

Company Profile



Hi! We are



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and we are a **Creative Agency.**

In today's crowded landscape, a strong brand cuts through noise and clutter and delivers a clear picture of who you are and what you do. The truth is your company is a brand. As an established business, you've created an impression on your customers and stakeholders through your communications and interactions. Your brand lets you formalize and codify the creative identity an approach that works to create a market presence that is unique to you.

Developing a new product or providing a service in today's highly competitive environment can be a challenge to any new or old business.

The volatile condition of the market and a highly informed and spoiled for choice customer base in the RELEVANT sector, make it a specialized task to position your brand for both maximum visibility and enhanced respect among the consumers.

From a dream to a complete functional design, a project must go through several stages requiring the expertise of a number of skilled specialists. We endeavor to optimise imagination, creativity, and reliability, combining all the skills necessary to envision, design, plan and manage your project to get the results you want, on-time and on budget.

The background features a vibrant, abstract design with overlapping, wavy shapes in shades of purple, orange, red, green, and blue. A large, dark blue circle is positioned on the right side of the page.

Company Information



Company Information

Our Concept development is a process of developing ideas to solve specified design problems.

Company Name:



Company Registration No:



Enterprise Number

K2018604803

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BBEE Level Status:



CSD Supplier Number: MAAA0716338



CENTRAL SUPPLIER
DATABASE
FOR GOVERNMENT



Introduction

Spattering colors and shapes all over the canvas is a painter's way to create whatever comes to mind

You need a partner who understands how to create or revitalize an organization's visual identity standards and extend these frameworks into a creative project specific approach.

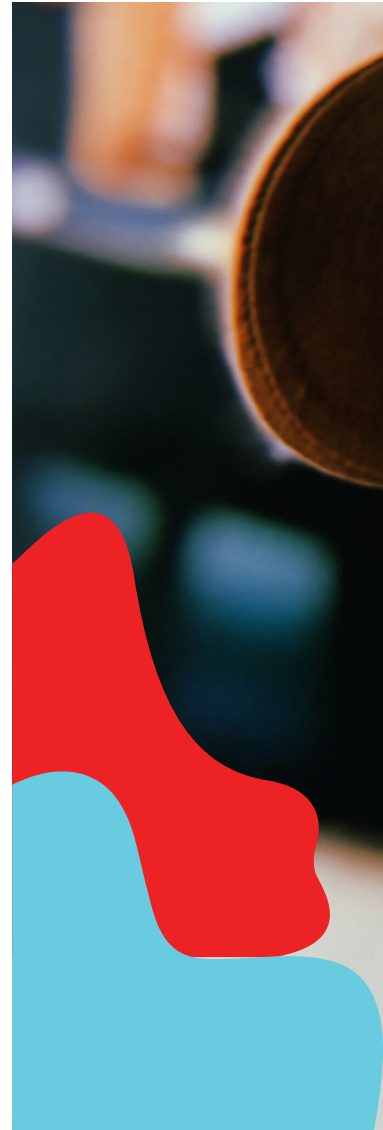
When you partner with us, you engage with an experienced and professional team that ensures your organizational image achieves maximum positive impact on your target audiences.

We will do extensive market analysis, study the industry trends, and apply bespoke practices constructive to the success of your company and it's brand.

We are a leading innovator in our various fields and our team of creative, technical design specialists and dedicated professionals have over 19 combined years of experience within the fields of advertising, graphic design, computer programming and web development.

Our expertise spans more than just in creating compelling designs; we also specialize in end-to-end project management to ensure that the designs we create achieve your desired outcomes. We work with you to evolve your ideas from concept to finished project.

Our work has demonstrated significant achievements in business growth and brand development, and our work has garnered lasting results. We hope to provide you with similar success through our outstanding services.



Whats Design To Me

Design is a way of life, a point of view. It involves the whole complex of visual communications: talent, creative ability, manual skill, and technical knowledge. Aesthetics and economics, technology and psychology are intrinsically related to the process //





Ndumi Khanyile

Paint Digital Studio founder

“I strive for two things in design: simplicity and clarity.”

Lindon Leader

With 14 years of Digital Design experience from a mere age of 14 year old using photoshop to modify art.

Combined with that and his educational background of Software Development - he's only focused on the empowerment of technological advancement.

Specialities include: Xcode, C#, HTML5 Adobe Photoshop, Illustrator, Indesign, After Effects and Dimension.



Paint Digital Studio

Team

Have the right team by your side

We are a dynamic team of creative specialists with expertise that spans more than just in creating compelling designs; We specialize in communication practices with a special focus on Print, Design and Web Solutions, and help create and deliver quality communication material that is nothing short of international standards, with end-to-end project management to ensure that the designs we create achieve your desired goals.

The team has in-depth experience and a deep

understanding of the local and international markets with regards to design trends and aims to cater to the growing demand for quality within your market space.

Our service portfolio provides an extensive range of services and our team is fully equipped to meet stringent standards supplemented by modern IT facilities and state-of-the-art communication technology

“Good design is all about making other designers feel like idiots because that idea wasn’t theirs.”

Frank Chimero



Bantubonke Mlotshwa
Co-Founder / Creative Director

Experienced Graphic Designer with a demonstrated history of working in the marketing and advertising industry for 6 years.

Specialities include: Photoshop, illustrator, Indesign, After Effects and CorelDraw.



Sentle Skosana
Head of Administration

With a range of administrative skills within the construction industry, NGO development and structuring. The past 4 years have taught me all the ins and outs of conducting a well sought business structure and developing greater customer relations.





Our Services

We have a dynamic team of professionals that will provide strategic, high-impact visual marketing and communications solutions for small to large enterprises. Our areas of specialization include:

Corporate Identity Design:

A corporate identity is the overall image of a corporation, firm or business in the minds of diverse publics, we specialize in creating a brand for you or refreshing your existing brand promise that will help you reach optimum results to best reach your customers. We follow the same proven process of defining opportunities, quantifying goals and choosing the optimal media mix for reaching the right target markets. This includes: Logo Design, Corporate Stationery, Visual Identity and Branding.

Web Design:

Our web designs encompass many different skills and disciplines in the production and maintenance of websites. The different areas of web design include: Animation, Website Design, Cloud Hosting Services, Web Development, Online Adverts, HTML5 & CSS3, Javascript, PHP, App Development and more.

Print Design:

We produce top-end graphic design, and create sustainable processes, producing visual communications and presentations for your targeted audience, that is purposely designed for printing. These include: Annual Reports, Book Design & Layout, Business Cards & Stationery, Catalogues, Magazine Design & Layout, Marketing Kits, Newsletters, Flyers, Packaging Design, Signage & Displays, Banners, Interactive Design Layouts.



SUPERIOR CONCEPTUALISATION

Our Concept development is a process of developing ideas to solve specified design problems. Our conceptual process is developed in phases,



SUPERIOR CREATIVITY

Our digital designers are similar to a painter in a way that they are both creative expressions, yet our creations have a strategically-driven approach.



SUPERIOR QUALITY

With the goal to be Globally recognized in the industry, showcasing the best the world has to offer in design, digital development, media, and innovation serves a critical role of creativity in digital solutions.



Company Values

Design is directed toward human beings. To design is to solve human problems by identifying them and executing the best solution.

“Digital design is like painting, except the paint never dries”

Neville Brody

1

Vision

To be the most admired Design, Print and Web Development Solutions provider in Africa and to inspire a revolution in creativity

2

Mission

Our foundation begins with our Mission, which is persistent, tenacious and determined. To equip our clients with the tools necessary to create and drive brand value.
To make a difference.

3

Value Proposition

By engaging with Paint Digital solutions, you will not be buying a service, but an experience, synonymous with excellence, innovation and customer centricity. With deep insight and profound experience.

4

Why Us?

Our foundation begins with our Mission, which is persistent, tenacious and determined. To equip our clients with the tools necessary to create and drive brand value.
To make a difference.





Deliverable Overview

With you every step of the way...



Insight to value added services:

Our solutions provides the best value proposition: Bespoke, optimal solutions to suit your needs and budget. Pricing will be determined as per your specific requirements once agreed upon.

Description of work:

Revisions or alterations to the scope of work or schedule may result in additional costs which we will communicate and agree in advance. These may include copy or layout changes made after initial approvals. Extensive alterations, such as a change in marketing objectives or project goals, shall be considered new work and will require that the agreement be amended with a change order to reflect the revised scope of work.

“It’s through mistakes that you actually can grow. You have to get bad in order to get good”

Paula Scher

Any successful design project requires careful management and adherence to strict project timelines by our team and yours to achieve agreed-upon milestones. We will formalize a schedule after completion of Phase I: Research, as outlined in the approach section page 12, and include the following key milestones:

- Conduct research to support creative development
- Deliver first draft of creative brief
- Provide feedback on creative brief
- Provide final creative brief
- Assign job to designers
- Present comparative design approaches for review
- Provide feedback on designs and determine direction
- Provide final designs for approval**
- Approve final designs
- Deliver final designs for production
- Follow up and feedback



Our Approach

“Simplicity is the ultimate sophistication”

Paula Scher

Efficiency at its best...

A Four-Phase Approach to Development Excellence

Our responsive design process is fluid and changing, just like the technology we build with. The graphic outlines the general process we use today to develop dynamic solutions. This process stems from our team make-up, our tools, and our work-flow.

Phase I: Analysis

Before any actual creative work begins, we conduct extensive background research and analysis. We will schedule meetings with you to understand your goals, audience needs and project expectations. In addition, we will conduct market, customer and competitive research to gather additional insight. Once our research is complete, we will provide a creative brief to summarize the results of our inquiries and outline the project, along with a detailed project schedule to ensure on-time delivery.

Phase II: Design Concepts

When our analysis is complete and you are on board with the initial concepts, design work begins. We keep your communication needs and priorities at the core of every design decision - from colours to image selection to font styles. Typically, we explore several different creative approaches before entering in on our main creative ideas. Based on your feedback, we evolve these creative approaches into comprehensive design directions. As part of this process, we will deliver at least two creative concepts for your evaluation.

We believe that good quality design requires more than just creativity. It requires research, analysis and close collaboration with you to reflect your organization's vision, strengths, messages and priorities.

Phase III: Application

After you select your preferred creative direction, we begin design execution. We work with you to select images and gather copies for the final design pieces. We produce draft outputs for your review and make sure that your input is reflected before any piece goes into production. When your quality standards (and ours) are achieved, we prepare your design pieces for final production.

Phase IV: Appraisal

After the design is complete, we follow up with you to assess the outcome of the project. We are keen to hear not only your insights on our process and designs, but also any feedback you have received from your audiences





Our Clients

Above and beyond, not only are we a graphic design company, we are in service of our clients.

Sunday World

Much more than a Tabloid



TAT (Turnaround time) serves great importance in the client to business relations, which is why we are dedicated to constantly improve work efficiency while retaining a high quality in work delivery.

Ndumiso Khanyile. the Founder

aint Digital Studio

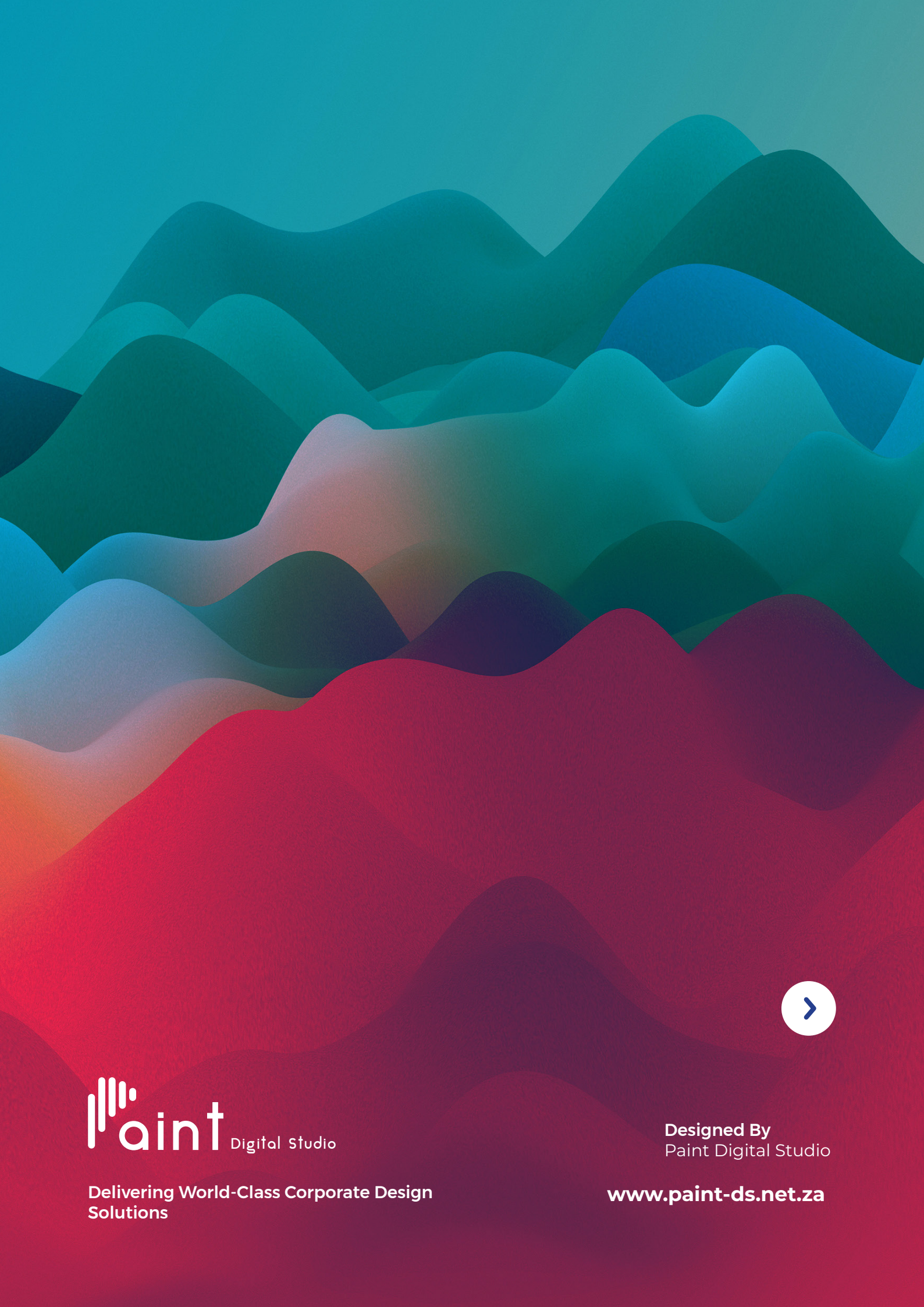


Digital Creativity Unleashed

There are a number of companies in the market place that are striving to deliver similar if not the same services, the combination of years of industry experience combined with cutting-edge technology has Paint Digital Studio poised to claim the top spot in the market, delivering on our promise,

as we aim to provide our clients with innovative, conceptualized designed solutions. Exceeding Expectations "Give value, do more than expected, GO BEYOND". And always ensuring client satisfaction."





 **Paint** Digital Studio

Designed By
Paint Digital Studio

Delivering World-Class Corporate Design
Solutions

www.paint-ds.net.za