,500 – R 8,000	R 1,000/hr	100–200 edited images
Event Photography (full day, up to 8 hrs)	R 8,500 – R 16,000	R 1,000/hr	250–400 edited images
Architectural / Property Photography	R 3,500 – R 8,000	R 950/hr	20–40 edited images
Lifestyle / Brand Photography (half day)	R 5,000 – R 10,000	R 1,000/hr	30–60 edited images
Additional Image Retouching (per image)	R 250 – R 600	R 550/hr	Per image
Rush Delivery Surcharge (next-day)	+ R 1,500 – R 3,000	—	—

## 05 | SIGNAGE — DESIGN & PRINT-READY FILES

Signage design rates cover artwork & print-ready file production. Physical manufacturing & installation are quoted separately by suppliers.

Service	Design Fee (ZAR)	Hourly Rate (ZAR)	Notes
Outdoor Fascia / Shop Front Signage Design	R 2,500 – R 6,000	R 650/hr	Print-ready AI/PDF
Vehicle Wrap Design (full wrap)	R 4,500 – R 9,000	R 700/hr	Template provided by supplier
Vehicle Decal / Partial Wrap	R 2,000 – R 4,500	R 650/hr	Print-ready files
Billboard / Large Format Design	R 3,500 – R 8,000	R 700/hr	Min. 72dpi at final size
LED / Digital Signage Content	R 2,000 – R 5,500	R 650/hr	MP4/GIF + static
Office / Directional Signage (per sign)	R 800 – R 2,000	R 600/hr	Print-ready PDF
Exhibition Stand / Backdrop Design	R 4,000 – R 9,000	R 700/hr	Print-ready files
Pavement / A-Board Design	R 1,200 – R 2,500	R 600/hr	Print-ready files
T-shirt / Workwear Print Artwork	R 1,000 – R 2,800	R 600/hr	Vector / print-ready

## 06 | RETAINER PACKAGES

Monthly retainer packages for consistent, ongoing creative support. Minimum 3-month commitment. Monthly payment in advance. Fair usage policy applies to unlimited plans.

Package	Monthly Rate (ZAR)	Turnaround	What's Included
<b>Starter Retainer</b> <i>Small businesses &amp; startups</i>	<b>R 3,500 / month</b>	2 – 3 days	Up to 5 design tasks/month   1 revision per task   WhatsApp/email support <i>Consistent brand presence without hiring a full-time designer</i>
<b>Growth Retainer</b> <i>Growing businesses with active marketing needs</i>	<b>R 7,500 / month</b>	1 – 2 days (priority)	Up to 12 design tasks/month   2–3 revisions per task   Monthly content guidance   Basic website updates <i>Ongoing creative support to grow your business consistently</i>
<b>Premium Retainer</b> <i>Corporates &amp; established brands</i>	<b>R 12,000 – R 18,000 / month</b>	Same / next day (priority)	Unlimited requests (fair use)   Unlimited revisions   Website updates + landing pages   Campaign design   Monthly strategy check-in <i>Your outsourced creative department</i>

**Add-Ons & Notes:** Additional tasks billed at a discounted hourly rate. Urgent same-day work: +25% surcharge. Large projects (full branding, websites, company profiles) quoted separately. Retainer clients receive priority over once-off clients.

## 07 | TERMS & CONDITIONS

### Payment Terms

50% deposit required before project commencement. Balance due on delivery of final files.

### Revision Policy

Revisions beyond the agreed number are charged at the applicable hourly rate.

### Rush Work

Projects requiring turnaround within 24–48 hrs attract a 25–50% rush surcharge.

### File Ownership

Full rights and source files transfer to the client upon receipt of final payment.

### VAT & Taxes

All prices exclude VAT. Where applicable, VAT will be added to final invoices.

### Validity

Rates are valid for the 2025/2026 financial year and subject to annual review.

**Ready to bring your vision to life? Contact us today.**

[www.theophellus.co.za](http://www.theophellus.co.za) | Polokwane, Limpopo, South Africa



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## OUR CLIENTS

