



Marketing & Branding

Startup



TABLE OF CONTENTS



- 01 Introduction
- 02 Package Overview
- 03 Detailed Package Breakdown
- 04 Additional Services
- 05 Pricing Options
- 06 Time Frame
- 07 Terms and Conditions
- 08 Conclusion



INTRODUCTION

Welcome to Creative Collective – **a studio where memory meets design, and creativity meets purpose.**

We craft personalised keepsakes, printable tools, and brand-building visuals that help individuals, families, and businesses tell their stories beautifully and meaningfully. Whether it's a memory board for your child's milestone, a custom organiser for your home, or a full visual identity for your lodge – every detail is designed with care and intention.

At Creative Collective, we believe in the power of:

- **Emotionally valuable design** – keepsakes and gifts that matter
- **Organised creativity** – printables and planners that bring calm
- **Visual storytelling** – photography, branding, and content creation that helps your business grow



Whether you're launching a new lodge, starting a small business, or refreshing your online presence, Creative Collective offers an all-in-one brand-building startup package designed to help you stand out from day one. From professional photography and social media setup to logo design, visual identity, and digital brochures – we create the tools you need to attract, connect, and grow. Our goal is to make your business look as thoughtful and unique as the experience you offer, giving you a strong visual foundation that builds trust and drives bookings.

We work with parents, teachers, small businesses, and hosts who want to be ***seen, remembered, and connected*** – through designs that feel personal, polished, and purpose-driven.

PACKAGE OVERVIEW

PROFESSIONAL PHOTOGRAPHY

Includes a full on-site photo shoot of rooms, landscapes and lodge life. You'll receive high-resolution images for use across social media, brochures, and booking platforms.

Business value: Visual storytelling is your strongest selling tool. High-quality photos increase bookings and trust immediately.



REELS & SHORT-VIDEOS

Includes: 2-4 short Reels (filmed on-site), ideal for Instagram, Facebook & WhatsApp. Edited with transitions, music, captions, and logo (if needed)

Business Value:

Video content gets 2-3x more engagement than static posts. Reels show emotion, scale, and atmosphere - giving potential guests a "feel" of your experience before booking.



SOCIAL MEDIA POSTS

2-3 Fully designed media posts (with styled captions)

Business Value: Social media is your digital storefront. These posts give you a polished brand and set the tone for future engagement - guests judge your credibility by your visuals.



PACKAGE OVERVIEW



INSTAGRAM PAGE SETUP REELS & POSTS

Includes full account setup or refresh, professional Reels, styled feed posts, highlight cover designs, at least 10 stories and an optimised bio.

Business value: Instagram is a visual search engine. A curated page positions your lodge as professional and memorable.



FACEBOOK BUSINESS PAGE SETUP

Facebook Business Page Setup
Setup or refresh of your business page with cover photo, contact info, and synced content from Instagram.

Business value: Facebook is still widely used by South Africans and tourists. This helps guests find and trust your brand.



BRANDED LODGE DESIGN

Includes a designed one-pager or brochure with your story, key offerings, photos, and contact info.

Business value: Ideal for sending on WhatsApp or email. A professional brochure reduces confusion and speeds up bookings.

PACKAGE OVERVIEW

MINI BRAND KIT

Includes a simple logo, colour palette, font pairing, and a mini brand guide.

Business value: A consistent look builds long-term brand recognition and trust across all platforms.



GOOGLE BUSINESS PROFILE SETUP

Listing setup with business description, photos, categories, hours, and location pin.

Business value: Appearing in Google searches and on Maps is essential for visibility and credibility.



EMAIL ACCOUNT SETUP

Professional Gmail setup with folder structure, branding photo, and mobile linking.

Business value: Shows professionalism, keeps your communication organised, and allows you to send branded emails.



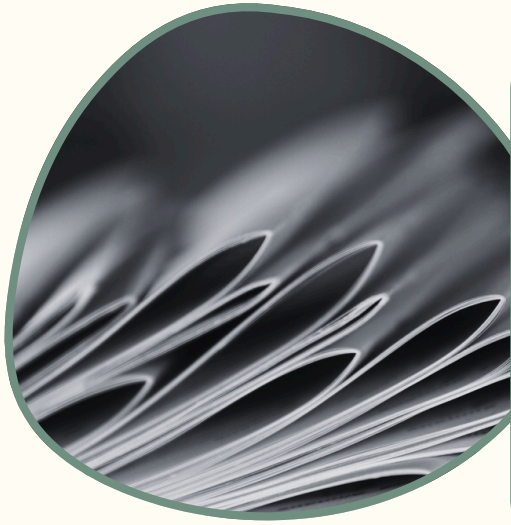
BRANDED EMAIL SIGNATURE

Clickable signature with name, logo, contact info and social media links.

Business value: Every email becomes a marketing tool and leaves a strong, professional impression.



PACKAGE OVERVIEW



WELCOME BOOKLET (DIGITAL)

A guest-ready guide with WiFi info, house rules, maps (if possible), check-in/out, emergency info and more.

Business value: Enhances the guest experience and reduces repetitive questions.



CATALOGUE / DIGITAL FLYER

A 1-2 page branded booklet showing your packages, specials, or offerings.

Business value: Easy to send on WhatsApp and helps close bookings quickly with all info in one place.



BRANDED LODGE SIGNAGE DESIGN

Design of printable signs: WiFi, house rules, room names, check-in/out signs, etc.

Business value: Adds a cohesive, professional touch to your lodge and improves guest navigation.

ADDITIONAL SERVICES

Kids Activity Pack

- 10–12 page printable booklet with colouring, games, puzzles themed around farm life.
- Business value: Keeps children happy and makes families more likely to return.

Gift Tags & Welcome Stickers

- Design of branded tags/stickers for welcome gifts, rusks, or farm shop packaging.
- Business value: Creates a memorable guest experience and promotes your brand.

6-Month Social Content Planner

- Editable calendar with weekly content ideas, hashtags, seasonal prompts, etc.
- Business value: Keeps your lodge visible online without spending hours thinking what to post.

Guest Memory Booklet

- Printable keepsake booklet for guests to write about their stay. Custom with logo.
- Business value: Builds emotional connection and encourages guest loyalty.

Photobook of Lodge/ Farm

- A full photobook of the lodge/ farm.
- Costs depends on what type of book you want.



PRICING OPTIONS

You can choose from the following pricing tiers based on your needs:

- Full Package (Includes all core): R 11 000
- Premium Custom Package (All services + 3 custom extras): R 12 500

Future Content Creation & Ongoing Support

- After your initial Startup Package is complete, you are welcome to request additional content as needed to keep your online presence fresh and active.

Ongoing Content Options & Rates:

- Instagram or Facebook Post (static or carousel): R280 per post
- Instagram Reel or Short-Form Video (30–60 sec): R300 per reel
- Instagram Story Set (3–5 frames): R200 per set
- All content is designed using your existing brand kit and tailored to your platform and audience.
- Monthly Package that includes 2 post/reels, 4 stories: R2 900



1. Project Time Frame

- The full delivery time is typically 10–14 working days from the day of the shoot.
- Delays in client responses, content approvals, or payment may result in delivery extensions.

2. Photography & Videography

- I will conduct a full-day, on-site shoot at your lodge/farm (up to 12 hours).
- You will receive a minimum of:
 - 80 edited high-resolution photos
 - 20 short video clips suitable for Reels, Stories, and content creation
- Content will be delivered digitally via Google Drive within 7–10 working days of the shoot.

3. Revisions & Adjustments

- One revision is included for any single video or design item (e.g. brochure, reel, flyer).
- Additional changes will be charged at a flat hourly rate of R250/hour.
- Revision requests must be submitted within 5 days of receiving content.

4. Payment Terms

- A 50% deposit is required to secure your booking date.
- The remaining 50% is due upon delivery of the final content.
- Payments are to be made via EFT. No final files will be delivered until payment is complete.

5. Cancellation Policy

- Cancellations made 7 days or more before the scheduled shoot will be fully refunded.
- Cancellations made within 7 days of the scheduled shoot may result in loss of deposit, depending on whether travel or resources have already been booked.

6. Travel Policy

- Travel within 50km of Rustenburg is included.
- Travel outside this radius will incur a mileage/travel fee, quoted in advance.
- Overnight stays (if required) are to be covered by the client.

7. Usage Rights

- All final images and videos are licensed for the client's own business use on websites, social media, flyers, and marketing materials.
- Creative Collective retains the right to use images and designs for portfolio, website, and promotional purposes unless otherwise agreed upon in writing.

8. Client Responsibilities

- The lodge/business must be clean, styled, and guest-ready on the day of the shoot.
- Please ensure availability of key staff or access to all areas (rooms, farm spaces, amenities) to prevent reshoots.

9. Delivery Format

- All products, designs, and content are delivered in digital format only, unless explicitly stated otherwise in your quote or agreement.
- This includes: photography, videos, social media content, brochures, flyers, brand kits, signage, and printable materials.
- No printed products, physical items, or shipping are included unless discussed, quoted, and agreed upon in writing prior to project start.

10. File Storage & Access

- All final content will be delivered via Google Drive/WeTransfer.
- Files will remain available for download for 30 days. Please download and back up your content during this time.
- Re-sending files after this period may incur an admin fee of R150.

11. Client Communication & Approvals

- Communication will take place via WhatsApp or email.
- Once content is submitted for review, the client will have 5 working days to request changes.
- If no feedback is received within this time, the content will be considered approved and final.

12. Late Payment Policy

- Payment is due within 3 working days of final invoice delivery.
- Late payments may result in a 5% surcharge per week overdue.
- Final materials (including high-res files and editable designs) will only be released after payment is received.

13. Credit & Portfolio Use

- Creative Collective retains the right to display completed work in its portfolio, website, and social media unless otherwise agreed in writing.
- Credit (e.g. "Visuals by @creativecollective") is appreciated but not required when used on social platforms.

14. Unforeseen Circumstances

- In the event of circumstances beyond our control (weather, illness, natural disaster), the shoot date may be rescheduled without penalty.
- Deposits are transferrable but not refundable in these cases.

By proceeding with a booking, the client agrees to the terms and conditions as outlined above. These terms are in place to ensure mutual respect, professionalism, and clarity throughout the creative process.

At Creative Collective, our goal is to deliver exceptional digital products, personalised service, and visual content that adds lasting value to your business or brand. Whether we're creating content for your online presence, designing custom printables, or developing a full lodge branding package, every project is handled with care, creativity, and attention to detail.

These guidelines allow us to work efficiently, manage timeframes realistically, and ensure you receive the quality of service you deserve. They also help us protect our time, energy, and intellectual property while allowing you to clearly understand what to expect from our collaboration.

We encourage open communication and welcome any questions or clarification requests at any stage. If you require a custom agreement or adjustment to these terms, please contact us prior to confirming your booking - we're always happy to tailor solutions where possible.

Thank you for trusting Creative Collective with your vision. We look forward to creating beautiful, strategic, and lasting work together.

CONCLUSION

Creative Collective is more than a design studio - it's a launch partner for small businesses, lodges, and farm stays that are ready to be seen, trusted, and remembered. We understand that starting a business - especially in service-based industries - often comes with limited time, resources, and confidence around visual branding. That's why we offer a full startup branding package designed to remove the stress and deliver the essentials you need to grow: professional photography, brand identity, social media setup, content creation, marketing tools, and business-ready printables.

Our goal is to help you look as professional as the experience you offer, with every element - from your Instagram feed to your guest welcome booklet - working together to build credibility, attract the right audience, and increase bookings or sales.

What sets Creative Collective apart is our ability to blend a personal, handmade feel with strategic design thinking - giving you a brand that feels warm, thoughtful, and commercially strong.

Whether you're a new lodge owner, launching a side hustle, or formalising your small business, we're here to walk beside you, from your first post to your first guest. Let's build your brand - and your business - beautifully.



This is more than a
service - it's a collective of
moments, memories, and
meaningful branding.

Welcome to your next
chapter - creatively made!

