

IT FREAKS  
COMPANY PROFILE  
2017

# 1. Introduction

IT Freaks (Pty) Ltd [Reg. No. 2016/188278/07] is a web design and online marketing company located in the Eastrand township of Katlehong.

Ever since our establishment in 2016, we have strived in ensuring that our clients receive quality websites and graphic design at lower prices than that of our competitors.



At IT Freaks, we believe there is no border between art and graphic design; art is about aesthetics or beauty while graphic design is about designing for a purpose.

We have mastered the skill to blend these concepts into our work, hence our tagline, "the blacksmiths of design".

This method of blending art and design in the right ratio has helped us capture the client's vision as they envisioned it, not compromising one element in favour of the other.

We brand our work as Handcrafted, for we understand that it is those tiny details that matter, those that differentiate all our design work from the rest.

### Website Design & Hosting

We offer lightning fast websites that are both beautiful and responsive. Whether your clients decide to use a computer or smart phone to view your website, it will fit on their screen nicely and still look great. We pride ourselves in our HandCrafted websites, for we believe that your website serves as the door to your business, without it you end up losing good business. Let us be honest, the first thing you do when you hear a company you do not know; you "Google it", so if your company does not have any online presence or a website, chances are you lose the client and they move on to your competitors who have found online.



Our process is simple, you let us know the functions of your website (e.g. users must be able to login, make secure online purchases), from this we explain what is required from your side, give you a price then we work hand in hand with you to ensure that the final product is what you had envisioned. Once you are happy with the website, it is then ready to launch, we host it on your servers if you already have, if not we got you covered since we do offer web hosting as well. Now your website is online, we can add services like Search Engine Optimization (SEO), this service ensures that your website is easily found by search engines like Google and Bing. If you choose not to add this on your package, your website will still work fine as we add basic SEO on all our websites.

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[www.itfreaks.co.za](http://www.itfreaks.co.za)

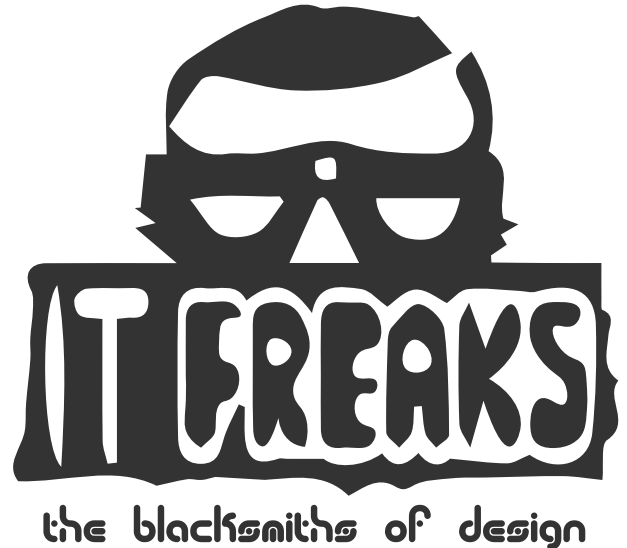


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### Graphic Design

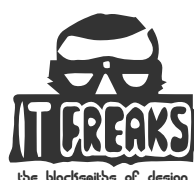
Our graphic design capability is broad, we design posters, logos, business cards, office stationery (letterheads, email signatures), banners, calendars, album art, animated videos and more.

For most of our graphic designs, let's take a company logo as an example. We get a briefing from you, i.e. look and feel, all the information you give out. From that we come up with a few concepts, get your feedback, then finalise the design you like. We use vector based software to do the design, this means that whether you resize the logo to be the size of an ant or bigger, the logo will keep it's quality and it will not pixelate. This is very important on a logo as it can be resized to fit a large number of objects without looking blurry.



As part of our graphic design, we do video adverts or explainer videos. These videos help sell your idea in a much improved manner, not only will your idea have an image, it gets a voice to back it up. Video Ads are the new way to market better.

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### Online Marketing

Our online marketing service consists of Google Ads, Facebook and Instagram Ads, Video Ads and Email marketing.

The way we do advertising is interesting, since we work based on your budget. Using platforms like Google Ads, whereby your advert is shown on other websites and mobile apps, based on the intended audience. And you are only charged when a user clicks on the ad. This way of advertising is cheap and it gives your business the exposure no other marketing can provide. If growing your business is your dream, contact us and we will help make it a reality.



## 3. Design Portfolio

Since our establishment we have worked on a number of projects for both private companies and Non-Profit Organisations (We have adopted a few, and provide them our services without charge)



### Countrysites Trading & Projects

A construction projects company based in Katlehong, Gauteng. We designed a logo for them.

### Tlatsa Bokamoso Consulting

A recruitment agency and consulting company based in Vosloorus, Gauteng. We built them a website.

[www.tbokamoso.co.za](http://www.tbokamoso.co.za)

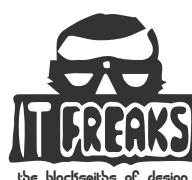


### Grigora

A logistics company based in Katlehong. We built a website for them.

[www.grigora.co.za](http://www.grigora.co.za)

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## 3. Design Portfolio



### Cristal Dynasty

A company of professional tilers, glassfitters and painters based in Katlehong. We created their logo as well as website.

[www.cristaldynasty.co.za](http://www.cristaldynasty.co.za)

### Mish's Guitar School

A guitar school based in Empangeni, KZN. We designed a logo for them.

View them on Facebook  
@MishGuitar



### Display Scenes

A professional props hiring studio based in Cape Town. We build a website for them.

[www.displayscenes.co.za](http://www.displayscenes.co.za)



DISPLAY  
SCENES

## 3. Design Portfolio



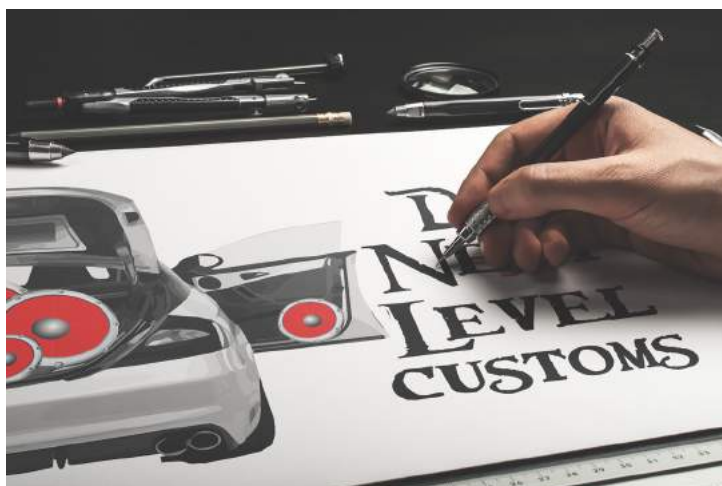
### Sabeloo Trading

A trading company based in Winterton, KZN. We designed a logo for them.

### Da Next Level Customs

A custom car audio fitter company based in Katlehong, We designed a logo for them.

View them on Facebook  
@YouShoutWeSound



### Gener8-Ads

A digital advertising company based in Spruitview, Gauteng. We built a website for them.

[www.gener8-adz.co.za](http://www.gener8-adz.co.za)

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## 3. Design Portfolio



### Accountancy Community Through Tirisano

A NPO based in Katlehong, that offers tutoring to high school learners from disadvantaged backgrounds. We built a website for them, flyers, videos and more.

[www.actt.co.za](http://www.actt.co.za)

### Professionals, Make A Difference

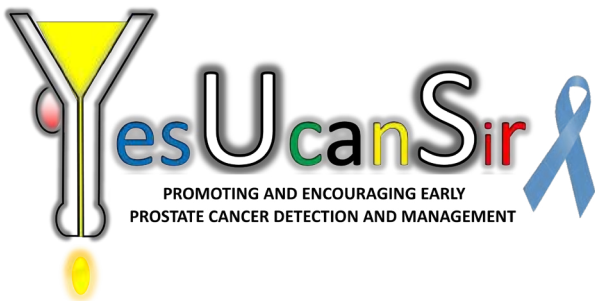
NPO based in Katlehong that offers career and life coaching to the youth. We built a website for them.

[www.pmad.org.za](http://www.pmad.org.za)



### YesUCanSir

An NPO that creates awareness of prostate cancer, based in Kensington, Gauteng. We designed a logo for them.



### HandCrafted Pricing

At IT Freaks we believe that every business and every project is unique, thus we have a unique price for all projects. Please note that the prices listed below serve as a guide

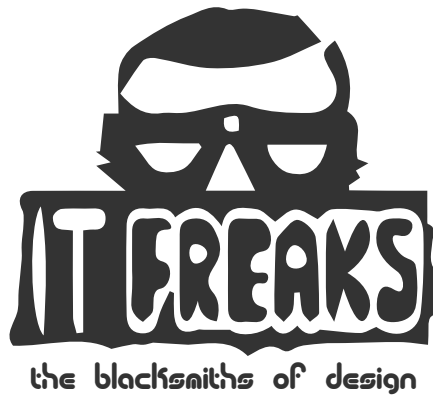
### Some Base Prices

Website R299 pm

Logo / Poster Design starts from R499

Business Cards starts from R399

Other project prices are available on request.



**Interested?**

contact us today,  
reshape how fast your business grows

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