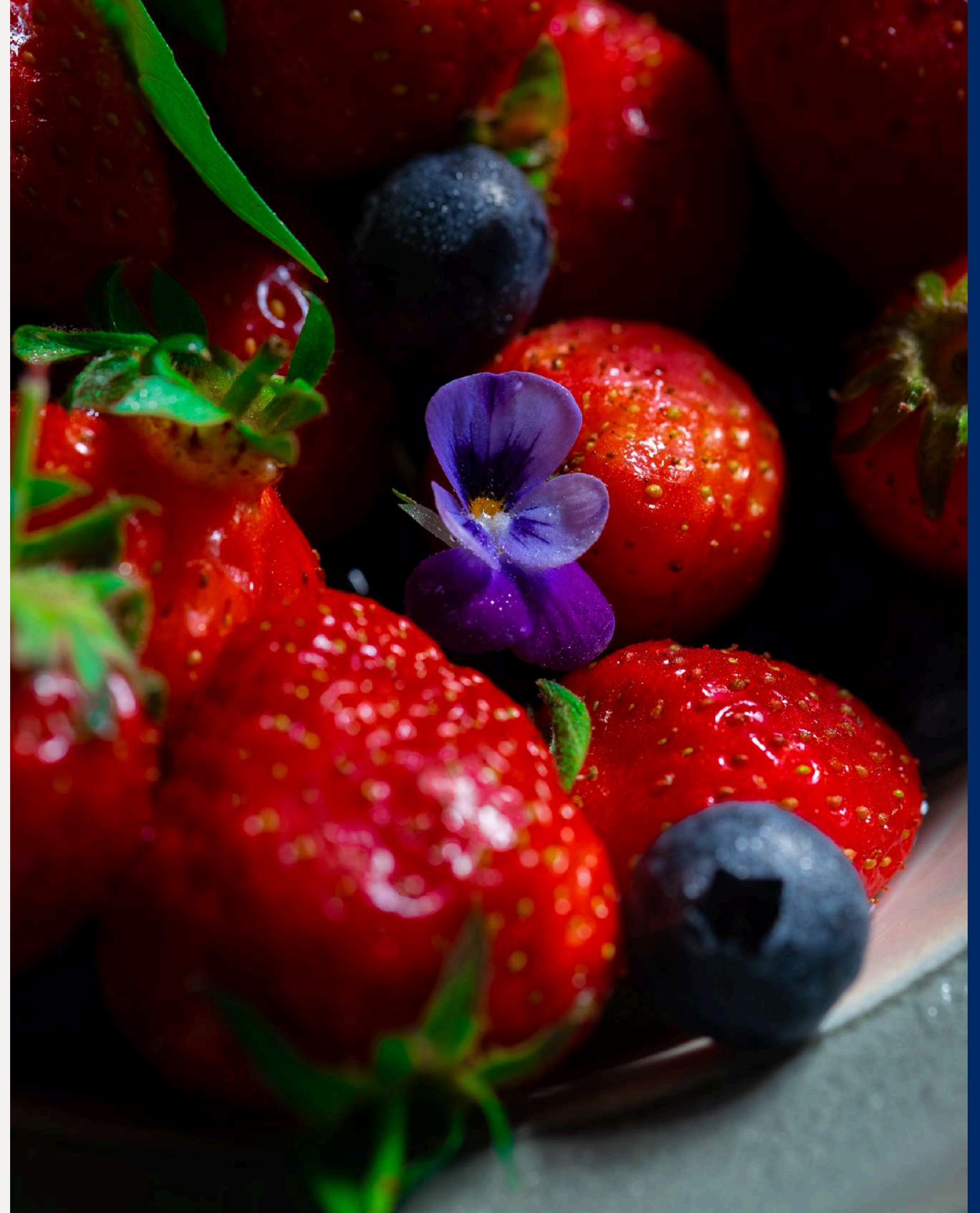


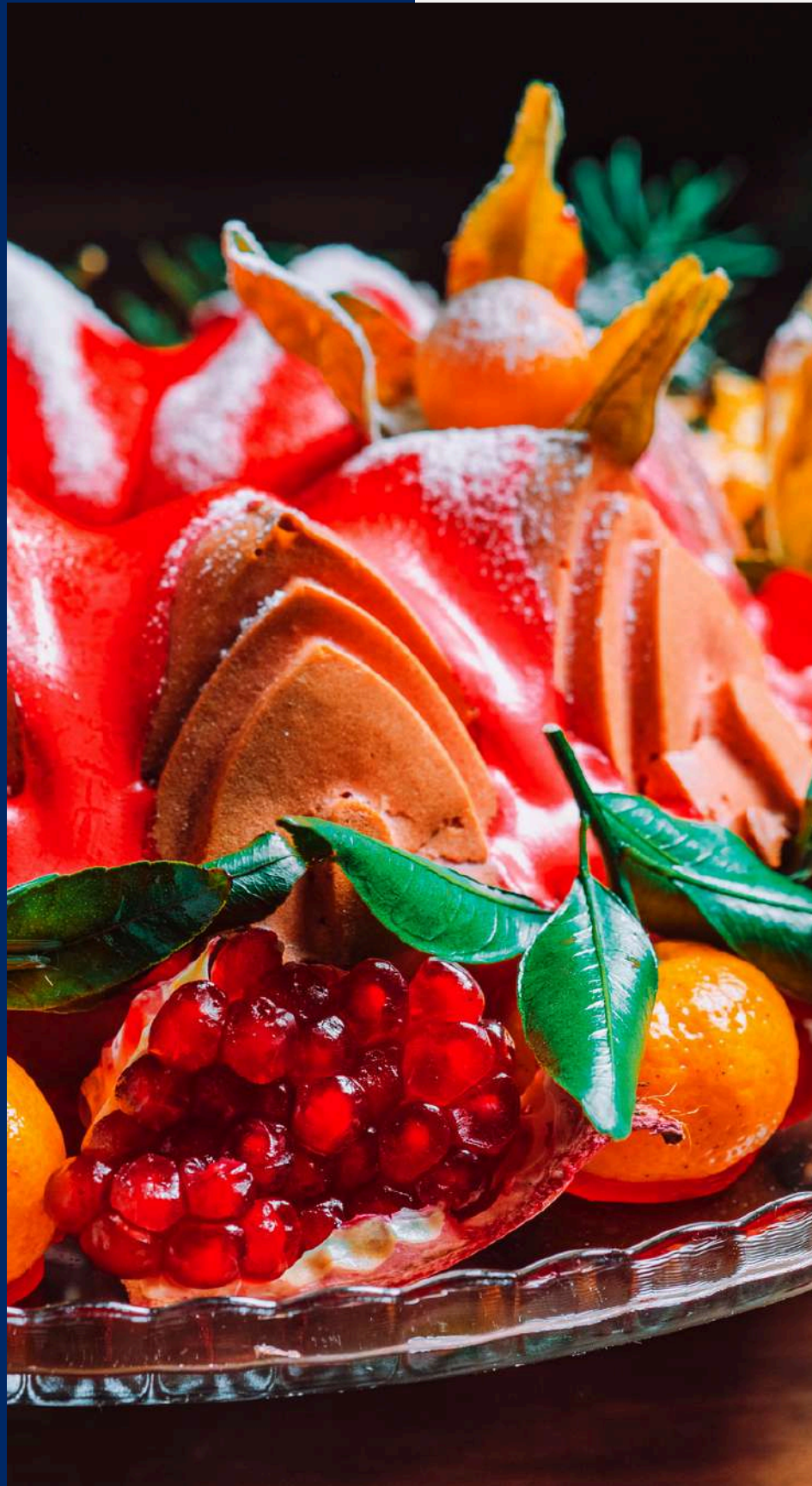
BRAND KIT PACKAGES

*The Boutique Brand's Guide to Building
a Visual Identity That Works*

Packages by

Craft
Collective
innovation lab





How F&B and Hospitality Brands Can Grow with Intention, Not Overwhelm.

WELCOME

Let's Talk About Branding for Boutique Food, Beverage & Hospitality Businesses.

You're not just here to make things look pretty — you're building something with meaning. Whether it's wine, waffles, wellness retreats or weekend stays, you care deeply about the experience your customer walks away with. And so do we.

If you're like most of the founders and teams we work with, you've probably:

- Designed a logo on Canva just to "get going"
- Used five slightly different versions of your brand visuals
- Felt the need to "level up" but unsure what's really worth investing in

That's where we come in.

— *The Craft Collective Team*

INTRODUCTION



CRAFTED FOR BRANDS WHO PUT QUALITY FIRST

This guide is for small wine farms, artisanal producers, lifestyle cafés, boutique guesthouses, and premium food and drink brands that want to:

- Show up consistently and professionally
- Build recognition and customer trust
- Develop a cohesive look and feel for packaging, social media, menus, and more

We believe branding should support your growth, not slow you down. Our Brand Kit Build Packages are crafted to give you professional, industry-aligned assets — without the agency price tag or overwhelm.

INSIDE THIS DECK, YOU'LL DISCOVER:

- The real difference between a logo and a brand system
- Why consistency = trust (and sales!)
- What's included in each Brand Kit tier — and how to choose the right fit
- A bonus invitation to a no-obligation 45-min Brand Intro Call

From Us to You We know what it's like to build something from the ground up. And we know how hard it is to find professional, thoughtful design support when you're not a big agency client. That's why we built these kits.

Let's make your brand presence feel as confident, intentional, and beautiful as your product.



WHY BRANDING MATTERS

Especially in the F&B and Hospitality Space – Your brand is more than a logo. It's your reputation, your promise, your personality — made visual.

Whether you're packaging honey or welcoming guests into a wine farm tasting room, you need a brand identity that holds its own. In saturated, visually competitive industries, showing up professionally isn't optional — it's essential.

Customers Buy with Their Eyes First

And your logo, colour palette, and brand touchpoints — from menus to email signatures — all communicate something. The question is: are they communicating what you want?

Consistency Builds Trust

Disjointed branding = uncertainty. Consistent branding = confidence. From shelf to signage to stories, having a unified look builds credibility, recognition, and loyalty. Our kits help you create a system you can easily maintain — across every channel.

You Don't Need to Overdesign

You Need to Design Intentionally. We help you focus on the assets that matter most in your category: signage, packaging, digital presence, in-person menus, trade materials.

READY TO TAKE YOUR BRANDING TO THE NEXT LEVEL?

Professional, Intentional Design That Not Only Converts Customers
But Represents Your Brand's Unique Personality

BOOK YOUR FREE BRAND INTRO CALL

and let's talk about what's possible.



COMMON BRANDING TRAPS

(And How to Avoid Them)

01 DESIGNING WITHOUT A SYSTEM

The Trap: Creating a logo in isolation (no rules, no structure) means future assets don't match, scale or represent you well.

The Craft Way: We provide you with a system, not just a symbol. You get a logo suite, colours, fonts, and usage rules.

02 COPY-PASTE AESTHETICS

The Trap: Using online templates or mimicking bigger brands leads to visuals that don't feel authentic — and don't connect.

The Craft Way: We design for you — your story, your product, your customer. That's what makes it memorable.

03 MISMATCHED PRINT + DIGITAL ASSETS

The Trap: Your signage says one thing, your Instagram another. Customers don't feel a seamless experience.

The Craft Way: Our kits include assets for both print and digital environments, with consistency across the board.





COMMON BRANDING TRAPS

(And How to Avoid Them)

04 UNDERESTIMATING THE FIRST IMPRESSION

The Trap: That one moment — whether it's a business card, packaging, or booking email — leaves a lasting impression. Is it saying what you want it to?

The Craft Way: Every deliverable in our kit is selected because it shows up where it matters.

05 THINKING BRANDING = BIG BUDGETS

The Trap: It doesn't have to cost a fortune. It just needs the right structure, and people who get your industry.

The Craft Way: We designed our packages to offer the quality of a boutique studio, at a price accessible to small businesses.

We see it all the time — passionate brands making these mistakes not because they don't care, but because they didn't have the right structure in place. Here's what holds most boutique brands back:





THE 5 SOCIAL TRAPS MOST SMALL BRANDS FALL INTO *(And How to Avoid Them)*

05 BOOSTING ADS WITHOUT STRATEGY

The Trap: Hitting "boost post" and hoping for results — without understanding targeting, timing, or creative performance.

The Craft Way: Every ad is guided by a clear objective, refined copy, and custom audience logic. Whether it's **awareness, engagement, or conversions** — we boost with **purpose**.

Tip: A small, well-targeted ad budget beats a scattered approach every time.

Feeling called out *(in the best way)?*

Don't worry — every client we work with has fallen into at least one of these at some point. The difference is what you do next. **Ready to simplify your social media and start showing up with clarity, confidence, and results?**

Book your free Brand Intro Call — we'll help you map the best next step for your brand.





A Thoughtful, Professional Way to Build Your Brand

THE CRAFT APPROACH

At Craft Collective, we don't believe in cookie-cutter logos or trendy templates that look good — but say nothing.

We believe that your visual identity should be a true expression of who you are: strategic, intentional, and built to last. Because in saturated markets, how you show up is just as important as what you offer.

Our Brand Kit packages are made for small, independent F&B and hospitality businesses that want to look professional, feel aligned, and grow with confidence — without the overwhelm of a full-scale agency process.

TURNKEY, TRANSPARENT, AND TAILORED FOR YOUR INDUSTRY





01 FOUNDATION KIT

- R6,000 EX VAT

For brands in their early stages that need a clean, consistent look to get going

Includes:

- Primary Logo Suite (Full, Horizontal, Stacked)
- Colour Palette + Typography Pairings
- 3x HTML Email Signatures
- A4 Branded Letterhead
- 1-page Logo Usage Guide

Ideal for: new cafés, producers launching their first product, small wine farms





02 GROWTH KIT

- R10,000 EX VAT

For small teams ready to grow with consistency and confidence.

Includes everything in Foundation Kit plus:

- Business Card Design (2 staff roles)
- 2x Additional HTML Signatures
- Logo Mark/Icon Design
- Social Media Icons + Banner Templates
- Tagline / Byline Lock-Up
- 3x Brand Application Mockups (signage, menu, packaging)

Ideal for: guesthouses, boutique hotels, fast-growing F&B businesses





03 SIGNATURE KIT

- R15,000 EX VAT

For established brands preparing to scale and streamline across all platforms

Includes everything in Growth Kit plus:

- Mini Brand Style Guide (10–12p PDF)
- Instagram Starter Kit (12 editable Canva templates)
- Packaging or Label Design Template (1 product line)
- Invoice/Quote Template
- Menu or Brochure Template (choose one)
- 1x Social Launch Post (static or animated)

Ideal for: multi-site hospitality brands, premium producers, rebranding campaigns





NOT SURE WHICH IS THE RIGHT FIT?

We'll help you choose a path that aligns with your budget, goals, and internal capacity.

BOOK A FREE 30-MINUTE BRAND INTRO CALL

and let's explore the right package for your brand.



PACKAGE COMPARISON CHART

FEATURE	THE STARTER KIT	THE GROWTH KIT	THE SIGNATURE KIT
LOGO DESIGN (3 VARIATIONS + ICON)	✓	✓	✓
COLOUR PALETTE + TYPOGRAPHY	✓	✓	✓
HTML EMAIL SIGNATURES	3x	5x	5x
A4 LETTERHEAD TEMPLATE	✓	✓	✓
BUSINESS CARDS	-	2x Versions	2x Versions
SOCIAL MEDIA ICONS & BANNERS	-	✓	✓
LOGO MARK / ICON + BYLINE LOCK-UP	-	✓	✓
ON-BRAND MOCKUPS		✓	✓



PACKAGE COMPARISON CHART

FEATURE	THE STARTER KIT	THE GROWTH KIT	THE SIGNATURE KIT
EDITABLE INVOICE / QUOTE TEMPLATE	-	✓	✓
MENU OR BROCHURE TEMPLATE	-	-	✓
MENU OR BROCHURE TEMPLATE	-	-	✓
LABEL OR PACKAGING DESIGN (1 SKU)	-	-	✓
INSTAGRAM STARTER (12 EDITABLE POSTS)	-	-	✓
MINI BRAND STYLE GUIDE (10–12 PAGES)	-	-	✓
HANDOVER + SUPPORT	File delivery + 15-min Q&A	File delivery + 15-min Q&A	File delivery + walkthrough call
TIMELINE	7–9 working days	10–12 working days	15–18 working days



WHAT TO HAVE READY BEFORE YOU START

To get the most out of your branding package, here's what we recommend having in place before we begin:

- ✓ A clear business name (even if your product range is still growing)
- ✓ Your customer or guest profile (who you're targeting)
- ✓ 2–3 visual inspiration references (Pinterest boards welcome!)
- ✓ Product list / service offering
- ✓ Contact details for business card and email signature inclusion

We'll handle the rest.

A clear, confident visual identity — built with purpose and ready to grow with you.

Need something more bespoke?

WE ALSO OFFER CUSTOM VISUAL IDENTITY SOLUTIONS FOR BRANDS REQUIRING MULTI-SKU PACKAGING, SIGNAGE SYSTEMS, OR INVESTOR-READY PITCH DECKS.

Book your free 45-min Brand Intro Call to explore your fit:
info@craftcollective.co.za | www.craftcollective.co.za



