



# Logo Design & Brand Development

Complete logo pack and condensed branding elements

QUO-00900149



Quote to: KOA

Tashia Reddy  
tashia@myra.co.za  
(+27) 81750 4737

Cost estimate #: 00900149

Date: 28 / 01 / 2026

## Description

### Logo Design & Branding

A complete structure design will be done, using the existing concepts provided by the client as a point of reference. This process will cover and include the following;

**Conceptualising:** Two logo concepts presented with up to three revisions per logo.

**Brand expansion:** Additional patterns, branding elements and design concepts will be drafted.

**Expedited timeline:** Concepts and branding examples will be delivered within 7 business days.

Once the concept has been finalised and the logo is set, a basic brand pack will be created.

This document does not replace the CI, but serves as a compact guide for use. The brand pack will include the following;

- \* **Logo Design:** Primary logo, secondary logo, and icon variations (e.g., for social media).
- \* **Brand Color Palette:** A selection of complementary colors with codes for digital and print use.
- \* **Typography Guide:** Primary and secondary fonts with usage guidelines.
- \* **Brand Guidelines:** Logo usage, color schemes, typography, and design elements to ensure consistency.
- \* **Social Media Pack:** A folder will be setup and shared with the client, containing all branding elements, colours, fonts and all new logo variations, along with a profile/cover images for social channels.

### Social Media Pack

A folder will be setup and shared with the client, containing all templates, branding elements, colours, fonts and all new logo variations, along with new profile/cover images for social channels.

Cost Estimate: R 12,450.00  
Dicsount: - R 4,000.00

Subtotal: R 8,450.00  
VAT: R 1,267.50

**Total (Once-off): R 9,717.50**

Quote to: KOA

Tashia Reddy  
tashia@myra.co.za  
(+27) 81 750 4737

Cost estimate #: 00900149

Date: 28 / 01 / 2026

## Account Information

Atterbury Trust t/a OPTOG! Media  
FNB  
Account Number: 63006546254  
Branch Number: 252445

## Terms and Conditions

Please note that cost estimations may be subject to change due to exchange rate fluctuations. The quotation is accordingly subject to the ruling exchange rate on the date of the order and the invoice may vary accordingly.

## Additional support & standby

Technical and/or additional support provided within operating hours (08:00 - 17:00) = R 950.00/hour

Technical and/or additional support provided outside of operating hours (00:00 - 08:00 & 17:00 - 00:00) = R 1,400.00/hour

Please note: The above mentioned rates are excluding VAT. Additional charges will be billed along with the relevant monthly invoice.



**OPTOG! Media**  
Charle Kuhlmann | Account Manager

Client

K O A

*Thank you!*

