



conceptualise...  
actualise...  
realise...

company profile

purple.frog



the art of producing

# about us

[ our ethos ]



*It's not where you're from; it's where you're going.  
It's not what you drive; it's what drives you.  
It's not what you think; it's what you know.*

Unknown

Purple Frog Communications was established in January 2010 by a group of like minded communications professionals.

start of a new decade, start of new beginnings...

We are a fully integrated, creative design and production resource.

Our vision is to deliver outstanding creative solutions across different media platforms. We partner with our clients to provide solutions which meet their exact needs, quality standards and budget.

Always looking to the future, we have our finger firmly on the pulse of design and technology and are constantly developing and expanding our skills set.

# meet the team

[ our talent ]

*Objectives are not fate; they are direction.  
They are not commands; they are commitments.  
They do not determine the future.  
They are means to mobilise the resources  
and energies of the business  
for the making of the future.*

Peter Drucker 1909 – 2005

1

**Annette Jordaan**  
Production, advertising  
and typesetting

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2

**Natascha Jordaan**  
Project management,  
typesetting and  
quality control

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3

**Patricia Utton**  
Business development and  
project management

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1

## **Annette Jordaan**

Production, advertising and typesetting

Annette's career extends from Perskor, where she started as a typesetter in 1975, via Cline Color and Trend Graphics to Adcorp Graphics where, as DTP manager and assistant production manager, she was actively involved in corporate finance communications, specialising in annual reports, shareholder announcements, circulars, corporate ID and corporate events. When Adcorp Graphics was unbundled she moved to Basco Communications in a similar capacity.

In 2002 she formed her own company, acting as a DTP consultant to a number of agencies, and is now making her considerable skills and experience in DTP, production and management available to Purple Frog.

Annette's offering is characterised by meticulous attention to detail, strict observance of turnaround times and an unrivalled knowledge of financial communications.

The blue-chip clients she has worked on include Adcorp Holdings, Alexander Forbes, Bidvest, Discovery, JD Group, JSE Limited, Mandela Rhodes Foundation, MTN, Nedbank, Rembrandt, The Reserve Bank, Sasol, Standard Bank, Steinhoff, Sun International and Vodacom.

2

## Natascha Jordaan

Project management, typesetting and quality control

Natascha is a highly skilled typesetter with extensive knowledge and considerable experience in the production of annual and sustainability reports, financial advertisements and booklets, brochures, folders, analyst presentations and newsletters as well as more substantial projects.

After being headhunted from her position as production manager for a top financial communications agency to join a top Alt<sup>x</sup> listed company as project manager for the Investor Relations and Corporate Finance departments, she acted as a consultant to Investec, assisting the Marketing and Investor Relations teams in the production of their annual reports and other projects including banners, leaflets, brochures and corporate stationery.

Natascha's in-depth understanding of the requirements of corporate communications is matched by her commitment to excellence, zero tolerance of inaccuracy and refusal to compromise on quality.

Among the bluechip clients she has worked on are AVI Limited, African Bank, ArcelorMittal, Bidvest, Dawn, De Beers, Dimension Data, FirstRand Limited, Gold Fields, Kumba Iron Ore Limited, Nedbank, Standard Bank and Transnet.

3

## Patricia Utton

Business development and project management

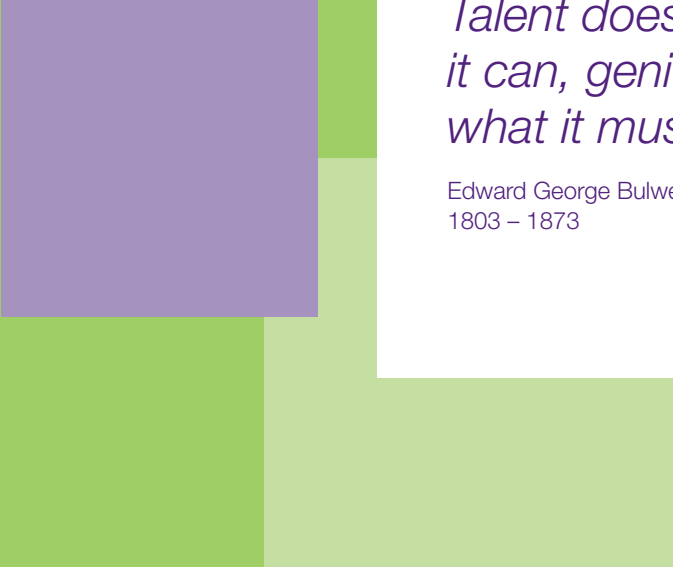
Patricia's career commenced in 1991 where she was employed at a number of major South African corporations, including Anglo American Property Services, Group Five Limited and the Johannesburg Stock Exchange; in communications and marketing roles, for just over a decade.

In 2003 she was introduced to the agency environment when she joined Visual Ignition as a business development consultant. Patricia assisted clients over a range of solutions, including annual reports, marketing and corporate collateral.

In 2006 she joined Ince.motiv as a business development consultant, and in 2010 she was promoted to business development director. Amongst the solutions she assisted her clients were annual reports, sustainability reports, corporate identity development, online annual reports and corporate websites, financial advertising, signage.

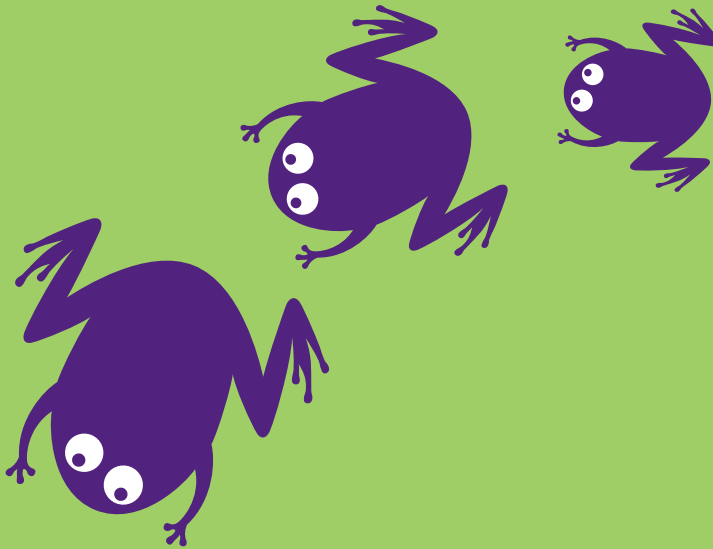
Patricia is dedicated to ensuring clients expectations are exceeded and that all needs are met. Her passion and "can do" attitude go hand in hand.

Clients that she has worked with in the past include: Adcock, African Bank, African Media Entertainment, African Rainbow Minerals, Alliance Data Corporation, Altech, Austro, Blue Label, Capital Property Fund, Consolidated Infrastructure Group, Country Bird, DataPro (now Vox Telecom Limited), Dialogue Group, Digicore, Eqstra, Finbond, Freedom Park Trust, Gijima, Glenrand, Great Basin, Human Science Research Council, Ideco, Imperial Holdings, Interwaste, Massmart, Merafe Resources, Metmar, Mix Telematics, Mondi, Onelogix, Rare Holdings, Raubex, Rebosis, Redefine, Reinforcing Mesh Solutions, Resilient, Royal Bafokeng Platinum, Royal Sechaba, SA Post Office, Sasfin, Securedata, Silver Bridge, Spescom, Stefstocks, Super Group, UCS, Universal Industries, Vunani Limited, Wilson Bayly Holmes, Wesizwe, Wits Gold and York Timbers.



*Talent does what  
it can, genius does  
what it must.*

Edward George Bulwer-Lytton  
1803 – 1873



# our services



*Intuition will tell the thinking  
mind where to look next.*

Jonas Salk 1914 – 1995

We specialise in design and production for print, web design and all areas of creative consultancy and development. We provide a full creative and production service, taking your project from initial concept right through to completion.

Our core services include integrated annual reports, sustainability reports, financial advertising, SENS announcements, corporate identity and branding, corporate brochures. We are also able to facilitate magazine adverts, corporate literature, signage, billboards, banners, exhibition stands, web design, corporate gifts and events management.

[ what we offer ]



# PRODUCTION SERVICES

1.

## **DESIGN**

Our design team includes creative and dynamic senior and medium weight designers, highly qualified and experienced in different design areas, including packaging, branding, websites and corporate financial reports.

## **TYPESSETTING AND LAYOUT**

Our typesetting resources comprise of senior typesetters with extensive in-depth knowledge of corporate finance reporting. Their wealth of experience (99 years in total) is complemented by their meticulous attention to detail and tight turnaround times.

## **PHOTOGRAPHY**

We are able to call upon a number of specialist photographers, each with their own area of expertise, ranging through mining and construction and still life to portraits and group photography.

## **PRINTING**

We procure and manage the entire print and production process.

## **FINANCIAL ADVERTISING, SENS AND MEDIA**

We manage all media placements through an established media placing company.

Our offering includes financial advertisements, statutory and cautionary notices, SENS announcements, as well as media strategy and planning.

## **INVESTOR RELATIONS AND PRESS RELEASES**

We partner with highly skilled and experienced investor relations practitioners to formulate, implement and manage your communication strategy, as well as to facilitate the dissemination of investor information to key stakeholders through various channels, including the media.

## EDITORIAL SERVICES

# 2.

- Proofreading
- Strategic and sustainability report writing
- Copywriting
- Copy editing
- Translation

Our pool of editorial specialists have qualifications ranging from law and labour law to language and translation theory. They have combined experience of over 100 years in the corporate financial industry and offer creative and dynamic copywriting, different levels of editing depending on client requirements, accurate and elegant translation, meticulous proofreading and scrupulous adherence to turnaround times.

## MULTI-MEDIA SERVICES

# 3.

The ability to convey information across a number of platforms is essential in the current multi-media communications environment.

Our delivery platforms include:

- Web design
- PowerPoint presentations
- Voice overs

Our resource team includes highly experienced specialists in web design and PowerPoint presentations.

## VISUAL SERVICES

# 4.

- Banners
- Billboards
- Events
- Corporate gifts

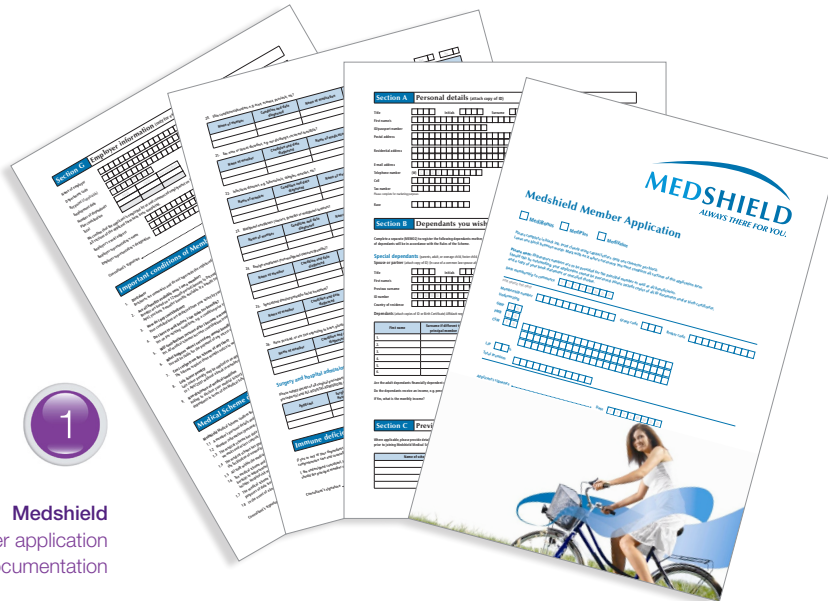
*The artist is nothing without the gift, but the gift is nothing without work.*

Edward George Bulwer-Lytton 1803 – 1873

# projects produced by us

1

Medshield Member application documentation



2

The House of Busby  
Skechers and Harley Davidson  
eyewear summer launch e-mailer



3

The House of Busby  
Guess eyewear promotion



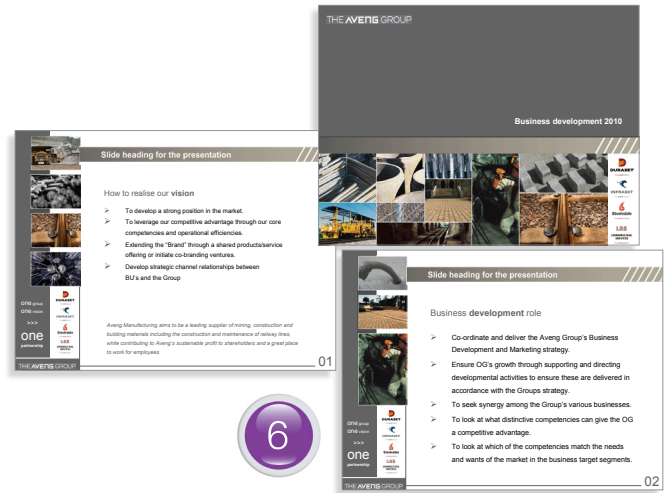
# 2.

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4

Technology and Human Resources for Industry Programme Annual report 08/09



6

The Aveng Group Powerpoint presentation



5

Power Matla Corporate profile brochure and folder



7

Wits Gold Limited Fact sheet

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3.



**Investec Limited**

Annual report 2011

[ Two consecutive years: Investec Limited, Investec plc and Investec Bank plc [the UK entities] ]



**Kumba Iron Ore Limited**  
Employee report



**Transnet SOC Limited**

Annual report 2011

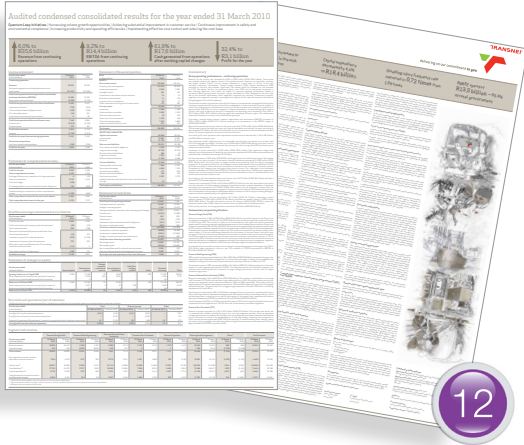
[ Two consecutive years ]



**Kumba Iron Ore Limited**

Annual report 2011

# 4. ■ conceptualise • actualise • realise



12

Transnet SOC Limited  
Audited results advert



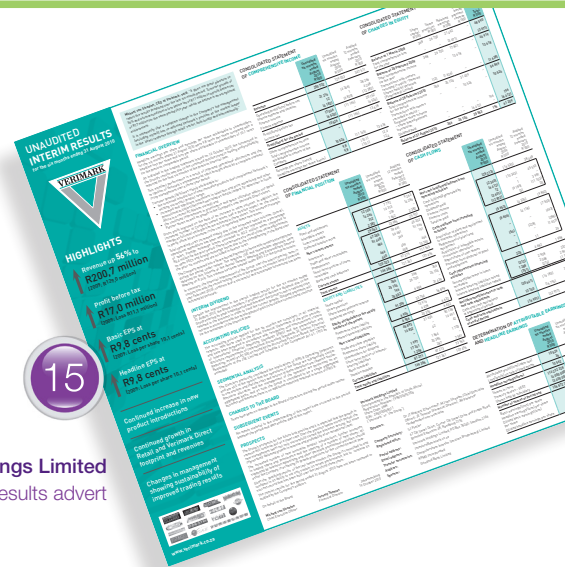
13

Verimark Holdings Limited  
Annual report 2011



14

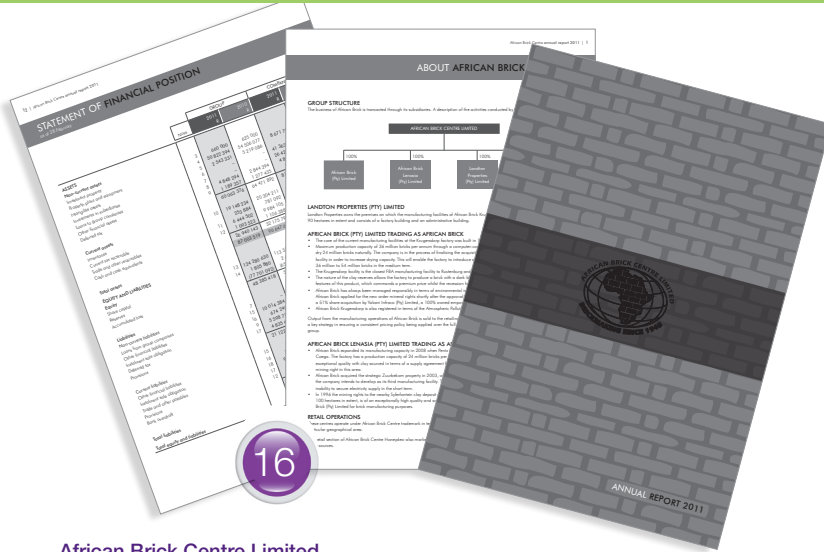
Moch  
Corporate profile brochure and folder



15

Verimark Holdings Limited  
Interim results advert

# 5.



16

African Brick Centre Limited  
Annual report 2011



18

Kumba Iron Ore  
Interim results advert



17

Royal Bafokeng Platinum  
Interim results advert

# our details

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CK 2010/022528/23

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