

AURA

SÆLT
WELLNESS

STUDIO GUIDE

Helping founders build businesses that are honest expressions of who they are.

A studio for purposeful branding, thoughtful design and businesses
built with intention.

WELCOME TO AURA BRAND STUDIO →

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04 / THE AURA JOURNEY

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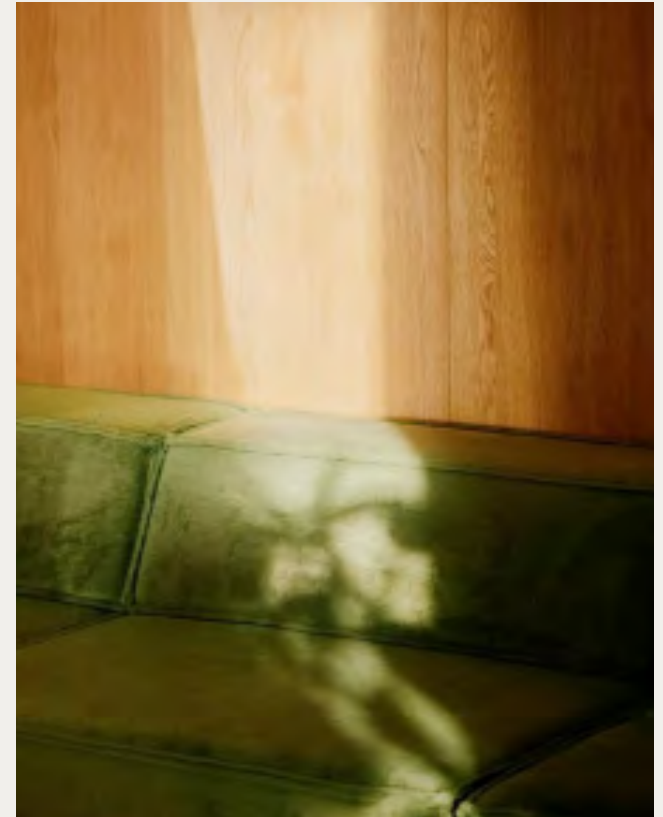
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A NOTE FROM AURA

Every business begins with a person.

Before the logo, the website or the strategy, there is an idea. A belief.

A story. A reason for starting.

At Aura, we believe the strongest brands aren't created by following trends or trying to look like everyone else. They're built by uncovering what makes you true and giving you the confidence to express it with clarity and purpose.

This guide is an introduction to who we are, what we believe and how we work. Whether you're launching something new, evolving an existing brand or simply looking for more clarity, we hope it gives you a sense of what it's like to create alongside us.

Because great brands aren't just beautiful.

They're deeply aligned with the people behind them.



DANI FERRANDI
FOUNDER

WHAT WE BELIEVE

A brand should never become a mask. It should become a mirror.

We believe the most meaningful businesses are built from a place of alignment.

When your values, purpose and vision are clear, every decision becomes easier.

Your **messaging** feels natural

Your **visuals** feel authentic

Your business begins to **attract** the people it was always meant to serve

Our role isn't to invent who you are. It's to uncover what already exists beneath the surface and help you express it with confidence. Because businesses that are true to themselves don't just stand out, they stand for something.



WHY THIS MATTERS

**The world doesn't need more brands.
It needs more meaningful ones.**

It's easy to get caught up in trends, comparison and the pressure to fit into someone else's version of success. But when businesses lose sight of why they exist, they often lose what made them special in the first place.

When your business reflects who you genuinely are, marketing becomes easier, decisions become clearer and growth feels more sustainable. That's the foundation we aim to build.



SERALA | BRANDING

THE AURA JOURNEY

Every meaningful brand begins with understanding.

Every project looks a little different, but our approach always follows the same philosophy.

DISCOVER



UNDERSTAND



EXPRESS



GROW

WHO WE WORK WITH

We don't believe every business is the right fit.

We do our best work with **founders who genuinely care** about what they're building.

OUR CLIENTS ARE OFTEN:

- Purpose-led businesses
- Small business owners and founders
- Creative entrepreneurs
- Conscious brands
- Businesses looking to evolve, not simply refresh their appearance

THEY VALUE:

- Honesty over hype
- Quality over quantity
- Long-term thinking over quick wins

They're not looking for the loudest brand.

They're looking for one that **feels unmistakably their own.**

WAYS TO WORK TOGETHER

Every business is at a different stage of its journey. Whether you're starting from scratch, preparing to launch or looking for ongoing creative support, our services are designed to meet you where you are.

THE FOUNDATION

Build your brand



THE LAUNCH

Launch your business



THE GROWTH PARTNER

Grow with confidence

SERVICE NO. 01

FOUNDATION

TIMELINE

4-6 WEEKS

The Foundation is designed for businesses that are ready to uncover who they are before deciding how they should look.

Through strategy and thoughtful design, we'll define your brand's purpose, positioning and personality before bringing it to life through a cohesive visual identity.

By the end of the process, you'll have more than just a logo—you'll have a clear direction, a confident identity and a brand that's built to grow with your business.

IDEAL FOR

- New businesses ready to launch with intention.
- Existing businesses looking to reconnect with their purpose.
- Founders wanting a strong strategic and visual foundation.

WHAT'S INCLUDED

- Brand Discovery Workshop
- Brand Strategy
- Brand Positioning
- Target Audience
- Brand Personality
- Key Messaging
- Tone of Voice
- Creative Direction
- Logo Suite
- Colour Palette
- Typography
- Brand Elements
- Brand Guidelines
- Social Media Assets

*Projects can be paid in flexible instalments throughout the duration of the project.

INVESTMENT STARTING FROM

R16,500.00

SERVICE NO. 02

LAUNCH

TIMELINE

6-10 WEEKS

The Launch is our complete branding experience, combining strategy, visual identity and website design into one seamless journey.

We'll work together to create a cohesive brand and an online presence that reflects who you are, tells your story and supports your business as it grows.

Whether you're launching a new business or refreshing an existing one, this package provides everything you need to show up professionally from day one.

IDEAL FOR

- New businesses preparing to launch.
- Businesses ready to refresh both their brand and website.
- Founders wanting a complete brand experience.

WHAT'S INCLUDED

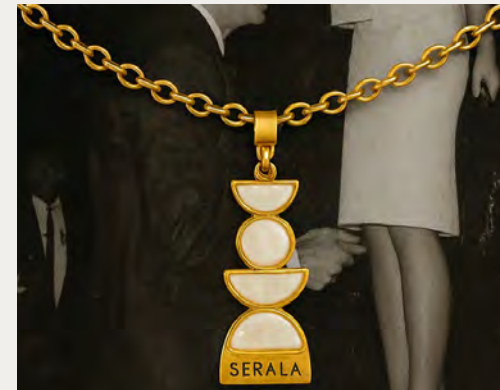
Everything in The Foundation, plus:

- Custom Website Design
- Mobile Responsive Design
- Contact Forms
- Basic SEO Setup
- Domain Connection
- Website Training

*Projects can be paid in flexible instalments throughout the duration of the project.

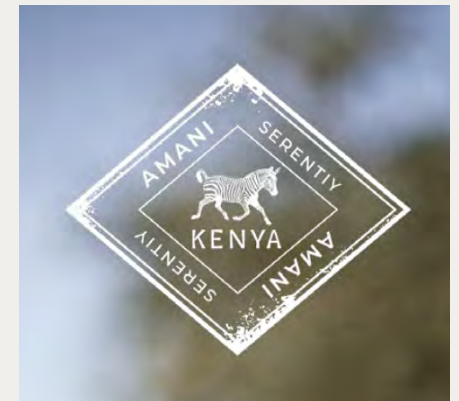
INVESTMENT STARTING FROM

R29,500.00



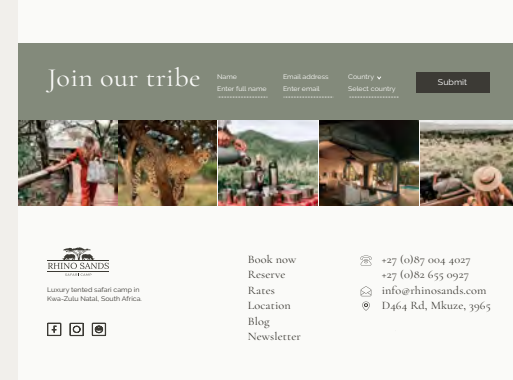
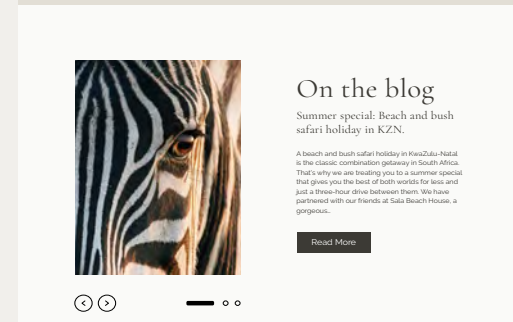
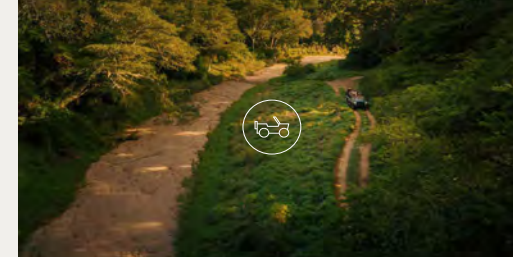
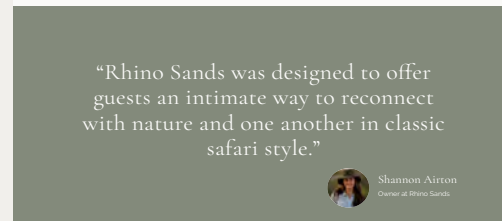
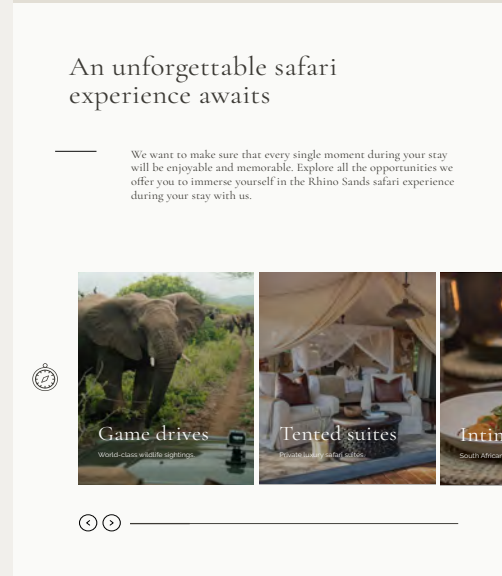
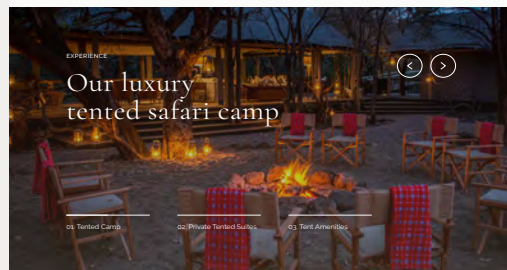
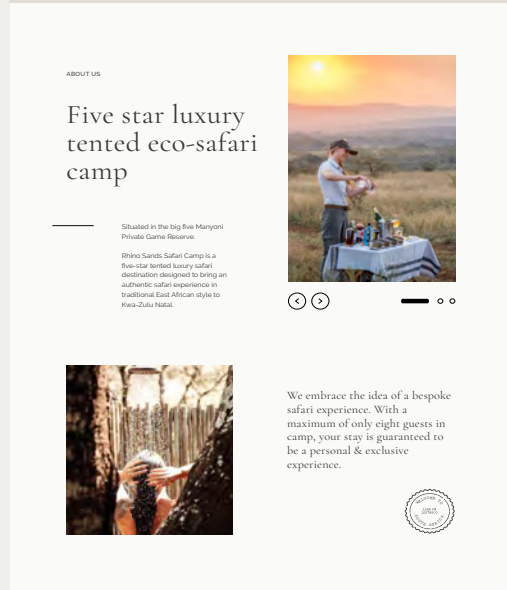
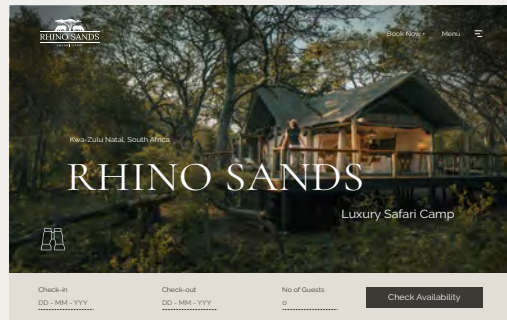
Crafting a premium jewellery brand that reflects timeless elegance, thoughtful craftsmanship and meaningful connection.

SERALA
JEWELLERY / SYDNEY AUSTRALIA



Premium brand identity for a concept eco-travel brand rooted in conservation.

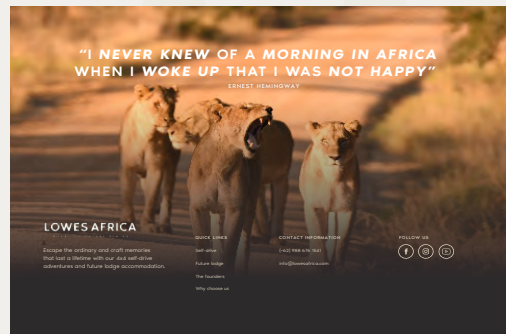
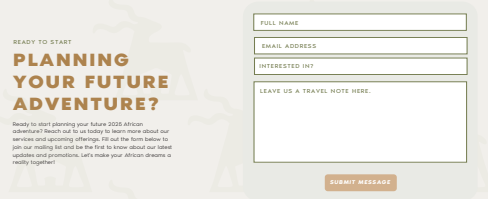
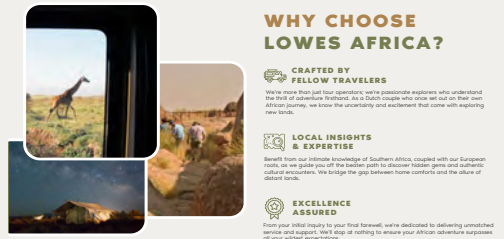
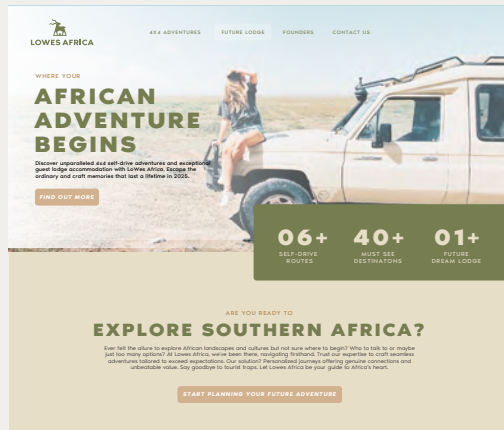
AMANI
ECO-TRAVEL / KENYA



www.rhinosands.com

Designing an engaging digital experience that captures the intimacy and luxury of an authentic safari experience.

RHINO SANDS
LUXURY SAFARI / HLUHLUWE, KZN



www.lowesafrica.com

Building a brand and website that inspire travellers to explore Southern Africa with confidence and curiosity.

LOWES AFRICA
ECO-TRAVEL / WATERBERG

SERVICE NO. 03

GROWTH PARTNER

TIMELINE
AVAILABLE AS MONTHLY RETAINERS
OR PROJECT-BASED SUPPORT

Ongoing creative support for growing brands.

As your business grows, new opportunities and design needs naturally arise. Our Growth Partner package provides ongoing creative support to ensure your brand continues to show up consistently across every touchpoint.

Think of us as an extension of your team—offering strategic thinking, creative design and reliable support whenever you need it.

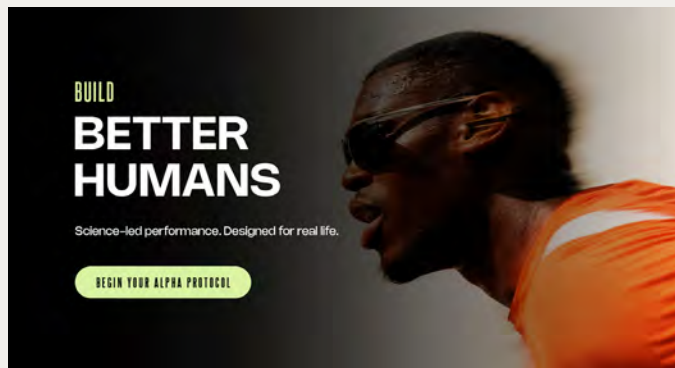
IDEAL FOR

- Businesses needing ongoing design support.
- Growing brands without an in-house designer.
- Businesses looking for a long-term creative partner.

WHAT'S INCLUDED

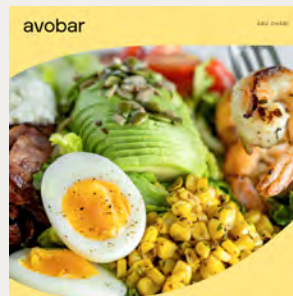
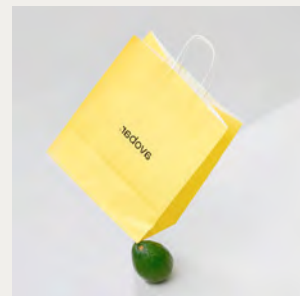
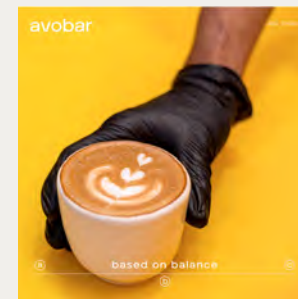
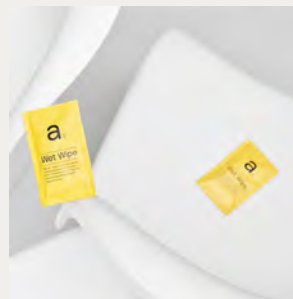
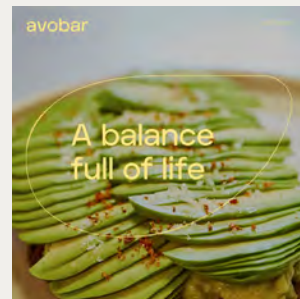
- Graphic Design
- Social Media Design
- Marketing Collateral
- Presentations
- Packaging
- Signage
- Campaign Creative
- Email Design
- Print & Digital Assets
- Custom Creative Projects

INVESTMENT STARTING FROM **R4,500.00/ MONTH**



Developing a brand strategy and bold digital presence for a modern medical practice redefining health and human performance.

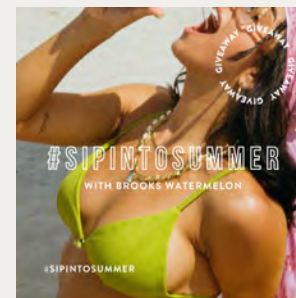
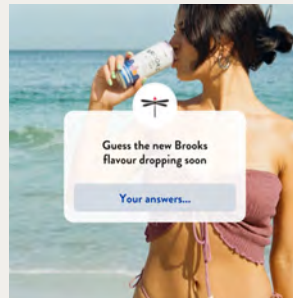
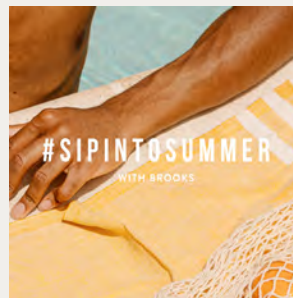
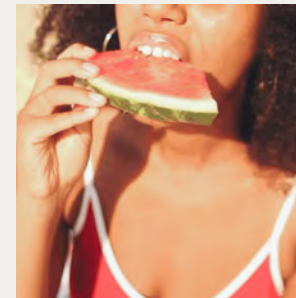
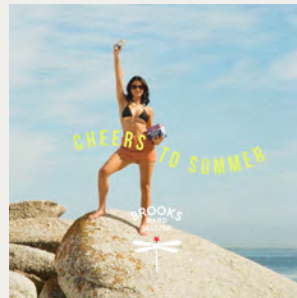
ALPHAHUMAN
FUNCTIONAL MEDICAL PRACTISE / JHB



[@avobar_ae](https://www.instagram.com/avobar_ae)

Creating vibrant social content that reflects the brand's fresh personality and builds meaningful audience engagement.

AVOBAR
HEALTH CAFE / ABU DHABI



[@drinkbrooks](https://www.instagram.com/drinkbrooks)

Bringing a seasonal campaign to life through energetic creative that celebrates movement, adventure and summer.

BROOKS
SUMMER CAMPAIGN / CAPE TOWN

THE CLIENT EXPERIENCE

The best work happens when it feels collaborative.

Every project is built on open communication, trust and thoughtful collaboration.

We don't believe in disappearing for weeks and returning with something that doesn't feel like you.

Instead, we guide you through the process, invite your input at the right moments and make sure every decision is intentional.

Our goal is that by the end of the project, you don't just leave with a beautiful brand. You leave with confidence in how to use it.



WHAT OUR CLIENTS ARE SAYING

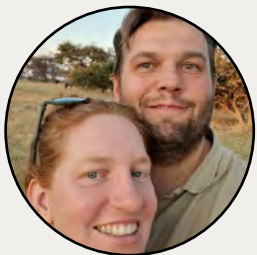
LOWES AFRICA

Branding + Website Design

"We came to Aura Brand Studio with the idea of a company and did not know where to start but their expertise and professional guidance turned our idea into the most beautiful brand and I could not be more proud of it. They really brought our idea to life and made it real. Will definitely be working with them on future projects."

Wesley + Lotte Doesburg

Netherlands



COMMUNITIES & COASTS

Branding

"Aura Brand Studio are absolutely amazing at what they do. They are not only professional and wonderful humans to work with but their creativity is insightful, nuanced and collaborative. They developed a beautiful and strong logo that tells the story of our consultancy, working with coastal communities on ocean and coastal governance issues."

Dr Nina Rivers

Cape Town, SA



RHINO SANDS SAFARI

Branding + Website Design

"Aura has a gift to take clients desires and bring them to life in a researched and relevant way. They understand the branding and social media space in a way that is intuitive to marketing professionals of their generation but their talent, capabilities, and professionalism exceed their age and experience level by far."

Shannon Airton

Hluhluwe, SA



WHY

INVEST IN YOUR BRAND?

You're not simply investing in a logo or a website. You're investing in a business that feels aligned, communicates with clarity and is built to grow with intention.

Our approach is intentional from start to finish, ensuring every decision supports your long-term vision and creates lasting value. Every investment is designed to create long-term value—not just for how your brand looks today, but for how it grows tomorrow.

01 / CLARITY BEFORE CREATIVITY

We believe great design starts with understanding. Before we explore colours, logos or layouts, we take the time to uncover your purpose, positioning and what makes your business meaningful. This strategic foundation gives every creative decision direction and intention.

02 / A COLLABORATIVE PARTNERSHIP

The best brands are built together. We work closely with you throughout the process, creating space for conversation, curiosity and thoughtful decision-making. Our role is to guide, challenge and support you in bringing your vision to life.

03 / BUILT FOR THE LONG TERM

A meaningful brand is an investment in your future. Rather than chasing trends, we create timeless, considered brands that grow with your business—giving you the confidence to show up consistently and build lasting connections with the people you serve.

SOME

FAQ'S

HOW DO I GET STARTED?

Getting started is simple. Fill out the enquiry form on our website or send us an email. We'll arrange a discovery call to learn more about your business, your goals and recommend the best way we can work together.

DO YOU OFFER PAYMENT PLANS?

Absolutely. Larger projects, such as The Launch, can be split into milestone payments to make the investment more manageable. We'll discuss the best payment option during the proposal stage.

WHICH PACKAGE IS RIGHT FOR ME?

Not sure where to start? That's completely okay. During our discovery call, we'll discuss your business, where you are in your journey and whether The Foundation, The Launch or The Growth Partner is the best fit for your needs.

HOW LONG DOES A PROJECT TAKE?

Timelines vary depending on the scope of work. Estimated timeframes are provided for each package, and a detailed project schedule will be shared before we begin.

DO YOU REQUIRE A DEPOSIT?

Yes. A 50% deposit is required to secure your booking and project start date. The remaining balance is due before your final files or website are handed over.

WHAT WILL I NEED TO PROVIDE?

Every project begins with a welcome pack outlining everything you'll need. Depending on your package, this may include questionnaires, inspiration, imagery, website content or existing brand assets. We'll guide you through the process every step of the way.



READY TO

GET STARTED?

Tell us a little about your business by completing our enquiry form. Once we've received your submission, we'll be in touch to arrange a discovery call and explore how we can best support you.

[COMPLETE THE ENQUIRY FORM →](#)