



2025

monica malan
DESIGN STUDIO

CREATIVE
SERVICE &
PRICING GUIDE

MONICAMALAN.COM

HELLO & WELCOME

02



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Monica
malan
DESIGN
STUDIO

UNDERSTANDING THIS SERVICE GUIDE

The intention behind this service guide is to provide a transparent, comprehensive overview of what I offer. I firmly believe that an informed client is an empowered one, and I've crafted this document with that sentiment in mind.

Whether you're engaging with my services for the first time or you've returned to work with me again, this guide is designed to answer your questions, clarify my offerings, and ensure every interaction you have is seamless and insightful.

MY MISSION AND VISION

My Vision

I believe that everyone has the potential to create a strong and memorable brand. It's my goal to provide you with the tools and knowledge to make it happen. With my guidance, you'll have the confidence to pursue work that ignites your passion and attracts your ideal clientele.



My Mission

01.

Unwavering Commitment to Quality

I strive to offer designs that meet the highest industry benchmarks, ensuring every piece is clear, adaptable, and timeless.



02.

Strategic Brand Building

More than just creating visuals, I delve deep into understanding the core values and aspirations of every brand I work with.

03.

Collaboration

Empowering my clients is key. I aim to create a space where your vision and my expertise come together seamlessly.

SERVICES OVERVIEW

At MMD Studio, we pride ourselves on offering a range of specialised design services all under one roof.

Whether you need a new website, a custom logo or branding for your business, we have the expertise and creativity to bring your vision to life. From concept to completion, we are committed to providing exceptional service and delivering results that exceed expectations.



Here's a snapshot of the services I offer:

01. BRAND & LOGO DESIGN

The cornerstone of your brand identity. I create logos that are not just symbols but reflections of your brand's ethos and essence.

03. MINI WEBSITE

Our mini WordPress websites are a great option for those looking for an affordable, simple website. The package includes everything you need to get online and start building your brand.

05. WEBSITE MAINTENANCE

Our website maintenance & updates package includes weekly website performance assessments, security patches and more in order to keep your site safe, secure and up-to-date.

02. WEBSITE DESIGN

In addition to stunning visuals, our WordPress websites are also highly functional, with intuitive navigation and user-friendly interfaces.

04. ONLINE STORE

Our WooCommerce add-on fits seamlessly into your WordPress website and includes everything you need to build a store that's simple and easy to use.

06. DIGITAL DESIGN

Looking for creative and unique graphic design services? From social media designs to business cards, I have the skills to bring your vision to life. Don't hesitate to contact me today to discuss your graphic design needs.

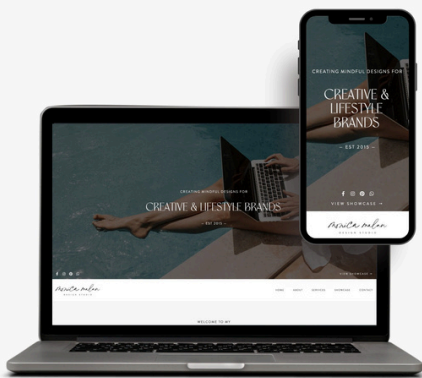
PACKAGES OVERVIEW

Introduction

Understanding the investment you're making is crucial. That's why I believe in maintaining transparency when it comes to pricing. Below, you'll find a detailed breakdown of how I structure my pricing for the design services.

01. Brand & Logo Design R4,950.00

- Ideal for startups and small businesses
- Initial consultation
- 2 initial design concepts
- Up to 2 rounds of revisions
- Final logo in 3 formats (JPEG, PNG & PDF)

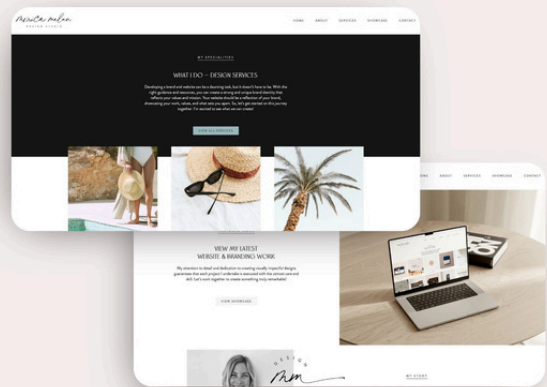


02. Website Design R8,780.00

- Best suited for new business or revamps
- Comprehensive consultation
- 5 custom designed pages
- Up to 2 rounds of revisions
- Includes enquiry form, stock images & website backup

03. Mini Website R5,445.00

- Ideal for startups and small businesses
- Initial consultation
- “One Pager” style website (with anchor links)
- Up to 2 rounds of revisions
- Includes enquiry form, stock images & website backup



BRAND & LOGO DESIGN

package details

06

Investment Starts From: ZAR4,950.00

Package Deliverables:

- ✓ 2 initial design concepts
- ✓ Two rounds of revisions
- ✓ JPEG, PNG, PDF File Formats
- ✓ Primary Logo, Secondary Logo, Logo Submark
- ✓ Brand Fonts & Colour Palette
- ✓ Detailed brand guideline

Timeline:

Brand & Logo Design projects usually take anywhere 2-4 weeks depending on feedback time and revisions.

Payment Terms:

50% deposit is due upfront to secure the project and remainder due on completion before final files are handed over.

For enquiries, visit
[MONICALMALAN.COM](https://www.monicalmalan.com)

THE DESIGN PROCESS

01. Research

Every design journey begins with understanding. Before I sketch a single line, I delve into the core of your brand, its market, audience, and competitors. This ensures the logo stands tall, both in uniqueness and relevance.

02. Conceptualisation

Drawing from the insights gathered, I start crafting various logo concepts. This phase is all about creativity, innovation, and aligning the design with your brand's narrative.

03. Refinement

Based on feedback and collaborative discussions, I refine the chosen concept, fine-tuning every detail, from colour palettes to typography, ensuring it aligns flawlessly with your brand's vision.

04. Delivery

Once the logo design is finalised, you'll receive the logo in various formats suitable for both print and digital use. This ensures that whether it's on a business card or a billboard, the logo retains its integrity and appeal.

WEBSITE DESIGN

package details

Investment Starts From: ZAR8,780.00

Package Deliverables:

- ✓ 5 pages custom website design
- ✓ Built using WordPress CMS & Elementor
- ✓ Royalty Free Stock Images Included
- ✓ Wordfence Security installed & SetUp
- ✓ Website backup on completion
- ✓ 14-day Technical Support

Timeline:

Website Design projects usually take anywhere 4-12 weeks depending on size of the website, feedback time and revisions.

Payment Terms:

50% deposit is due upfront to secure the project and remainder due on completion before the website goes live.

THE DESIGN PROCESS

01. Consult

Let's chat and discuss all of your website needs. The number of pages, creative details, you name it. Once done I'll create your personalised quote and what you can expect working with me.

02. Concept & Design

Before starting, all of your content needs to be finalised. I'll start with the homepage and once it's approved by you I'll create the remaining pages.

03. Wrapping Up & Delivery

Once the design is completed, I'll start the responsive site design. This will be a condensed and simplified version of the entire site for tablet and phone. You will then provide final approval of both versions of the website.

04. Launch

Hooray, your website is ready to go live! Once final payment is made, your site will go online and you'll receive a launch kit to show it all off.

For enquiries, visit
MONICAMALAN.COM

Domain / hosting / email setup, and support are charged separately at market-related rates. Should hosting be done through a third-party, Monica Malan cannot be held responsible for website downtime, email trouble-shooting or any hosting support. Additional items require a custom quote (i.e: additional pages, e-commerce, e-course, etc).

ADD-ON PACKAGES

Looking for creative and unique graphic design services? From social media designs to business cards, I have the skills to bring your vision to life. Don't hesitate to contact me today to discuss your design needs.

<p>Online Store (WooCommerce)</p> <p>PRICE: R4,500.00</p>	<ul style="list-style-type: none">• 10 products added (digital / physical)• Payment Integration (Payfast / PayPal)• Shopping Cart + checkout integration• No recurring or percentage fees• Tutorial video on how to manage online store
<p>Business Card Design</p> <p>PRICE: R850.00</p>	<ul style="list-style-type: none">• Receive high-resolution PDFs• Two Design Concepts• Two Revision Rounds: Make necessary tweaks to finalise the design• Recommendations for the best printing results• Digital Version: A soft copy for electronic sharing
<p>Letterhead Design Package</p> <p>PRICE: R750.00</p>	<ul style="list-style-type: none">• Standard and Custom Sizes• Two Design Concepts• Two Revision Rounds• Print & Digital Formats: PDF for printing and DOCX for digital use.
<p>Social Media Kit Package</p> <p>PRICE: R1,500.00</p>	<ul style="list-style-type: none">• Facebook / Instagram / LinkedIn• Editable in Canva• Profile & Cover Images• Two Revision Rounds: Refinements to get every detail right• JPEG, PNG, PDF File Formats
<p>Website Hosting & Domain Reg.</p> <p>PRICE: R1,300 / year</p>	<ul style="list-style-type: none">• 5GB SSD storage for website & email files• 5GB monthly traffic allowance• Unlimited email accounts*• Website ready• Free SSL <p>*Emails accounts count towards total disk space quotas.</p>
<p>Website Maintenance</p> <p>PRICE: R1,750 / month</p>	<ul style="list-style-type: none">• WordPress Core Updates• Theme updates• Plugin updates• Monthly Site BackUp• Enhancement, Security and Performance

ARE WE A GOOD FIT?



We Are A Good Fit If

- ✓ You value communication and collaboration in the design process.
- ✓ You understand the importance of investing in quality design.
- ✓ You're open to feedback and suggestions based on my expertise.
- ✓ You're committed to a timeline and respect the design process.
- ✓ You recognize the power of branding and its long-term impact.
- ✓ You're seeking a partnership, not just a transaction.

We Are Not A Good Fit If

- ✗ You expect immediate results without iterative refinement.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You prefer dictating every design detail without flexibility.
- ✗ You're unable to commit to timelines or provide timely feedback.
- ✗ You see branding as an optional extra rather than a core necessity.
- ✗ You view our interaction as a one-time engagement with no follow-up.

CLIENT REVIEWS

”

Monica made our website in just two weeks!

Amazing how she uses her expertise to transform a brand name, the products, and the services into an amazing website! She's got a great eye for detail, knows how to use colours, photos, and shapes, to give you that wow-feeling when opening the first page. She definitely has figured out the craft of making beautiful and functional websites that you'll remember :) Highly recommended!

Judith Poelman

OWNER | REFLAXATION

”

As a new business owner working with Monica at MMD Studio was an absolute breeze. She willingly took on my vision with speed and grace. Coming from the advertising industry and being used to the fast paced working environment | was super pleased to know that my project work was done in a timely fashion. Monica helped me create the more detailed vision that required, I had the overall picture in my head and she brought it to life in the most elegant way. She walked me through the process step by step, it was reassuring to know that she knew what I needed and how to get it done. I am so grateful to have had the opportunity to work with Monica, I honestly can say that I trust her and her amazing skill set and would recommend her work to anyone who needs pure, responsible, beautiful, dedicated magic for their brand.

Cherrise Griffiths

OWNER | TRIPLE C CREATIVE COLAB

”

I was extremely happy with MMD Studio from start to finish! Monica was always punctual with her work and I found our meetings professional, to the point and an absolute pleasure. She took my vision, understood what I wanted and created the brand identity I was looking for. Being a first time business owner she gave me a lot of direction and assistance in areas which were not my forte. I would happily recommend her and look forward to doing more work with Monica in the future!

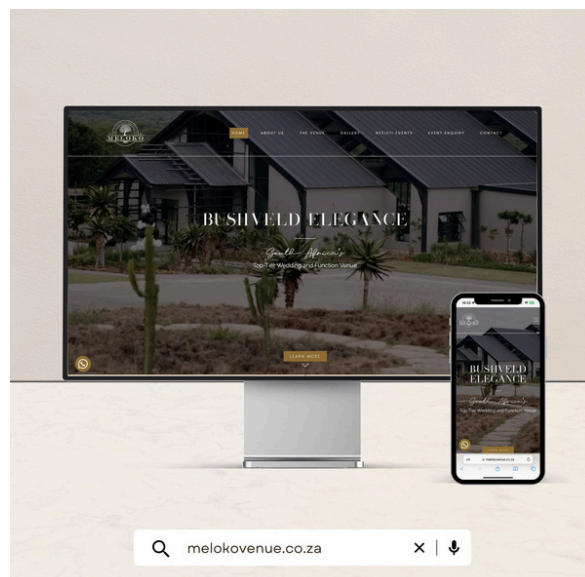
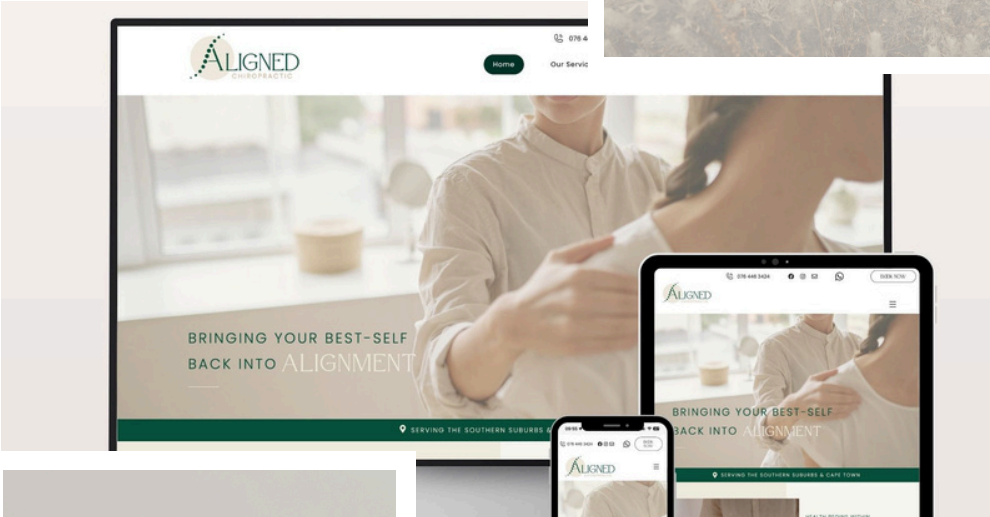
Kelly Edwards

OWNER | THE SKIN & NAIL BAR

PORTFOLIO

My most recent work is now available!

Stay up-to-date with my latest projects by following me on Instagram and visiting my website.



“EVERY BRAND IS A STORY, AND THE
BEST ONES ARE THOSE THAT ARE NOT
JUST TOLD, BUT LIVED AND FELT.”

Unknown



FAQS

If you're looking for further information, be sure to check out my comprehensive list of Frequently Asked Questions. It's an excellent resource for gaining a better understanding of how things work!

01. What design services do you offer?

I specialise in a range of services, from logo design and branding to website design and print materials. My aim is to provide a comprehensive suite of design solutions tailored to your needs.

02. How long does a typical design project take?

Each project's timeline varies based on its complexity. A logo might take 2-4 weeks, while a complete branding package can range from 6-8 weeks. During our initial chat, I'll give you a clearer idea of the expected timeline.

03. Do you work with international clients?

Yes, I do! Digital tools make it easy for me to collaborate with clients from all corners of the world.

04. Will I own the rights to the designs?

Absolutely. Once we wrap up the project and I receive the full payment, all rights to the designs transfer to you. I'll ensure you have all the necessary files.

05. Do you provide support after the project is completed?

Definitely. I believe in nurturing lasting relationships. If you ever have questions or require tweaks post-project, I'm just an email away.



READY TO START A NEW PROJECT?

Ready to get started on your project with a clear vision in mind?
Let's jump right in!

Fill out the project enquiry form at
MONICAMALAN.COM



If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at:



hello@monicamalan.com