



IT PLAYGROUND SERVICES: PRICE ESTIMATES (2025/2026) – BALANCING QUALITY, SPEED, & COST:

At IT Playground, we understand that every business has unique priorities. Our pricing is transparent and reflects the fundamental "Iron Triangle" principle (also known as the Project Management Triangle or Triple Constraint):

- **Work/develop something quickly and of high quality, but it will be very costly.**

(Fast + Good = Expensive)

- **Work/develop something quickly and cheaply, but it will be of low quality.**

(Fast + Cheap = Low Quality)

- **Work/develop something of high quality and low cost, but it will take a long time.**

(Good + Cheap = Slow)

This guide outlines our service tiers to help you make an informed decision based on your needs and budget, understanding these inherent trade-offs. All prices are in South African Rand (ZAR).

1. ICT Consulting & Support

- **Tier 1: "Quick & Cheap = Low Quality" (Basic/Ad-hoc Remote Support)**

- **Cost:** R200 – R400 per hour / R2,500 – R6,000 per month (for very small businesses/basic managed services. For On-site Support: A minimum call-out fee included).
- **Description:** Focus on rapid issue resolution, suitable for isolated problems or clients needing immediate, fundamental guidance. This option prioritizes speed and low cost, meaning the quality might be limited to immediate fixes rather than comprehensive or strategic solutions.



- **Tier 2: "Balanced" (Good Quality & Reasonable Speed/Cost)**

- **Cost:** R400 - R600 per hour / R6,000 - R15,000 per month (for comprehensive SME support).
- **Description:** Offers a strong balance of proactive monitoring, maintenance, regular reviews, and responsive support. This is the common sweet spot, providing good quality service within a reasonable timeframe and budget.

- **Tier 3: "High Quality & Fast = Premium Cost" (Urgent, Specialized Consulting/Emergency Response)**

- **Cost:** R600 - R1,250+ per hour / R15,000 - R30,000+ per month (for enterprise-level or critical infrastructure support).
- **Description:** Immediate attention from top-tier experts for critical issues or complex challenges requiring rapid resolution. This premium pricing reflects the expedited service, advanced expertise, and dedicated resources.

- **Tier 4: "High Quality & Low Cost = Takes Time" (Strategic Planning/Non-Urgent Project)**

- **Cost:** R350 - R500 per hour (discounted long-term rate, flexible timeline).
- **Description:** Deep dive strategic IT planning or infrastructure upgrades where timeline is flexible, allowing for optimization and lower hourly rates over time, ensuring high quality without the high cost of urgency.

* **On-site Support:** R50 – R500 call-out fee (plus R2 – R10 per kilo).



2. Web Development

- **Tier 1: "Quick & Cheap = Low Quality" (Basic Template Website, brochure site, simple landing page)**
 - **Cost:** R2,500 - R7,500
 - **Description:** Fast deployment using existing templates, limited customisation, focusing on essential functionality. This option prioritizes speed and low cost, meaning the design might be generic and scalability limited.
- **Tier 2: "Balanced" (Good Quality & Reasonable Speed/Cost)**
 - **Cost:** R8,000 - R30,000
 - **Description:** Custom design elements, CMS integration, essential e-commerce or lead generation features. Offers a good balance of quality and delivery time, suitable for most small to medium businesses.
- **Tier 3: "High Quality & Fast = Premium Cost" (Complex, Bespoke Web App/E-commerce with Tight Deadline)**
 - **Cost:** R35,000 - R150,000+ (can be R250,000 - R500,000+ for very large projects).
 - **Description:** Unique, high-performance design, complex integrations, advanced functionality, and expedited delivery for mission-critical or large-scale projects. Premium pricing due to dedicated resources and accelerated timeline.



- **Tier 4: "High Quality & Low Cost = Takes Time" (Iterative Development/Long-Term Project)**
 - **Cost:** R15,000 - R125,000 (over an extended period, (can exceed R150,000 - R300,000+ for a very large-scale, bespoke applications).
 - **Description:** Phased development, allowing for thorough testing, client feedback loops, and cost optimization over a longer, more flexible timeline, ensuring high quality without the premium cost of urgency.
- **Hourly Rate for Development:** R350 - R1,000+ per hour. (special cases)

3. Cyber Security

- **Tier 1: "Quick & Cheap = Low Quality" (Basic Vulnerability Scan - Automated & Basic Report)**
 - **Cost:** R1,000 - R4,000
 - **Description:** Fast, automated vulnerability scanning with a basic report. This prioritizes speed and low cost, offering a quick overview but with limited manual verification or detailed recommendations, potentially missing deeper issues.
- **Tier 2: "Balanced" (Good Quality & Reasonable Speed/Cost)**
 - **Cost:** R7,500 - R30,000
 - **Description:** Scope-specific pen testing (e.g., one web app or a small network segment), actionable recommendations, some advisory hours. Good balance of depth and cost for addressing identified risk areas.

- **Tier 3: "High Quality & Fast = Premium Cost" (Comprehensive Enterprise Pen Test/Incident Response - Web App, Network, Internal, Social Engineering)**
 - **Cost:** R35,000 – R200,000+ (for large, complex environments or emergency response).
 - **Description:** Full-scope testing, advanced attack simulations, detailed reporting, expert remediation guidance, and rapid deployment of a security team. Premium for exhaustive coverage and continuous protection under tight deadlines.
- **Advisory/Consulting (Hourly):** R800 – R2,500+ per hour.
- **Managed Security Services** (e.g., Endpoint Detection & Response, SIEM monitoring): R1,500 – R10,000+ per month (based on number of endpoints, data volume, and level of service).
- **Online Academy/Training:** R500 – R5,000+ per course/user, or a subscription model (R50 – R800+ per month - quality tied to content depth and platform features).

4. AI Deployment Service

- **Tier 1: "Quick & Cheap = Low Quality" (Off-the-shelf AI Integration /Basic Chatbot)**
 - **Cost:** R5,000 – R50,000
 - **Description:** Deployment of pre-built AI solutions (e.g., integrating a standard chatbot, simple automation flows). This prioritizes speed and low cost, meaning limited customisation or complex functionality.
- **Private AI Solutions** (e.g., custom machine learning models, advance security, locally hosted): R10,000 – R100,000+ (Optional)

- **Tier 2: "Balanced" (Good Quality & Reasonable Speed/Cost)**
 - **Cost:** R30,000 - R300,000
 - **Description:** Development and deployment of AI models tailored to specific business needs (e.g., custom recommendation engine, specific data analytics). Good balance of customisation and efficiency.
- **Tier 3: "High Quality & Fast = Premium Cost" (Complex, Bespoke AI System/Large-Scale Data Science)**
 - **Cost:** R300,000 - R1,500,000+ (can be significantly more for enterprise-level, long-term AI initiatives).
 - **Description:** Development of highly complex, proprietary AI systems, deep learning models, large-scale data ingestion and processing, expedited development cycle. Premium pricing for accelerated development and cutting-edge solutions.
- **Tier 4: "High Quality & Low Cost = Takes Time" (Research & Development Phase/Iterative AI)**
 - **Cost:** R250 - R750 per hour (for longer-term engagements where R&D and iterative improvement are prioritized).
 - **Description:** Focus on building high-quality, robust AI solutions over time, allowing for thorough research, model refinement, and cost optimization through phased deployment.
- **Private AI Solutions** (e.g., custom machine learning models, advance security, locally hosted): R10,000 - R1,000,000+
- **Hourly Rate for AI Specialists:** R800 - R3,000+ per hour.
- **Ongoing Costs:** Cloud infrastructure usage (R500 - R20,000+ per month), model retraining, maintenance.

5. Secure Backup Solutions (Online and Offline)

- **Tier 1: "Quick & Cheap = Low Quality" (Basic Cloud Sync/Simple External Drive)**
 - **Cost:** R25 - R100 per month (basic cloud sync) / R750 - R1,500 (basic external drive setup).
 - **Description:** Fast to set up, minimal features, relies on client's self-management for recovery. This prioritizes speed and low cost, meaning less redundancy, monitoring, or specialized support.
- **Tier 2: "Balanced" (Good Quality & Reasonable Speed/Cost)**
 - **Cost:** R250 - R1,500 per month
 - **Description:** Managed service, automated backups, monitoring, and reliable restore capabilities. Offers a good balance of security, features, and cost for small to medium enterprises.
- **Tier 3: "High Quality & Fast = Premium Cost" (Enterprise-Grade Disaster Recovery/High Availability)**
 - **Cost:** R1,500 - R7,500+ per month (plus significant upfront hardware/software costs if applicable - NAS/External Drives).
 - **Description:** Comprehensive disaster recovery planning, rapid recovery time objectives (RTO), and continuous data protection for mission-critical systems. Premium for maximum data security, redundancy, and fast recovery.
- **Tier 4: "High Quality & Low Cost = Takes Time" (Self-managed System with Setup Support)**
 - **Cost:** R100 - R400 per month + setup fee R1,500-R5,000.
 - **Description:** ITP sets up a cost-effective backup system which the client then largely manages, trading initial setup for lower ongoing costs and a more flexible timeline.

6. Data Recovery (Deleted Data, Formatted Hard Drives, Etc.)

- **Tier 1: "Quick & Cheap = Low Quality" (Basic Logical Recovery - Basic)**
 - **Cost:** R600 - R1,500 ("no data, no charge" on recovery portion.)
 - **Description:** For simpler cases like accidental deletion, minor partition issues. Fastest turnaround for successful cases. This tier prioritizes speed and low cost, meaning success is less guaranteed for complex cases.
 - **Tier 2: "Balanced" (Good Quality & Reasonable Speed/Cost)**
 - **Cost:** R1,500 - R4,000
 - **Description:** For formatted drives, minor firmware issues, or drives with light physical degradation. Requires more specialized tools and time, offering a good chance of recovery for moderately complex scenarios.
 - **Tier 3: "High Quality & Fast = Premium Cost" (Complex Physical/Cleanroom Recovery)**
 - **Cost:** R4,000 - R12,500+ (can exceed R20,000 for critical/complex RAID or SSDs).
 - **Description:** For severely damaged drives, requiring cleanroom environments or highly specialized techniques. Premium cost for high success rate on difficult cases and expedited service when possible.
- * **Note:** Non-refundable diagnostic fee (R300 - R800).
- * **"no data, no charge" policy for the main recovery fee.**
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7. Web Hosting (Domain Name Registration, Hosting Packages, Emails)

- **Tier 1: "Quick & Cheap = Low Quality" (Shared Hosting, Small Website, Basic Email)**
 - **Cost:** Domain: R100 – R150 per year. Hosting: R15 – R40 per month. 2 – 10 Email accounts Included (Additional: R25-R50/user/month (basic)).
 - **Description:** Fastest and most affordable option, suitable for small websites with moderate traffic. This prioritizes speed and low cost, but shared resources can mean variable performance or less dedicated support.
- **Tier 2: "Balanced" (Good Quality & Reasonable Speed/Cost)**
 - **Cost:** R100 – R400 per month (VPS Hosting). Admin Access: 1 – 5 users.
 - **Description:** More dedicated resources, better performance, and enhanced security. A good balance for growing businesses.
- **Tier 3: "High Quality & Fast = Premium Cost" (Dedicated Server/Managed Cloud Hosting with Premium Email)**
 - **Cost:** R500 – R5,000+ per month (hosting). Premium features: Unlimited email accounts, unlimited databases and unmetered bandwidth, etc.
 - **Description:** Maximum performance, scalability, and security for high-traffic websites or complex applications. Rapid deployment of robust, dedicated infrastructure.

*** NB: Domain Registration (.co.za): R150 – R200 per year. International TLDs like .com typically R150 – R450 per year.**

8. IT Support (Workstation, Hardware, Software & Networks)

- **Tier 1: "Quick & Cheap = Low Quality" (Remote Troubleshooting/Basic Setup)**
 - **Cost:** R200 - R400 per hour (remote), R400 - R750 (basic on-site call-out).
 - **Description:** Focus on immediate fixes and quick, standardized installations. This prioritizes speed and low cost, meaning less comprehensive diagnosis or long-term optimization.
- **Tier 2: "Balanced" (Good Quality & Reasonable Speed/Cost)**
 - **Cost:** R400 - R750 per hour (on-site) / R200 - R500 per workstation setup.
 - **Description:** Thorough installation, regular maintenance checks, basic network configuration. Offers a good balance of service quality and cost.
- **Tier 3: "High Quality & Fast = Premium Cost" (Urgent Network Rollout/Large-Scale Deployment)**
 - **Cost:** R750 - R1,500+ per hour / R2,500 - R10,000+ per project (for complex network setup).
 - **Description:** Rapid deployment of new hardware/software infrastructure, complex network design and implementation, and minimal downtime. Premium for speed and minimal disruption.

9. VOIP Lines (Voice Over Internet Protocol)

- * **Geographical Number:** Local GeoNumber of your chose (051, 058, 053, 011, 012, 021, 031, 087, etc). Cost: R25 – R100 once off.
- * **Per User/Line (Basic):** R165 per user per month (with unlimited local minutes).



- * **Managed PBX/Hosted VoIP** (Advanced features, multiple users): R100 - R500+ per user per month (for more advanced features like call queues, IVR, integrations, higher call volumes).
- * **Call Rates:** Per-second billing, with local calls generally being very low (e.g., R0.15 - R0.30 per minute) and international calls varying significantly.
- * **Hardware (IP Phones):** R1500 - R3,000+ per handset.
- * **Software/App (Existing Cell Phone):** R200 - R1,000+ per setup (The software/app is free to use)

10. ICT Sales & Software Licensing

- **Pricing Model:** This is less about "tiers" of cost and more about the type of product and service level.
 - **Standard Sales:** Product cost + typical reseller markup (5-30%)
 - **Consultative Sales:** Product cost + markup + consulting fee (hourly or flat project fee) for advice, procurement, and integration.
 - **Volume Licensing/Enterprise Agreements:** Negotiated rates, often with significant discounts for larger quantities, but require long-term commitments.
- **Example Software Licenses (Monthly per user):**
 - Microsoft 365 Basic: R40-R100+
 - Microsoft 365 Standard: R75-R300+
 - Microsoft 365 Premium: R125-R1000+
 - Specialized software: Can range from R250 to R2,500+ per user/month.

- * **Consulting/Procurement Fee:** A separate fee for advising on and managing software/hardware purchases.

11. Corporate Identity Branding (Logo, Letterheads, Brochures, Flyers...)

- **Tier 1: "Quick & Cheap = Low Quality" (Basic Logo & Stationery)**
 - **Cost:** R500 - R2,500
 - **Description:** Fast delivery using standard templates or minimal design elements. This prioritizes speed and low cost, meaning the design might be generic and less distinctive, potentially impacting brand recognition.
- **Tier 2: "Balanced" (Good Quality & Reasonable Speed/Cost)**
 - **Cost:** R2,500 - R10,000
 - **Description:** Original logo design, professional stationery, and a creative process that offers good quality within a reasonable timeframe and budget.
- **Tier 3: "High Quality & Fast = Premium Cost"**
 - **Cost:** R10,000 - R40,000+ (Comprehensive Brand Identity with Style Guide & Fast Turnaround)
 - **Description:** High-end, unique brand strategy, extensive design options, full brand guidelines, and expedited delivery for pressing branding needs. Premium pricing for accelerated creative process and top-tier design.
- **Tier 4: "High Quality & Low Cost = Takes Time" (Phased Branding Over Time)**
 - **Cost:** R5,000 - R20,000 (spread over several months).
 - **Description:** Develop core brand elements first, then iteratively design additional collateral over time, allowing for more in-depth exploration and cost-effective design process.

* **Hourly Rate for Graphic Design:** R300 - R800 per hour.

Corporate Identity Branding (CIB) Breakdown below:

"Iron Triangle" principle applies (also known as the Project Management Triangle or Triple Constraint):

- Fast + Good = Expensive
- Fast + Cheap = Low Quality
- Good + Cheap = Slow

11.1. Logo Design

- **Basic to Standard Logo: R250 - R2,500**
 - **Description:** This range covers logos created using standard design principles, possibly starting from templates with moderate customization to fully custom, simpler designs that convey brand identity clearly.
 - **Deliverables:** Logo files in common formats (e.g., JPEG, PNG for web; basic PDF for print) and one or two color variations.
- **Advanced/Premium Logo: R2,500 - R5,000+**
 - **Description:** This involves highly unique and intricate logo designs, often with extensive conceptualization, multiple revision rounds, and detailed brand guideline integration, suitable for a distinctive and memorable brand presence.
 - **Deliverables:** Comprehensive logo package including vector files (AI, EPS, SVG) for scalability, high-resolution raster files (JPEG, PNG), grayscale and monochrome versions, and a mini brand guide with color codes and typography.

11.2. Poster Design

- **Basic Poster: R100 - R400**

- **Description:** Simple, template-based designs with basic text and image placement, quick to produce and cost-effective for general announcements.
- **Deliverables:** Print-ready PDF and a web-optimized JPEG/PNG file.

- **Custom Poster: R400 - R1,250**

- **Description:** Original layout and graphic design incorporating specific branding elements, ensuring a professional and unique look.
- **Deliverables:** Print-ready high-resolution PDF, web-optimized JPEG/PNG, and source file (e.g., layered PSD/AI) upon request.

- **Complex/High-Resolution Poster: R1,250 - R2,500+**

- **Description:** Features highly customized graphics, professional image manipulation, intricate layouts, and is optimized for large-format printing or high-impact digital displays.
- **Deliverables:** High-resolution print-ready PDF with bleed and crop marks, web-optimized files, and full editable source files (PSD/AI).

11.3. Video Poster Design

- **Basic Animated Poster: R250 - R750**

- **Description:** Simple animated text or graphics using stock templates and basic transitions, primarily for quick digital promotions.
- **Deliverables:** MP4 video file and/or GIF file, optimized for web/social media.

- **Custom Animated Poster: R750 - R2,500**

- **Description:** Incorporates custom animated elements and good quality visuals, better integrated with brand identity to create a more engaging digital presence.
- **Deliverables:** High-resolution MP4 video file, GIF file, and potentially a webm file.

- **Dynamic/Interactive Video Poster: R2,500 - R7,500+**

- **Description:** Features complex animations, custom illustrations, high-resolution output, and potentially interactive elements for maximum visual impact.
- **Deliverables:** Master video file (e.g., ProRes), optimized MP4 / GIF / WebM files, and potentially source files (e.g., After Effects project) for future edits.

11.4. Video Invitation Design

- **Basic Templated Video Invitation: R350 - R1,000**

- **Description:** Short video clips using stock footage and basic text overlays, quick to produce but generic in style.
- **Deliverables:** MP4 video file, optimized for sharing via messaging apps or email.

- **Custom Animated Invitation: R1,000 - R3,000**

- **Description:** Personalized video invitations with custom animated graphics, specific text, and integrated branding elements for a more unique feel.
- **Deliverables:** High-resolution MP4 video file, optimized for various platforms, and potentially a GIF version.



- **High-End Motion Graphics Invitation: R3,000 - R8,000+**

- **Description:** Professional-grade video invitations with custom motion graphics, voice-overs, complex transitions, and cinematic quality.
- **Deliverables:** Master video file, various optimized MP4 outputs, and potentially source files for advanced edits.

11.5. Normal Invite Design (Print-Ready).

- **Basic Invite: R100 - R350**

- **Description:** Simple, pre-designed templates with essential event details, suitable for mass distribution or informal events.
- **Deliverables:** Print-ready PDF and a low-resolution JPEG for digital preview.

- **Custom Invite: R350 - R1,000**

- **Description:** Original layout incorporating specific brand elements and design preferences, ready for professional printing.
- **Deliverables:** High-resolution print-ready PDF with bleed and crop marks, and web-optimized JPEG for digital sharing.

- **Unique/Intricate Invite: R1,000 - R2,500+**

- **Description:** Highly creative and complex designs, often with custom illustrations, unique folds, or specialty print finishes for premium events.
- **Deliverables:** Production-ready PDF with all print specifications, digital preview files, and source files (e.g., InDesign/AI) if requested.



11.6. Electronic Invite Design (Email/Digital)

- **Simple Image-Based Invite: R75 - R250**

- **Description:** A basic invite delivered as a simple image, with limited design flair or interactive elements.
- **Deliverables:** Optimized JPEG or PNG file for email and web sharing.

- **Interactive/Branded HTML Invite: R250 - R750**

- **Description:** Custom-designed HTML invites optimized for email and web, featuring clickable elements and consistent branding.
- **Deliverables:** HTML file for email integration and optimized image assets.

- **Animated/Rich Media Invite: R750 - R2,000+**

- **Description:** Incorporates animated GIFs, embedded videos, and rich media content for a highly engaging digital invitation experience.
- **Deliverables:** HTML file with embedded media or links, GIF files, and instructions for deployment.

11.7. Business Card Design (1-Sided)

- **Basic Business Card: R50 - R150**

- **Description:** Fast design using standard templates, focusing on essential contact information without extensive branding.
- **Deliverables:** Print-ready PDF file.

- **Custom Branded Business Card: R150 - R400**

- **Description:** Unique layout designed to reflect specific brand identity, ensuring a professional and memorable impression.

- **Deliverables:** Print-ready high-resolution PDF with bleed, and a preview JPEG.
- **Premium/Complex Business Card: R400 - R1,000+**
 - **Description:** Highly customized designs, often incorporating advanced typography, unique finishes, or intricate graphic details for a premium look.
 - **Deliverables:** Print-ready PDF with all specific print instructions (e.g., for spot UV, foil, die-cut), and source files (AI/PSD) if requested.

11.8. Business Card Design (2-Sided)

- **Basic Business Card: R75 - R200**
 - **Description:** Simple, template-based design utilizing both sides for contact info and basic branding, quick to produce.
 - **Deliverables:** Print-ready PDF file for both sides.
- **Custom Branded Business Card: R200 - R500**
 - **Description:** Unique layout effectively using both sides for comprehensive brand messaging and contact details.
 - **Deliverables:** Print-ready high-resolution PDF with bleed for both sides, and preview JPEGs.
- **Premium/Complex Business Card: R500 - R1,500+**
 - **Description:** Intricate design on both sides, potentially incorporating patterns, textures, or special print considerations for a distinctive and high-quality card.
 - **Deliverables:** Production-ready PDF with all print specifications, and source files (AI/PSD) if requested.



11.9. Email Signature Design

- **Basic Text/Image Signature: R50 - R150**

- **Description:** A straightforward signature featuring plain text contact details and a small, basic logo image.
- **Deliverables:** Plain text instructions or basic HTML snippet for manual setup.

- **Branded HTML Signature: R150 - R400**

- **Description:** A custom HTML signature with clickable links for website/social media and consistent brand aesthetics across all outgoing emails.
- **Deliverables:** HTML file/code snippet ready for installation into email clients, and instructions.

- **Advanced/Interactive Signature: R400 - R1,000+**

- **Description:** Features animated elements, social media icons, detailed disclaimers, and optimized for various email clients, ensuring maximum professionalism.
- **Deliverables:** Advanced HTML file with animated GIFs or rich media elements, comprehensive installation guide, and troubleshooting support.

11.10. Letterhead Design

- **Basic Letterhead: R100 - R300**

- **Description:** Simple layout using a standard template with basic logo placement and contact information, suitable for general correspondence.
- **Deliverables:** Print-ready PDF file and a Word document template.



- **Custom Branded Letterhead: R300 - R800**

- **Description:** Custom design integrating brand colors, fonts, and unique layout for a professional and cohesive look across all official documents.
- **Deliverables:** Print-ready PDF, Word doc. template, and source file if requested.

- **Unique/Intricate Letterhead: R800 - R2,000+**

- **Description:** Highly customized design, often incorporating unique graphic elements, watermarks, or security features for a premium and secure appearance.
- **Deliverables:** Print-ready production files, fully editable Word/Google Docs template, and comprehensive source files.

11.11. Flyer Design

- **Basic Flyer: R150 - R400**

- **Description:** Fast delivery using standard templates, basic text, and image placement, ideal for quick promotions.
- **Deliverables:** Print-ready PDF and a web-optimized JPEG/PNG file.

- **Custom Flyer: R400 - R1,250**

- **Description:** Original layout and graphic design incorporating specific branding elements and compelling visuals, ensuring a professional and effective message.
- **Deliverables:** Print-ready high-resolution PDF, web-optimized JPEG/PNG, and source file (e.g., layered PSD/AI) upon request.



- **Complex/High-Resolution Flyer: R1,250 - R3,000+**
 - **Description:** Features highly customized graphics, professional image manipulation, intricate layouts, and is optimized for high-quality printing or detailed campaigns.
 - **Deliverables:** High-resolution print-ready PDF with bleed and crop marks, web-optimized files, and full editable source files (PSD/AI).

11.12. Infographics Design

- **Basic Data Visualisation: R500 - R1,500**
 - **Description:** Simple, linear representation of data using basic icons and charts from templates, primarily for quick overviews.
 - **Deliverables:** High-resolution JPEG/PNG and PDF file.
- **Custom Visual Storytelling Infographic: R1,500 - R5,000**
 - **Description:** Custom-designed graphics, effective data hierarchy, and engaging visual narrative to explain complex information clearly and attractively.
 - **Deliverables:** High-resolution JPEG/PNG, PDF, and source file (AI/PSD) if requested.
- **Complex/Interactive Infographic: R5,000 - R15,000+**
 - **Description:** Highly customized and detailed data visualization, often with interactive elements or motion graphics for a truly immersive and informative experience.
 - **Deliverables:** High-resolution print/web files, interactive HTML/web file, & full source files.

11.13. Booklet Design (Cost depends on the number of pages)

- **Basic Templated Layout (e.g., 4-8 pages): R250 - R750**
 - **Description:** Fast assembly using pre-designed layouts, minimal graphic customisation, suitable for basic informational booklets.
 - **Deliverables:** Print-ready PDF file.
- **Custom Layout (e.g., 4-8 pages): R750 - R2,500**
 - **Description:** Custom design for content flow, good quality image placement, and professional typography, creating a well-structured booklet.
 - **Deliverables:** Print-ready high-resolution PDF, and source file (InDesign/PSD) if requested.
- **Complex/Magazine-Quality (e.g., 4-8 pages): R2,500 - R7,500+**
 - **Description:** Bespoke design for every page, complex layouts, custom illustrations, and high-end visual treatment for a publication-quality booklet.
 - **Deliverables:** Production-ready PDF with all print specifications, and full editable source files (InDesign/PSD/AI).

11.14. Brochure Design

- **Basic Brochure: R250 - R750**
 - **Description:** Fast delivery using standard templates, basic content and folds (e.g., bi-fold, tri-fold), suitable for simple informational handouts.
 - **Deliverables:** Print-ready PDF and a web-optimized JPEG/PNG file.

- **Custom Brochure: R750 - R2,500**

- **Description:** Custom layout, compelling content integration, and professional folding options, designed to effectively convey key messages.
- **Deliverables:** Print-ready high-resolution PDF, web-optimized JPEG/PNG, and source file (e.g., InDesign/PSD/AI) upon request.

- **Unique/Intricate Brochure: R2,500 - R7,500+**

- **Description:** Highly creative design, complex folding techniques, advanced graphic elements, and premium finishes for a standout marketing piece.
- **Deliverables:** Production-ready PDF with all print specifications, digital preview files, and full editable source files (InDesign/PSD/AI).

11.15. Invoice Template Design

- **Standard Format Invoice: R150 - R400**

- **Description:** Basic layout with essential financial fields, minimal branding, primarily for functional use.
- **Deliverables:** Editable Word document or Excel spreadsheet template, and a PDF version.

- **Custom Branded Invoice: R400 - R1,250**

- **Description:** Professional design incorporating brand colors and logo, with a clear and organized layout for financial details, enhancing brand consistency.
- **Deliverables:** Editable Word/Excel template, print-ready PDF, and source file (AI/PSD/INDD) if requested.



- **Custom/Integrated Invoice: R1,250 - R3,000+**

- **Description:** Highly customized design, potentially optimized for integration with specific accounting software, ensuring seamless functionality and professional presentation.
- **Deliverables:** Editable template optimized for your chosen software (e.g., QuickBooks, Xero compatible format if possible), print-ready PDF, and full source files.

11.16. Company Profile Design

- **Basic Package: R3,000 - R8,000**

- **Description:** This package includes basic, customized designs for each element, focusing on functionality and a consistent brand presence without extensive bespoke design or complex features. It generally aligns with the lower end of the individual item cost ranges, offering a quick and cost-effective solution.
- **Deliverables:** You will receive ready-to-use digital files (e.g., JPEGs, PNGs for web, basic PDFs for print) for each item, optimized for their primary use. Source files or extensive revisions may be limited.

- **Standard Package: R8,000 - R20,000+**

- **Description:** This package offers more custom-designed elements, enhanced visuals, and a more polished representation across all components. It would align with the mid-to-higher end of the individual item cost ranges, providing a strong balance of quality and comprehensive branding with reasonable speed.
- **Deliverables:** You will receive high-resolution print-ready files and optimized digital files for all items. Basic source files (e.g., layered PSD, AI for design elements, but not necessarily fully editable document formats) and a set number of revisions will be included.