



PINK CHICKEN

It's not a Pink Chicken, it's a FLAMINGO!

COMPANY PROFILE

Thank you for your time and consideration.

WWW.PINKCHICKEN.CO.ZA



Pink Chicken – /pɪŋk tʃɪkɪn/

A creature or team that is characterized by its uniqueness and ability to step outside the box the world wants to put it in.

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MEET OUR FLOCK

We're not your average birds.

At Pink Chicken, our flock is made up of bold thinkers, detail lovers, design dreamers, and strategy whisperers, each one bringing their own magic to the nest. We're a small but mighty crew with a shared love for beautiful branding, clever marketing, and helping businesses shine in all the right ways. Every feather in this team plays a part in turning big ideas into bold realities.

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JAMIE-LEE CLINTON

Pink Chicken was hatched from Jamie-Lee's fearless imagination and obsession with beautiful, purposeful design. As founder and creative director, she brings a rare mix of high-end polish, bold thinking, and instinctive strategy to everything we do. Jamie-Lee leads with heart, hustle, and a sharp eye for the details that make a brand unforgettable. Her passion lies in helping businesses step out of the ordinary and into their own unique spotlight, with branding that's not just pretty, but powerful. Every project that leaves the studio carries her signature: vibrant creativity, refined storytelling, and a commitment to excellence. She doesn't just build brands; she brings them to life in full color. Under her leadership, Pink Chicken has grown into a space where big ideas, brave decisions, and beautiful results come standard.

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MEG VAN DER MERWE

At Pink Chicken, fresh thinking is our signature – and Meg brings exactly that. Young, vibrant, and closely in tune with today's fast-moving market, she adds a dynamic edge to everything we do. With a natural instinct for what modern audiences connect with, from digital trends to authentic storytelling, her strategies are as thoughtful as they are impactful. It's this balance of creativity and relevance that helps brands not just stand out but build real connection. Whether she's creating a bold campaign, refining a brand's voice, or injecting fresh energy into visuals, each project is approached with insight, originality, and purpose. Her ability to transform market insights into powerful brand strategies makes her an invaluable part of both our team and the success of our clients. With this kind of talent on board, we're not just keeping up, we're setting the pace.

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Chernelle Maria Parsons

When it comes to detail, Chernelle doesn't miss a beat. She's the one who brings elegance to the edge, combining a sharp creative instinct with a love for content that looks as good as it performs. From scroll-stopping videos to high-end visuals that feel like luxury, she's got the magic touch that turns good ideas into gold. Known around the coop as our 'ideas bird', Chernelle is always ten steps ahead with fresh concepts, clever angles, and visuals that hit just right. Her vibe? Polished, purposeful, and never out of place, think timeless with a twist. Whether she's behind the camera, crafting a killer content plan, or obsessing over the perfect font pairing, Chernelle brings that classy spark that elevates everything we do. Elegant. Intentional. Always a little extra, that's her signature, and we're obsessed.

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OVERVIEW

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At Pink Chicken Graphics, we specialize in bringing your brand to life with a comprehensive suite of design and marketing services. From conceptualizing and designing your brand identity to managing your social media presence and building sleek, user-friendly websites, we handle every aspect of your company's branding journey with a professional and creative touch.

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OUR SERVICES

We don't just design, we craft bold, intelligent brands that strut with purpose. From standout visuals to strategic storytelling, our services are designed to help businesses rise above the noise and be unforgettable. Whether you're starting fresh or levelling up, we bring the creative edge to get you noticed.

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OUR SERVICES

Graphic Design

- Brand Identity & Logo Design
- Packaging & Label Design
- Marketing Collateral – Brochures, Business Cards & Company Profiles
- Custom Graphics for Digital & Print Platforms

Social Media Management

- Brand Identity & Logo Design
- Label & Packaging Design
- Marketing Materials (Brochures, Business Cards, Company Profiles, etc.)
- Custom Graphics for Digital & Print Media

Website Development

- Custom Website Design
- Responsive, Mobile-Friendly Layouts

Marketing and Branding

- Brand Strategy & Consulting
- Campaign Development & Management
- Digital Marketing (SEO, SEM, Email Marketing)
- Advertising (Print, Digital & Social Media)
- Product Photoshoots
- Creative Video Production





WHY US?

Because your brand deserves more than beige.

At Pink Chicken, we're not here to blend in, we're here to flamingle. We take your vision, shake in some strategy, a whole lot of style, and serve up branding that is anything but ordinary. Whether it's a fresh identity, scroll-stopping design, or marketing that actually moves the needle, we're the creative sidekicks you didn't know you needed.

We don't do boring. We don't do basic. We do bold. We do brilliant.

We do business like a flamingo in a flock of pigeons.

Ready to stand taller, shine brighter, and show the world what you're made of? Let's ruffle some feathers (in the best way).

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WHY SHOULD YOU **THINK PINK...** CHICKEN

WE HAVE OVER 18 YEARS OF EXPERIENCE IN DESIGN AND MARKETING.

we have realized that uniqueness is crucial in a constantly evolving market. We can assist you in developing your distinctive presence, look and feel.



IT'S WHAT WE DO BEST

Our team works closely with you to bring your desired brand to fruition. Our expertise encompasses creative design, digital and social media, and print. We combine clever ingenuity with a cooperative mindset, all while preserving the genuine essence that sets you apart.



TO SUM IT UP

At Pink Chicken, we understand that your brand is more than just a logo or a product; it's an experience. Our team is dedicated to creating visually stunning and strategically sound designs that resonate with your target audience and elevate your brand. We pride ourselves on delivering high-quality, professional services tailored to meet the unique needs of high-end clients.



5 CLIENTS

You're not just a number, a deadline, or another invoice in the pile.

At Pink Chicken, we treat every brand like it's our own, with care, intention, and a whole lot of heart. We don't do copy-paste solutions or churn out cookie-cutter campaigns. Instead, we dig deep, get personal, and create with purpose, because your business deserves more than mass service. Each client we work with becomes part of the Pink Chicken flock and we don't take that lightly. Whether you're launching, growing, or reinventing, we walk the journey with you, celebrating your wins and navigating the wobbly bits too.

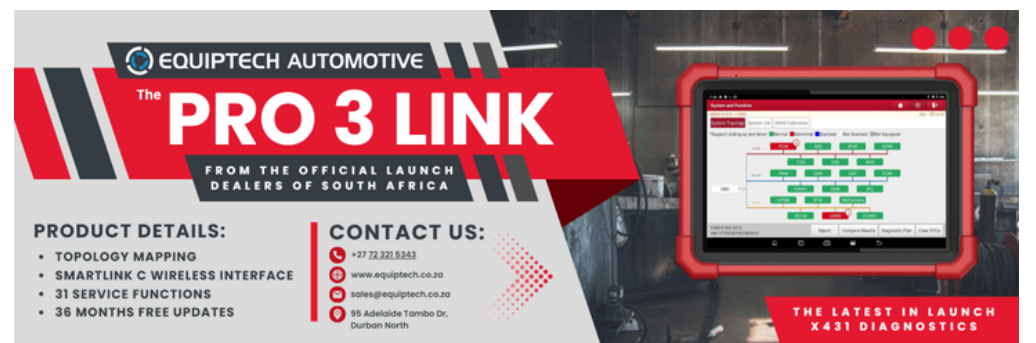
Your vision matters to us, and we're all in.

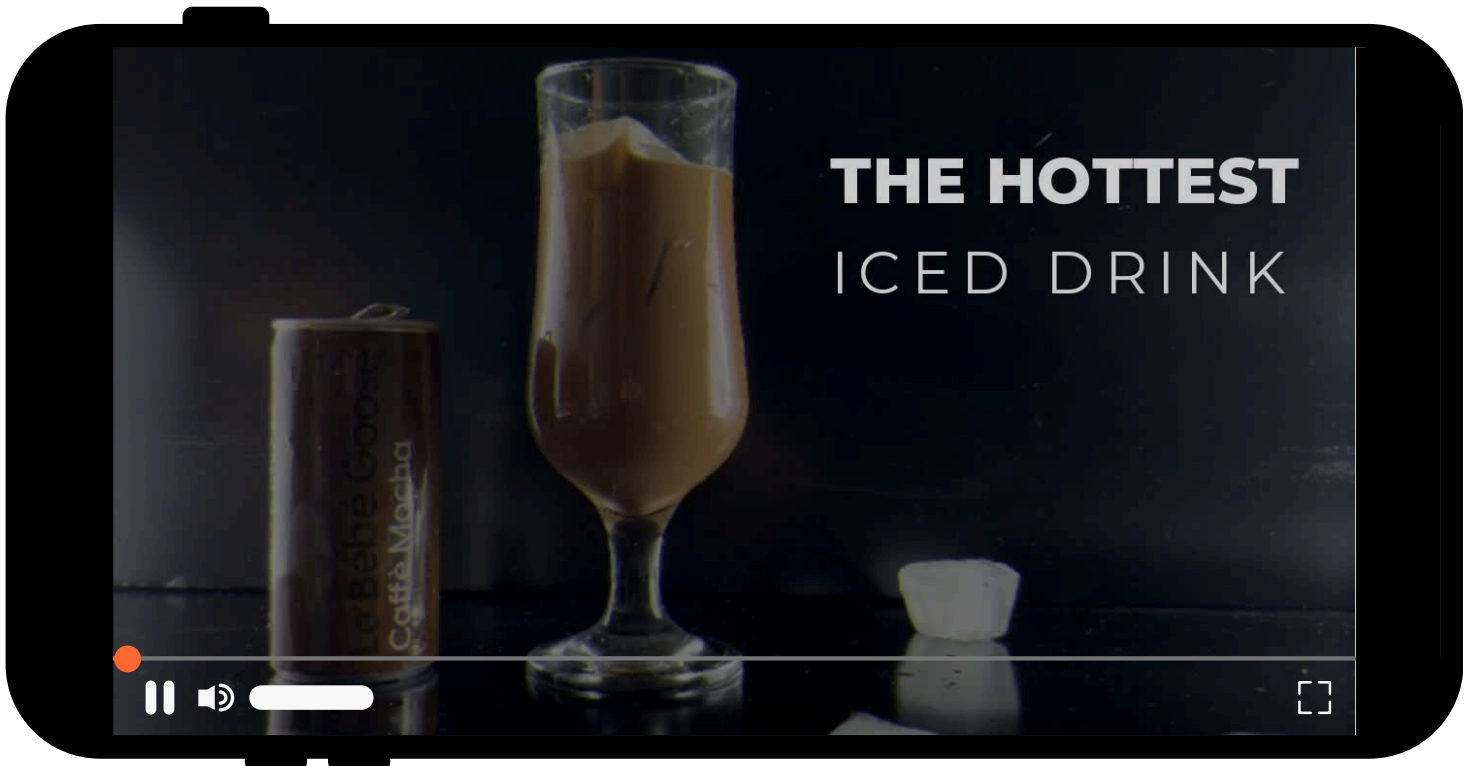
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POSTNET









Let's hatch something brilliant together. Reach out and let's talk ideas, strategy, and how we can turn your vision into something unforgettable.

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A close-up photograph of an aloe vera plant with its characteristic thick, green, serrated leaves. The plant is positioned in the foreground, with its leaves extending upwards and outwards. The background is a soft, out-of-focus pinkish-purple wall. A white rounded rectangle is centered in the upper half of the image, containing a quote and the author's name. Another white rounded rectangle is at the bottom, containing the words 'THANK YOU'.

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"To be yourself in a world
that is constantly trying to
make you something else is
the greatest
accomplishment."

- Ralph Waldo Emerson

T H A N K Y O U