



Crafting professional, confident brands
for healthcare professionals and wellness
businesses like yours!

Hi, I'm Jay, owner and designer at Sprig Co. Studio! I am a brand designer who has been in the design industry for the last five years.

It is my goal at Sprig Co. Studio to create timeless brand identities for health and wellness business owners and professionals. I offer a variety of services that help to establish your business and brand identity on strategy and intentional design.

I look forward to working with you!



Sprig Co. Studio | Crafting professional, confident brands

MY VALUES

SUSTAINABILITY

As a brand, Sprig Co. Studio aims to create and build brand identities that are sustainable. This can take time, and we are willing to invest as much time as possible to ensure you walk away with an intentionally designed brand.

COMMUNITY

No business would be a complete success without the people around them. When you enter into a project with Sprig Co. you become part of a supportive community and network of health and wellness professionals.

AUTHENTICITY

Staying true to yourself and your brand is a fundamental key to success. We ensure that our representation as a brand and engagement with our client base is as authentic as possible to build real relationships throughout the project.

COLLABORATION

With community comes collaboration. We aim to engage and encourage collaboration in all spaces. There is a wealth of knowledge in working with those around us. We hope to learn as much from you as I hope you will learn with me.

Transform your brand from a name to a reputation.



Almost everything in life needs a plan to succeed, and that's exactly what a business strategy is: a map to success.

Together, we will build a clear set of plans, actions and goals to outline how your business can go from "just a name" to a reputable brand.

Let's build a foundation that'll ensure your business thrives!





Internal Business Strategy Package | R7 500

In this 3 stage project we will have a 2 hour meeting per stage (6 hours in total) where we discuss each element in that stage from mission and values all the way through to customer journey and communication style.

I will also then work in between those meetings to craft your indepth business strategy plan and presentation.

1:1 Monthly Sessions | R500 per session

In these 45 minute sessions we will work through my Business Boosting Workbook together. Planning your quarterly objectives and strategic plans to achieve them from your yearly goal all the way down to your daily structure.

Workshops | R200 per person | Max 10 people per workshop

I will be hosting group workshops where we will touch on a specific topic of business strategy at a time. Notices of these workshops will be shared on my website and social media.

For a further breakdown of what we work on please book a discovery call.

Why brand strategy?

A brand isn't just a logo, a website or a name. It's the intangible aspects that creates brand affinity and brand loyalty, it's what keeps your customers coming back for more!

Your brand's strategy is crucial to ensuring your brand becomes established, professional, and memorable in the eyes of your consumer.

Let's craft your professional, confident brand.



The Blossoming Brand | R10 000

Three 2 hour sessions working on strategy & design. We establish your brand's personality, target market, and tools like how to best engage with your audience.

Using strategy as our starting point, I then create your brand identity (logo, corporate identity etc). This comprehensive package fully establishes your brand for launch.

The Budding Basics | R5000

One 1 hour initial meeting, 3 draft designs, 2 reverts.

This package is an in-depth visual design process, including the development of a colour palette, a selection of brand typography, as well as a logo and basic corporate identity. It's time to bring your brand to life in a clean, simple & professional way

Growing your Garden | R500 per hour

Whether your brand needs a visual refresh, or you're looking to flesh out your current corporate identity. We will work with you to build on the foundations you have already laid.

For a further breakdown of what we work on please book a discovery call.



HomeFit Wellness - Yoga Studio



Vivante - Massage Therapist



Petro Fowler Speech Therapist



Dr. Erasmus Ophthalmologist



CORE Nutrition - Dietitian Practice



Nicola Wright Registered Dietitian



SOCIAL MEDIA PACKAGE | R2 250 A MONTH

- Creation of a cohesive social media template & grid plan
- 15 posts a month
- Any editing of photos or videos

AD HOC | R350 PER HOUR

Any graphic design work you may need such as corporate stationery design / updates or marketing collateral etc.

WEBSITE DESIGN | R500 PER HOUR

This includes any scope of work including editing, minor updates, general refresh or starting from scratch.

Estimated quote will be provided after the free discovery call and consultation.

GENERAL CONSULTATIONS | R350 PER HOUR

Got something that you'd like to pick my brain about? I offer 45 minute consultation calls where I will chat to you about pretty much anything!

For a further breakdown of what we work on please book a discovery call.



Sprig Co.
STUDIO

For questions / quotations contact me on:

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www.sprigco.studio