

DOTSQUARE

media agency.

25
Years
ANNIVERSARY
CELEBRATION



Company Profile



scan me for info



corporate & business
communication
Solutions



creative
Solutions



branding
Solutions



ai solutions
AI-integrated Solutions



printing
Solutions



www.dotsquare.co.za

Our extensive expertise
enables us to deliver
unique ideas
with practical solutions,
ensuring timely and exceptional
results for our clients.



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03

“ Dotsquare is a forward-thinking, client-centric agency specializing in delivering effective, cutting-edge corporate communication, media and branding solutions.

Our commitment to deliver with excellence, position us as a crucial partner in the pursuit of a fully integrated advertising strategy. ”



Marius Scheepers
Managing Director
& Co-Owner

What sets us apart from the rest?

Our extensive experience in the fields of



corporate & business communication
Solutions



printing & signage
Production Solutions



audio visual
Solutions



IT-solutions
e-Solutions



AI solutions
ai-integrated Solutions



marketing
Solutions

our strength

lies in our ability to manage complex projects seamlessly from concept through to final delivery.

OUR COMPANY

about

05

Since 1999, Dotsquare has been a leading provider of design, production, and media development services. We specialize in brand communication, corporate identity, and branding, delivering comprehensive marketing tools to help your business grow and stand out from the competition.



how it started

Founded in 1999, Dotsquare has transitioned from a print and production company to a specialized agency, expertly blended to navigate the complexities of modern visual, brand and corporate communication.



what we do

Our services include concept development, brand management, and innovative design solutions, all aimed at providing a strategic market advantage.

We are committed to creating impactful brand experiences that effectively engage your audience to strengthen your market presence.



our capabilities

Our expertise in innovative concepts and strategic solutions provide our clients with a distinct competitive advantage.

This focus on excellence has forged enduring partnerships, driven by our hands-on, owner-led approach to achieving exceptional results.



our experience

Our extensive experience with blue-chip and well-established corporate clients empowers us to execute pioneering projects across the media spectrum.

With a combined 95 years of expertise, our team has a proven track record of successfully addressing diverse challenges the business world has to offer.



CREATIVE STRATEGY

Smart thinking.
Bold ideas.
Real impact.

DOTSQUARE



with over
**25 years of
industry experience**

Dotsquare Media Agency has developed a proven workflow that delivers consistent, efficient, and high-quality results.

DOTSQUARE
media agency.

We bring our diverse background of **advertising, design, branding, public relations, research and strategic planning** to work for your company.

“We have a collective experience of over **100 years** amongst our team”.

TEAM PARTNERS

our team

07

With years of experience and keen intuition, Dotsquare has evolved into a highly efficient and focused organization. Our dedicated team has honed their craft to perfection, consistently delivering on our commitment to innovation, cutting-edge ideas, and practical solutions.

Our expertise and passion for the industry distinguish us from competitors, earning us a diverse range of clients, contracts, awards, and lasting relationships.

Executive Directors



Marius Scheepers
Managing Director
Shareholder / Director



SJ Smit
Creative Director
Shareholder / Director



Mateo Beukes
Account Executive
Shareholder



Marius Yssel
Account Executive
Shareholder

Shareholders and Collaborators

Employees and Collaborators



Tracy Scheepers
Copywriter and Language
Employee

Production Partners



Marnus Adlem
Custom Production



Chris Lemmer
Print Production

project plan

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Project Team Structure

Marius Scheepers - Management

Responsibilities:

- Executive oversight of all projects
- Client relationship management
- Strategic creative input
- Resource allocation

SJ Smit - Creative Director, Project Manager, Lead Designer

Responsibilities:

- Project planning and scheduling
- Creative direction
- Design strategy development
- Management of design resources
- Client communication and progress reporting
- Quality control and project delivery management

Marius Yssel - Graphic Designer, Creative Collaborator

Responsibilities:

- Graphic design execution
- Layout and artwork production
- Brand application and adaptation
- Design refinement and revisions

Tracy Scheepers - Copywriter, Language Editor, Proofreader

Responsibilities:

- Proofreading and Language editing
- Consistency checking
- Quality assurance

Junior Designers and Production Team

Responsibilities:

- Layout and typesetting
- Artwork adaptation
- Data capturing
- Content placement
- Production preparation
- Version control and file management

Dotsquare Media Agency follows a structured, collaborative, and quality-controlled project management methodology to ensure the successful delivery of graphic design, publication, branding, communication, and creative services. Our approach combines strategic planning, creative excellence, stakeholder engagement, quality assurance, and strict adherence to project timelines.

Project Delivery Methodology

Phase 1 Project Initiation and Briefing

Activities:

- Receive project request and brief
- Clarify objectives, requirements, audience
- Identify deliverables
- Establish time-lines and milestones
- Allocate project resources
- Confirm approval processes and channels

Deliverables:

- Project brief confirmation
- Work schedule
- Resource allocation plan

Phase 3 Design Development

Activities:

- Create design layouts and artwork
- Develop illustrations, visual assets
- Produce communication materials
- Ensure alignment with brand standards

Phase 2 Research and Concept Development

Activities:

- Review existing branding and guidelines
- Conduct background research where applicable
- Develop creative concepts and visual directions
- Prepare preliminary design approaches

Deliverables:

- Concept proposals
- Creative direction recommendations
- Initial visual concepts

Phase 4 Internal Quality Review

Before any work is submitted to the client, it undergoes a structured internal review process.

Deliverables:

- Draft artwork
- Design layouts
- Visual communication materials

Quality Assurance Framework

All work produced by Dotsquare Media Agency is subjected to multiple levels of quality control before delivery.

Our Quality Assurance Process Includes:

Creative Review

- Design excellence
- Visual impact
- Brand consistency

Technical Review

- Resolution checks
- File format verification
- Print and digital compliance

Content Review

- Proofreading
- Grammar and spelling checks
- Content accuracy verification

Final Approval

- Creative Director sign-off
- Managing Director oversight

Quality Checks Include

- ✓ Brand compliance
- ✓ Visual consistency
- ✓ Layout and formatting
- ✓ Language and grammar review
- ✓ Technical specifications review

METHODOLOGY

project plan continue

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With over 25 years of industry experience delivering design and communication solutions across public and private sectors, we have developed a proven workflow that ensures consistency, accountability, efficiency, and high-quality outputs.

Project Delivery Methodology

Phase 5 Client Review

Activities:

- Present draft designs
- Obtain client feedback
- Implement revisions
- Maintain version control
- Track approvals

Deliverables:

- Revised artwork
- Updated layouts
- Client-approved versions

Phase 6 Finalisation

Activities:

- Final proofreading
- Artwork preflight checks
- Print-ready preparation
- Technical specifications
- Time line verification

Deliverables:

- Print-ready files
- Digital assets
- Production-ready artwork

Phase 7 Delivery and Close-Out

Activities:

- Deliver final approved files
- Archive project documentation
- Maintain backup copies
- Obtain project sign-off
- Time line check

Deliverables:

- Final artwork package
- Source files where applicable
- Project completion confirmation

Communication and Reporting

Dotsquare Media Agency maintains continuous communication throughout the project lifecycle.

Communication Methods:

- Email correspondence
- Virtual meetings
- Telephonic consultations
- Progress updates
- Status reports

Project Management Principles:

- Single point of contact
- Defined approval structures
- Transparent communication
- Rapid response times
- Continuous stakeholder engagement

Our strategic offerings & solutions.

We leverage our extensive expertise in



corporate & business marketing
Solutions



design
Concept and Design Solutions



branding
Solutions



strategic planning
Public Relations, Market Research
and Logistic Solutions

Our reputation thrives on driving your business or company, to new sustainable heights.

SERVICES

what we do

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Graphic Design

Expert creative graphic design and concept development are at the heart of what we do.

Our team is fully equipped to exceed your expectations, with designers proficient in all major platforms and software suites.



Print and Signage

We offer tailored print and finishing solutions designed to meet the specific needs of our clients. Our services include on-demand printing, large-format printing and signage, and custom-made items for any occasion.



Web and Social Media

We offer comprehensive web design and development packages tailored to your requirements. Our services encompass static HTML pages, fully responsive websites, e-commerce solutions, and custom interface designs.



Audio Visual Production

Dotsquare offers premier audio and visual production services, featuring expert photography, editing, animation, and special effects. Our Audio Visual solutions are designed to meet the highest standards of quality and innovation.



Promotional and Display

Dotsquare provides an extensive range of promotional printing and branding services, including custom printing on pens, USB flash drives, mugs, garments, and embroidery on caps and clothing, among many other options.



Marketing, Events, Activations

Dotsquare offers a variety of marketing and event management services tailored to elevate your brand activation or event, seamlessly integrating with your overall brand communication.

WHO WE SERVICE

our clients

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“We make nice things for our clients ...
we could be making them for you!”

graphic design solutions

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Brand Development

- Logo and Brand Development
- Business Stationary
- Corporate Profile
- Communication Collateral
- Display Media
- Signage
- Campaign Media
- Style Guide Developemnt

Collaterals

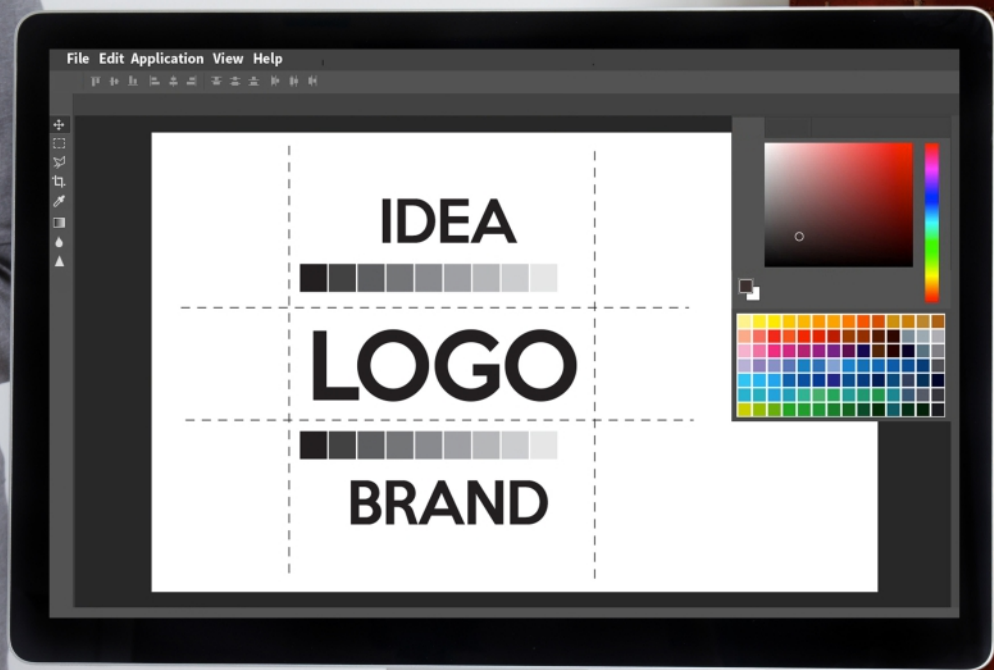
- Flyers
- Brochures
- Hand-outs
- Booklets
- Marketing Media
- POS Elements
- Display Media
- Notepads
- Posters

Communication

- Company Business Profiles
- Annual Reports
- Campaigns
- Newsletters
- Display Media
- Posters
- Annual Performance Media
- e-mailers

AI and Digital

- Social Media
- E-mailers
- Web Solutions
- Hosting Solutions
- QR Codes
- E-Commerce



printing solutions

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Paper Print

- Businesscards
- Flyers
- Brochures
- Profiles
- Posters
- Calendars
- Hand-outs
- Notepads
- Counter Stands
- Wobblers
- Newsletters
- Annual Reports
- POS materials
- Counter Stands
- Wobblers

Large Format Print

- Posters
- Charts
- Framed Art
- Correx Boards
- Entry Boxes
- Canvas
- Indoor Display
- Floor Graphics
- Window Branding

Custom Products

- Tent Cards
- Correx Boards
- Entry Boxes
- Packaging
- Name Badges
- Paper Bags



Promotional solutions

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Giveaways

- Pens
- USB
- Mugs
- Waterbottle

Corporate Gifts

- Notebooks
- Pens
- Power Banks
- Drinkware

Clothing

- Golfshirts
- T-shirts
- Workwear
- Office Wear
- Winter and Summer

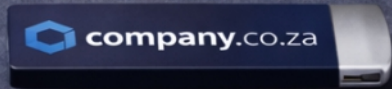
Mobile Tech

- Earbuds
- Speakers
- Chargers
- Cables

Headwear

- Caps
- Beanies
- Hats

- Jackets
- Sports
- Bandanas
- Promotional and events
- Metal Pin Lapel Badges



Website

& digital solutions

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Website Solutions

- HTML Websites
- CMS-Based Websites
- E-Commerce Stores
- Custom Web Applications
- Database Integration
- Online Catalogues
- Product Showcases

- Custom Website Design
- Corporate Websites
- Small Business Websites
- Landing Pages
- Website Refresh
- Responsive Mobile-Friendly Design
- Redesigns

Hosting and Maintenance

- Website Hosting
- Domain Registration
- Website Security
- Backup and Recovery
- Technical Support
- Website Maintenance Packages

Business Automation

- Online Forms & Data Collection
- Customer Enquiry Systems
- Booking & Appointment Systems
- CRM Integration
- Workflow Automation
- Reporting Dashboards



Professional web solutions designed to
enhance your brand,
improve customer engagement,
and ultimately drive business growth.

marketing solutions

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Digital

- Google Ads Management (PPC)
- Search Engine Optimisation (SEO)
- Display Advertising
- Remarketing Campaigns
- YouTube Advertising
- Conversion Tracking & Analytics

Mobile & Location-Based

- Geo-Fencing Campaigns
- Mobile Display Advertising
- Location-Based Targeting
- Competitor Conquesting
- Store Visit Attribution
- Mobile Awareness Campaigns

Brand & Creative Services

- Marketing Strategy Development
- Brand Positioning
- Campaign Concept Development
- Graphic Design
- Copywriting
- Content Creation

Social Media

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- TikTok Marketing
- Community Management
- Social Media Advertising

Email & Direct

- Email Campaign Design
- Newsletter Marketing
- Database Management
- Marketing Automation
- SMS Marketing
- Lead Nurturing Campaigns

Promotional & Activations

- Consumer Promotions
- Competition Management
- Prize Draw Campaigns
- QR Code Campaigns
- Retail Activations
- Event Marketing Support

digital marketing campaigns

Data driven campaigns that reach the right audience and deliver measurable results.



Targeted Advertising

Multichannel Campaigns

Lead Generation

Analytics and Reporting



display

indoor & outdoor solutions



Indoor

- Roll-Up Banners
- Pull-Up Banners
- Popup Display Systems
- Fabric Tension Displays
- Media Walls
- Exhibition Backdrops
- A-Frame Displays
- Reception Displays
- Window Graphics
- Indoor Banners
- Point-of-Sale Displays
- Counter Displays
- Brochure Stands
- X-Banners
- Floor Graphics
- Hanging Banners
- Suspended Displays
- Illuminated Lightboxes
- Digital Display Screens
- Retail Display Systems

Outdoor

- Outdoor Banners
- Fence Banners
- PVC Banner Systems
- Mesh Banners
- Building Wraps
- Billboard Advertising
- Street Pole Banners
- Outdoor Signage
- Correx Boards
- Estate Agent Boards
- Site Signage
- Directional Signage
- Event Signage
- Teardrop Flags
- Feather Flags
- Sharkfin Flags
- Gazebos
- Outdoor A-Frames
- Vehicle Branding
- Trailer Displays





audio visual

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Audio

- Voice Overs
 - Radio Ads
 - Music Beds
 - Audio Logos
- Voice Overs
 - Radio Ads
 - Music Beds
 - Audio Logos

Video

- Filming
 - Editing
 - Production
 - Marketing Clips
- Video productions
 - Corporate videos
 - Product Showcase
 - Social Posts

Photography

- Shooting on location
- Editing and cleanup
- Photo production
- Product Photography



signage

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Standard

- Business signage
- Reception signage
- Directional signage
- Glass panels
- 3D Extruded
- Vehicle Branding
- Retails Solutions
- LED Signage
- Light Boxes
- Metal Cutouts

Above the line

- Corporate and Business Signage
- Billboards
- Strategic media placements

Digital Signage

- Screens
- Wall Banners
- Directional
- Retail

Other

- Vehicle Branding
- Fleet Branding





YOUR BRAND






get in touch

 **Gauteng**


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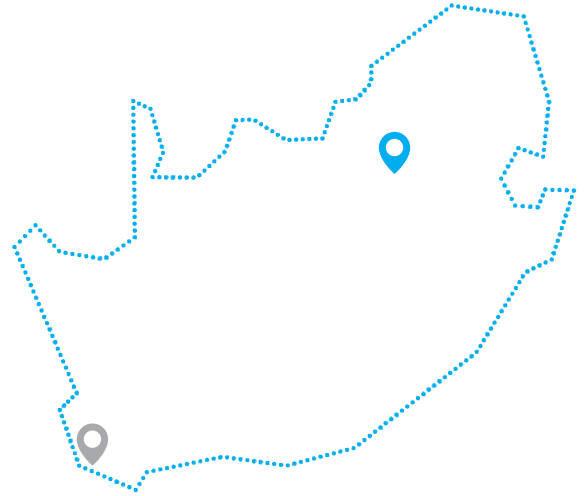
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DOTSQUARE

media agency.

design • print • sign • media • promo