



REGAL MEDIA

www.regalmedia.co.za

REGAL MEDIA
PHOTOS AND DESIGN (PTY) LTD

WE STRIVE FOR EXCELLENCE

*"Perfection is not attainable, but if we
chase perfection we can catch excellence."*

VINCE LOMBARDI



Address

Regal Media Photos and Design (PTY) Ltd



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2019/515000/07

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LET'S INTRODUCE OURSELVES

Regal Media supplies digital designs to anywhere in the world (via email and file transfer). Our team is available to travel to local sites within South Africa *(and the United Kingdom - from April 2021)* for any photography projects, meetings or briefings that require in-person work to be done.

INTRODUCTION

Regal Media is a private company situated in Pretoria, Gauteng and is owned and directed by Crystal McLeod who started working as a freelance graphic designer and photographer in 2013.

Crystal has been working as a contractor through a third party, supplying designs and photography to BRMO since October 2018. Nicola Du Toit, who has also worked on the BRMO contract for the last two years, has joined Regal Media as a part of the graphic design team.

Together, Crystal and Nicola have proven graphic designing experience, and have a thorough working knowledge of the processes and requirements of designing for a large company, as a result of supplying finished designs for the past two years. Our team has a combined experience of well over 29 years.



We look forward to building a strong working relationship, beneficial to all.

Our team has a strong portfolio of related works, which includes libraries of custom-made design assets. We have worked in the mining industry for the past two years, but our skills are certainly not limited to the mining industry.

We boast a full working knowledge of the Adobe software Suite and capability to provide training on this software bundle.

We offer a keen eye for aesthetics and attention to detail as well as focus on the consumer – ensuring that content is received and understood at any level. **We are driven by excellent communication skills and an ability to work methodically to meet deadlines timeously.**

ABOUT REGAL MEDIA



WHY REGAL MEDIA BEGAN

Born out of passion for perfection and a quest for quality at an affordable price, Regal Media was registered in 2019 in order to cater for individuals and companies who require design work done for them at a high quality.



REGAL MEDIA OFFERS AFFORDABLE QUALITY

Our goal is to maximise efficiency by studying design briefs and determining the project requirements as best possible, leading to time saved and resulting in cost-saving for the client – meaning we can deliver high quality work at an affordable hourly fee.

2019

Although the company has been dormant until present, it's staff have been working full time (on contract) and are highly skilled.



The company employs a small team of people, consisting of two permanent designers and two ad hoc designers.

Conceptualising visuals and illustrating concepts based on requirements, with user-focused design is a strength that has played an integral role in the success of the company.



MEET OUR TEAM

Our team relies on clear communication with the client and strives to schedule projects to accommodate client deadlines as far as possible. We make use of appropriate colours and layouts for each graphic in order to keep within the client's corporate identity to build their brand through uniformity and enforce their work culture. We have extensive knowledge, expertise and experience in the field of communication design.



I am a qualified photographer and graphic designer. After graduating in Port Elizabeth, I moved to Pretoria to open a freelance creative studio. Specialising in communication design as well as photography, I aim to combine my passion for personal connection with a pursuit of quality and great value.

While studying Media (majoring in Graphic Design), and doing photography for some of the designs that required custom photos, my passion for photography grew. After graduating, I threw myself head first into a NDip in Photography, little did I know that it would set my soul on fire.

I'm a passionate person and a lover of all things beautiful, including nature. The people closest to me and my dogs are everything! Ultimately, I care about people and about quality.

NDIP (PHOTOGRAPHY) 2009 - 2010

Nelson Mandela University - Graduation May 2011 National Diploma in Photography. Majoring in Portrait, Still Life and Landscape Photography.

BA (MCC) 2006-2008

Nelson Mandela University - Graduation May 2008 Bachelor's Degree in Media, Communication & Culture. Majoring in English Literature & Graphic Design.

"The desire to create is one of the deepest yearnings of the human soul."

ELDER UCHTDORF



N.

NICOLA DU TOIT

I discovered my love for design completely by accident, while working for a local Internet Service Provider who delivered web design as part of their service offering. Turns out I have a keen eye for detail and a natural flair for design and layout.

My mainstream of work has been web/digital based, covering a range of design projects for different clients, specifically geared for online marketing. While I enjoy the creative aspect of design, my passion lies in designing for usability, functionality and ease of understanding for the targeted audience.

Over the last 19 years, I have continued working on and expanding my skillset as a self-taught graphic designer by taking on projects that involve company branding and print design (For example: Logo Design, Stationery Design, Magazine advertisements, Newsletters, Publications, Infographics and brochure work).

I always go the extra mile and strive to deliver well thought out designs that are not only a pleasure to look at, but also focus on highlighting the primary message that needs to be communicated and received by the end-user.

Our team includes two other freelance designers who are hired on an ad hoc basis when demand is too large for two designers.



OUR BUSINESS VALUES

Regal Media has a vision to supply the business market with outstanding quality design solutions at an affordable price and in a timely manner, while building lasting relationships with stakeholders. **Strong focus is placed on integrity, quality and creativity.**



WE LIKE GROWING

We are constantly in pursuit of learning and growth opportunities.

WE EMBRACE CHANGE

We apply creative innovation for positive change through user-friendly designs that fully communicate the concept.

WE AIM TO KEEP UP

We strive to meet ever-increasing fast-paced technology demands by supplying suitable digital and printed designs to a progressively intelligent and tech-savvy audience.

WE ARE CREATIVE

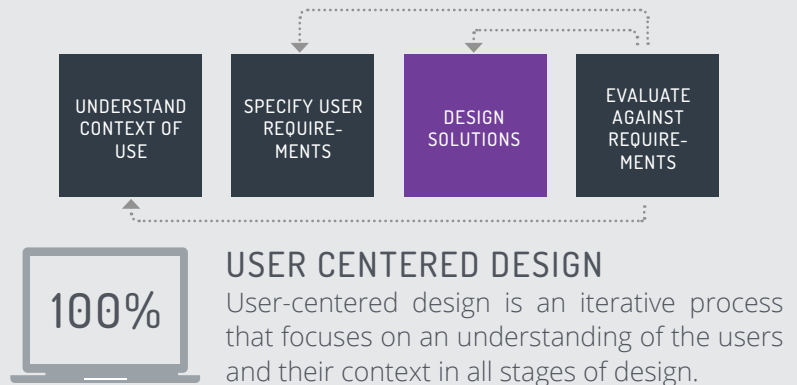
We are a team of passionate creatives, synced with the latest trends, and love to think outside the box.

WE ARE PUNCTUAL

Deadlines are there for a reason. We do our best to be punctual and to accommodate realistic deadlines – just be sure to give us the heads up!

WE ARE FRIENDLY

We believe in great, personal customer service. Want to discuss your job over coffee (or Zoom)? Sure! We love coffee – and our customers.



INTEGRITY

We place strong emphasis on open and honest two-way communication.



QUALITY

We won't compromise on quality and are consistent in giving our best.



CREATIVITY

We apply our imagination and expertise to creatively problem-solve.

OUR STAFF ALL MAKE USE OF APPLE PRODUCTS



WE ♥ COFFEE
AND CLIENTS



WE LOVE DESIGNING
CUSTOM GRAPHICS



SERVICES PROVIDED TO YOU

We are **passionate about helping people** get what they need, whether that is a simple digital design or a series of complex and personalised custom designed campaigns. Big or small, graphic, website or photographs, we would love to collaborate with you and help your project succeed.



BRAND DEVELOPMENT

Corporate Identities
Company Profiles
Company Stationery
Company Branding



COMMUNICATION DESIGN

Infographics
Newsletters/ Magazines
Catalogues/ Brochures
Posters/ Flyers
Packaging
Banners



WEB DESIGN

Landing / Sales Pages
Brochure Websites
Full Company Websites
E-Commerce Websites
Booking Websites
Web Banner Design

AND MORE...

Recent times have driven a shift towards a demand-based, digital economy for service businesses, which includes the graphic design sphere. We offer a wide range of services that put our patience, time management and story telling skills to the test and allow us to shine.



MARKETING

Mail Blasts
Social Media Setup
Social Media Content Design
Social Media Management



MULTIMEDIA

Video
Photography
Photo Editing
Illustration



UX DESIGN

UX Design
UI Design
User Testing

CONTACT US



Offices

We work off-site and send digital designs to your inbox.

PRETORIA

601 Stellenberg Road,
Equestria, Pretoria, Gauteng,
South Africa, 0186



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Contact

We work best via email!
Drop us a message.

CRYSTAL MCLEOD

Photographer + Graphic Designer



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