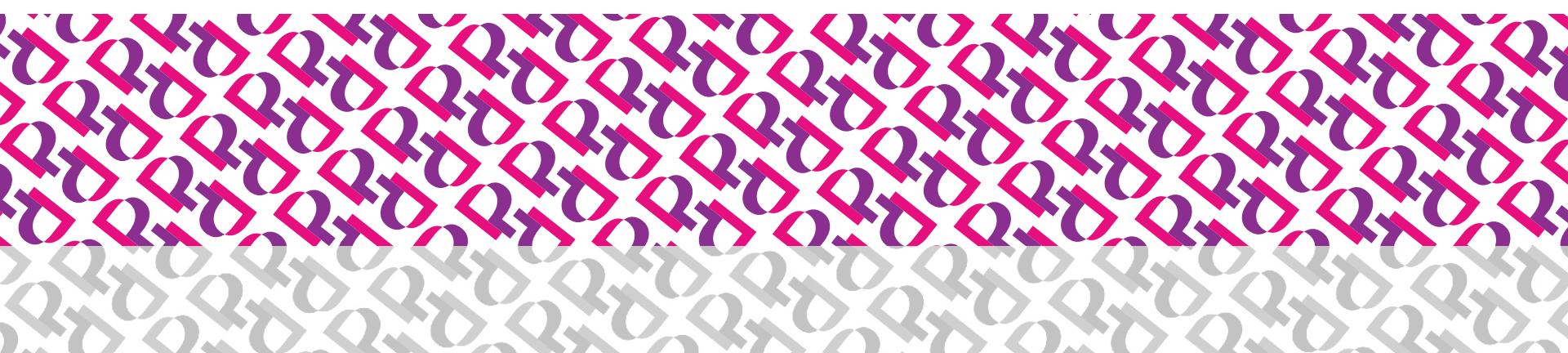


Your Marketing
and Automation
Partner

Brand Guidelines



Company's Overview

Pink & Purple is a business consulting service operating as a distinct brand under Think Own It Group (Pty) Ltd., a Private Company registered under South African law (Registration Number: **2024/365798/07**). Our brand identity will consistently convey simplicity, expertise, and tangible growth. We aim to demystify complex business processes and empower entrepreneurs with clear, actionable strategies and effective tools

Our Mission

To be the leading partner for African SMEs, enabling them to transition from informal, chaotic operations to structured, automated, and scalable enterprises

Our Vision

:To empower small and new businesses, particularly in the e-commerce sector, with accessible, practical, and effective systemization, automation, and compliance solutions, fostering sustainable growth and professional excellence.

Core Values

Integrity, Innovation, Simplicity, Reliability, Growth Partnership, Friendliness

Our Services

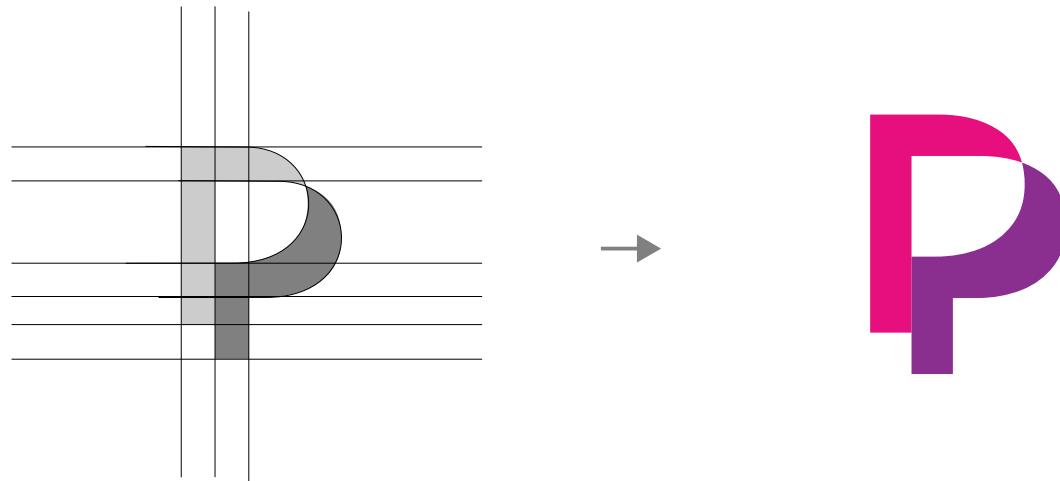
- 1. Business Registration (SA):** Comprehensive assistance for Private Companies, Public Companies, and Non Profit Organizations (NPOs) with CIPC registration, B-BBEE certificates (for EMEs), and foundational guidance.
- 2. CRM Implementation:** Analysis, recommendation, setup, and automation of Customer Relationship Management (CRM) software tailored to client needs.
- 3. Structure Development:** Assisting businesses in creating clear organizational structures, roles, and standard operating procedures (SOPs).
- 4. Email Marketing & Newsletter Management:** Setup, content creation, and management of effective email campaigns.
- 5. Consultations:** Hourly-based expert advice to diagnose problems and propose actionable solutions.

Logo Concept



The Pink & Purple logo embodies simplicity and vibrant brand identity, it is designed using a sans serif font "catamaran" perfectly suited for a marketing company, rendering in a soft eye catching pink, and a deep vibrant purple.

Logo Icon Concept



The Pink & Purple icon is designed with two letter P intersecting one another, with the point they intersect being minus giving a symmetrical and scalable logo icon, perfectly suited for a marketing company,

Logo Placement



The space between workspace and the logo icon should be set to at least "1" inch with the icon being by the left side and the logo text being horizontally placed at the right side of the logo, with both properly centralized.

Brand Color(s)

R230 G15 B125 | HEX- #E60F7D

R138 G46 B143 | HEX- #8A2E8F

Catamaran

Normal . Bold

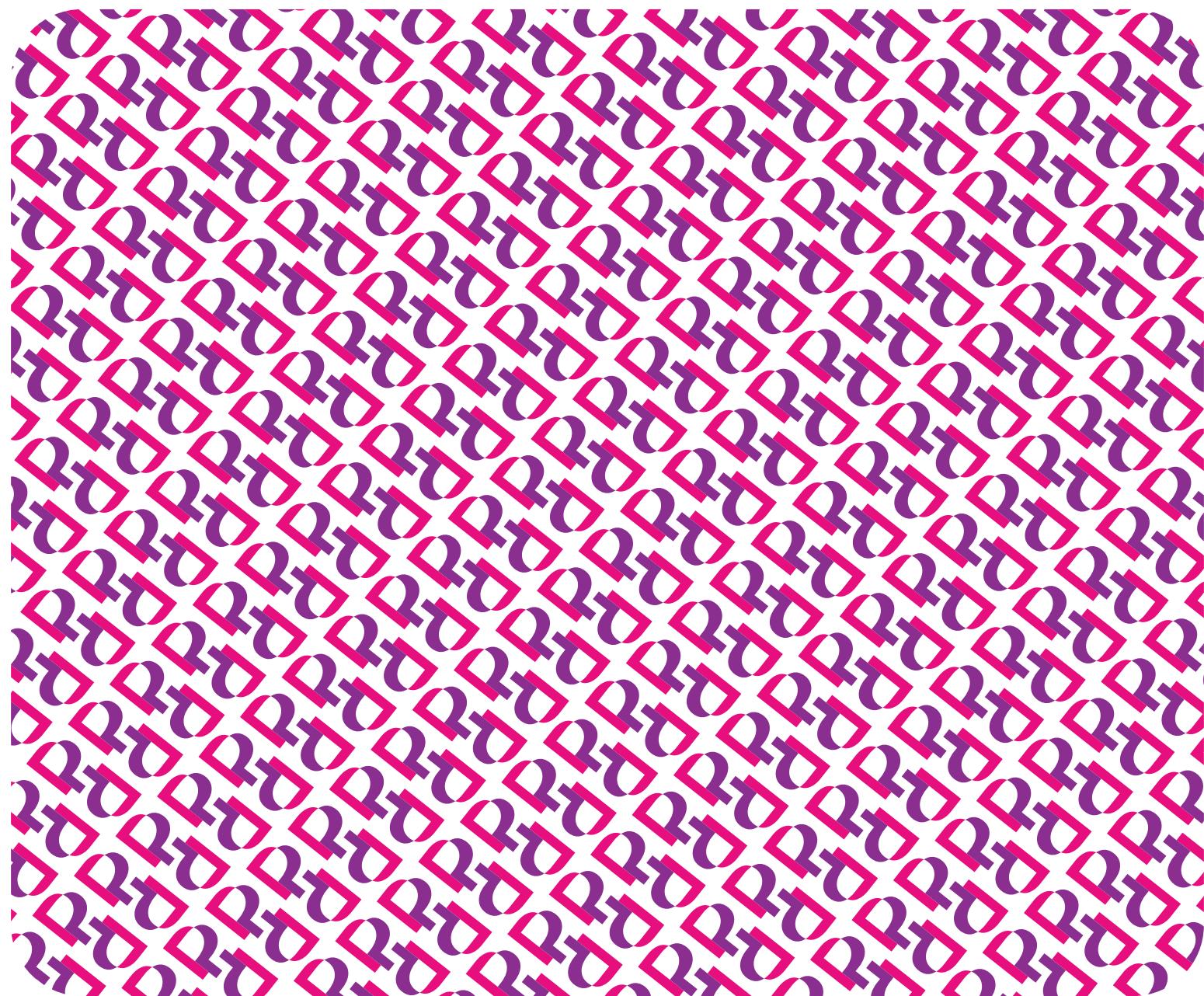
Aa Bb Cc Dd EeFe Gg Hh Ii Jj Kk
Ll Mm Nn Oo PpQq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1234567890 !@#\$%^&*

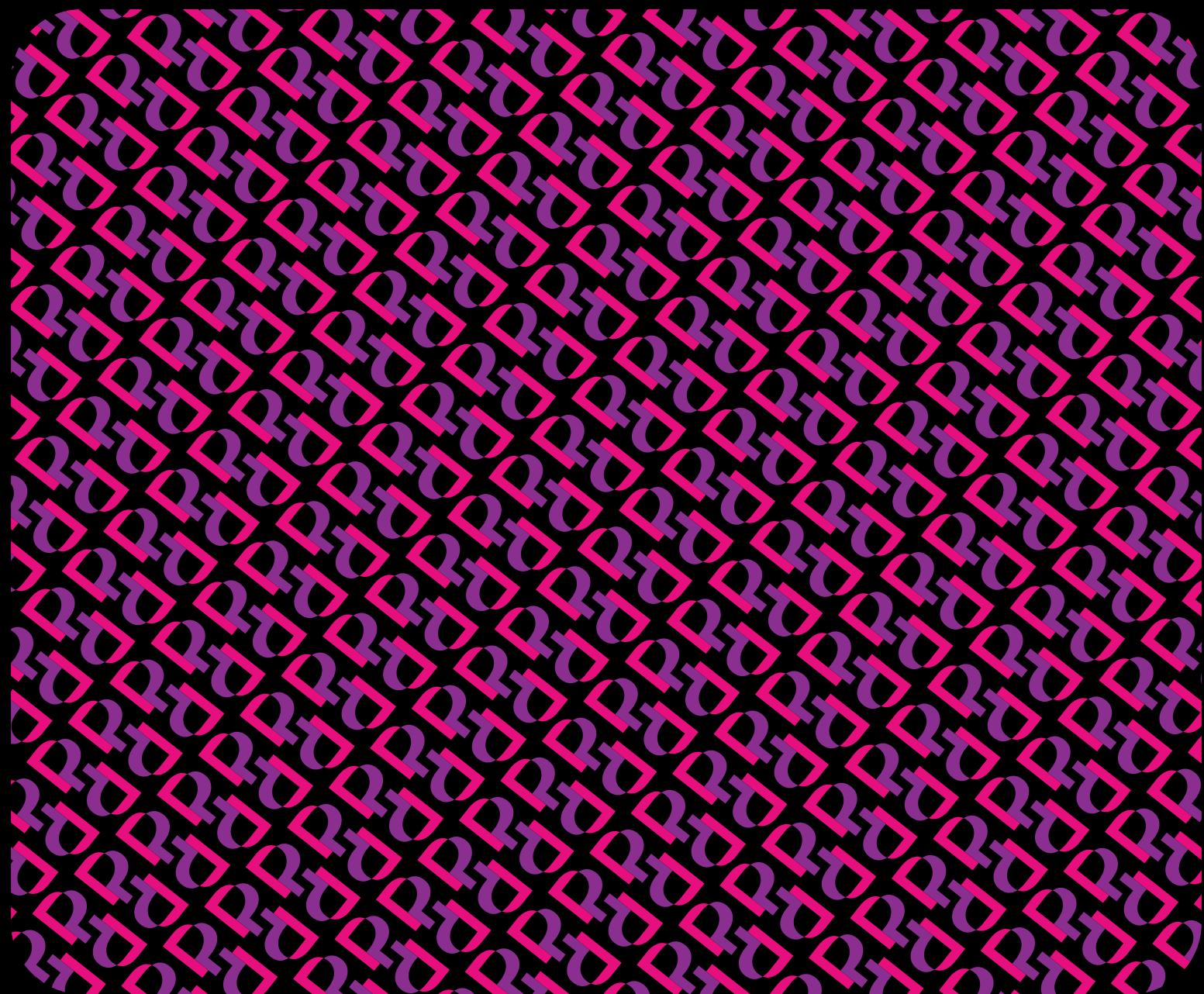
Aa Bb Cc Dd EeFe Gg Hh Ii Jj Kk
Ll Mm Nn Oo PpQq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1234567890 !@#\$%^&*

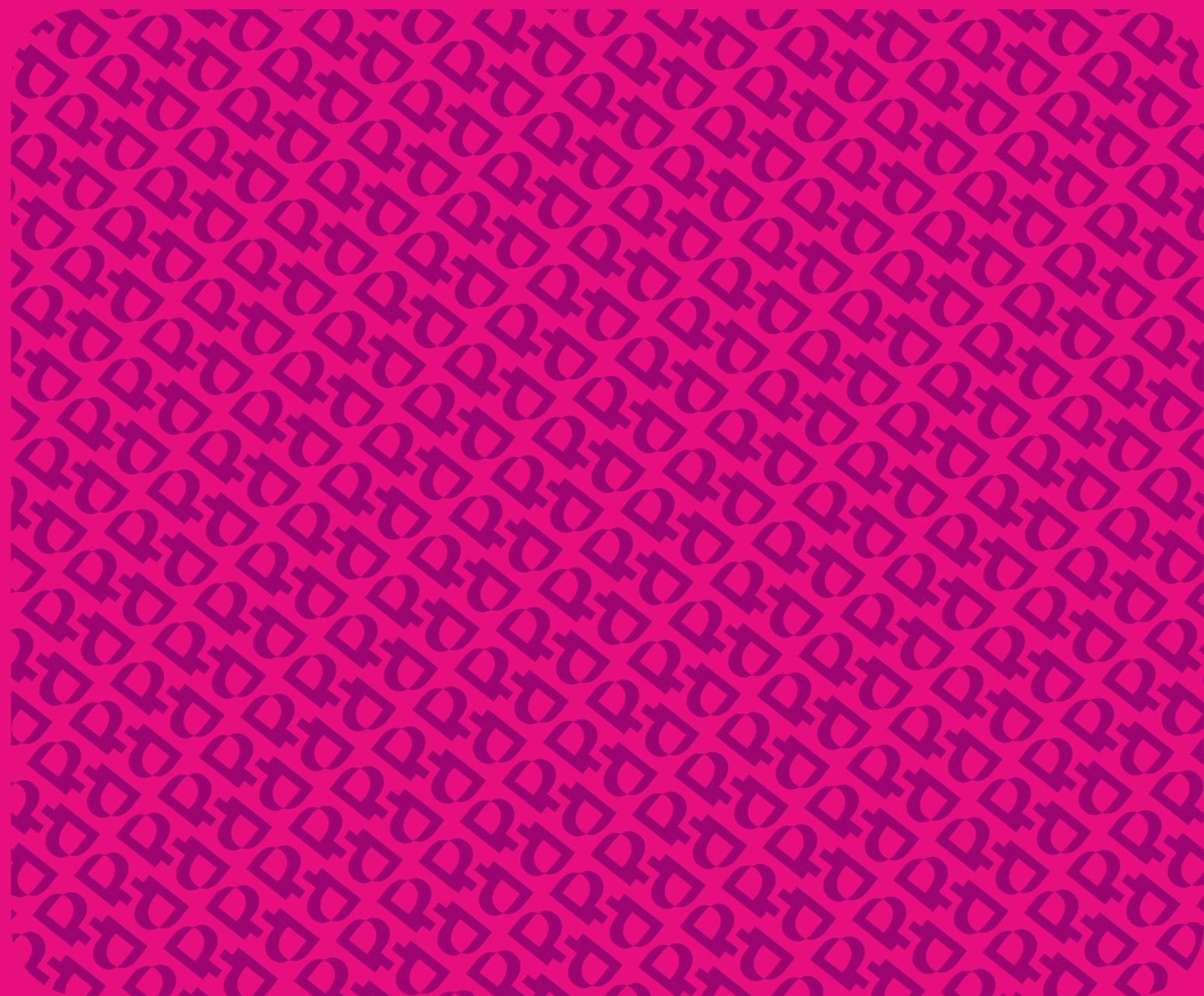
Brand Pattern



Brand Pattern (Dark)



Brand Pattern



Business Card



Identification Card



Letterhead





Pink & Purple

Your Marketing and Automation Partner

Social Media Layout





Your Marketing
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Thank You

