



Craft & Slate
creative agency

2024/25



Masters of Brand Storytelling

We are premium creative agency, architects of transformation and masters of brand storytelling. We specialise in brand development, strategy, design, and marketing.

Our Mission

Our mission is to deliver premium creative solutions that produce measurable brand success.

Our Vision

To be the leading creative agency, renowned for transforming brands into iconic leaders through powerful storytelling and accessible, impactful creative solutions.

OUR STORY

Craft & Slate was born from a fusion of creativity, heritage, and an unwavering vision to make premium branding accessible to all.

Headquartered in the UK, the agency reflects the shared ambition of its South African founders, who were inspired by the values and culture of the world's most renowned agencies.

The idea behind Craft & Slate was to create an agency that could rival those with decades of legacy while remaining approachable, accessible, and attuned to the needs of its clients. By blending artistic brilliance with strategic precision and fostering a culture of integrity, the founders sought to redefine what it means to deliver world-class creative services.

Craft & Slate isn't just about crafting campaigns; it's about forging meaningful connections, listening deeply, and delivering solutions that inspire and achieve tangible results. With an unwavering commitment to accessibility, whether through affordability, reach, or genuine partnerships, we ensure that exceptional creativity is available to everyone.



What We Do

As a trusted creative partner, we redefine how businesses approach branding, strategy, and marketing. From the inception of a brand concept to its meticulous execution, every service we offer is carefully designed to deliver measurable and lasting success.

Creative Excellence

Branding & Positioning, Graphic Design

Digital Impact

Website Creation, Social Media, SEO

Strategic Brilliance

Digital Strategy, Marketing, Content Strategy,
Copywriting, Email Marketing
Analytics

Creative Intelligence

Market Research, Public Relations (PR)



our people

Our people are the heart of everything we do. They are not just experts in their fields they are visionaries, driven by a shared passion for excellence and a commitment to creating impactful, world-class results. Each member of our team brings a unique perspective, honed by experience and a relentless pursuit of innovation.

Our team is built on a foundation of diversity, collaboration, and integrity. We handpick individuals who combine creative brilliance with strategic insight, ensuring that every project is delivered with meticulous attention to detail and exceptional quality.

Each project is led by individuals who understand the power of storytelling, the importance of results, and the value of building long-term relationships.

ESG

Our commitment goes beyond creative excellence; we strive to make a lasting, positive impact on the world.

We are dedicated to fostering a culture of responsibility in everything we do, from the brands we build to the way we operate. Our projects not only support the growth of businesses but also contribute to the empowerment of communities, ensuring that the benefits of our work are shared equitably.

We are committed to advancing the green agenda by reducing our environmental footprint, supporting sustainable businesses, and aligning with global efforts to create a more sustainable future. Our approach to **ESG** is driven by integrity and an unwavering belief that true progress is achieved when innovation, social responsibility, and environmental stewardship work together harmoniously.

Brand Masterpieces

Farringdon Advisory

Patrick Faure Artist

Apex Shark Expeditions

Mama Rachel

Harambee Foundation

N Ngcobo Law

Kijiji Afrika

Lifelong Learning Platform

Eri Luxor Hotels

You Angel Foundation

Montepolino

ISMA

Shaindy Salzberg

Metsimaholo Municipality

Contact us

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