



INTEGRATED DIGITAL AND CREATIVE SERVICES

Digital solutions for modern organisations.

MzDigital provides website design and development, brand identity, marketing communication and graphic design services from Gqeberha, South Africa.

Web

Strategy, design and development

Brand

Identity and business collateral

Market

Campaigns and creative production

COMPANY OVERVIEW

Integrated digital and creative capability.

Established in 2004, MzDigital is a Gqeberha-based digital and creative services company. Its capabilities combine strategy, design, development and production across websites, brand systems, marketing campaigns and business communication.

20+

years of digital and creative experience

4

connected digital and creative disciplines

1

integrated service and production model

01

Strategic direction

Audience, offer, message, channel and required action are defined before design and production begin.

02

Brand consistency

Websites, proposals, social media and marketing material are developed within a consistent visual and messaging system.

03

Functional design

Visual quality is balanced with content clarity, usability, accessibility and defined communication objectives.

04

Production-ready delivery

Responsive code and final artwork are prepared according to the requirements of each platform, supplier and output format.

WEBSITES & DIGITAL GROWTH

Website design, development and optimisation.

Services cover website planning, interface design, responsive development, search foundations, lead capture and ongoing technical support.



01 Website strategy & design

Information architecture, user journeys, responsive layouts, content flow and conversion-focused calls to action.

02 Website development

Fast responsive builds, enquiry forms, WhatsApp paths, analytics, integrations, testing and launch support.

03 SEO foundations

Keyword direction, search-ready page structure, metadata, local cues, image optimisation and technical essentials.

04 Lead generation

Campaign landing pages, quote funnels, conversion copy, tracking and focused paths from click to enquiry.

Company websites

Landing pages

Website redesigns

Maintenance

Analytics

BRANDING & IDENTITY

Brand identity and visual systems.

Branding services establish a consistent identity across digital platforms, printed material, presentations and everyday business communication.

Clarity #4C35F2	Energy #FF7F8E	Confidence #008F7C	Momentum #D99B28
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MzDigital

01

Brand foundations

- Brand discovery and positioning
- Audience and competitor review
- Core message and brand direction

02

Visual identity

- Logo suites and brand refreshes
- Colour and typography systems
- Iconography and visual language

03

Brand applications

- Business cards and letterheads
- Email signatures and templates
- Company profiles and presentations

04

Brand management

- Usage guidelines and asset libraries
- Editable business templates
- Ongoing creative support

MARKETING & CAMPAIGNS

Integrated marketing campaigns and communication.

Marketing services include campaign planning, content direction and channel-ready creative for awareness, promotion, lead generation and launch support.

Campaign planning

Campaign themes, offers, audience direction, content calendars and channel recommendations.

Social media creative

Post templates, promotional graphics, carousels, stories, reels covers and paid-ad artwork.

Digital campaigns

Landing pages, web banners, email graphics, lead magnets and conversion-focused campaign assets.

Sales enablement

Pitch decks, proposal templates, product sheets, rate cards and branded presentation material.

ONE MESSAGE EVERY CHANNEL.

GRAPHIC DESIGN & PRODUCTION

Digital, print and large-format artwork.

Artwork is prepared to platform-ready or print-ready specifications. Custom dimensions are supported for publishers, printers, venues and media owners.

Digital & social	PIXELS
Instagram / Facebook square	1080 x 1080
Instagram portrait post	1080 x 1350
Story / Reel artwork	1080 x 1920
Facebook / LinkedIn landscape	1200 x 628
YouTube thumbnail	1280 x 720
LinkedIn company cover	1128 x 191

Web advertising	PIXELS
Leaderboard banner	728 x 90
Medium rectangle / MPU	300 x 250
Wide skyscraper	160 x 600
Large leaderboard	970 x 90
Billboard banner	970 x 250
Mobile banner	320 x 100

Print essentials	FINISHED SIZE
Business card	90 x 50 mm
A5 flyer	148 x 210 mm
A4 flyer / poster	210 x 297 mm
A3 poster	297 x 420 mm
DL flyer	99 x 210 mm
Square flyer	210 x 210 mm

Large format	POPULAR SIZES
Pull-up banner	850 x 2000 mm
Event backdrop	2250 x 2250 mm
Fence / outdoor banner	2000 x 1000 mm
Wide outdoor banner	3000 x 1000 mm
Gazebo artwork	Supplier template
Vehicle / signage	Measured to fit

PRODUCTION NOTE

Print artwork is normally prepared in CMYK at 300 dpi with 3 mm bleed. Large-format resolution and bleed are set to the printer's final specification. Source or editable files can be included by agreement.

DELIVERY PROCESS

A structured process from brief to final delivery.

Projects follow five defined stages covering requirements, creative direction, production, review and final delivery.

- | | | |
|----|---------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 01 | DISCOVER
Requirements definition | Audience, objectives, scope, channels, timing and technical requirements are documented. |
| 02 | DIRECT
Creative direction | Message, visual direction, content structure and the proposed creative approach are established. |
| 03 | CREATE
Design and production | Approved deliverables are designed, written or developed for the required channels and formats. |
| 04 | REFINE
Review and revision | Consolidated feedback is applied, followed by checks for consistency, accuracy and usability. |
| 05 | DELIVER
Final preparation | Website builds, campaign assets and final files are tested, packaged and supplied in the agreed formats. |

INTEGRATED SERVICE MODEL
Consistent delivery across channels.

Web, brand, campaign and graphic design services are coordinated within one production process, supporting consistent messaging, efficient asset use and aligned visual standards.

BUSINESS ENQUIRIES

Contact MzDigital.

Project enquiries may be submitted for website development, branding, marketing campaigns, company profiles and graphic design services.

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Web design

Development

SEO

Branding

Marketing

Graphic design

