

mustard_o
creative & digital

WWW.MUSTARD.AGENCY [f](#) [@](#) [in](#)

PROPERTY
CREDENTIALS

Mustard is a dynamic full-service creative and digital agency located in Cape Town, with a global footprint.

Since our founding in 2009, we've played a pivotal role in transforming brands within the property sector. Our business culture thrives on strategic branding and digital innovation, all while maintaining a strong commitment to service excellence.

With Jason de Wet, founder and Managing Director of the renowned Bittersuite, now on board, we're excited to enhance our expertise, particularly within the property sector, and showcase our combined credentials.



WHY MUSTARD?

- ▶ ESTABLISHED 2009
- ▶ FULL-SERVICE AGENCY
- ▶ CAPE TOWN AND LONDON BASED
- ▶ HIGHLY SKILLED AND EXPERIENCED TEAM
- ▶ WORLD-CLASS DELIVERY
- ▶ EXCELLENT CLIENT SERVICE
- ▶ FAST TURNAROUND TIME, WITHIN BUDGET
- ▶ EXTENSIVE PROPERTY EXPERIENCE

OUR CREATIVE & DIGITAL REACH

WE ARE A SOUTH AFRICAN BASED
AGENCY OPERATING GLOBALLY



*Approximately 65% of Mustard's work is generated from abroad

OUR SERVICES

01

STRATEGY

Marketing
Brand
Internal Marketing
Digital

02

WEBSITES

User Experience
User Interface
Design
Bespoke Sites
E-Commerce Solutions
Mobile Development
App Development
HTML
Support and Maintenance

03

CREATIVE

Creative Direction
Design
E-Marketing
Advertising
OOH
Exhibitions
Projects
3D CGI Animation
Video & Animation

04

BRANDING

Illustration & Typography
Packaging Design
Trade Toolkits
Style Guides
Trade Presenters
POS
Spacial Design

05

CORPORATE IDENTITIES

Logos
Stationery
Branding
Company Profiles
Corporate Presentations

06

PERFORMANCE MARKETING

SEO Site Audits
Technical SEO
Digital PR
Paid Media (PPC)
Social Media
Content
Animation and Video

“ WE’RE A FULL-SERVICE, STRATEGIC CREATIVE & DIGITAL AGENCY WITH A COMPLETE RANGE OF SERVICES ALL UNDER ONE ROOF. ”





CASE STUDY 01

RABIE PROPERTY

DEVELOPERS

Social Media
Cover Images



Brand
Guidelines



Introduction

Our brand guidelines is the first that we show to the world, and it is the way we communicate. It defines Rabie's character and personality. Through consistent use of our Corporate Identity we create a readily recognizable, positive image for our brand.



Corporate
Signature



Colour Palette

The following are the primary colors to be used in all Rabie communications. The secondary colors are suggested for use in supporting materials.

- Emerald**
PANTONE 484 C
#008080
RGB: 0, 128, 128
CMYK: 100, 0, 0, 0
- Light**
PANTONE 484 C
#008080
RGB: 0, 128, 128
CMYK: 100, 0, 0, 0
- Dark**
PANTONE 484 C
#008080
RGB: 0, 128, 128
CMYK: 100, 0, 0, 0

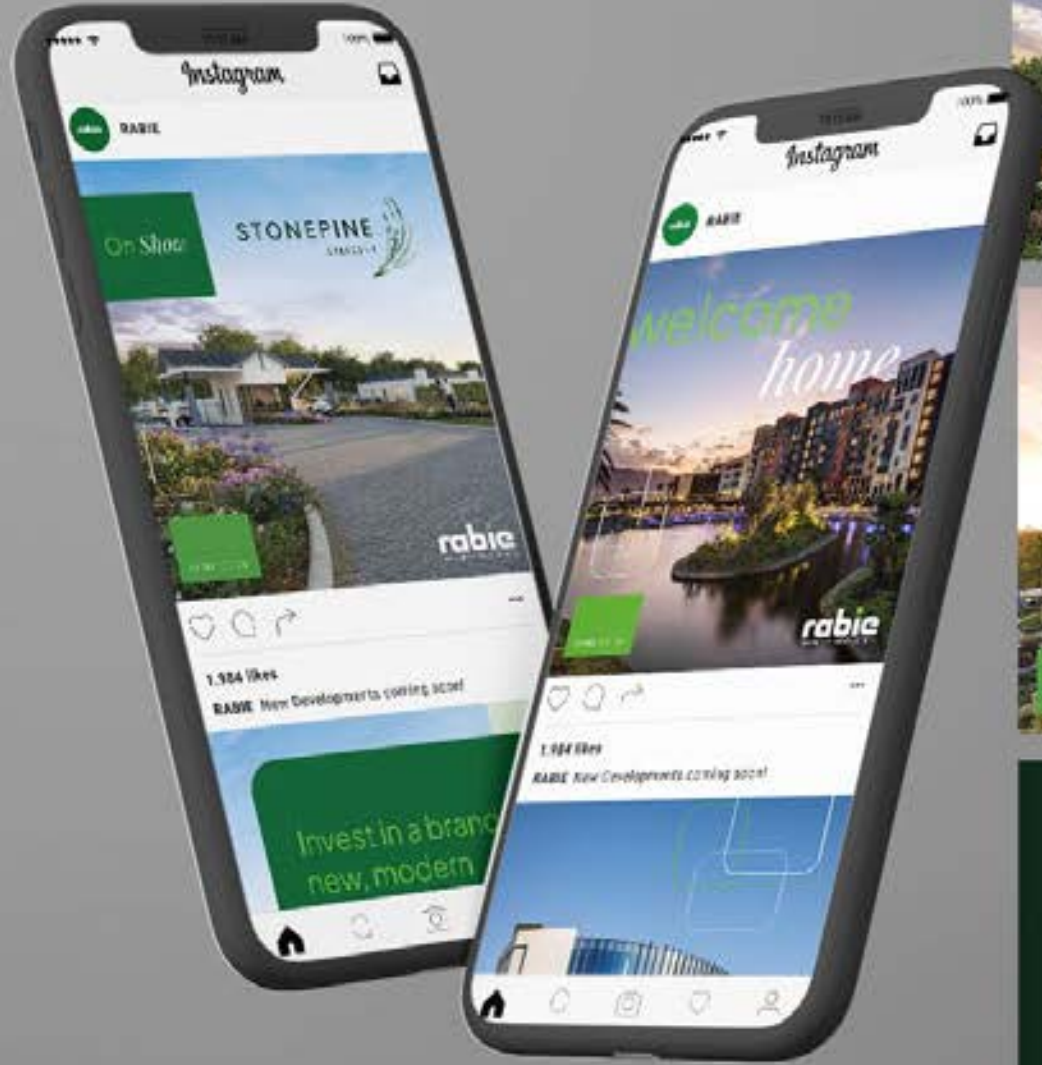


Graphic device
use examples

Tables and examples of various graphic devices are provided. These devices are intended to be used in all communications and design. They make the design of a building and its surroundings more cohesive and professional.



The premier property developer
in the Western Cape



welcome home

rabie.co.za

Invest in a brand new, modern three-bedroom home in Kuils River

NOW SELLING R1.45m

rabie

retirement re-imagined

rabie.co.za

rabie

convenience & creativity intersect

rabie.co.za

rabie

Launching Soon

Junixe

rabie.co.za

rabie

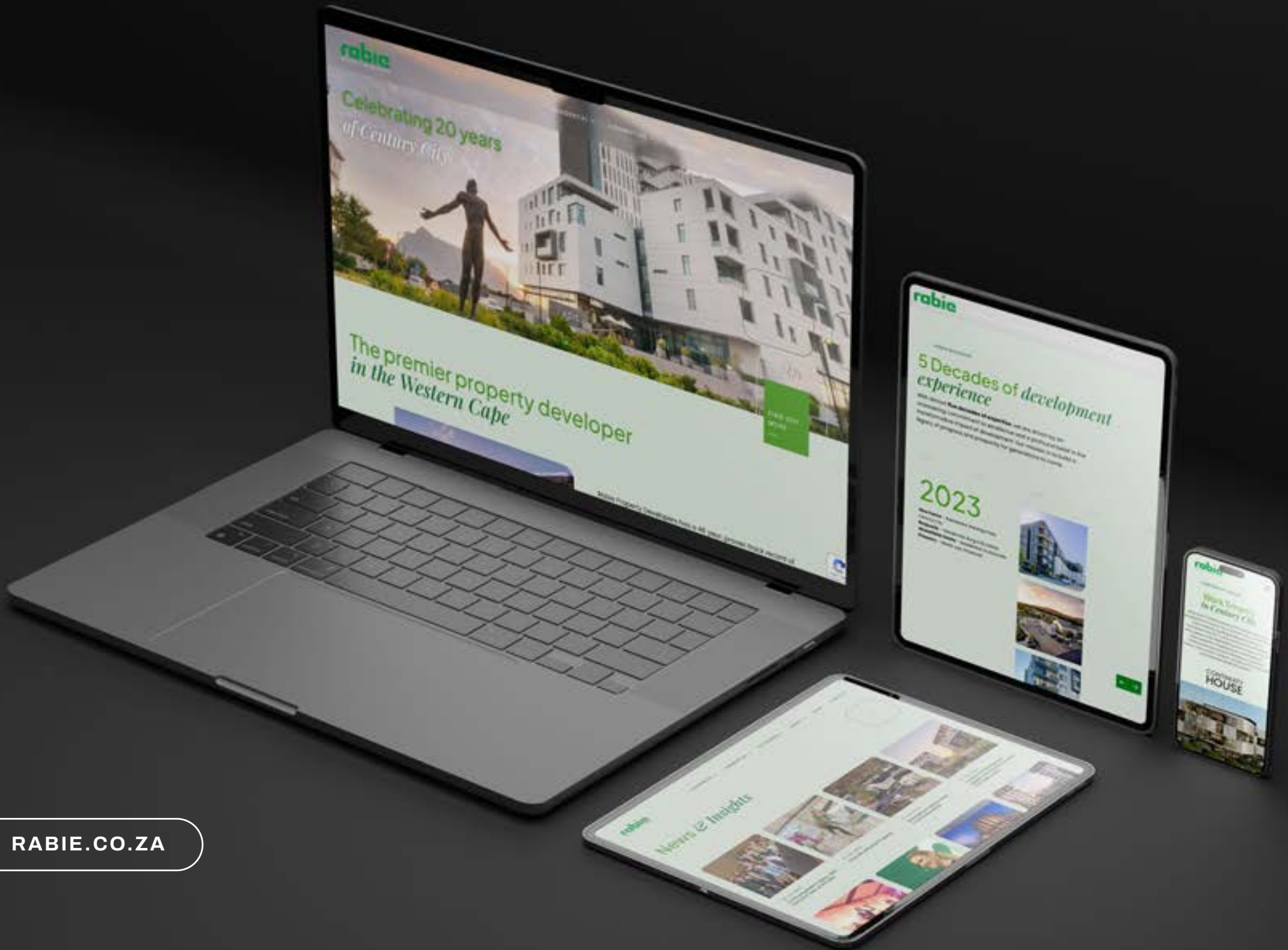
“A journey of a thousand miles begins with a single step. Or sometimes a bucket of grass...”

rabie.co.za

rabie

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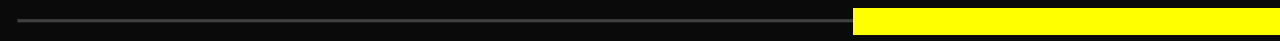
RABIE PROPERTY DEVELOPERS



RABIE.CO.ZA

CASE STUDY 02

THE SPECTRUM





THE SPECTRUM

URBAN APARTMENTS FROM R595 000

Reserve prior to launch to your attorneys costs included

REGISTER YOUR INTEREST

10% Net Return
No Transfer Duty
Mountain & Ocean Views
4km from Cape Town CBD
2.8km from UCT

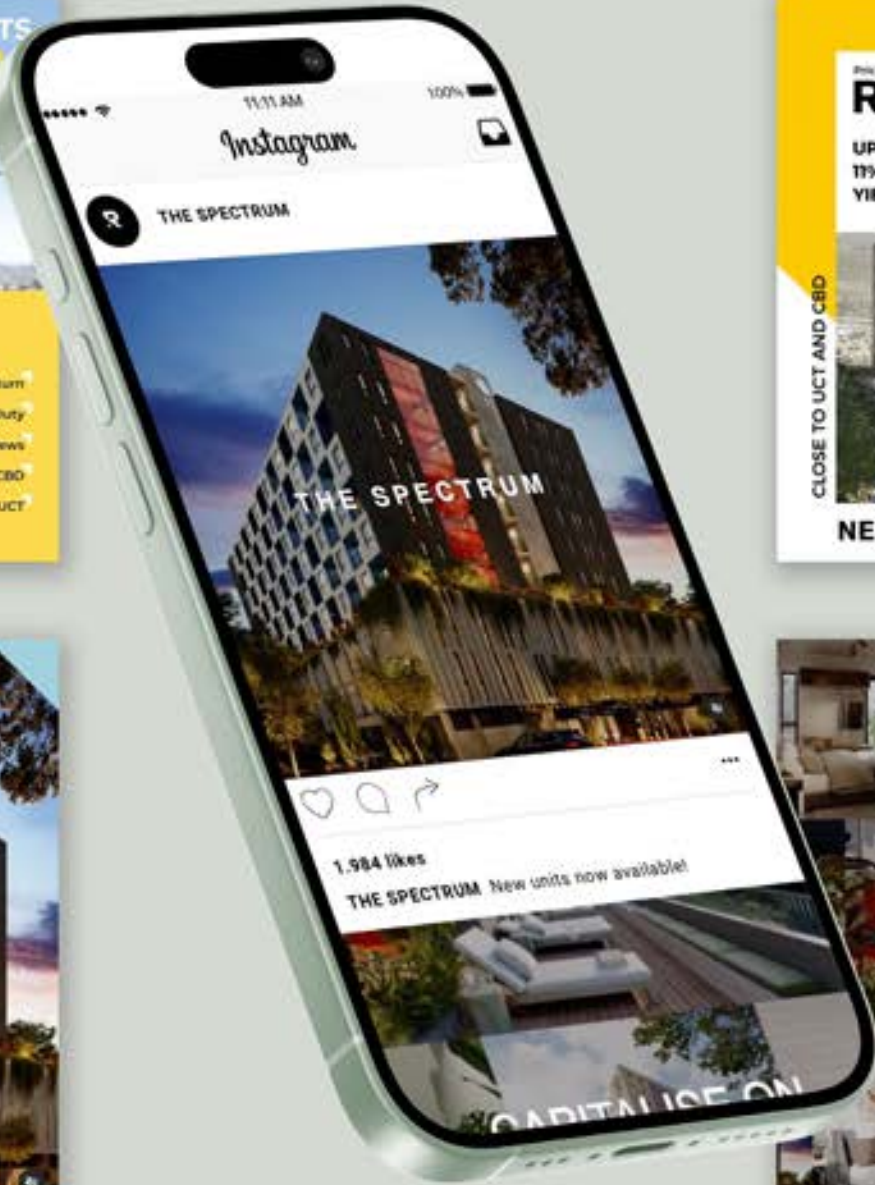
LAUNCHING 10 NOVEMBER

THE SPECTRUM

Micro, Studio, 1 & 2 Bedroom

10% Net Return
No Transfer Duty

URBAN APARTMENTS FROM R595 000



Prices ranging from only **R895K**

UP TO 11% YIELD

THE SPECTRUM

CLOSE TO UCT AND CBD

NEARLY 50% SOLD IN 4 MONTHS

INVESTMENT APARTMENTS

SOMETHING EXCITING IS ON THE HORIZON

The introduction of a new playground area, a new swimming pool and a new landscaped garden will bring a new level of excitement to the community.

KEY FEATURES

LIVING NEAR THE HEART OF CAPE TOWN'S CITY CENTRE, FROM THE COMFORT OF YOUR OWN HOME.

Experience the best of both worlds with a modern, stylish apartment in the heart of the city. Enjoy the convenience of being close to all the amenities, while still having the privacy and comfort of your own home.

CONSIDERED INVESTMENT

R595K

Investment opportunities are available for those looking to grow their portfolio. This property offers a high return on investment, with a strong rental yield and a long-term capital appreciation potential.

PROPERTY DETAILS:

Property	Price	Size	Location
1	R595,000	100m²	City Centre
2	R650,000	120m²	City Centre
3	R700,000	140m²	City Centre

NEAR-BY ATTRACTIONS

CONVENIENCE OF CAPE TOWN

Experience the best of both worlds with a modern, stylish apartment in the heart of the city. Enjoy the convenience of being close to all the amenities, while still having the privacy and comfort of your own home.

TWO BED APARTMENT

Experience the best of both worlds with a modern, stylish apartment in the heart of the city. Enjoy the convenience of being close to all the amenities, while still having the privacy and comfort of your own home.

URBAN LIVING

The Spectrum is a new kind of modern urban living where nature extends beyond the walls of an apartment and into the neighbourhood, with landscaped courtyards and recreational areas.

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THE SPECTRUM

U R B A N LIVING



CASE STUDY 03

ON PARK

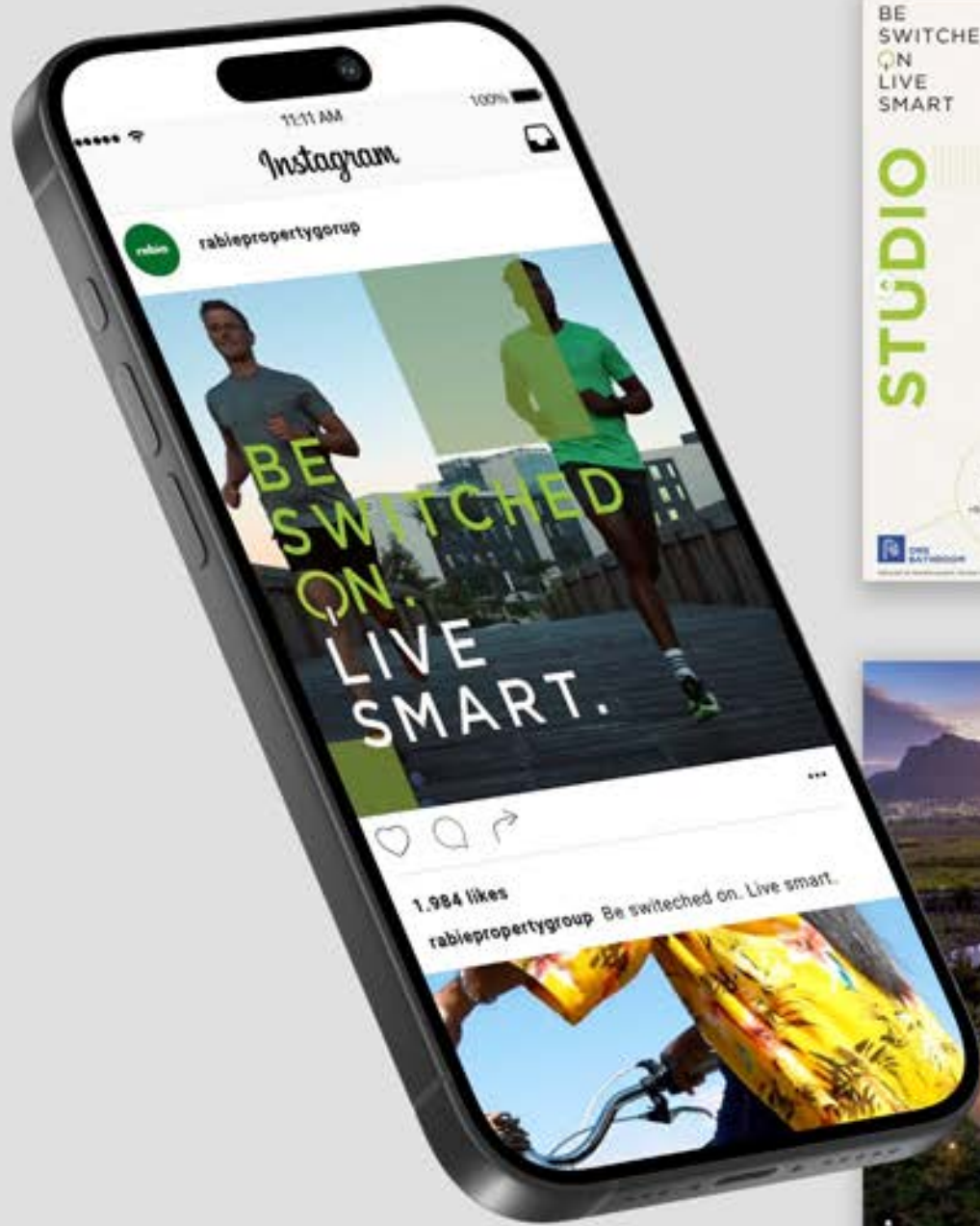


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ON PARK



ONPARK.CAPETOWN



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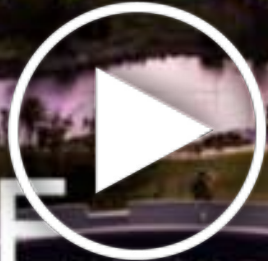
ON PARK



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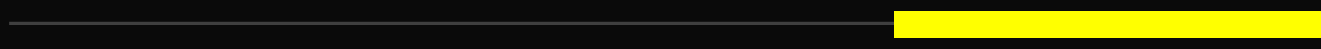
ON PARK

BE
SWITCHED
ON.
LIVE
SMART



CASE STUDY 04

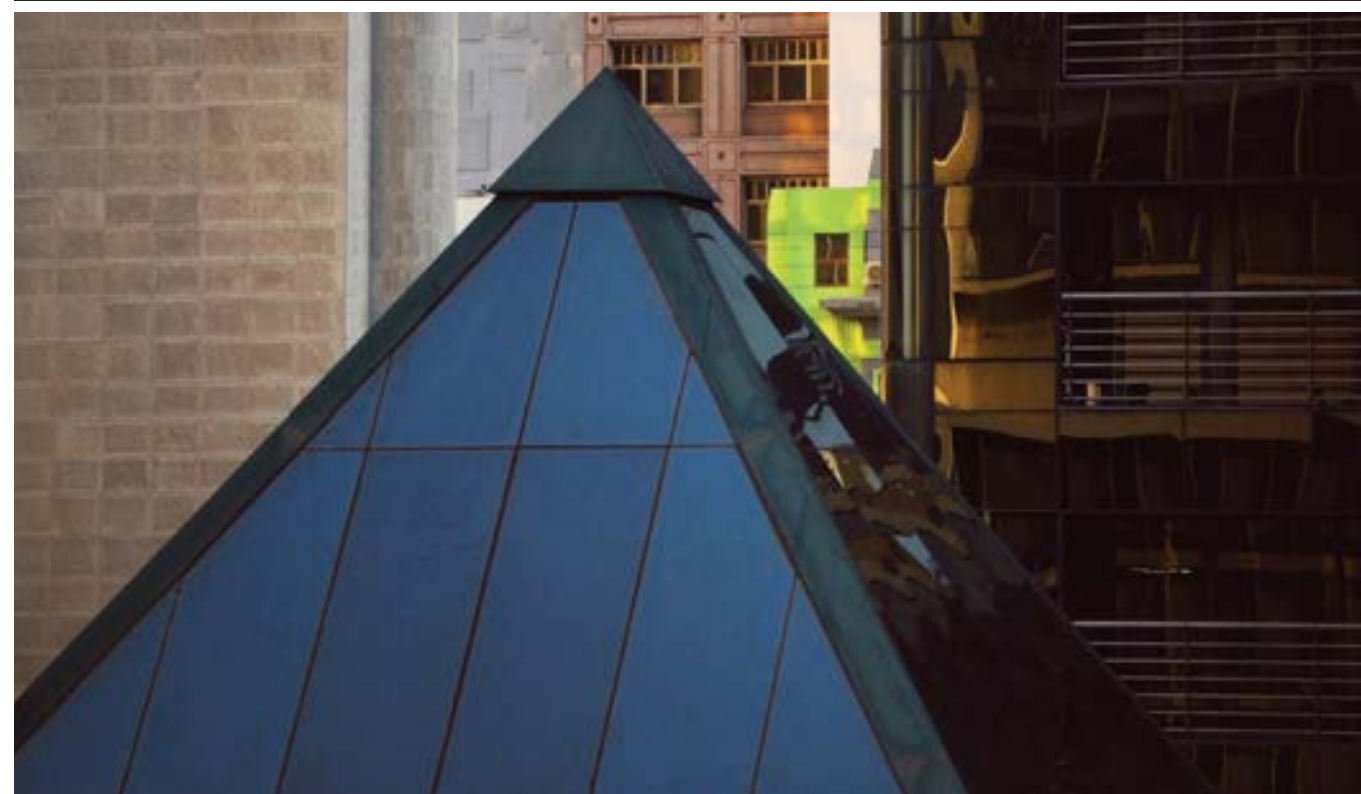
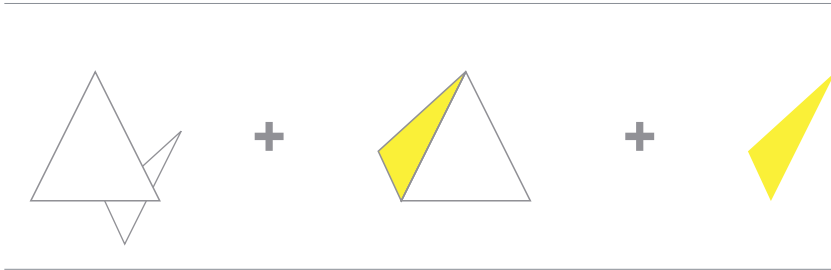
THE PINNACLE



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THE PINNACLE





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THE PINNACLE

MY WAY

WATERPROOFING ON ES
INTELLIGENT AS ES
FACIPROTECT

THE
PINNACLE.

WATERPROOFING ON ES
INTELLIGENT AS ES
FACIPROTECT

- LAUNDRY SERVICE
- RESTAURANT BAR
- SECURITY
- CONCOURSE
- WIFI CONNECTIVITY
- ROOF-TOP POOL
- 24 HR CONCERGE
- AIR

TAKE

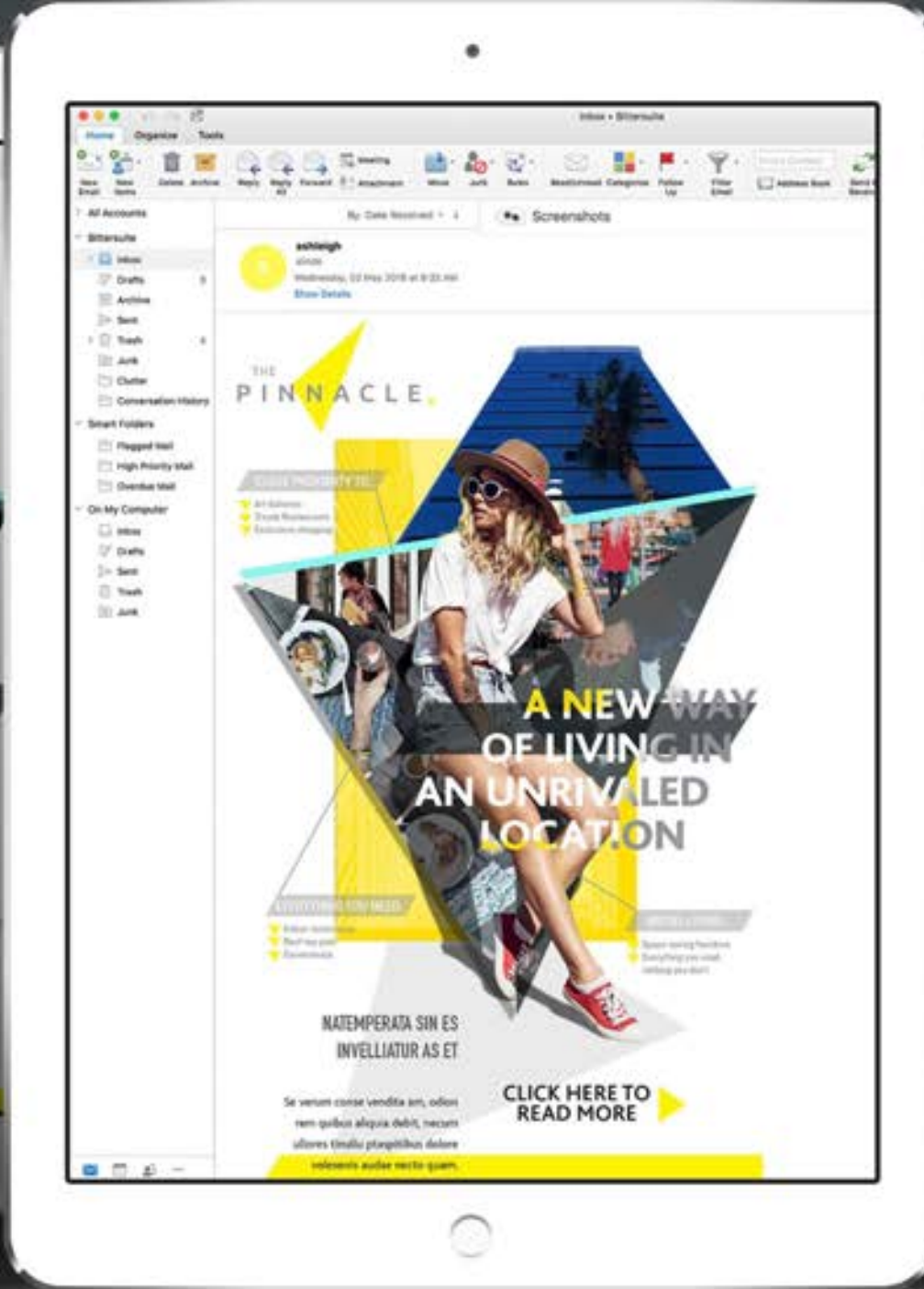
The ability to simplify means to eliminate the unnecessary so that the necessary may speak.

PAGEHOLDER

WATERPROOFING ON ES
INTELLIGENT AS ES
FACIPROTECT

WATERPROOFING ON ES
INTELLIGENT AS ES
FACIPROTECT





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THE PINNACLE



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THE PINNACLE



UNIT FLOOR LAYOUTS AND ONLINE BOOKING FUNCTIONALITY



CASE STUDY 05

KING AIR INDUSTRIA



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KING AIR INDUSTRIA



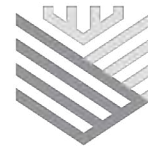
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KING AIR INDUSTRIA



KING AIR

I N D U S T R I A



HIGHWAYS



CROWN



AIRTRAVEL

M

KING AIR INDUSTRIA





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KING AIR INDUSTRIA





CASE STUDY 06

EDEN ON THE BAY



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EDEN ON THE BAY







CASE STUDY 07

HARTENBOS SEAFRONT

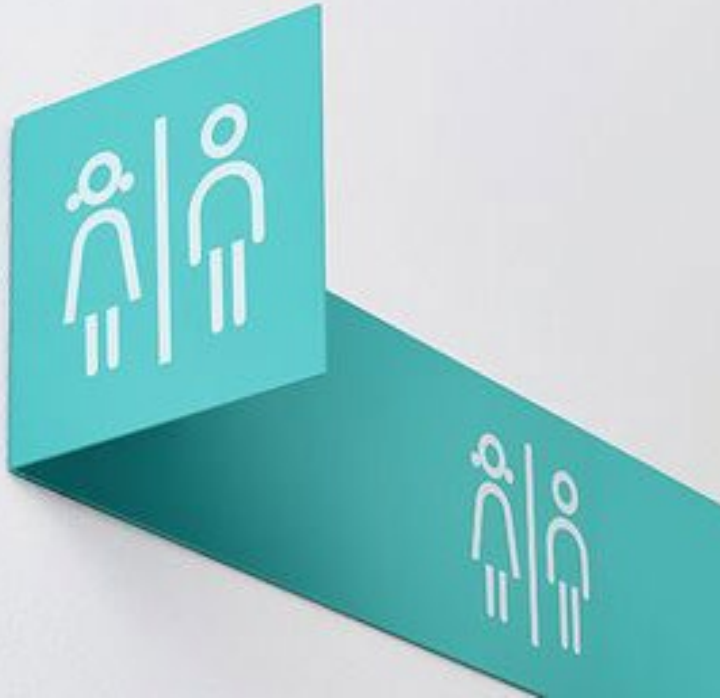




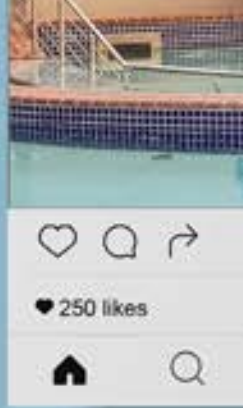
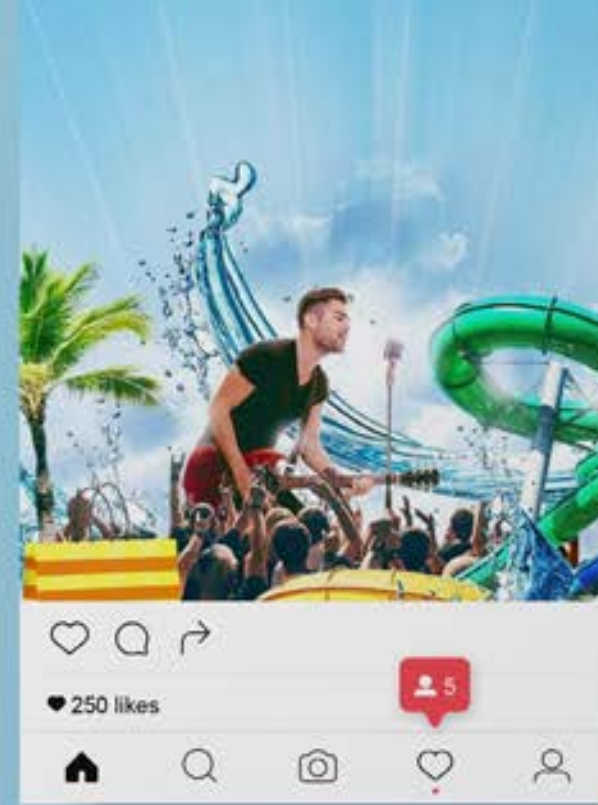


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HARTENBOS SEEFRONT







CASE STUDY 08

NO.3 SILO

V&A WATERFRONT



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NO.3 SILO V&A WATERFRONT



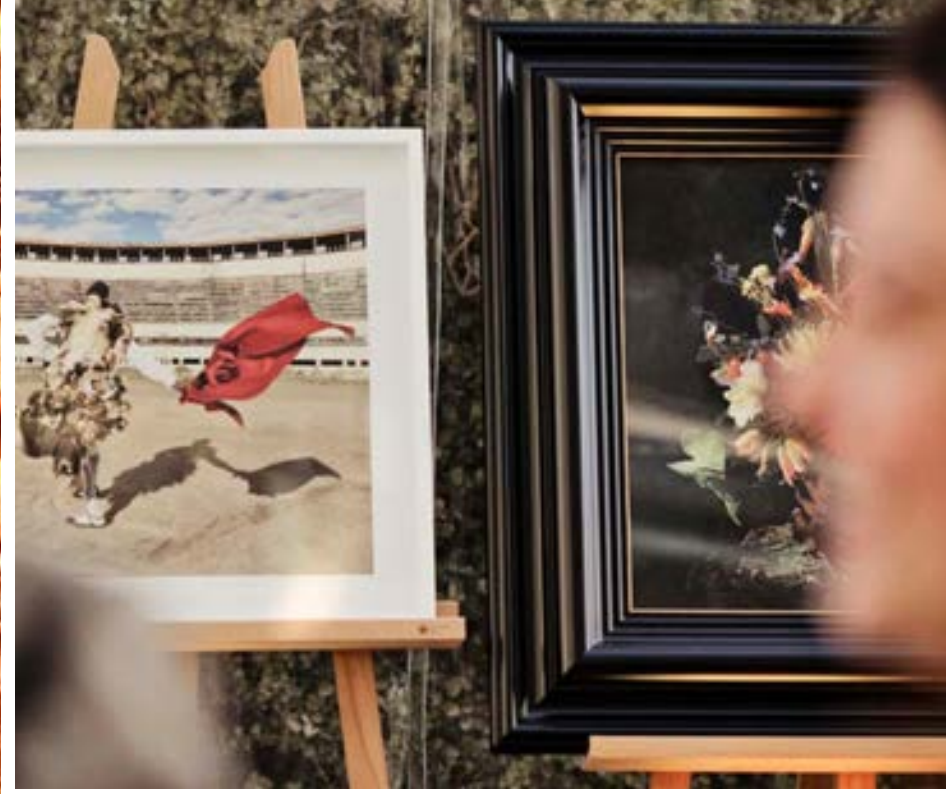
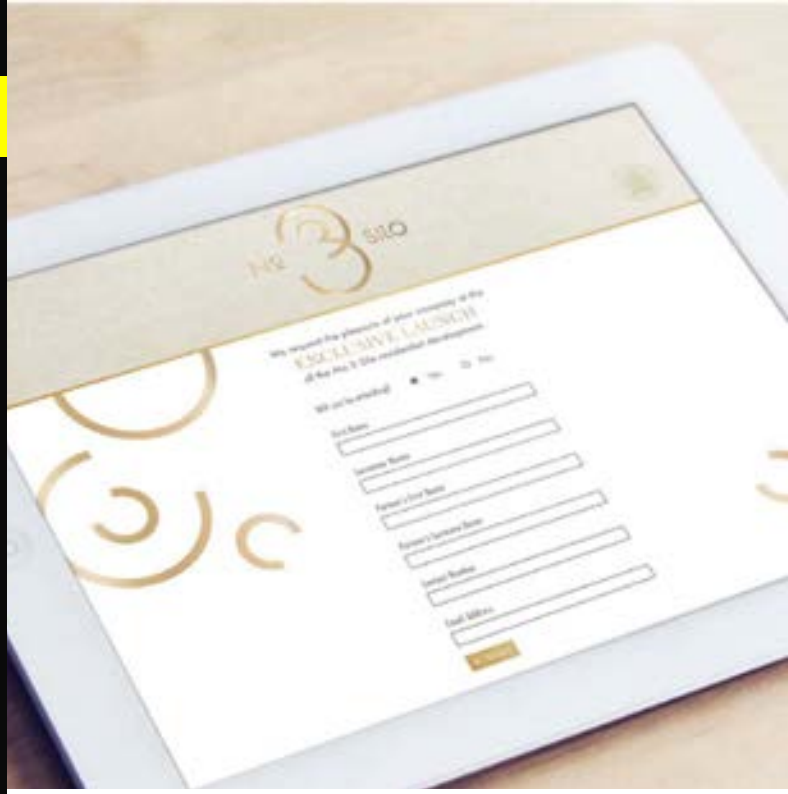
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NO.3 SILO V&A WATERFRONT



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NO.3 SILO V&A WATERFRONT



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NO.3 SILO V&A WATERFRONT





CASE STUDY 09

HARBOUR BAY

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HARBOUR BAY

CAPE POINT

SIMONSTOWN



HARBOUR BAY
VILLAGE



Harbour



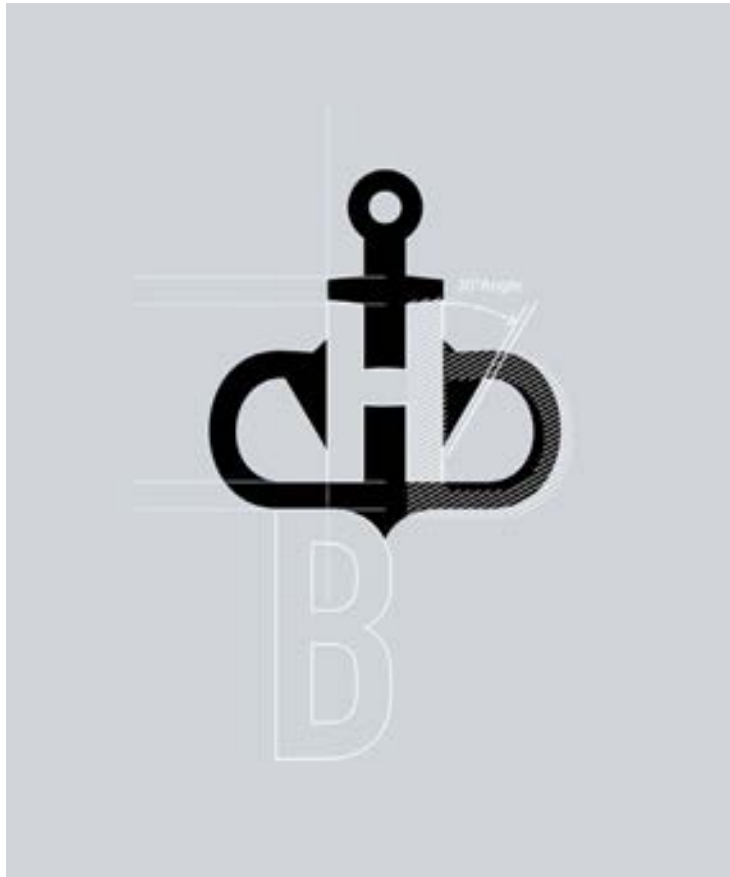
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HARBOUR BAY



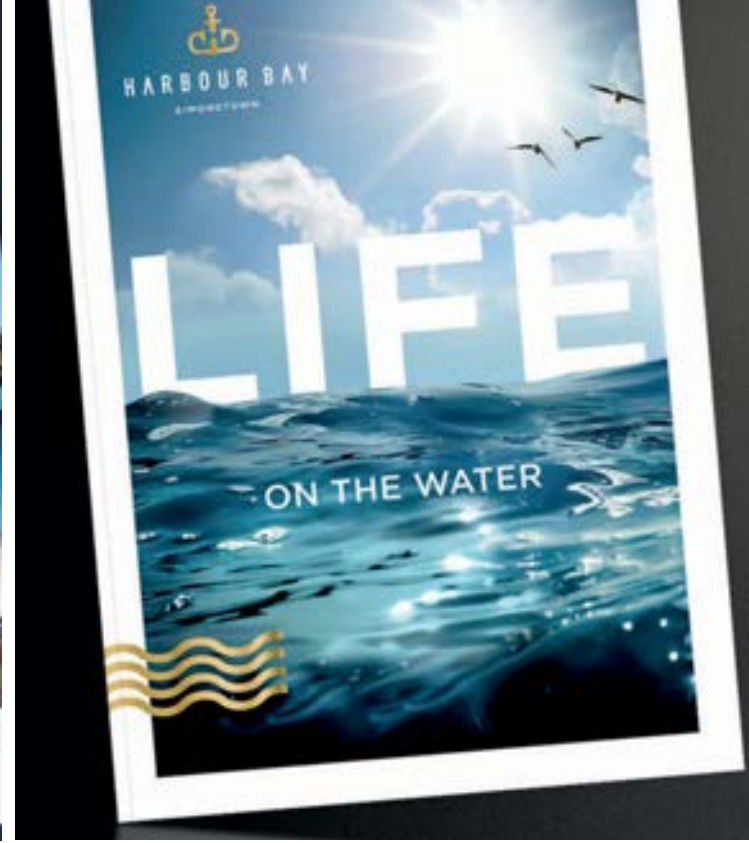
HARBOUR BAY

SIMONSTOWN



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HARBOUR BAY



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HARBOUR BAY



CASE STUDY 10

CSI

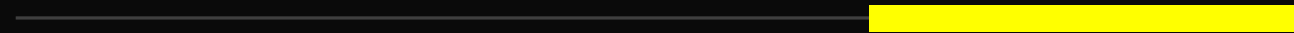


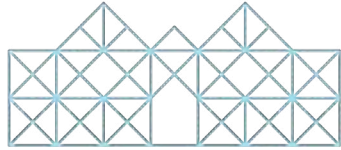
CSI

Step into our storytelling experience, where we meticulously craft the narrative of your corporate social impact. Using dynamic visuals and emotive narration, we immerse viewers in your journey of change. By capturing the intricate details of your work and highlighting the lives you've touched, every frame is curated to convey the depth of your story. Each scene invites viewers to witness firsthand the difference you're making, inspiring them to join your cause.



PROPERTY COLLATERAL





WYTHAM ESTATE

Wytham Estate is a spectacular lifestyle development for over 65s in the heart of the Upper Kenilworth, Cape Town with a selection of 49 Apartment-Style Units and 12 Mews-Style Homes, each with access to comprehensive Home-Based Care options, 24/7 manned security and an array of hospitality options.





49 Apartment-Style Units and 12 Mews-Style Homes, each with access to comprehensive Home-Based Care options, 4/7 manned security and an array of hospitality options.



Wytham Estate offers the essential things you need at the right time in your life.

WYTHAM ESTATE

Welcome to a spectacular lifestyle development for over 65s in the heart of the Upper Kenilworth, Cape Town.

Wytham Estate allows you to enjoy your retirement in an established and central neighbourhood that you and your family have grown to love.



WYTHAM ESTATE

The Best Move You'll Make.



Swindon Property

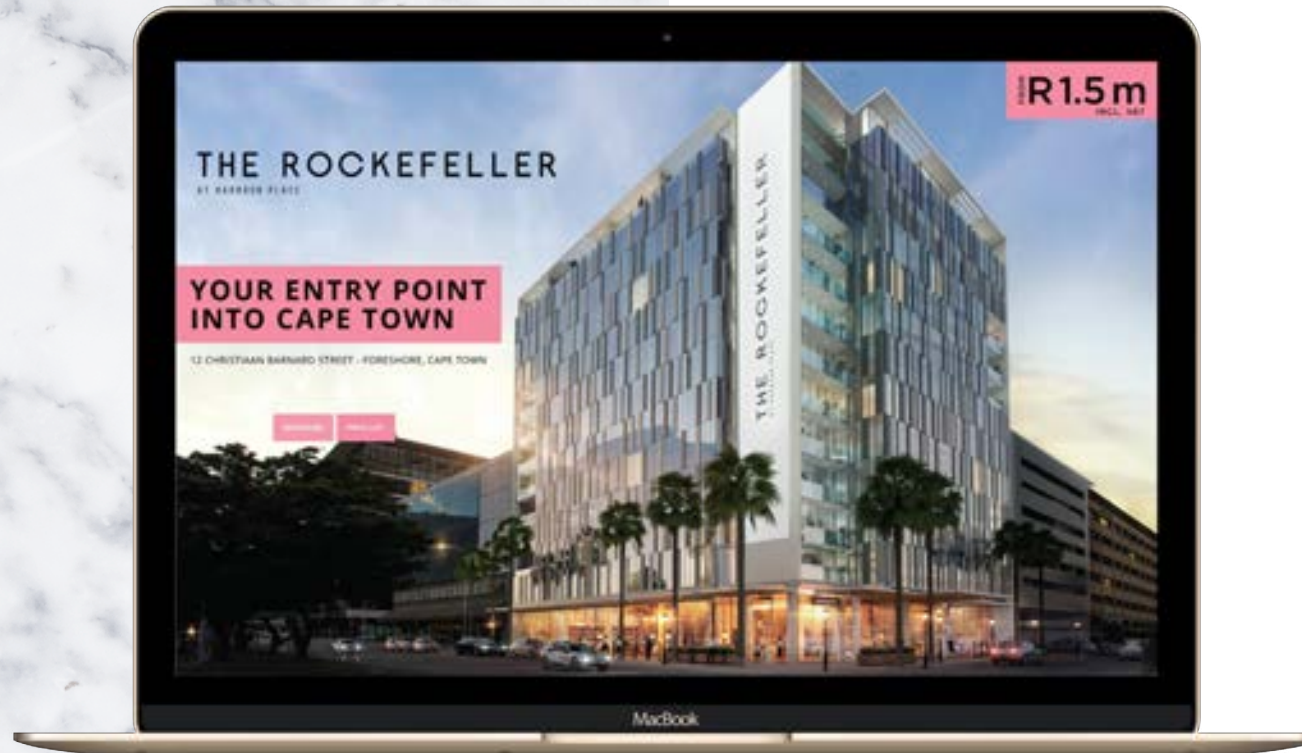






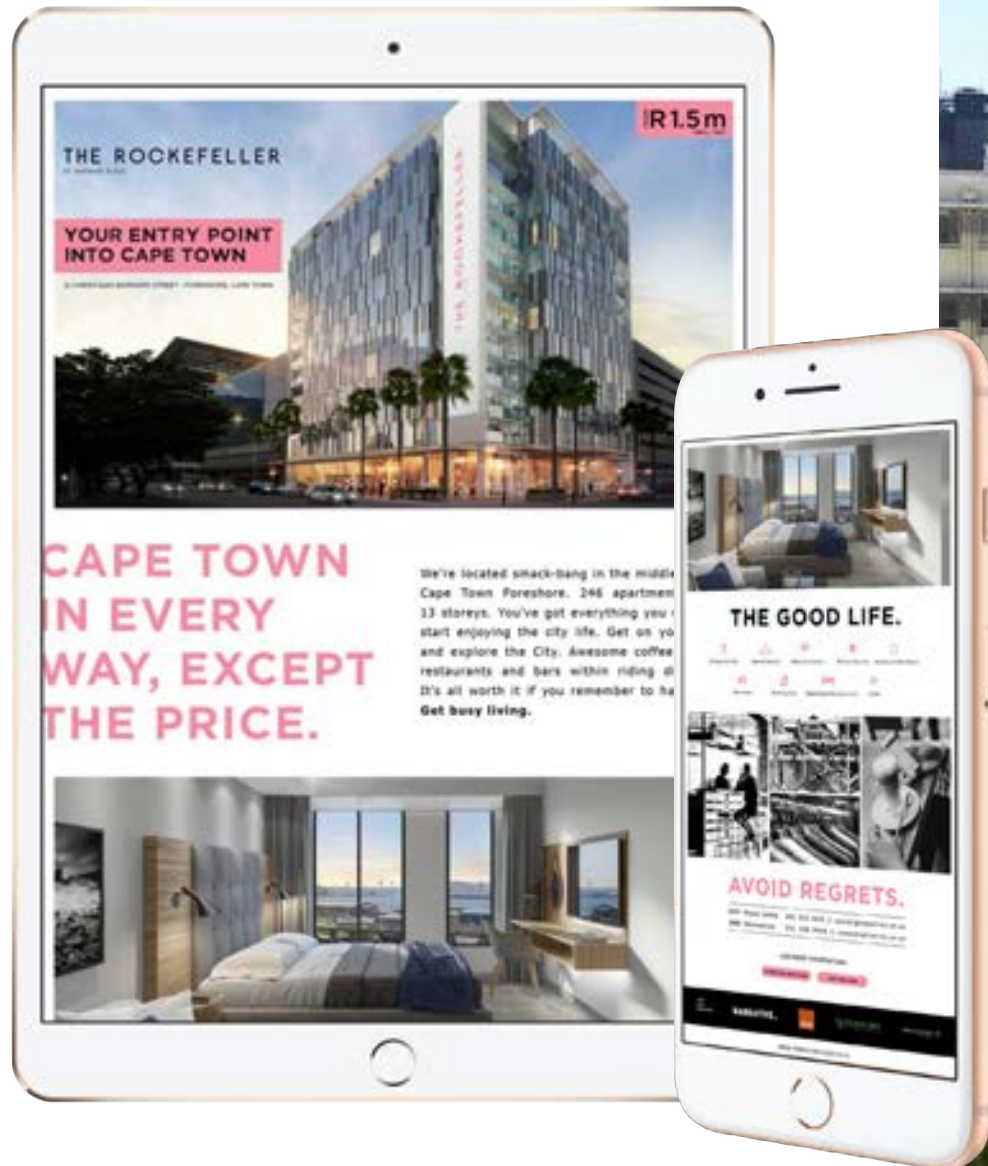
THE ROCKEFELLER

AT HARBOUR PLACE



Get on your bike and explore the City. Awesome coffee shops, restaurants and bars within riding distance. It's all worth it if you remember to have fun.

Next Level Living.



17
—
BELLWOOD

FRESNAYE, CAPE TOWN

WELCOME TO
LUXURY LIVING.

Fresnaye, one of Cape Town's most exclusive residential suburbs, is home to 17 Bellwood, a brand new, contemporary, luxury development, comprising of two, 3-bedroom-en-suite, duplex townhouses.

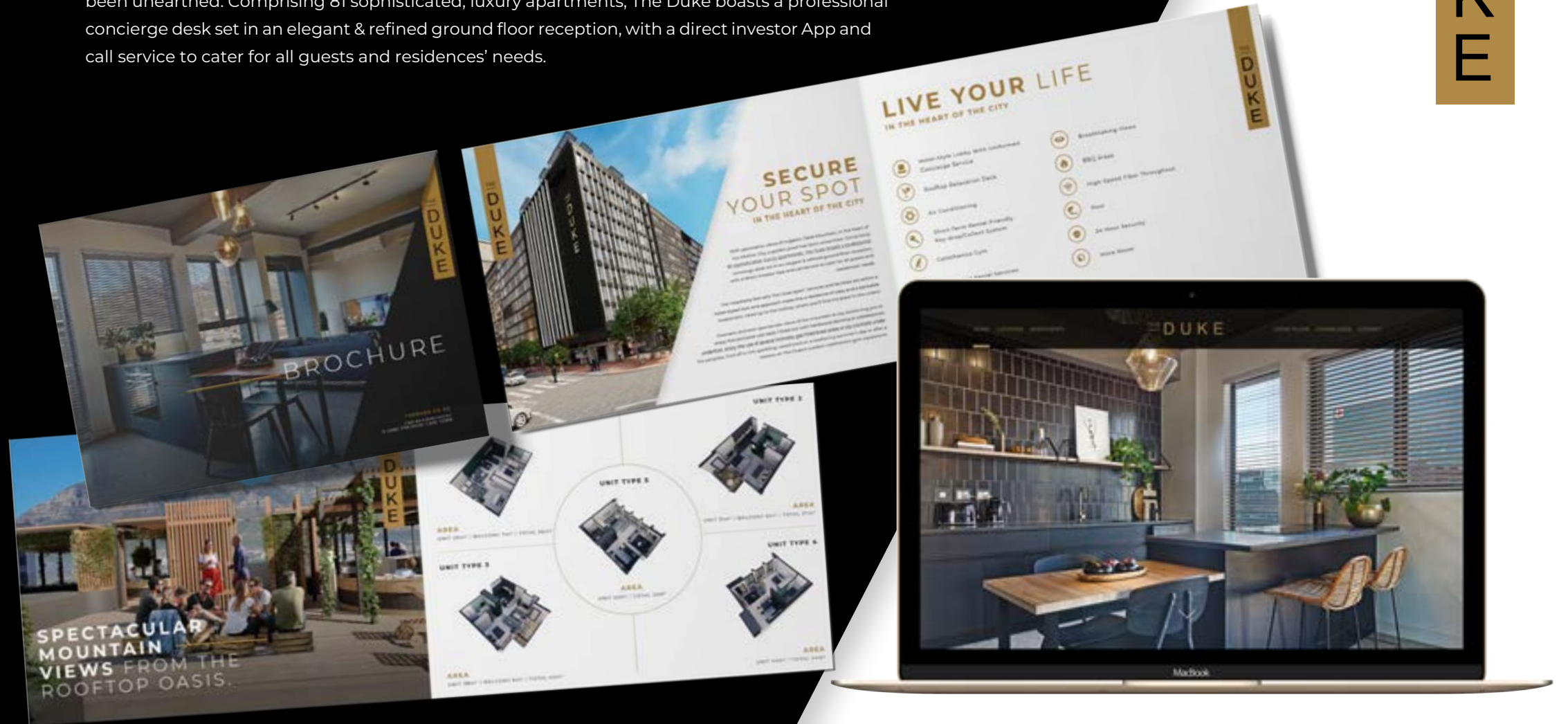




GOLDEN JEWEL

IN THE HEART OF THE CITY

With panoramic views of majestic Table Mountain, in the heart of the Mother City, a golden jewel has been unearthed. Comprising 81 sophisticated, luxury apartments, The Duke boasts a professional concierge desk set in an elegant & refined ground floor reception, with a direct investor App and call service to cater for all guests and residences' needs.





LEVEL ONE

UNIT NO.	TYPE	UNIT SQM	BALCONY SQM	STORAGE SQM	TOTAL SQM	SELLING PRICE
101	2 BED	59	7	2	68	R2 350 000,00
102	STUDIO	31	6	4	41	R1 290 000,00
103	STUDIO	38	6	4	48	R1 550 000,00
104	1 BED	44	0	3	47	R1 790 000,00
105	1 BED	55	0	3	58	R2 190 000,00
106	1 BED	62	0	3	65	R2 450 000,00
107	1 BED	55	0	3	58	R2 190 000,00
108	1 BED	57	0	2	59	R2 250 000,00
109	1 BED	46	0	5	51	R1 850 000,00

ACCURATE AS AT 31 JULY 2019

the harri

The Harri, situated in Cape Town's East City Precinct, is a charming Modernist Art Deco building that is home to 42 stunning studio apartments and 6 two-storey loft apartments, perfectly blended with thoughtfully designed co-working space, soulful co-living areas, and a string of modern amenities that make life all the easier for the global citizen.



the harri

COME STAY WITH US

WELCOME TO the harri

LIVE WORK PLAY

SHOW DAY

UNIQUE URBAN STAYS

LIVE WORK PLAY

STUDIOS

75% SOLD

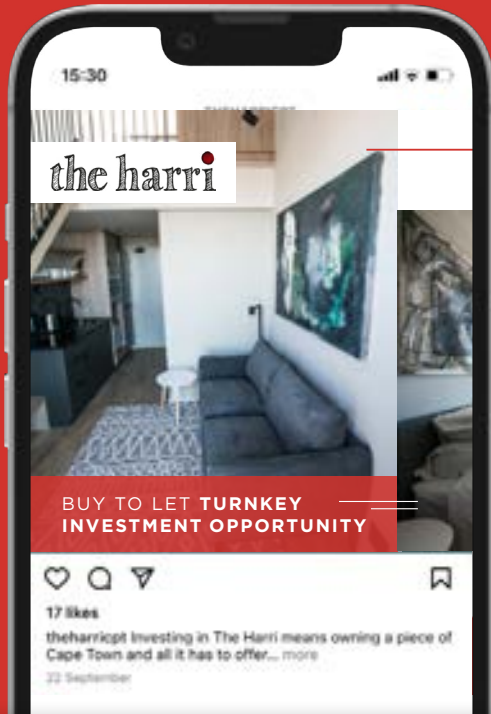
BUY-TO-LET INVESTMENT

HARRI CAPETOWN'S LATEST LIVING & CO-WORKING SPACE

ONLY R20K DEPOSIT TO SECURE 1 OF 48 LOFT OR STUDIO APARTMENTS

CONTACT US NOW

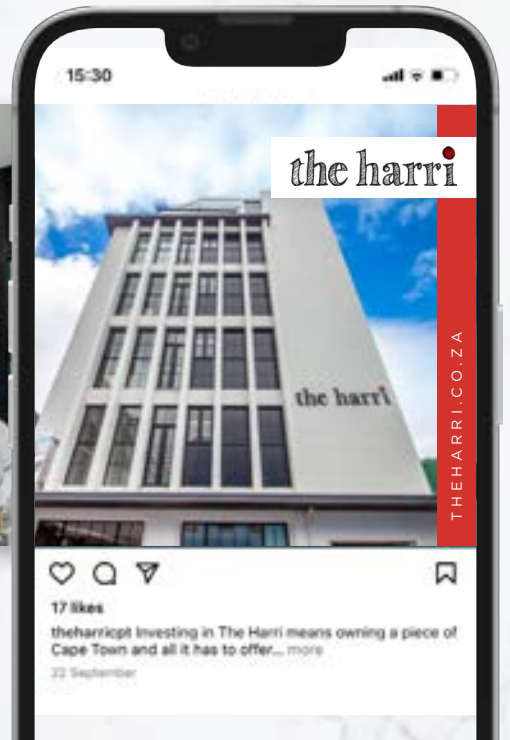
CALL US ON 021 826 8796



BUILDING SERVICED FOR SHORT TERM RENTAL



- Co-Working Space
- Concierge
- 24-Hour Security
- Security Cameras
- Housekeeping



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ISABELLA SEA POINT

isabella

Who Is Isabella?

021 417 4300

isabella.capetown





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- Logo 01
- Clear Space 02
- Corporate Signature 03
- Use of Colour 04
- Iconography 05
- Colour Palette 06
- Typography 07
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- Email Signature 09



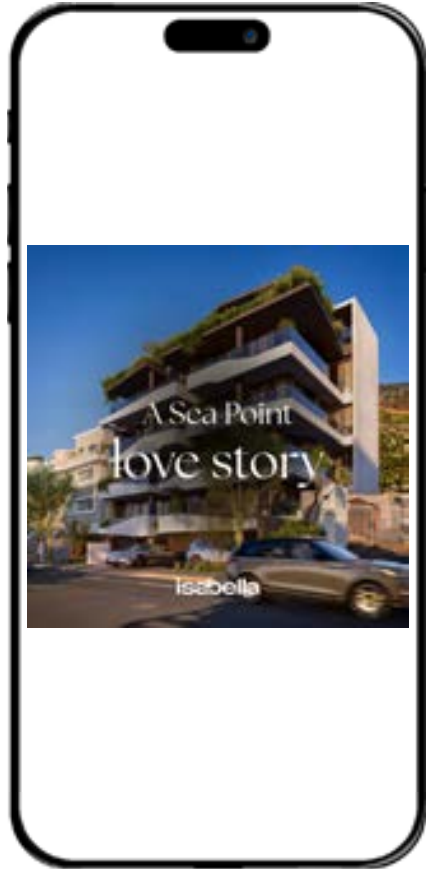
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ISABELLA SEA POINT



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ISABELLA SEA POINT



isabella



Isabella fell in love with Sea Point.

Aquora and Spolton are proud to introduce the love story that is Isabella, a brand new, sophisticated, elegant, residential development for those in search of an old and contemporary living on the Atlantic Seaboard.



This modern and contemporary premium development on High Level Road in Sea Point features 16 units, including 1, 2, and 3-bedroom options, a garden unit, a duplex, and a single penthouse, embodying Aquora's proven track record in property development.

Just as Isabella fell in love with Sea Point, you will find yourself falling in love with her, as you enjoy the captivating sunsets from your balcony, while the glow of the setting sun infuses your apartment with a golden warmth.

Don't miss out on the Isabella experience, the composition of a timeless romance in an exquisite setting.

[DISCOVER MORE](#)

isabella

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 www.isabella.co.za
 22 High Level Road, Sea Point, Cape Town



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THANK
YOU.

