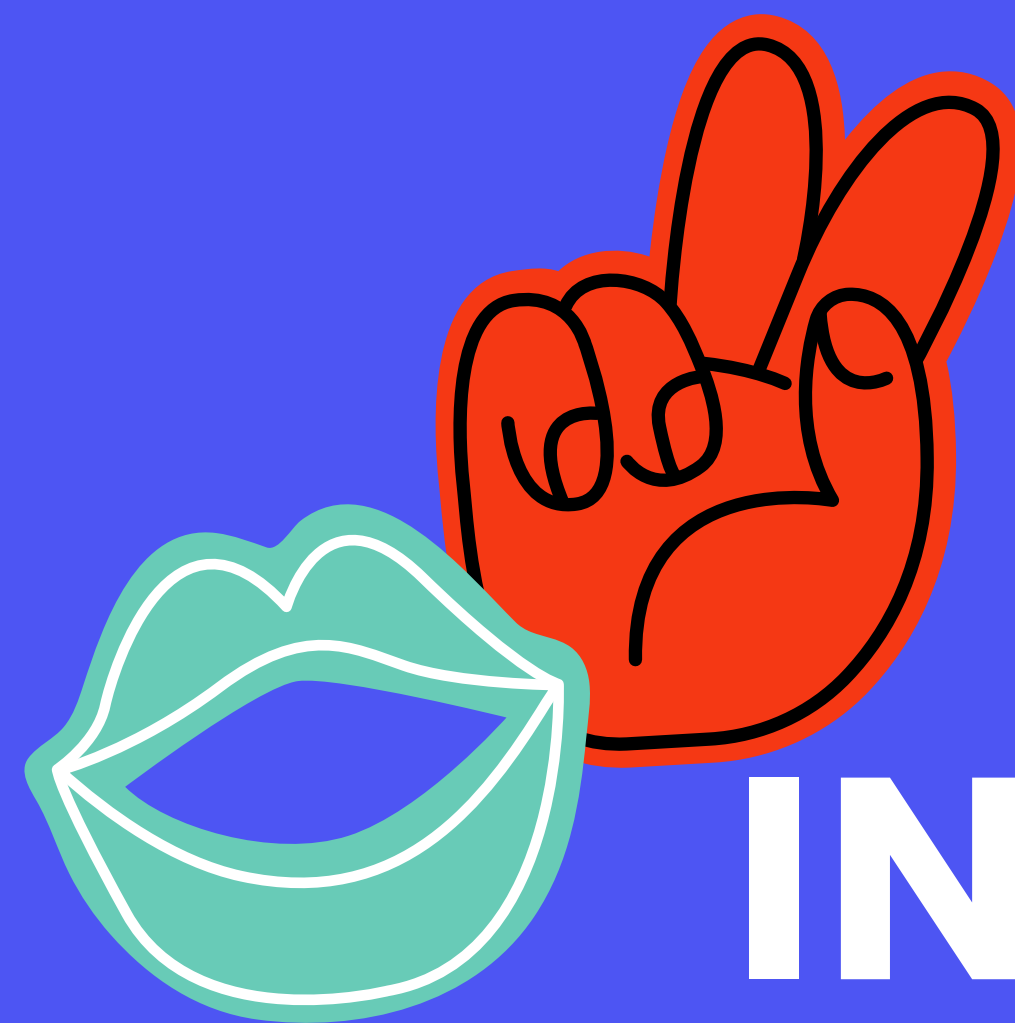




INVESTMENT GUIDE

Created by Blank Canvas

SERVICE BASED PACKAGES | SERVICE BASED PACKAGES |
SERVICE BASED PACKAGES | SERVICE BASED PACKAGES |



SEND THE BRIDE AND GROOM SOME PHOTOS
TO TREASURE, SOME IDEAS FOR YOU:

PHOTO OF YOUR TABLE
GROUP PHOTOS
SOMETHING YOU LOVED
A VIDEO OF YOUR BEST DANCE MOVES
THE NEWLYWEDS

RAQUEL: 0824425047 | ANDREA: 0745802702

WE ARE SO LUCKY TO HAVE YOU IN OUR LIVES.
THANK YOU SO MUCH FOR CELEBRATING WITH US

TABLE NO.

13

Multifidus

Time to Dine

STARTERS
A CHOICE OF:

OXTAIL & ROSEMARY VELOUTE
SERVED WITH A TIAN OF PULLED SLOW ROASTED OXTAIL, CREAMED
POLENTA & SMOKED SALT FLAKE

OR

KINGKLIP
LIGHTLY POACHED KINGKLIP FILLETS WITH A SIDE OF BRUSCHETTA,
TOPPED WITH CREAM CHEESE, RED ONION, WILD ROQUETTE, COCONUT
FLAKES & A BALSAMIC GLAZE

MAINS
A CHOICE OF:

ROAST PORK BELLY
SLOW ROASTED PORK BELLY SERVED WITH A SPICY APRICOT &
CINNAMON PUREE

OR

CHICKEN BALLANTINE
CHICKEN BREAST, ROLLED AND STUFFED WITH A DELICATE BLEND OF
HERBS SERVED WITH A WHOLE GRAIN MUSTARD & CITRUS BUTTER SAUCE

DESSERT
A CHOICE OF:

LAYERS OF WHITE, MILK
SOFT-CENTRE

APPLE COMPOTE
CRUMBLE, SERVED

Drinks

ALL MIXERS AND CORDIALS INCLUDED

WHISKEY
BELLS
JOHNNIE WALKER - RED
JAMESONS

BRANDY
KLIPDRIFT

VODKA
SMIRNOFF VODKA

RUM
SPICED GOLD
CAPTAIN MORGAN

GIN
GORDON'S
BOMBAY ORIGINAL

BEERS
CASTLE LITE
CASTLE
CARLING BLACK LABEL
STELLA ARTOIS
MILLERS
FLYING FISH LEMON

CIDERS
HUNTERS DRY
HUNTERS GOLD
SAVANNAH DRY
SAVANNAH LIGHT

WINE
WINE STATION AVAILABLE





I am so excited you reached out!

Welcome to Blank Canvas!

Firstly, I want to say a big thank you for considering us to create your packaging and strategic branding. At Blank Canvas we pride ourselves on strategic design and passion which ultimately leads us to helping you create a brand that works for you and your business.

I'm so excited to open a further conversation about what we can do for your brand and how we believe that I can help you achieve your goals. This proposal will give you an outline of what your project may look like should you decide to work with Blank Canvas. If you have any questions, don't hesitate to send me an email at (taylor@blankcanvasdesigns.co.za)



OUR *PINKY* PROMISE

We believe that research and strategy are what create brands that are built with longevity in mind. This is why we will always go the extra mile to explore different options without compromising on quality or deadlines. You can rest assured that we will treat your project and vision as if it is our own while allowing you the space and respect you need to take a seat next to us in a collaborative process.



ABOUT ME

Hey, I'm Taylor, but you can call me Tay. I founded Blank Canvas back in 2021 and I couldn't be more thankful for how much we've grown in this time.

I love seeing a brand come together and working closely with a client to make their vision, or dream come true. I am super passionate about packaging and strategic branding designs. Let me help you take that next step to kick-start your successful business!

If we work together, you'll get my passion and determination, so strap in, because it's going to be an exciting journey.

YOU HAVE BEEN WORKING REALLY HARD ON YOUR BUSINESS BUT YOU ARE BATTLING TO REACH YOUR AUDIENCE

YOU'RE FEELING FRUSTRATED, OVERWHELMED & MORE THAN A LITTLE BIT STUCK.

- You're starting a new business
- You have been in business for a few years but you are ready to grow your brand
- You're struggling to understand and share your brand values and connect with your audience in a meaningful (and profitable) way
- You want a brand that gives you #allthefeels instead of that dreaded brand shame.
- You have an amazing product idea but no idea on how to get it to market
- You're not seeing the steady growth you imagined you would
- Your brand lacks direction

NOW IMAGINE THIS:

- + Your brand gives you and your audience #allthefeels
- + You're seeing consistent growth and you know it's because you've invested your time, love and energy into making your brand work for, and with you
- + Your brand has a clear direction
- + Your product has launched with strategically designed packaging and is making an impact on the shelves.
- + You're seeing consistent growth and you know it's because you've invested your time, love and energy into making your brand work for, and with you.
- + Your brand has a clear direction

You are our

Ideal

Client if:



Working together is about finding the right mixture of magic that's going to spark joy in this project and make it run smoothly. Blank Canvas is built on a strong passion to help others achieve their goals.

We have a process that allows us to work together to get everything from you in order to allow me to create something special just for you (unique and special)

We will definitely be the perfect fit if you are looking for the following:

Strategic Design

Fun

Bold

Energetic

Deliberate

Eye-catching

Organised

Exciting

Product Focused

YOUR BRANDING IS NOT A JUST A LOGO

LET'S TALK THE BLANK CANVAS PROCESS

1

Brand Strategy

I believe that strategy is the key to a successful brand and for this reason we start with a clear visual strategy.

Through the use of a detailed branding workbook which you will work through and complete, I get to know you, your brand and where you want to take it. We focus on strategic design that creates a connection and trust between you and your clients.

The aim is to create a brand geared at your growth and that elevates your business within your industry.

2

Let's get Branding

Branding with me is more than just a logo. After going through your brand workbook and identifying your ideal client and unique voice I will craft a brand focused on an authentic identity that visually communicates who your brand is and what makes you unique.

You will get full brand identity crafted in alignment with the strategy and with your big business goals in mind so you can confidently attract your dream clients and customers

3

Getting out there

The importance of branding comes in its Consistency, so we will create brand collateral that brings your brand identity to life and gives your business consistency at each touch point.

Every aspect of your business that your client comes into contact with should enforce your brand identity and voice.

4

Let's Launch

Last but by no means least, I will take your brand from logo to full experience, creating a home for your brand

nixi

HAIR STUDIO



 **Investec**
Private Banking

Multi-generational family offering

The exclusive Investec Private Bank Account gives you and your family access to Investec's suite of banking and investment offerings underpinned by an exceptional private banking experience, with two dedicated Private Bankers and a team of bankers available 24/7 through the global Client Support Centre.





The Kick-starter

INVESTMENT FROM
R32 000

The perfect brand and business kick-starter for you. If you are just starting out or need a brand refresh this package covers everything you will need to get started. We will create a brand strategy that will ensure your business is set up for success. At the end of this you will have everything you need to get your dream business off the ground.

This is best for companies that are in the start up phase. They have no branding and are looking at launching with a big impact. These are for product based businesses that need their business collateral in a more physical format

THIS IS PERFECT FOR YOU IF

This is best for companies that are in the start up phase. They have no branding and are looking at launching with a big impact. These are for product based businesses that need their business collateral in a more physical format

PAYMENTS:

a 50% deposit is paid before the project starts and 50% is paid at the completion of the project.

WHAT'S INCLUDED?

- Clarity Call
(To get a deep understanding of what you are looking for and what you need)
- Project Management & Private Client Portal
(To assist with timelines, feedback and overall guidance during the whole Design process)
- Concept Brand Strategy
(Includes target audience, brand values, and design direction)
- Brand Identity
 - Primary logo design
 - Secondary logo design
 - Alternative logo design
 - Submark design
 - Brandmark design
- Full color palette selection + Brand fonts
- Brand Pattern / Custom Illustration / Custom Iconography
- Up to 3 Brand collateral elements
- A Brand Guide Board
(With color codes, logo usage, and font usage guides)



Let's go Live!

INVESTMENT FROM R56 000

Time to start manifesting those dreams and making it all a reality, this package includes all the bits and bobs you need to establish a strong online presence and start attracting customers from day one. I will work with you to develop a cohesive brand strategy, including logo design, brand messaging, and brand identity design. We'll also create a professional, user-friendly website that showcases your brand and provides a seamless customer experience, capturing those browsers online and turning them into your biggest fans. You will be confident that your brand will look great and function flawlessly, setting you up for success in the online world. Plus, we'll provide ongoing support and maintenance to ensure that your website stays up-to-date and relevant as your business grows.

THIS IS PERFECT FOR YOU IF

You are launching your business with a splash and need to show up online. If you are in any of the service industries and need everything from branding to web development.

PAYMENTS:

Payments plans are available for this package in 4 installments each month. Each project requires a first payment before we start.

WHAT'S INCLUDED?

- Clarity Call
(To get a deep understanding of what you are looking for and what you need)
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(To assist with timelines, feedback and overall guidance during the whole design process)
- Concept Brand Strategy
(Includes target audience, brand values, and design direction)
- Brand Identity
 - Primary logo design
 - Secondary logo design
 - Alternative logo design
 - Submark design
 - Brandmark design
- Full color palette selection + Brand fonts
- Brand Pattern / Custom Illustration / Custom Iconography
- Brand collateral elements (limited to 3)
- Social media templates in canva
- Website design
 - X1 Custom Design Concept
 - X2 Design Revision Rounds
 - X2 Content Revision Rounds
 - X3-5 Static Pages (i.e. Home, About, Services, Portfolio, Blog, Contact etc.)
 - Fully Mobile Responsive
 - Basic SEO
 - Manage Own Content (admin training will be provided)
- A Brand Guide Board
(With color codes, logo usage, and font usage guides)

GOT SOME QUESTIONS?

ARE THERE PAYMENT PLANS AVAILIABLE?

Yes, of course we want to work together to creat magic and we want that to be as easy as possible for you. When bokking your slots we can discuss the details.

WHAT'S THE TIMELINE LIKE FOR DESIGN?

Each package is different, but approx timeline can be found on each package's page. Timeline will vary depending on add-ons and revisions. Please let us know of your ideal Timeline when inquiring.

WHAT IF I'M LOOKING FOR SOMETHING THAT'S NOT LISTED ON THE PRICE LIST?

No problem! I am ready to take on any design task.
If you'd like a custom quote please email us at hello@blankcanvasdesigns.co.za

HOW CAN WE GET STARTED?

I am so excited to work with you! If you're ready to pick a package and get started, please email hello@blankcanvasdesigns.co.za with a response to the questions and package you are interested in so we can get started

WHAT'S THE DESIGN PROCESS LIKE?

Our collaborative journey together begins with a detail-oriented dive into your business and what you do. I want to know everything; from your core mission right down to the reason you chose your brand name.

From there, we can begin dreaming and devising a tailored plan that will reveal your desires and prepare us for action.

Using what I've gathered from our discoveries, I'll begin the design process. Throughout my process, I'll refer back to our research to ensure my work is always intentional and on-par with your standards.

After concept finalisation, I'll provide you with all the files and guidance that will prepare a springboard for you to go live. I won't leave you with any loose ends or unanswered questions. The way I see it, our work together is only complete once you feel 100% prepared and informed.

MONIQUE·FIT

awaken

6 week challenge



let's chat!

"If you are looking for a business that goes above and beyond from beginning to end then look no further! Taylor at Blank Canvas has been a pleasure to work with and has recently become a great asset to the professionalism of my own business. I love the attention to detail and her ability to bring my visions to life."

Monique, MoniqueFit

"Taylor is an absolute pleasure to work with. She designed my entire brand identity and I couldn't be happier with what she came up with. She was quick, efficient and most importantly patient with my ever changing mind! She is excellent at what she does and puts a lot of effort and attention to detail into her work! HIGHLY recommend"

Nikita, Nixi Hair Studio

"From the very start of the project, Taylor was incredibly professional, responsive, and focused on understanding my needs as a client. She asked all the right questions to get a clear picture of my brand and what I was looking for in a logo design. What really stood out to me about Taylor's work was the creativity and originality they brought to the project. She didn't just churn out generic designs"

Eli, Tavlin



SO, WHAT IS NEXT?

WE ARE SO EXCITED TO WORK WITH YOU

FILL OUT AN APPLICATION

After you submit your application, we'll either send you a custom quote or request a free call to get more information.

GET IT STARTED

Once the contract is signed and your deposit is paid, we get the ball rolling on your project.

More often this means a thorough creative direction call.

CELEBRATE!

Get the bubbly ready because once we're done, we'll send over all your files to share with the world!

You have everything you need to launch with a bang!

