



SILVERROCKET
CELEBRATING TWENTY ONE+CREATIVE YEARS

BUILDING GREAT SOUTH AFRICAN BRANDS

CONTENTS:

1. INTRODUCING SILVERROCKET
2. OUR APPROACH
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SILVERROCKET IS A DYNAMIC BRAND CONSULTANCY
MADE UP OF A SMALL TEAM OF YOUNG MINDS AND
INNOVATIVE THINKERS. **WE LIVE BRAND.**

INNOVATIVE, FRESH THINKING, SOUND
KNOWLEDGE AND GLOBAL EXPERIENCE LEADS
THE CREATIVE PROCESS THAT ULTIMATELY
BECOMES THE LIFE OF YOUR BRAND.

Our approach is collaborative, we spend a lot of time with our clients and partners, gaining an understanding of the way they do business. Our brands must be inspired, grounded in strong strategic thinking.

We employ the best people in the industry; strategists, researchers, creatives, copywriters and photographers to complete the picture. Our success in building strong brands is evident in our track record. We are passionate about clever and innovative solutions.

It's a way of life.

We believe in clean cut, inspired, well crafted design.



JOHANN UYS

Brand development & design

Johann heads up Silverrocket Brand Consultants. He has been in the industry since 1994 and learnt his big brand approach working for PSD:Fitch in London on major international brands.

In 2003 Johann was appointed as Creative Director of Two Tone Strategic Design in Johannesburg and working with Brand-Leadership created well known South African brands.

In 2008 Johann re-joined Silverrocket to concentrate on brand development.



AILS A UYS

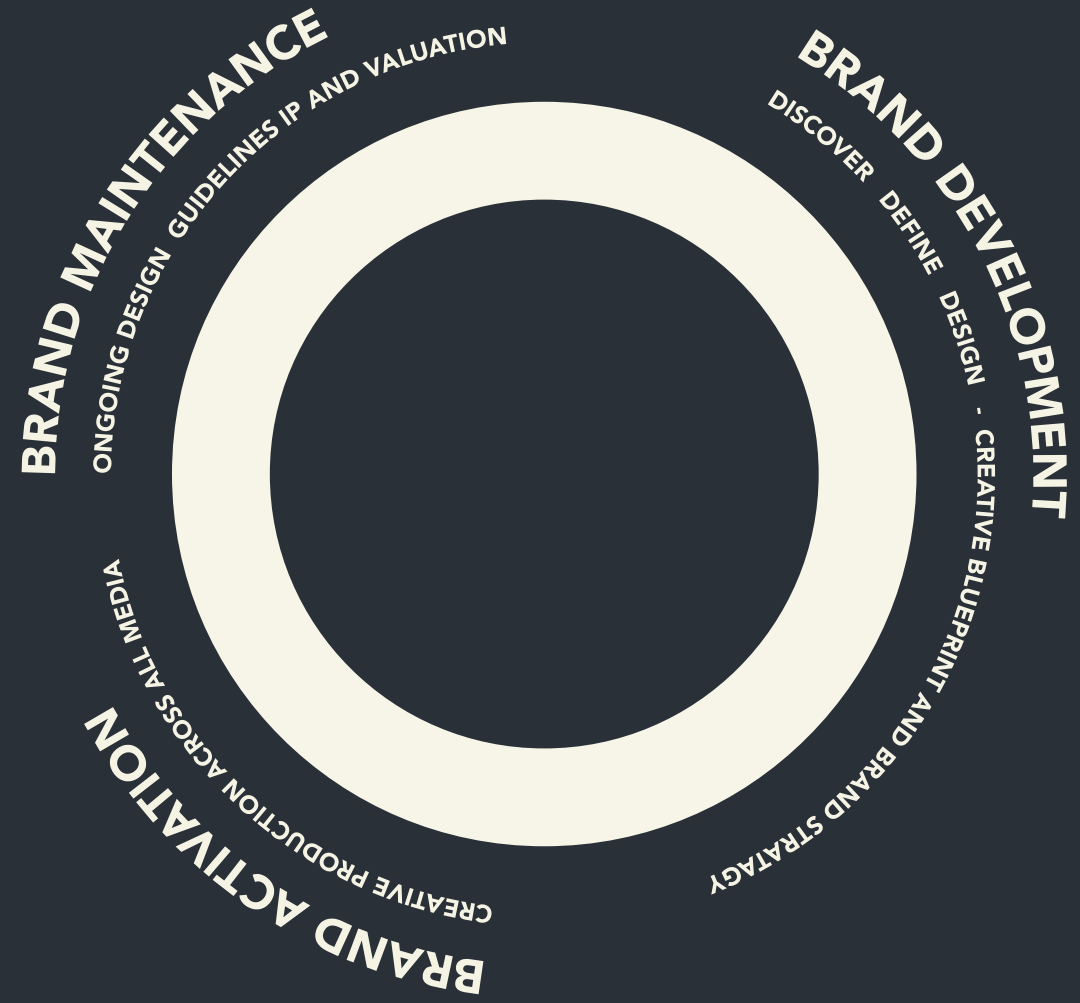
Communications & copywriting

Ailsa started Silverrocket Communications in 2002 seeing the need for content and copy writing in the central part of the country. She began writing seriously while working in London for Tourism Flanders as Media Manager for UK and Ireland. She immersed herself in the European press gaining an in- depth knowledge of media relations.

Ailsa started writing copy for travel and destination magazines and web-sites. This included South African Tourism, Free State- and Northern Cape- Provinces.

Today, Ailsa writes for national and international magazines, websites and compiles newsletters and social media content.

BUILDING A STRONG CONSISTENT BRAND



WHY DEVELOP AND GROW YOUR BRAND?

The reason why corporations, institutions, products and even countries become brand centric is grounded in being able to:

- Differentiate yourself from the competition

- Make a value proposition that is relevant to your target audiences and stakeholders and give them a reason to subscribe to your brand

- Give your market a reason to subscribe to your brand**

- for the long run**

TRACK RECORD

Celebrating more than twenty one years of creating great national and international brands.

Portfolio follows...



UNISA university of south africa

rain created for living



first CAR RENTAL



bloemwater naturally

ROODT ARCHITECTS EST 1952



vrystaat KUNSTEFEEES ARTS FESTIVAL TSA-BOTJHABA

nati NASIONALE AFRIKAANSE TEATER-INISIATIEF



theurban hotel bloemfontein



northern cape SOUTH AFRICA real



INNOVA TURNKEY HOSPITALITY SOLUTIONS AFRICA

FOOD BEVERAGE INSTITUTE

GARIEP LIFESTYLE VILLAGE

Liedjiesbos

free state centre yourself in the heart of south africa



naturescapes landscaping and garden care

dābar wines



wealth associates



seed urban and rural leadership members of the association of consulting town and regional planners

The OTTERSKLOOF MEAT Co. MEAT & VENISON MERCHANTS



COSMODERM AESTHETICS AND LASER CLINIC



regional innovation forum free state



On Course project consulting

DIGITAL PLATFORMS STRATEGIC ONLINE SOLUTIONS

cachet-nel patient focused oncology care



UNIVERSITY OF SOUTH AFRICA

The brand for Africa's leading open distance learning institution.

A new brand was needed for Unisa as the University of South Africa, Vista and the Technikon SA joined. A formal crest was created steeped in African symbolism – a formal identity that reflects Africa's leading distant learning institution.

(A project with Brand-Leadership, as creative director of Two Tone Branding.)

Scope of Work:

Design of the Crest, (Formal Brand) and the Logo (Emotional Brand)

Brand development

Brand architecture

Endorsements and sub-brands (Faculties, Departments, Units, etc.)

Corporate stationery

Communications

Corporate literature

Corporate Identity and Brand manuals





Open your mind
 Learn from those who are...
 "We eum hure dolo in hendriv in vupute veli esse modeste consequat nulla"

Theory in practice
 Hendriv in vupute veli esse modeste consequat...
 "Ut vido enim ad nihil veniam, qui nostrum exerci tatione suscipit"

Open your mind
 Learn from those who are...
 "Ut vido enim ad nihil veniam, qui nostrum exerci tatione suscipit"

Theory in practice
 Hendriv in vupute veli esse modeste consequat...
 "Ut vido enim ad nihil veniam, qui nostrum exerci tatione suscipit"

UNISA university of south africa
 012 428 8111
 www.unisa.ac.za

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 www.unisa.ac.za

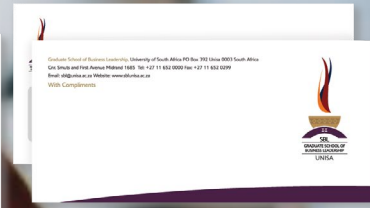
inspired. UNISA university of south africa

university of south africa

university of south africa

UNISA university of south africa







RAIN

Rain is a proudly South African international brand. Handmade bath & body products and hand crafted home ware using natural ingredients with African origins. After establishing themselves as a manufacturing wholesaler, the first Rain-branded store was opened in 2005. There are currently more than 30 Rain retail stores in South Africa, the UK, Ireland and New York.

Silverrocket created the Rain brand to be light and elegant. Clean and easily recognisable. A strong brand that stood the test of time.

Scope of Work:

- Brand development
- Brand architecture
- Corporate stationery
- Communications
- Advertising
- Corporate literature
- Packaging
- Product Development





an african tale

In Africa, rain gives life and all the depends on it. The cycle of the seasons is born into all living things, reborn in the still heat of the day. It cools the thirsty land, awakens the senses and sharpens the senses of the bush. The dry wind brings the gift that African people can smell, a gift that is closer to celebration, traditional greeting.

The African landscape, so blessed with abundance, is the source and inspiration for our bath and beauty products. The time honoured secrets of indigenous flora and medicinal plants are gathered from the wild and blended into the Rain products. With creamy palm butter, tropical essence and castor oils, delicately perfumed aromatic and essential plant oils, our products lift body and spirit. We aim to bring the aromas of the diverse African continent into your home with our five unique product ranges: Mankwa Rooibos, Savannah, Alocasia Cevanum, African Rain and Wild Cotton.

rain
created for living

We are a small rural factory specializing in handmade attention to detail. Body and bath products are developed incorporating a whole range of items to make you feel good.

We are passionate about Handmade, in Africa, creating jobs means to quality. We search for the highest quality ingredients. Our customers are precious to us. Animals. We are passionate about animals, looking out the above of animals.

Africa. We aim to showcase our respect for integrity. We care about our customers, we care about our planet, but we are on the journey to get Honey. We don't make false claims or what you see is what you get.

The African rain gives life and the cycle of the seasons is born into all living things. It's refreshing in the still heat of the day. It cools the thirsty land, awakens the senses and sharpens the senses of the bush. The Sotho people use the words, 'Khotso Pula' meaning peace, rain and abundance as their traditional greeting.

The African landscape, so blessed with abundance, is the source and inspiration for our bath and beauty products. The time honoured secrets of indigenous flora and medicinal plants are hand gathered and blended into the Rain products. We aim to bring the aromas of the diverse African continent into your home with our six unique product ranges.

rain
created for living



WEALTH ASSOCIATES

A financial services brand

Wealth Associates South Africa was started in 2005. Today, it is a well-established and independent advice-led business with strong capabilities in wealth and asset management and financial planning.

Scope of Work:

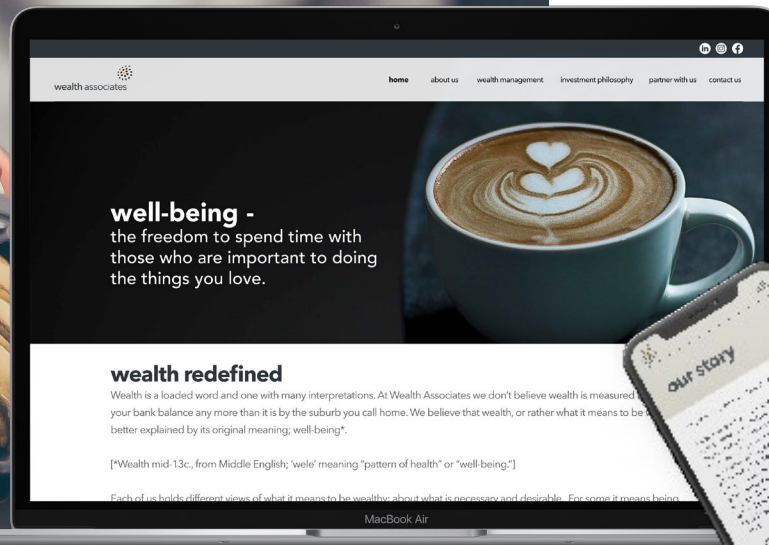
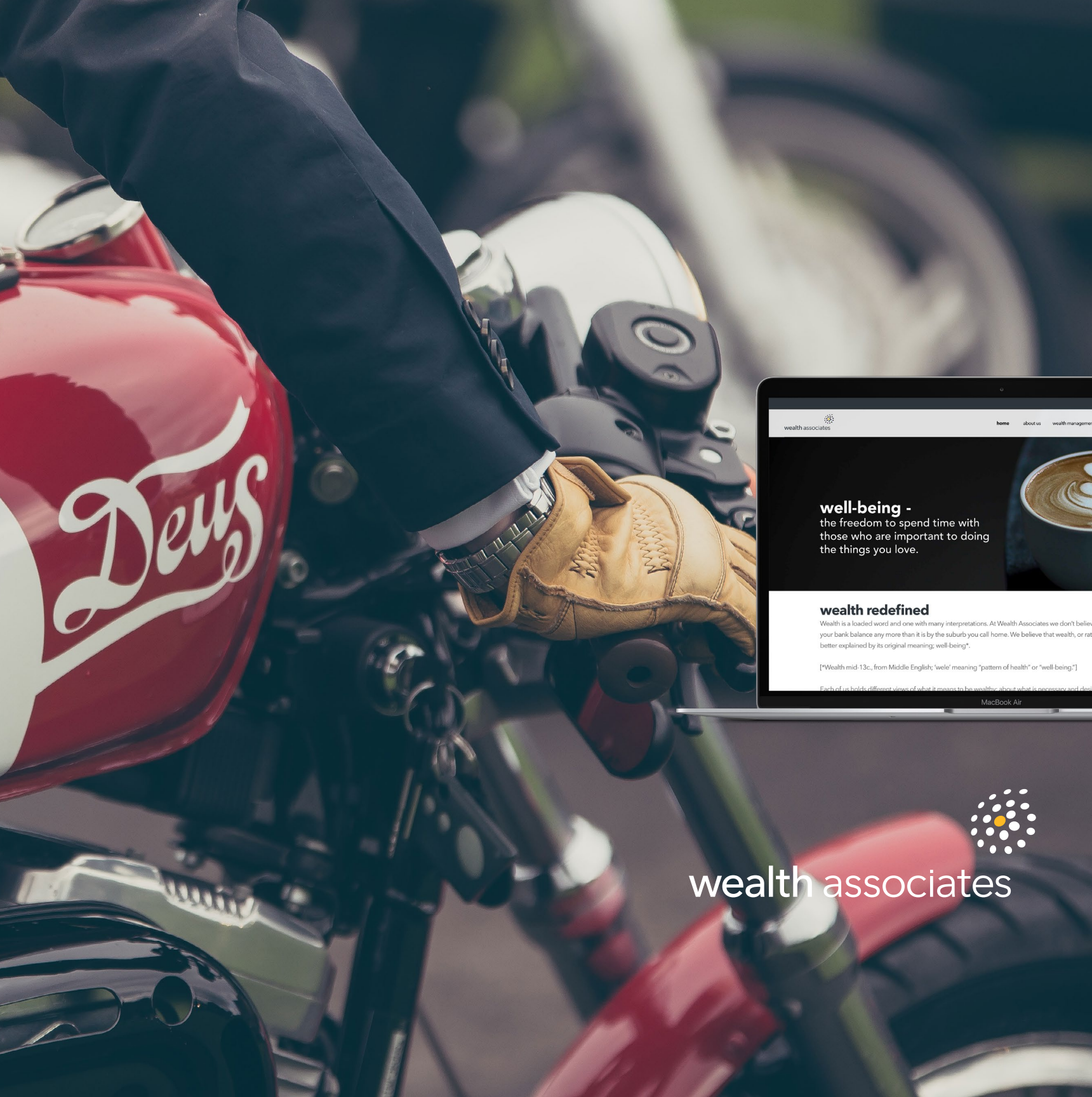
- Brand development
- Brand architecture
- Corporate stationery
- Communications
- Corporate literature
- Marketing material
- Corporate Identity and Brand manuals

What makes us different?

Clients will feel assured that we are focused on their well-being - they will benefit from our:

- 1. Independence and Unbiased Advice**
Wealth Associates is a fully independent, unbiased corporate shareholder such as a life company or asset manager. Our advice is empowered to follow a client's specific, thereby ensuring that solutions implemented are always aligned to the needs of the client and to their best interests.
- 2. Comprehensive, Personalised Financial Plan and Solutions**
Wealth Associates is an advice-led business that offers clients a comprehensive and personalised financial plan supported by tailored solutions from multiple product providers, across the entire spectrum of financial planning services including investment management, tax and fiduciary services, managed portfolios, stabilising services and long and short-term insurance. Fees are always aligned to the value received.
- 3. Global Focus and Superior Investment Capabilities**
Wealth Associates offers clients a strong asset management and investment proposition with a strong global focus. Our collaboration with global asset managers will enable us to provide advanced research capabilities and investment processes to offer clients security and differentiated investment solutions in the future.
- 4. Ownership Culture**
All wealth managers, advisors, and portfolio managers at Wealth Associates will own equity in our holding company ensuring that the interests of our advisors align with those of the group and its clients. We have a culture of shared values and partnership to ensure success for all stakeholders. We are personally invested in the success of our clients.
- 5. Quality of Advice and Service**
Wealth Associates only partners with advisors, wealth managers and portfolio managers who share our values and passion for advice, and who meet our ethical and professional standards and regulatory requirements. We employ the best in the industry to so offer and clients can be assured of a superior client experience and quality service.
- 6. Purpose Driven and Socially Relevant**
At Wealth Associates we are driven by our core purpose - enabling the financial well-being of our clients. We guide, grow and protect their wealth to ensure that they can live the life they want and leave a legacy for their families. We have a heart for people and not only add value to our clients but also strive to uplift the communities in which we work and live.






wealth associates


wealth associates



wealth associates



wealth associates

carmel wealth



NATi

The Nasionale Afrikaanse Teater-inisiatief (NATi) is a non-profit, independent committed to and focused on the promotion of Afrikaans theatre and drama on an inclusive basis for the benefit of the broader South African community. NATi focuses on projects that serve the theatre industry as a whole and add a voice or perspective to a South African narrative in Afrikaans.

Scope of Work:

- Brand development
- Corporate stationery
- Communications
- Corporate literature
- Branding material

nati
NASIONALE AFRIKAANSE
TEATER-INISIATIEF



vrystaat

KUNSTEFEEES
ARTS FESTIVAL
TSA-BOTJHABA

VRYSTAAT ARTS FESTIVAL

The Vrystaat Kunstefees, Arts Festival, Tsa-Botjhaba is one of the key arts festivals on the African continent, offering national and international work in a range of genres. The festival has been held annually for the past 23 years, making it a well-established regional event. It showcases various artistic disciplines, including visual arts, music, dance, theatre, and literature.

Silverrocket created the brand in 2015.

Scope of Work:

- Brand development
- Brand architecture
- Corporate stationery
- Communications
- Corporate literature
- Branding material





Doringbome teen 'n vaal horison
skemer koppie, silhoeëtte
word 'n wiegellied.
My vrede. My Vrystaat.

Hans Nel

vrystaat
KUNSTEFEEES • ARTS FESTIVAL • TSA-BOTJHABA

Kunste fees
allemalende, 15 tot 18
Julie 2015. Bly kom die Vrystaat!



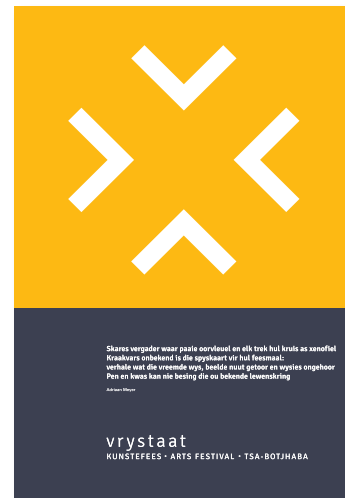
SILVERROCKET 0020



Doringbome teen 'n vaal horison
skemer koppie, silhoeëtte
word 'n wiegellied.
My vrede. My Vrystaat.

Hans Nel

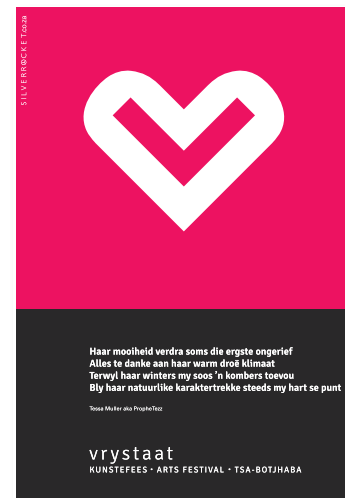
vrystaat
KUNSTEFEEES • ARTS FESTIVAL • TSA-BOTJHABA



Skars vergader waar paste oordruel en elk trek hul kruis as xenofiel
Kraakvans onbetend is die opdraart vir hul feestel:
verhale wat die vrede wys, helder maal gator en krylis onghoor
Pen en kwas kan nie besing die ou bekende lewenskring

Akshay Prasad

vrystaat
KUNSTEFEEES • ARTS FESTIVAL • TSA-BOTJHABA



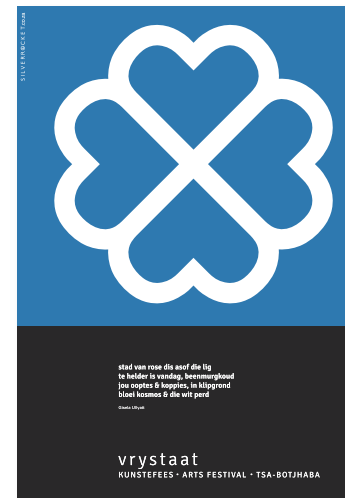
SILVERROCKET 0021



Haar mooiheid verdra soms die ergste ongerief
Alles te danke aan haar warm droë klimaat
Terwyl haar winters my soos 'n kombers toevou
Bly haar natuurlike karaktertrekke steeds my hart se punt

Tosca Müller aka PringleTaz

vrystaat
KUNSTEFEEES • ARTS FESTIVAL • TSA-BOTJHABA



SILVERROCKET 0022



stad van rose dis soof die lig
te helder is vandag, beemerkhoud
Jou ooptes & hoopies, in Mygroot
Staal komas & die wits perd

David Jansen

vrystaat
KUNSTEFEEES • ARTS FESTIVAL • TSA-BOTJHABA



SILVERROCKET 0023



vrystaat
KUNSTEFEEES
ARTS FESTIVAL
TSA-BOTJHABA

Die eerste Vrystaat Kunstefees verwelkom u in die
Vrystaat. Ervaar ons pragtige provinsie en neem deel
aan een van die mees uiteenlopende, opwindende en
internasionaal erkende kunstefees wat ons tot op hede
in Suid-Afrika het. Desember, 15 tot 18 Julie 2015.
Ricardo Pineda, direkteur van die Vrystaat Kunstefees



vrystaat

KUNSTEFEEES
ARTS FESTIVAL
TSA-BOTJHABA



vrystaat

KUNSTEFES
ARTS FESTIVAL
TSA-BOTJHABA



FIRST CAR RENTAL

First Car Rental is the largest proudly South African car rental company that has been in business for over 25 years. In 2008, CMH registered First Car Rental after Europcar purchased the franchise rights to the National Alamo brand in Europe, Asia and Africa.

First Car Rental has grown to become one of the top 4 car rental companies in South Africa, making us a formidable player in the car rental industry.

(A project as creative director of Two Tone Branding.)

- Scope of Work:**
- Brand development
 - Brand architecture
 - Corporate stationery
 - Communications
 - Corporate literature



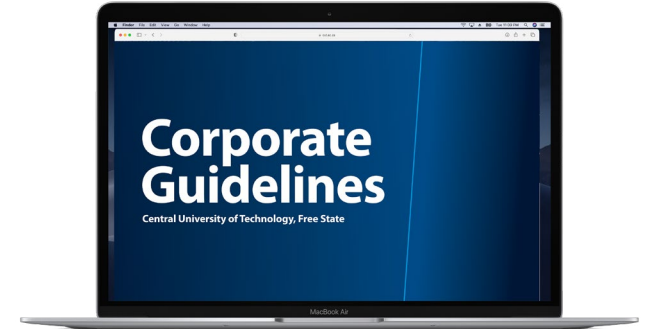
CENTRAL UNIVERSITY OF TECHNOLOGY

The Central University of Technology, Free State (CUT) is a public technology university with campuses in Bloemfontein and Welkom, Free State province, South Africa.

With the brand (not created by Silverrocket) turning 20 years old, the University Marketing Department asked Silverrocket to revisit and refresh the brand. We created a Marketing brand - CUT and a new visual language to fit their new strategy. This also entailed creating a bespoke CUT typeface. A new set of electronic Brand Guidelines were produced.

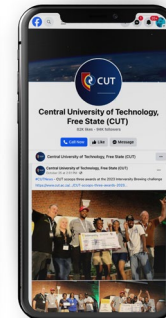
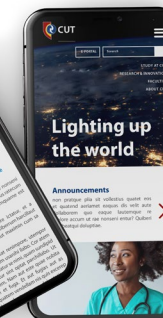
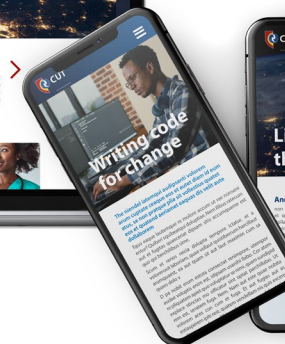
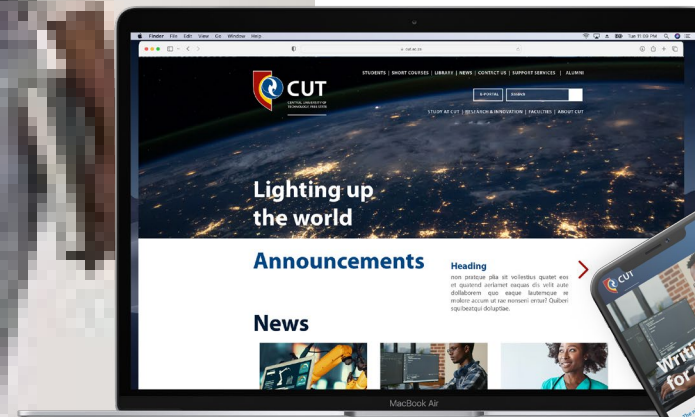
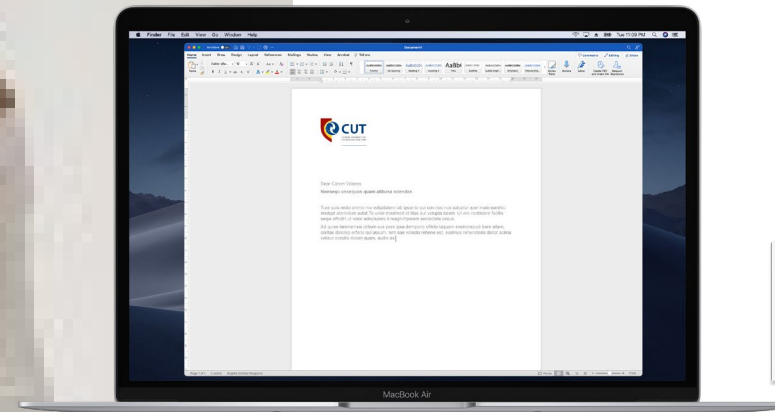
Scope of Work:

- Brand refresh
- Brand Guidelines and Digital Manual
- New Marketing Brand
- New Typeface development
- Brand architecture
- Corporate stationery
- Communications
- Corporate literature
- Environment
- Social media and Online

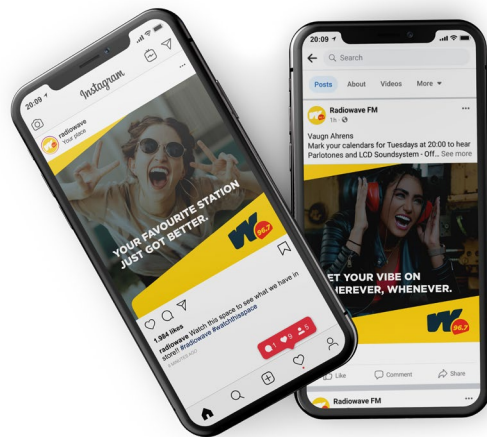




CENTRAL UNIVERSITY OF TECHNOLOGY, FREE STATE







RADIOWAVE NAMIBIA

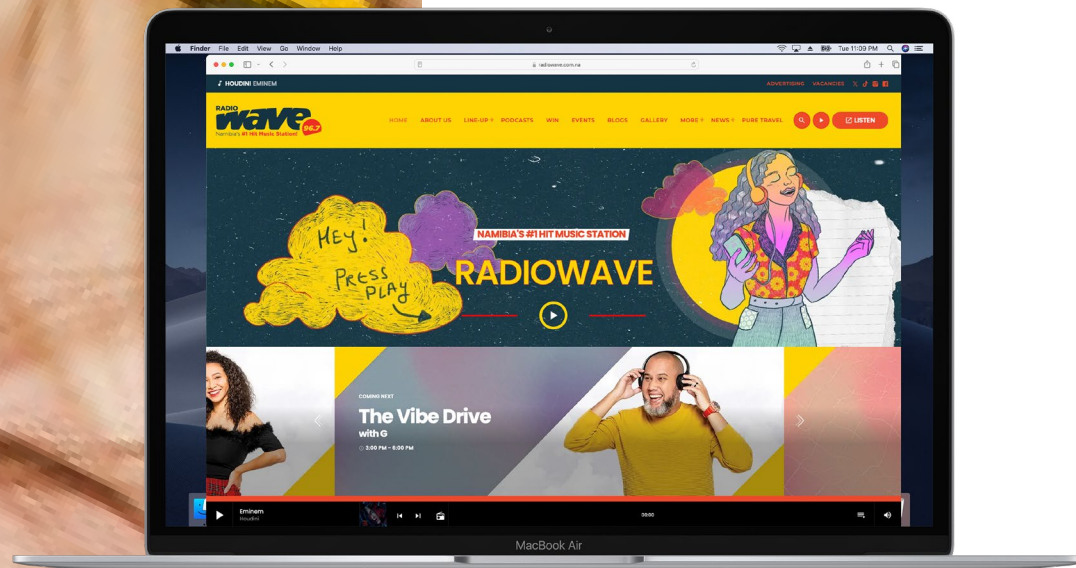
Radiowave is the home of Namibia's #1 Hit Music Station.

Radiowave represent the trend setters, the fun and out there crowd, the people at the forefront of everything that is new - it's a lifestyle.

After branding the Namibian Media Company, Future Media, we were asked to re-look and re-position Radiowave.

Scope of Work:

- Brand development
- Corporate communications
- Social media and online language
- Promotional material







SUPER WHITE SUPER MAIZE MEAL

Super White is the flagship Maize Meal Brand of Botselo Mills.

Scope of Work:

- Brand development
- Packaging
- Corporate communications
- Promotional material
- Social media and online language
- Website

**Super quality.
Super taste.**

SUPER WHITE

superwhite
www.superwhite.co.za

SUPER WHITE

SUPER WHITE

Super
Tomorrow's stars
choose Super White!

www.superwhite.co.za

**Super quality.
Super taste.**

SUPER WHITE

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**Super quality.
Super taste.**

SUPER WHITE

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*Super quality.
Super taste.*



superwhite
www.superwhite.co.za

SCANIA

164L 420



bonfrut
choice export fruit
grown in south africa

BONFRUT

Exporters of choice first class fruit from Southern Africa.

Scope of Work:

- Brand development
- Packaging
- Corporate communications
- Promotional material
- Social media and online language
- Website



WESMELK

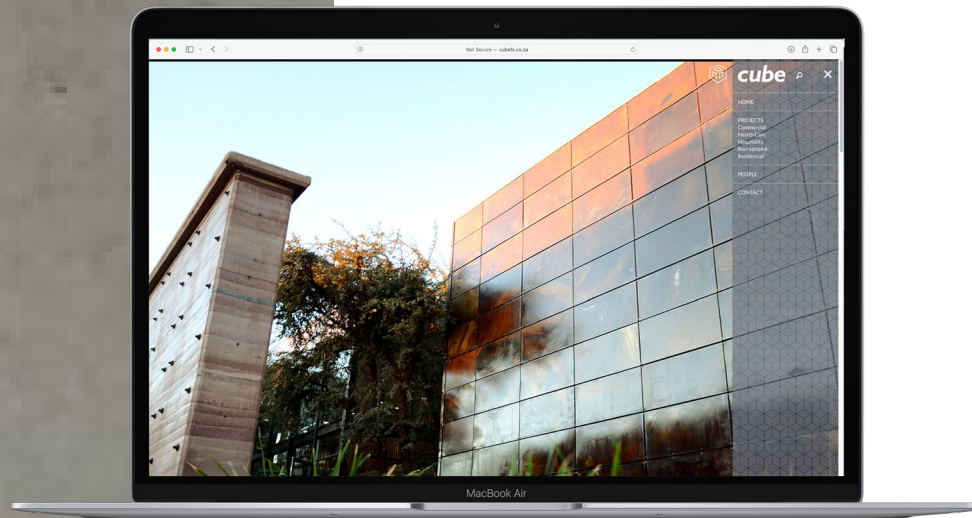
Wesmelk Dairy, Nothwest Province, Southern Africa.

Silverrocket was asked to develop a new brand and a complete new positioning in the market. From local dairy to a Nation wide dairy brand with a full house of products.

Scope of Work:

- Brand development
- Packaging
- Corporate communications





cube
integrated design solutions
 member of the council for the architectural profession

CUBE

Cube is a young dynamic firm formed by the imagination of two groups of experienced and motivated design teams, namely Cubefcs and B+archW. Silverrocket was asked to brand the new firm established in April 2007. We have updated the brand since then as company strategy and positioning evolved.

Scope of Work:

- Brand development
- Brand architecture
- Corporate stationery
- Communications
- Corporate literature
- Environment
- Social media and online language
- Website design



ROODT 

ROODT ARCHITECTS

The practice boasts numerous merit awards from the South African Institute of Architects (SAIA) and its local chapter FSAIA. We were approached by Anton Roodt to create a new logo and brand identity for Roodt Architects. The process was highly collaborative, with Anton, a remarkable designer in his own right, bringing strong ideas and high expectations to the table. His attention to detail and creative vision was inspiring.

- Scope of Work:**
- Brand development
 - Brand architecture
 - Corporate stationery
 - Communications
 - Corporate literature
 - Environment







hbgSchindlers
attorneys

HBGSCHINDLERS ATTORNEYS

HBGSchindlers Attorneys is a group of young, vibrant, intelligent individuals, building on a legacy of skills mastered and handed down through half a century. Built on trust, knowledge, skills, and unwavering integrity. They offer a comprehensive range of legal services across various fields of law.

Brand created in 2023 with a change in partners resulting in a name update.

Scope of Work:

- Brand development
- Corporate stationery
- Communications
- Corporate literature
- Environment
- Online and social media
- Website design

hbgschindlers
attorneys

ATTORNEYS AND CONVEYANCERS

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Head of Finance: Carole van Zyl (CA) (SA) | Chief Operations Officer: Alan Muzibela BCom Internal Audit (Hons) (UP)

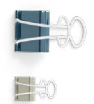
Office Manager: Hannee Hermans

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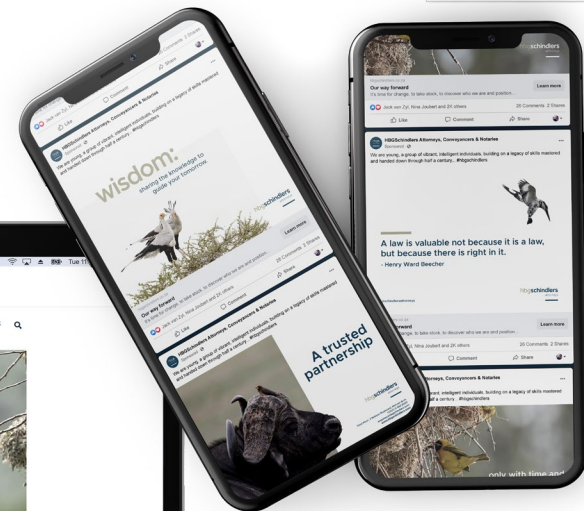
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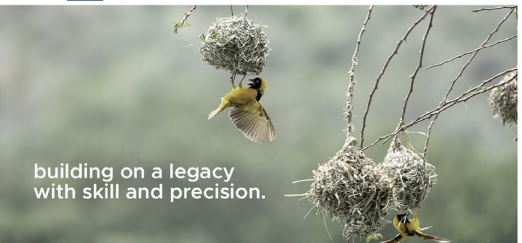
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building on a legacy with skill and precision.

our way forward.

It's time for change, to take stock, to discover who we are and position ourselves for tomorrow. We are young, a group of vibrant, intelligent individuals, building on a legacy of skills mastered and handed down through half a century. Built on trust, knowledge, skills, and unwavering integrity. Passionate about our clients, we are confident in our knowledge, forward-thinking, and committed to being the market leader. Our work is sustainable, proactive, and visionary. We are ethical and honest; every step guides tomorrow and invests in knowledge that will shape the future.


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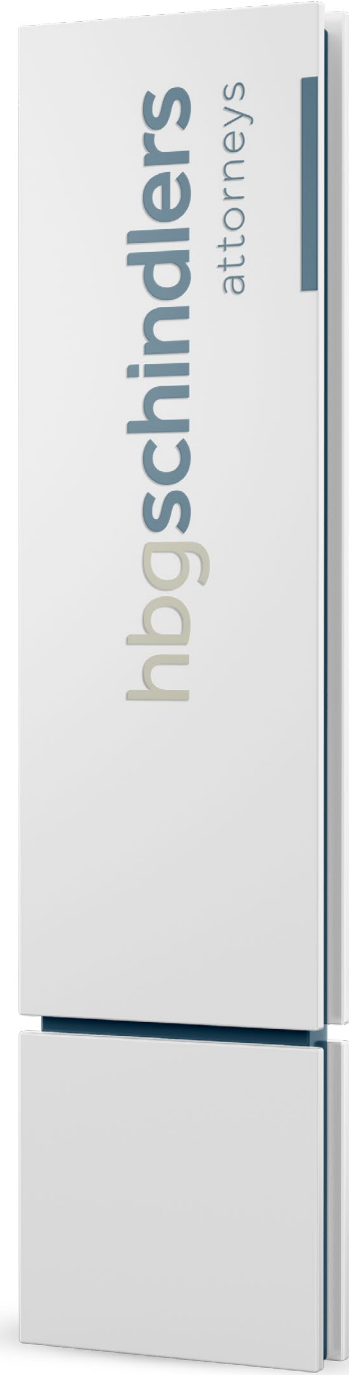
please note that our name has changed to HBGSchindlers.

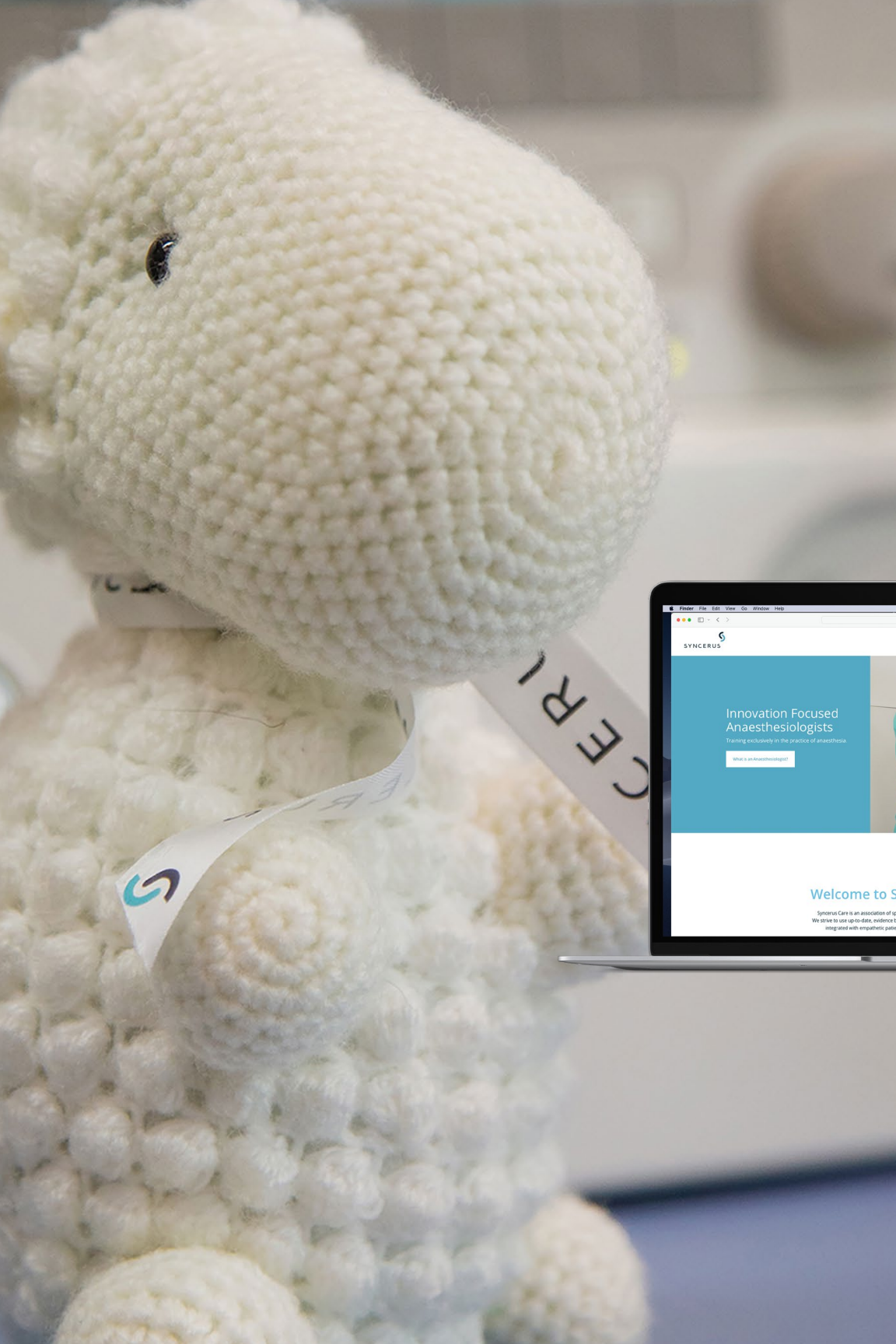
We appreciate your continued partnership and trust in our services. If you have any questions or concerns regarding this transition, please feel free to reach out to us at enquiries@hbgschindlers.com or visit www.hbgschindlers.com



MacBook Air

MacBook Air





SYNCERUS
INNOVATION FOCUSED ANAESTHESIOLOGISTS
patient centred care

SYNCERUS

Syncerus is a specialised association of anesthesiologists based in George, Southern Cape, South Africa.

The logo reflects an apparatus used in the practice to keep the airway open. This also shows the linking together of like-minded professionals with the interlocking of horns of the syncerus (the cape buffelo). A bespoke font was created for the logo type to complement and strengthen the logo mark.

Scope of Work:

- Brand development
- Corporate stationery
- Communications
- Corporate literature
- Environment
- Online and website design



1957 was the year that the USSR successfully launched Sputnik 2 Satellite into orbit around the Earth carrying the first dog into space.

1957 was also the year Jan Symington and Marchand de Kok launched into business with a small attorneys firm on the corner of St Andrew and Aliwal Streets in Bloemfontein, South Africa.



SYMINGTON DE KOK ATTORNEYS

SOLUTIONS

SYMINGTON DE KOK ATTORNEYS

Symington De Kok is an established firm with a reputation as a highly professional legal firm operating from offices in Bloemfontein, Free State and Bellville, Western Cape.

Scope of Work:

- Brand development
- Corporate stationery
- Communications
- Corporate literature
- Environment
- Online and website design







SOUTH AFRICA

www.southafrica.net

SOUTH AFRICAN TOURISM

A brand clean-up for South African Tourism with the lead up to the bid for the 2010 Fifa World Cup. New brand language development and destination marketing project followed by worldwide activation.

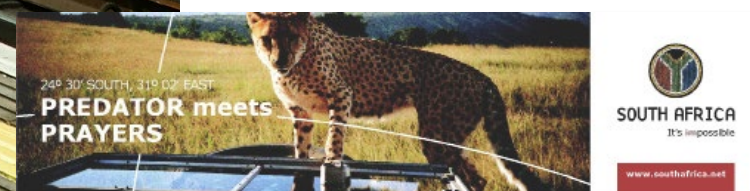
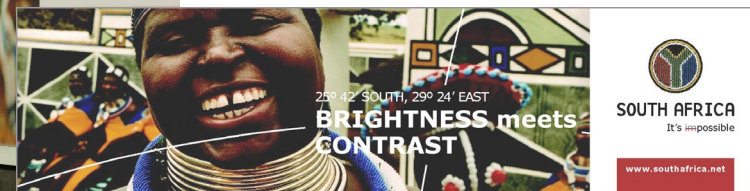
(A project as creative director of Two Tone Branding.)

Scope of Work:

- Brand re-fresh
- Photographic language
- Corporate communications
- Corporate literature
- Environment

Destination Marketing

- Advertising Language
- Marketing material
- Exhibition design





NORTHERN CAPE TOURISM

The Northern Cape as an authentic leisure tourist destination. It's a harsh, beautiful province with real people and great adventures. A brand development and destination marketing project.

(A project as creative director of Two Tone Branding.)

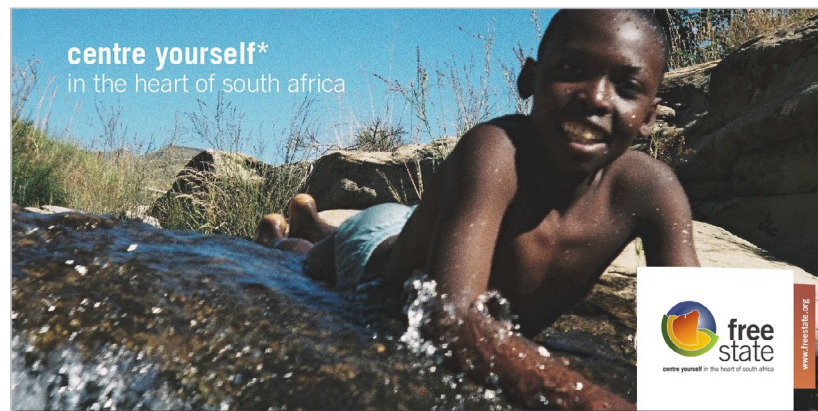
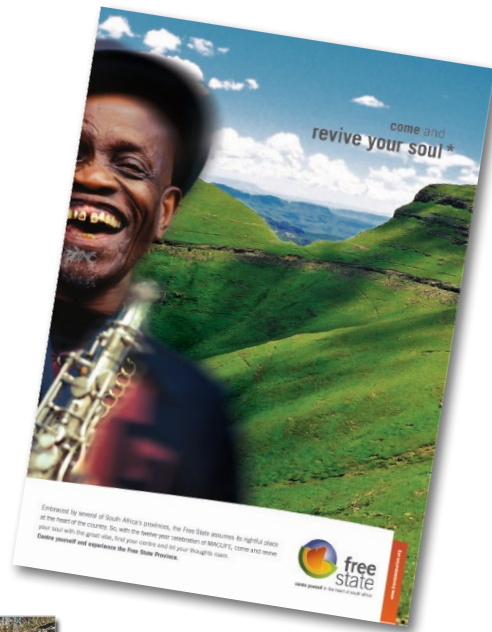
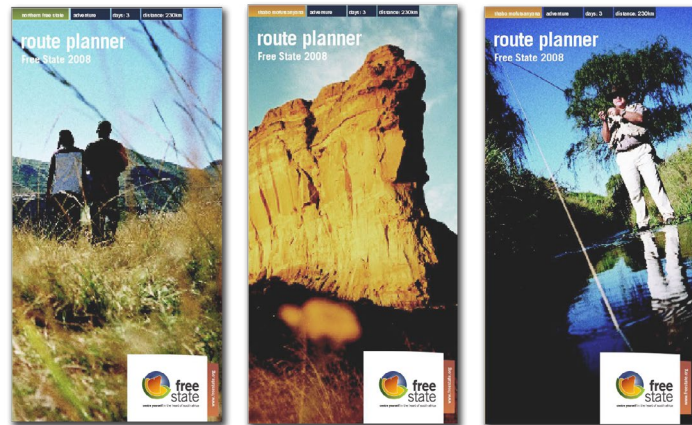
Scope of Work:

- Brand development
- Corporate stationery
- Communications
- Corporate literature
- Environment

Destination Marketing

- Advertising
- Marketing material
- Exhibition design
- Online and website design





FREE STATE TOURISM

A brand development and destination marketing project for the Free State Province. The central region of South Africa with iconic natural landmarks and unique landscape.

(A project as creative director of Two Tone Branding.)

Scope of Work:

- Brand development
- Corporate stationery
- Communications
- Corporate literature
- Environment

Destination Marketing

- Advertising
- Marketing material
- Exhibition design
- Online and website design



Woodside

PRIVATE GAME LODGE EST 2019

WOODSIDE

Woodside is a private game lodge in the Northwest Province. A brand development and destination marketing project.

Scope of Work:

- Brand development
- Corporate stationery
- Communications
- Corporate literature
- Environment

Destination Marketing

- Advertising
- Marketing material
- Online and website design





SILVERROCKET
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