



**AT**  **MIK**  
media

PACKAGES 2023-2024



# Our Philosophy

## ***We believe in the power of the brand.***

We believe that a brand should be more than just a logo, it should be a set of values and beliefs that can help you achieve your goals and inspire your customers to do the same. That's why we work with clients to build powerful brands that resonate with their audience and help them reach their goals. For us, design is about more than just aesthetics—it's about creating an experience for your customers that makes them feel like they belong to something bigger than themselves. We're not afraid to take risks, but we also know how to play it safe when the time calls for it. We believe in the power of minimalistic design and clean lines; we believe that less is more and that every detail matters. Most importantly, we believe in YOU—and what YOU stand for as a brand or business owner.

## ***We believe in the power of stories.***

Since the beginning of time, stories have been our way to understand the world around us. We're inspired by those myths and legends, and we want to use that inspiration to help you understand your own story. Our brand is designed for people who want to feel like they're part of a larger narrative—a narrative that's bigger than themselves and their daily lives. We create products that tell stories through design, so that you can carry your story with you wherever you go, and let it inspire others along the way! Taking inspiration from different cultures, we came up with 4 different packages to suit all your needs.

Our designs are inspired by stories from Tech, West Africa, Greek mythology and the Zimbabwean Soul.







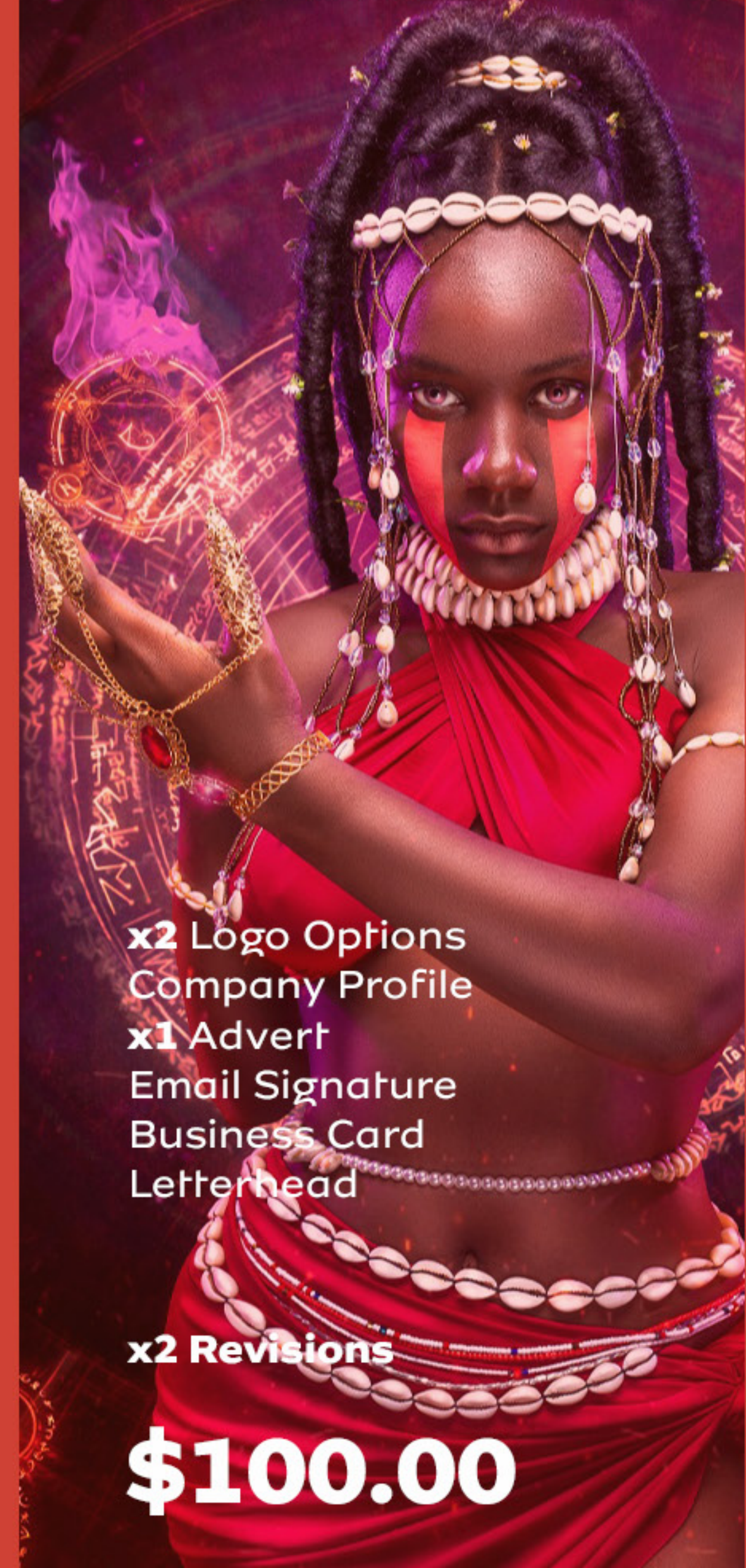
# MONDORO

## **CORPORATE IDENTITY PACKAGE**

For businesses that are just starting out  
or those who want to refresh their existing look.  
Elevates Market Presence.



# NEHANDA

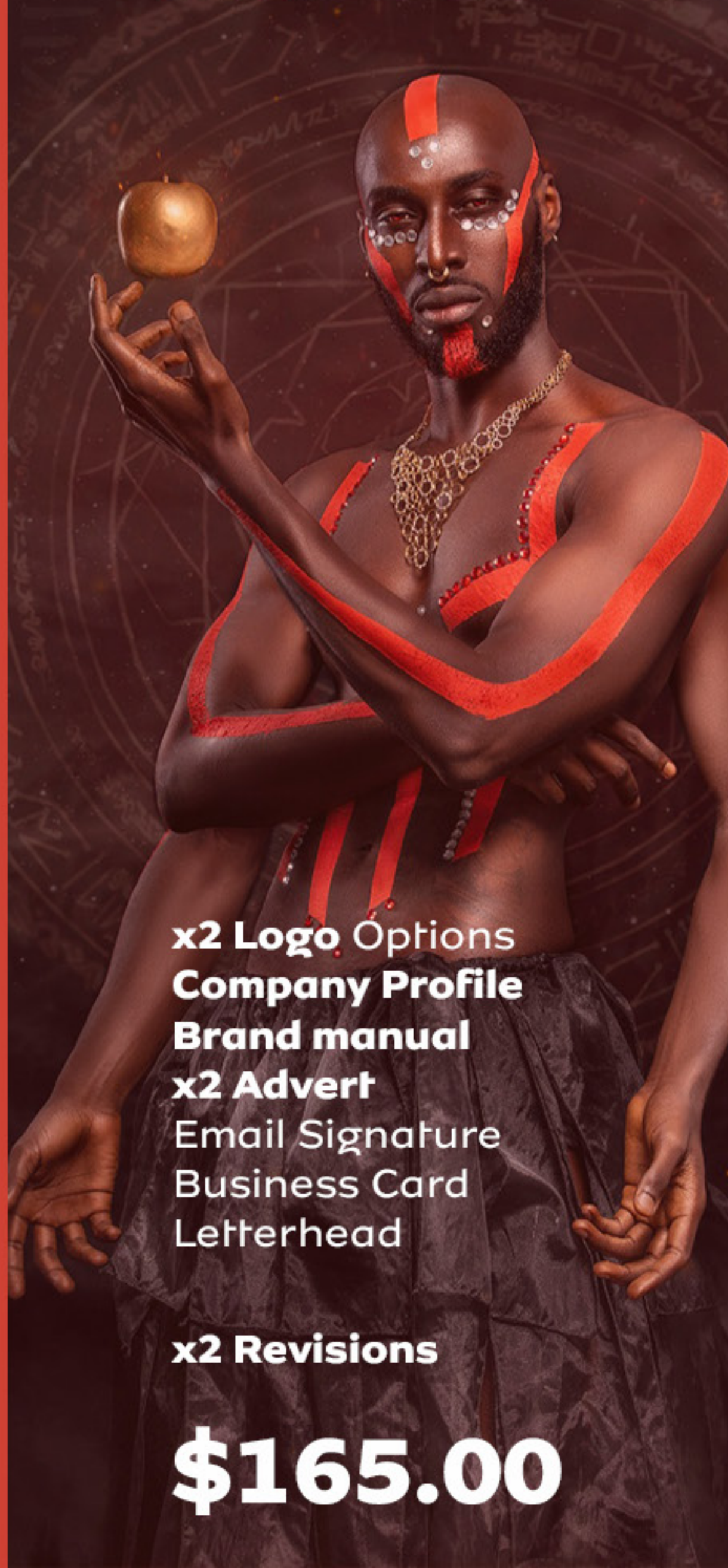


**x2** Logo Options  
Company Profile  
**x1** Advert  
Email Signature  
Business Card  
Letterhead

**x2** Revisions

**\$100.00**

# KAGUVI



**x2** Logo Options  
Company Profile  
Brand manual  
**x2** Advert  
Email Signature  
Business Card  
Letterhead

**x2** Revisions

**\$165.00**

# CHAMINUKA



**x2** Logo Options  
Company Profile  
Brand manual  
**x2** Advert  
**x1** Month Social Media  
Email Signature  
Business Card  
Letterhead

**x2** Revisions

**\$250.00**

# DZIVAGURU



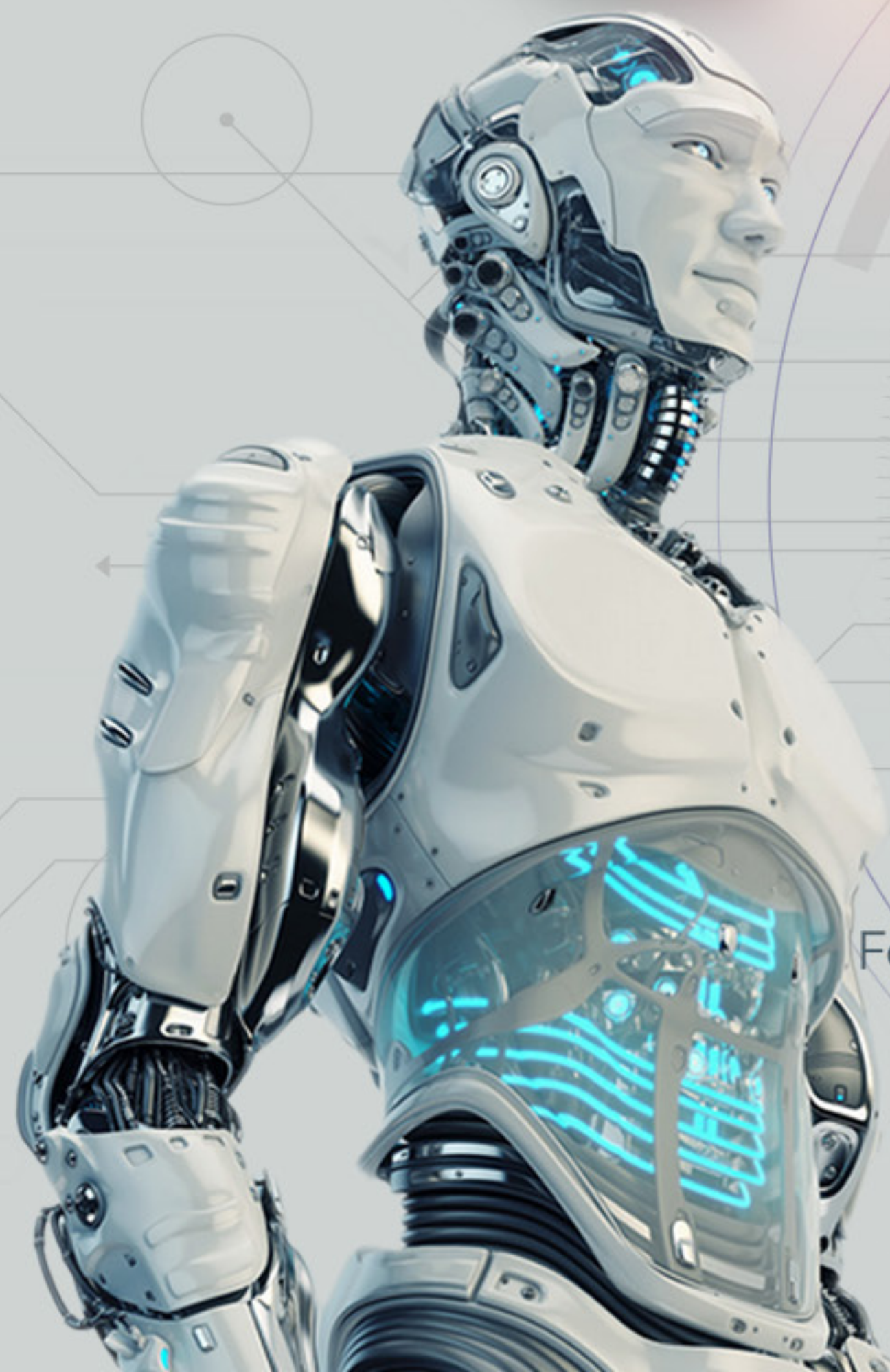
**x2** Logo Options  
Company Profile  
Brand manual  
**x2** Advert  
**x2** Months Social Media  
Email Signature  
Business Card  
Letterhead

**x2** Revisions

**\$400.00**



# CYBER CAFFE



## WEB DESIGN PACKAGE

For businesses that would like to like to take their  
business to the web.



## BYTE-SIZED



Maximum of **8 Pages**  
.com or .co.zw Domain Extension  
**Free** SSL Certificate  
**x10** Email Accounts  
Social Media Integration  
Google Maps Integration  
**Search Engine Optimization**  
Responsive Design

**\$150-00**

## WISE OWL



Maximum **20 pages**  
**Any** Domain Extension  
**Free** SSL Certificate  
**x30** Email Accounts  
Social Media Integration  
**Search Engine Optimization**  
Responsive Design  
Google My Business  
Analytics Reports

**\$300-00**

## PURR-FECT PACKAGE

*(E-Commerce Package)*



**Unlimited** Pages  
**x200** products  
**Any** Domain Extension  
**Free** SSL Certificate  
**50** Email Accounts  
Social Media Integration  
**Search Engine Optimization**  
Responsive Design  
Analytics Reports  
Online Payments

**\$600-00**





# OLYMPIUS

## **MONTHLY SUBSCRIPTION PACKAGE**

For businesses that would like close and personal attention for a period of subscribed time, with our creative team.



# ZEUS



**x3 Designs a week.**  
**(12 | Month)**

Digital | Print

**\$120.00**

Per Month

# ATHENA



**x4 Designs a week.**  
**(16 | Month)**

Digital | Print

**\$150.00**

Per Month

# HERMES



**x5 Designs a week.**  
**(20 | Month)**

Digital | Print

**\$180.00**

Per Month

# ARES



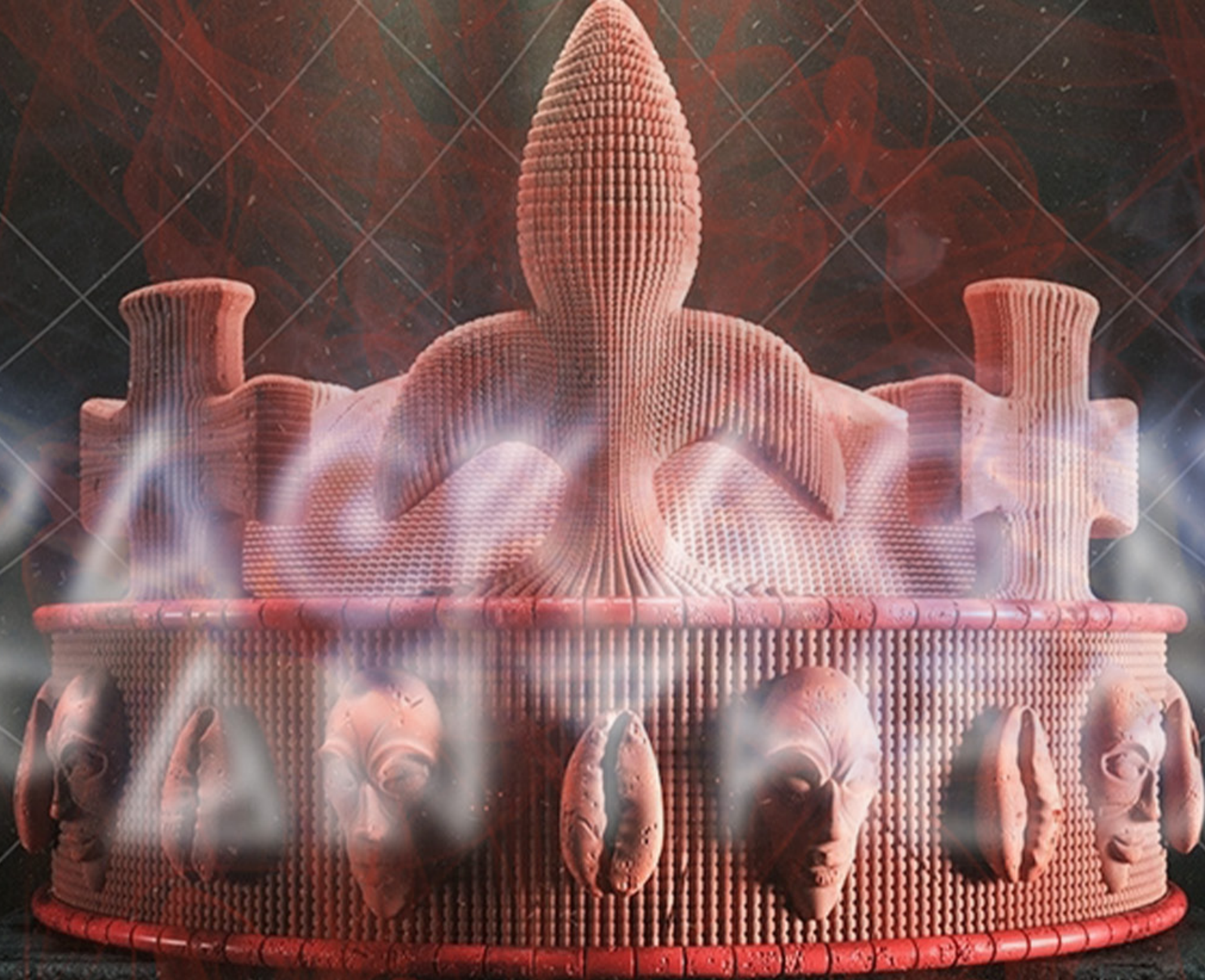
**x7 Designs a week.**  
**(28 | Month)**

Digital | Print

**\$250.00**

Per Month





## **PACKAGING DESIGN PACKAGE**

For businesses that would like  
a packaging design done for their products,



# MASQUARADE



x2 logo Options.  
x2 Packaging Concept  
x1 Flavour | Type

2 Revision Rounds

**\$100.00**

# OSFIN



x2 logo Options.  
x2 Packaging Concept  
x3 Flavour | Type  
x1 Advertising Poster

2 Revision Rounds

**\$150.00**

# TALKING DRUMMER



x2 logo Options.  
x2 Packaging Concept  
x6 Flavour | Type  
Product Manual  
x2 Advertising Poster

2 Revision Rounds

**\$200.00**

# OBAYALA



x2 logo Options.  
x2 Packaging Concept  
x(many) Flavours | Type  
Product Manual  
x3 Advertising Poster

2 Revision Rounds

**\$250.00**





## **DESIGN SHOP**

For businesses that would like to shop for individual | multiple  
design services.

*Browse, note the service and order.*



**1**  
**Logo Design**  
x2 Options  
x2 Revision Rounds  
**\$50.00**

**2**  
**Company Profile**  
x1 Option per page  
x2 Revision Rounds  
**\$7.00** per page

**3**  
**Brochure (Z-Fold)**  
x2 Options  
x2 Revision Rounds  
**\$20.00**

**4**  
**Poster Design**  
x2 Options  
x2 Revision Rounds  
**\$15.00**

**5**  
**Email Signature**  
x2 Options  
x2 Revision Rounds  
**\$10.00**

**6**  
**Brand Manual**  
x2 Options  
x2 Revision Rounds  
**\$40.00**

**7**  
**Catalogue Design**  
x2 Options  
x2 Revision Rounds  
**\$25.00**

**8**  
**Business Cards**  
x2 Design Options  
x2 Revision Rounds  
**\$20.00**

**9**  
**Vehicle Branding**  
x2 Options  
x2 Revision Rounds  
**25.00**

**10**  
**Flyer**  
x2 Options  
x2 Revision Rounds  
**\$15.00**

**11**  
**Letterhead**  
x2 Options  
x2 Revision Rounds  
**\$15.00**

**12**  
**Package Design**  
x2 Options  
x2 Revision Rounds  
**\$50.00**

**13**  
**Book Cover**  
x2 Design Options  
x2 Revision Rounds  
**\$20.00**

**14**  
**Magazine**  
x1 Option  
x2 Revision Rounds  
**\$5.00** per page

**10**  
**Signage Design**  
x2 Options  
x2 Revision Rounds  
**\$25.00**

**16**  
**UI / UX (Product Design)**  
x1 Option  
x2 Revision Rounds  
**\$Depends on Project**



## **Design Brief Specifications.**

### ***BACKGROUND OVERVIEW***

This section provides information about the company, service or product. How would you describe your business? What background info is relevant, including previous marketing campaigns? We need to know about your product or service for the current project?

### ***OBJECTIVES***

Goals need to be clearly defined because they will affect all other decisions on a project. Do you want to sell more products, increase brand awareness, or attract more donors? Do you have a call to action? How will you measure success? Having a concise objective provides a focus for the rest of the project road map.

### ***TARGET AUDIENCE***

Who is the buyer or intended audience? This may include demographic information such as age, gender, education, or income level as well as info on how often you use the client's product or service. Knowing your audience will shape the style and messaging of your campaign.

### ***MESSAGE***

What are the key points that need to be said? What message needs to be conveyed to the target audience, and what is the best way to deliver it?

### ***tone***

What is the tone or image that suits your message or brand? Are there certain colors or fonts that help communicate this? We would like you to describe the tone, whether it's sophisticated, fun, or bold, and for to share color, brand, or style guidelines.

### ***SCHEDULING***

Having a timeline is critical for planning any project. Please notify if there's an advertising or publishing schedule you need to track against and solidify your deadlines are for each deliverable.

### ***ASSESSING COMPETITION***

Who is the competition and what do they offer? What makes you unique? Understanding the competition can provide a clearer picture of where you stands in the market, which will help us shape your campaign.

### ***BUDGET***

The budget sets the parameters for how much time we have to work with and what materials you can afford. It's also how we get paid.

### ***IMAGES***

May you kindly send us all the images that you know are useful for this project in the best format workable with, like PNGs, PDFs, JPEGs. Also include all your company logos and any company images that you think are supposed to be included

### ***COMPANY INFORMATION***

We would also like you to send us your addresses, your contact details, emails and any other information you have.



## **Design File Guidelines:**

1. Several of our designs are eligible for design maintenance discounts. Pay full price once and have text or photo changes redone at a lower rate as long as the design layout stays the same.
2. All Design Projects can take anywhere from 1 - 20 days to design.
3. All Design Projects will be delivered via email in JPG, PDF, and PNG formats.
4. All Design Projects can be done in Color and or in Black & White.
5. We will provide you with an agreement which contains all the duties and rights for both parties in order to work in an organized and clear way.
6. Our Graphic Design Service Rates DOES NOT include printing cost. Printing is an additional charge.
7. If you have images you want to use, please email them to us.

### ***BILLING & PAYMENT TERMS***

50% of estimated graphic design and contingency costs are due upon beginning a project and/or contract signing unless the project is small or of short duration (determined at initial consultation). Payment must be made before any work is started on a project.

Sandbox reserves the right to invoice client at any time if project extends beyond projected completion date, or if the number of billable hours on the project exceeds the estimated project time.

All invoices are due and payable upon receipt and must be paid **UPON COMPLETION** of project, unless otherwise specified in the contract.

A penalty for late payment will be assessed as follows: 15% of unpaid balance per week overdue

### ***PAYMENT METHODS***

Payment may be made by Cash, Ecocash, or bank transfers into the Atomik accounts.

### ***OTHER DESIGN EXPENSES***

Expenses are incurred when the project requires use of materials or vendors other than design work performed by Sandbox. Expenses may include:

- Printing, color proofs, film and other pre-press production items
- Photography sessions
- Stock Photo and/or Clipart purchases specifically related to the project
- Paper purchases (usually included in printing costs)
- Print coordination fees and job pickup / delivery costs

### ***CONTINGENCY DESIGN COST***

Contingency costs cover elements of the project not covered by the contract and may include:

- Rush charges for projects with quick deadlines
- Charges for delayed payment (See payment terms)
- Charges for changes to the project outside the parameters agreed upon

### ***PROJECT CANCELLATION***

Should client or designer stop the project at any time during the development period, designer will invoice for work completed up to the point of termination. Cancellation fees may apply as determined by Sandbox.