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# Coolio's Creative

— Consulting on your creative projects

## SERVICES & COSTING STRUCTURE 2026

VALID FOR PERIOD OF 1 JANUARY 2026 — 31 DECEMBER 2026

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**Consider me your  
creative best friend.**

Placing connection & creativity at the forefront of every job, I walk beside you in your business journey as we pour life into your dreams & ideas.

*Candice  
xxx*

## INTRODUCING YOUR CREATIVE CONSULTANT

**Creative Consultant:** *(noun)* A lateral thinker, acting as *creative advisor*, by sharing expert advice and skillsets on various projects thereby improving the overall aesthetic quality of campaigns, services, products, and more.



Hello there, I'm **Candice Mundell-Johnson** (aka @CoolioCandy).

As your creative consultant, I am here to assist you with your creative challenges and projects. With over 15 years of experience in the design, marketing, and interiors industries, I specialise as a solutions-orientated consultant across a variety of fields. Placing connection and creativity at the forefront of every project, my services are highly relationship-focused as I walk alongside you on your business journey, helping to expand your horizons through creative means.

All offerings are customised to align with your needs, budget, and timeline.

### SKILLS INCLUDED:

**Coolio's offers a large variety of creative skills on a silver platter:** Creative Consulting | Branding Packages | Brand Coaching & Strategy | Art Direction | Graphic Design | Finished Artwork (getting artwork ready for print) | Printing Expertise & Management | Market Research & Insight | Strategic Thinking | Creative Conceptualization | Interior & Creative Styling | Interior Decor Consulting | Interior Renovation & Project Management | WIX Website Design | Social Media Advice & Strategy | Events Co-ordination & Design

**As an individual, my interpersonal skills include:** High Attention to Detail | Client Understanding & Liaison | Team Spirit | Empathy | Altruism | Spirit of Excellence | Interpersonal (People) Skills | Communication | Excellent Listener | Time Management

**Community of fellow creative professionals:** With experience in website design and development, podcasts, photography, video production, and PR, I have grown a network of trustworthy service providers with whom I work with or refer to in a collaborative creative economy. If these are services you need, don't hesitate to ask; I will put you in touch with some pros.

### ADHOC COSTING STRUCTURE:

Coolio's Creative works with an upfront, adhoc costing structure whereby I am available to consult if and when needed. This instils freedom and trust and creates a free-flowing, easy-going interaction where both parties feel satisfied with the financial outlay and return on investment. Working with an upfront payment structure also enables me to stay true to my intrinsic value of going above and beyond for clients, delivering a service focused on excellence and relationships.

For this purpose, rather than working with retainers, I offer Hourly Bundles which are purchased and used at your discretion. These bundles are available on an adhoc basis, whereby you call me when you need me, and I log the hours carefully and stringently to ensure that all hours paid for are used efficiently.

*\*Please note that your preferred Hourly Bundle is billed at the beginning of each project or working period.*

## HOURLY BUNDLE OPTIONS:

Keeping you in the loop via your preferred channel of communication, I will ensure that we are always on the same page regarding your Hourly Bundles. These hours will be quoted\* to the best of my knowledge prior to the commencement of projects and logged throughout the process. You will be notified via email once the paid hours are complete, along with a breakdown of the work done during that time.

*\*Please note that your preferred Hourly Bundle is billed at the beginning of each project or working period. Should work exceed quoted hours due to complexity of work, additional requirements, client revisions, and time required to obtain the best results, an appropriate bundle will be allocated or additional hours will be quoted and charged @ R850 per hour.*

## Big Hourly Bundles

- The Big Hourly Bundles include **12 hours or more** and are calculated at a **reduced hourly rate of R800** (saving R50 per hour). This bundle is paid at the beginning of each project/working period, allowing for free flow of design and project support.

## Small Hourly Bundles

- **The Full-Day Bundle @ R6400\*** (saving 5% of standard rates) includes a maximum of 8 hours paid at the beginning of each project/working period, allowing for free flow of design and support.
- **The Half-Day Bundle @ R3200\*** (saving 5% of standard rates) includes a maximum of 4 hours paid at the beginning of each project/working period, allowing for free flow of design and support.

## Relational Discounts

Should we work together on a small hourly bundle basis for three consecutive months and beyond, an additional **relational discount** will be applied as follows:

- 10% off per Full-Day Bundle
- 5% off per Half-Day Bundle
- *Please note: Relational discounts have already been applied to the BIG Bundle rates*

## Standard Hourly Rate

- Project-by-project quote\* and invoice, at a standard rate of R850 per hour, with a 75% upfront deposit, and the remaining amount paid once your project / design / consulting has been completed.

## BRANDING PACKAGES:

**Brand: *[noun]* A brand is the way a product, company, or individual is perceived by those who experience it. Much more than just a name or a logo, a brand is the recognizable feeling these assets evoke.** Source: <https://www.ignitebrands.com/what-is-a-brand/#1>

To form a cohesive and professional brand, there are various touch points that need to be considered. Coolio's Creative branding packages are drawn up with this in mind, focusing on various deliverables that make up the whole package. These packages are suited to entrepreneurial individuals, start-ups, or small, existing businesses looking for a fresh new face.

*For a detailed break-down on branding packages, please enquire.*

## WORKING TERMS & COOLIO CONDITIONS:

**Hourly Bundle Rates:** Rates per Hourly Bundle are stipulated as per Coolio's Creative costing structure for the period of 1 January 2026 – 31 December 2026.

**Hourly Bundle Estimations:** Costing proposals and estimations are valid for up to 14 days. Please note that hourly bundles/quotes are an estimate for services described ONLY, and amounts are subject to change. Coolio's requests upfront payment based on the estimated amount (unless stated otherwise), to be collected prior to consultation/design commences. Project-based quotes include two rounds of MINIMAL DESIGN CHANGES ONLY (not redesign). Acknowledging and accepting a quote means that you are in agreement to all of the above and liable for payment of invoice.

**Invoices:** Invoices will be sent via email on an adhoc basis, as per your chosen costing option. Please note that payment is due on presentation of invoice. Very little/no work will be carried out before payments have been made. Proof of payment can be sent to [candice@coolioscreative.com](mailto:candice@coolioscreative.com).

**Additional Hours:** Should work exceed the original estimated hours, due to complexity of work, additional requirements, client revisions and/or time required to obtain the best results, an appropriate Hourly Bundle will be allocated or additional standard hours will be quoted and charged @ R850 per/hour.

**Relational Discounts:** Relational discounts apply to small hourly bundles only. Clients qualify for a relational discount once we have worked together for three consecutive months and beyond. Discounts are applied as follows: 5% off per 4- to 7-hour bundle, and 10% off per 8- to 11-hour bundle. Please note: Should you take longer than a reasonable amount of time to make payment on your invoice, your relational discount will be forfeited going forward.

**Meetings & Calls:** Please note that meetings and calls, in which consulting or strategy takes place, will be charged for at a standard hourly rate, and/or form part of the chosen costing agreement/Hourly Bundle.

**Briefing Adjustments:** Sometimes projects require new/revised content discussions. Should this be the case, briefing slots will be made available to you to ensure that I am on your team, and on the same page with your goals and vision at all times. These slots will form part of your chosen Hourly Bundle. This time can also be spent zooming in on marketing findings, re-structuring where needed and general feedback. Please note that email and WhatsApp consultations will be charged for.

**Delivery of Designs:** All appropriate files, graphic design and/or content created and compiled during the working hours as paid for by client, will be supplied via a unique Dropbox link. Dropbox links will be active/available for the full period of our working relationship. Should our working relationship come to a close, the unique Dropbox link will remain active for 6 months from date of final payment, giving you the opportunity to download all relevant data to your computer/relevant storage platform. Thereafter, all open-source artwork will be archived to the best of my ability, but I cannot promise to store/keep your artwork indefinitely.

**Branding Package 1:** Please allow up to 14 days for to complete this process. Costing and time subject to change should work exceed 15-hours, due to complexity of work, client revisions and time required to obtain best results.

**Branding Package 2** Please allow up to 21 days for to complete this process. Costing and time subject to change should work exceed 20-hours, due to complexity of work, client revisions and time required to obtain best results.

**Branding Package 3:** Please allow up to 1 MONTH for to complete this process. Costing and time subject to change should work exceed 30-hours, due to complexity of work, client revisions and time required to obtain best results.

**Contact:** I remain quite flexible, but my general working hours are between 10am and 6pm, Monday to Friday. Should you need assistance, you can contact me on [candice@coolioscreative.com](mailto:candice@coolioscreative.com) or via WhatsApp on +27 (082) 711 9358. I am available via telephone/meetings on request. Please let me know in advance, to ensure I am available to take your call (or that your cell number is not a spam call).