

Pinaco & Co Brand Suite

“Building brands and connections”

Powered by



Pinaco & Co. Suite of Services



Pinaco & Co. is a business consulting company that builds **brands and business connections**.

We have a proven track record in brand consulting at local, regional and international level across various industries. We offer four premium services.

01



Brand consultancy

Brand audit, brand strategy, corporate identity manual and publications design.

02



Marketplace

MyConexión is a matching platform for start-ups and investors.

03



Knowledge Hub

Newsletter, startups events, startup ecosystem research.

04



Capital Raising

Funding strategy, investor engagement, due diligence preparation.

| Brand Suite Overview

Companies desire to build strong, premium brands with global reach.

Pinaco & Co exists to help them achieve exactly that! We have a suite of three services.

Our dedication lies in designing a bespoke brand identity for companies, and unique brand position for a competitive global market.

We have mastered the **art**.
We have the cutting-edge **tools**.
We understand the **process**.
We have built the **expertise**.
We are ready build your **brand**.



Our Brand Suite

We build brands and connections |

Brand Audit &
Strategy

[Read more](#)

We help companies audit their brands and we design a differentiated brand strategy.

Brand Identity
Manual

[Read more](#)

We design world-class brand identities, brand manuals and manage brands.

Publications
Design

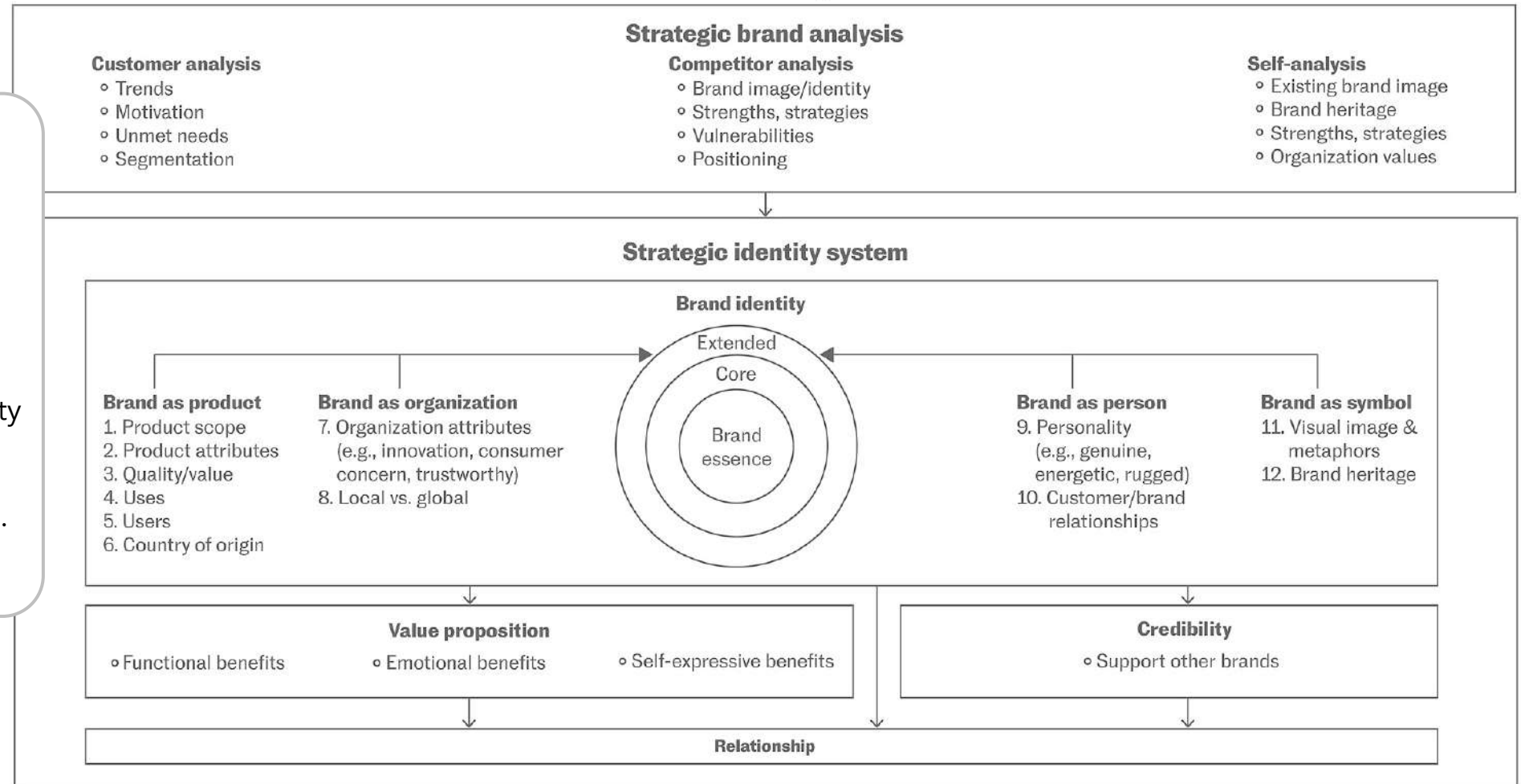
[Read more](#)

We design premium pitch decks, annual reports, company profiles and any storytelling document.

Our Brand Identity Model

Framework

We use David Aaker's "Brand Identity Model" as a framework for brand identity development, audit and strategy design.

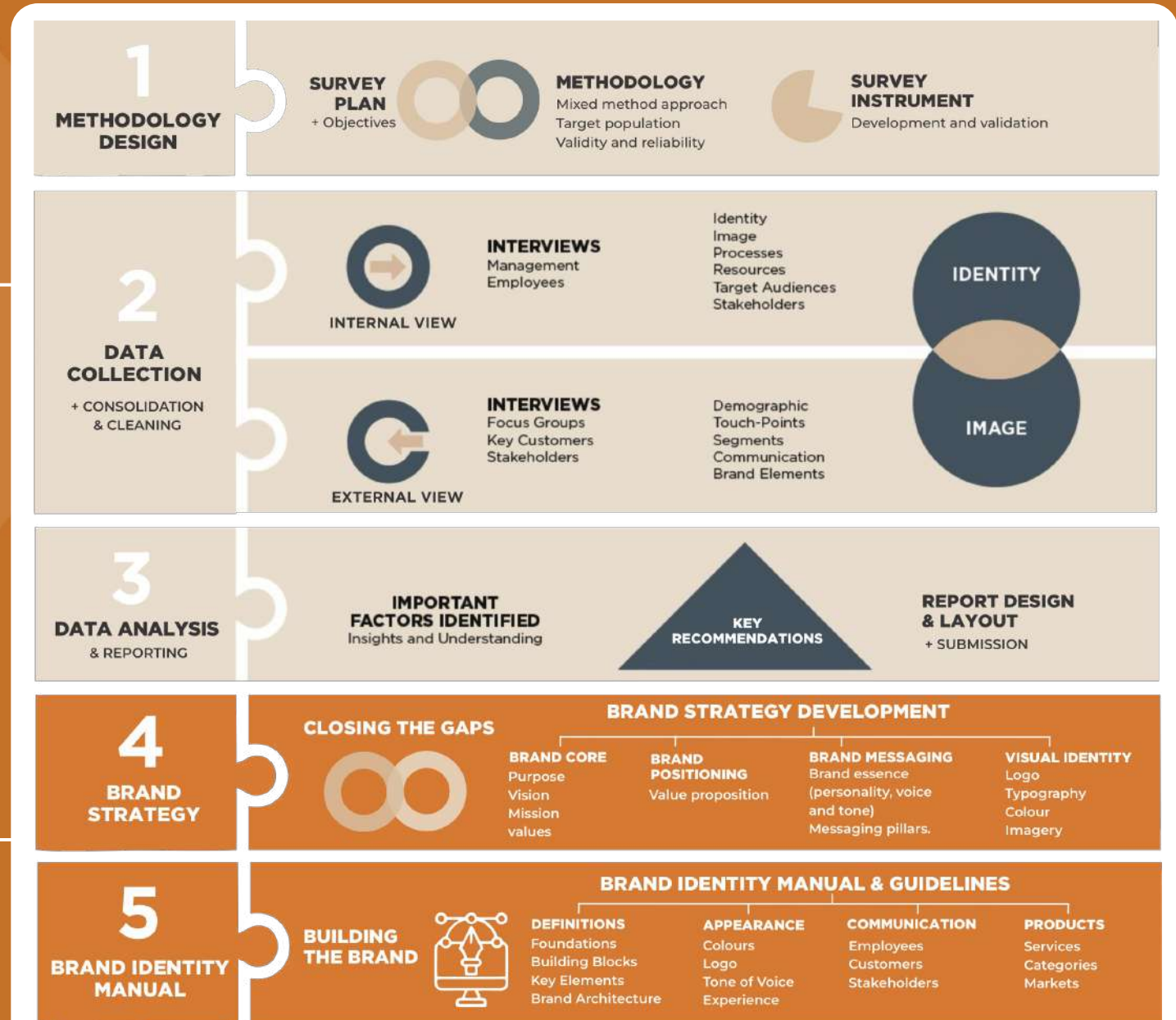


Adapted from: Aaker, D.A. & Joachimsthaler, E. (2000). Brand Leadership. New York, NY: The Free Press.

Our Brand Audit Process

We provide an audit of the brand at three levels – internal, customer and competitor level. As illustrated, the audit process covers step 1 to 3.

Where required, we further develop a brand strategy and brand manual.





Our work

Universal Access
Service Fund



Eswatini Data
Protection Authority



Eswatini
Communications
Commission



Our work

We build brands and connections |



Macroeconomic and
Financial Management
Institute of Eastern and
Southern Africa



Eswatini Computer
Incidence Response
Team



Our work

Publications Design



Startup Pricing: Brand Identity Manual

Basic

R7 200

Once-off fee / annual

- Brand identity (re)design
- Basic brand identity manual (logo application, typography, colour system)
- Digital collateral (letterhead, business card, PowerPoint template, 2 templates of choice)

R600 / month

Subscription

Standard

R16 800

Once-off fee / annual

- Standard brand identity manual (basic package + logo construction, variations, logo use / misuse)
- Digital collateral (basic package + all corporate stationary, banners, corporate profile / pitch deck)

R1 400 / month

Subscription



Corporate Pricing: Brand Identity Manual

Basic

R17 200

Once-off fee / annual

- Brand identity (re)design
- Basic brand identity manual (logo application, typography, colour system)
- Digital collateral (letterhead, business card, PowerPoint template, 2 templates of choice)

R1 433 / month

Subscription

Standard

R47 800

Once-off fee / annual

- Standard brand identity manual (basic package + logo construction, variations, logo use / misuse)
- Digital collateral (basic package + all corporate stationary, banners, corporate profile / pitch deck)

R3 983 / month

Subscription

Premium

R86 900

Once-off fee / annual

- Premium brand identity manual (logo rationale, brand alignment, imagery & usage, iconography e.t.c)
- Digital collateral (standard package + any required template, signage branding)
- Print collateral style guide (brochures, reports, flyers e.t.c)

R7 241 / month

Subscription

Startup Pricing: Publications Design

Basic

R4 200

Once-off fee / annual

- Brochure design and layout
- Company profile design
- Pitch deck design (or 10-page publication of choice)
- Stock images
- Print-ready / web-formatted file

R350 / month

Subscription

Standard

R21 000

Once-off fee / annual

- Design theme / style
- Design and layout of 50 page publication (including infographics and illustrations)
- Stock images
- Editorial support (proofreading)
- Print-ready / web-formatted file

R1 750 / month

Subscription

P.
PINACO & CO.

Corporate Pricing: Publications Design

Basic

R15 480

Once-off fee / annual

- Brochure design and layout (20 pages)
- Company profile design
- Stock images
- Print-ready / web-formatted file

R1 290 / month

Subscription

Standard

R36 100

Once-off fee / annual

- Design theme / style
- Design and layout of a 50 page publication (including infographics and illustrations)
- Stock images
- Editorial support (proofreading)
- Print-ready / web-formatted file

R3 008 / month

Subscription

Premium

R57 800

Once-off fee / annual

- Design theme / style
- Design and layout of 80 page publication (including infographics and illustrations)
- Stock images
- Editorial support (proofreading)
- Print-ready / web-formatted file

R4 816 / month

Subscription

Corporate Pricing: Brand Audit & Strategy

Brand Audit

US\$500 / day

Consultancy fee

A brand audit (as outlined in our brand audit process entails has three milestone points; methodology design, data collection, data analysis and reporting.

Timeline

6-8 weeks

Brand Strategy

US\$500 / day

Consultancy fee

A brand audit (as outlined in our brand audit process entails has four-step process; brand core, brand positioning, brand messaging, and visual identity)

Timeline

5-6 weeks

Our clients



We build brands and connections |

Thank
you!

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