



DL[®]AUDIO AND [VISUAL ARTS]

**“TO BE A C.E.O
IS NOT AN OPPORTUNITY,
YOU WORK HARD.”**

- Patrick Shai, Television Personality



company
PROFILE 2021

DLFAMILY | COMPANY PROFILE



[HTTP://WWW.DLFAMILY.CO.ZA](http://www.dlfamily.co.za)



BRANDING &
CORPORATE IDENTITY

See how your brand truly
stands to rise, to communicate
who you are

VIDEO/PHOTOGRAPHY



Blackmagic Cinema Camera: Can It Run with the Big Boys?

We Create and Build
Amazing Websites

get online, get found, we get it done!



FREE DELIVERY
ON SELECTED ITEMS

APPAREL IS AVAILABLE AT SELECTED RETAIL STORES



CONTENTS

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The corporation is divided into 2 parts
The Audio Side & Visual Side.
This particular profile focuses on the Visual Arts Department

03 Meaning of Digital Life

Radically thinking of the Human Computer
Interactive Experience
Critical and creative thinking of artists, architects, painters.

05 Corporate Identity

A distinctive and a relevant brand is a critical component for success
We develop powerful tools that represents you as a brand

12 Ghetto-Life: The Movie

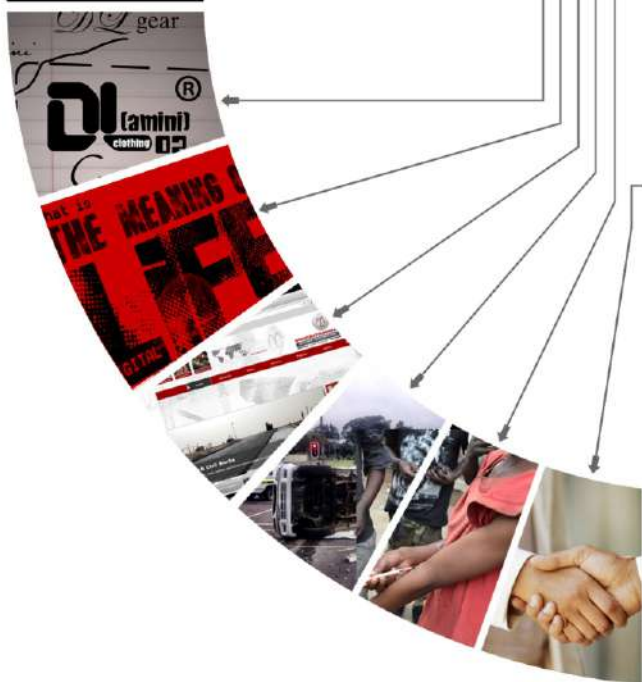
4 College Drop-outs rob a bank for life survival
Here is a thriller that's curiously reluctant to get to the pay-off, through a bank robbery method

13 CSI: Nyaope

Illegal drugs with an impact on our economic & social development
The proposal drug-free project aims to prevent Nyaope drug abuse among youth in Mzansi

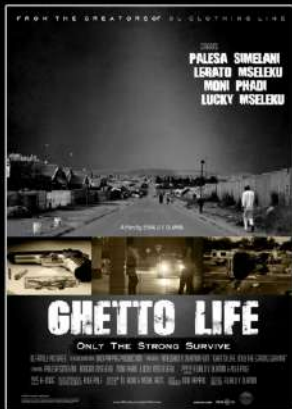
17 Clientele Database

Testimonials from a potential client
"I recently received a copy of your catalog. I'm very impressed with the product line and information"



CONTACT US

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FILM CREW

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ADVERT/PROMOTION DEPT

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COSTUME DESIGNER

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ORIGINAL SCORE & MUSIC

Thami Rabotapi
Courtesy of DLFAMILY Records

LINE PRODUCER

Pule Pule
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PREVIOUS FUNDERS



words from

DLFAMILY has a unique artistic background that is endorsed by their business/creative skills. For this reason, most firms come solely from creative backgrounds to meet their client's minimum corporate requirements. In order to guarantee this we analyze the sustainability profile of our services from the briefing session of the creative art, through the designing session [with the client's approval] and the application of their final corporate product/s.

THE DIRECTOR OF DLFAMILY



Ewald V. Dlamini

tell me a story [about us]



WE'RE FAMILY!

DL Audio & Visual Arts [a.k.a DLFAMILY] is a Gauteng, South based media design & visual communications firm. The firm has a clothing line and football division respectively. [Refer to page 4-12]

DLFAMILY has strategic alliances with Music Records and the Entertainment Group/s. These alliances are valuable to our Family because they provide the needed exposure for our clothing line and the association of its products with celebrities.

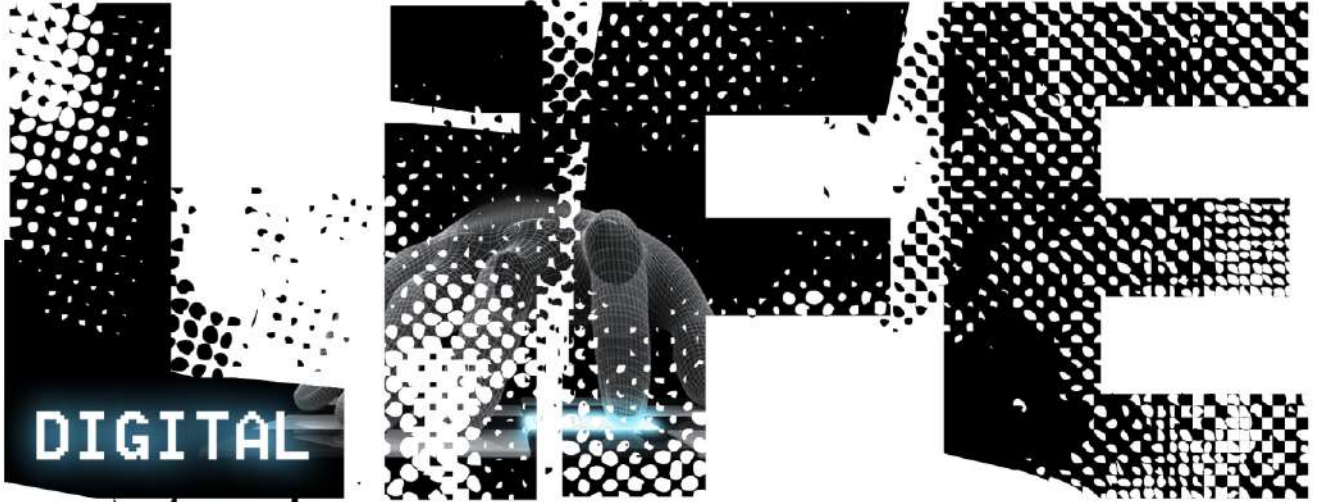
Celebrities are valuable assets because they receive free clothing for interviews, concerts, and music videos.

EST. SINCE

OCT 2002

What is

THE MEANING OF



We advocate multi-disciplinary thinking in our everyday life. The ability for us to think like an architect, typographer, painter

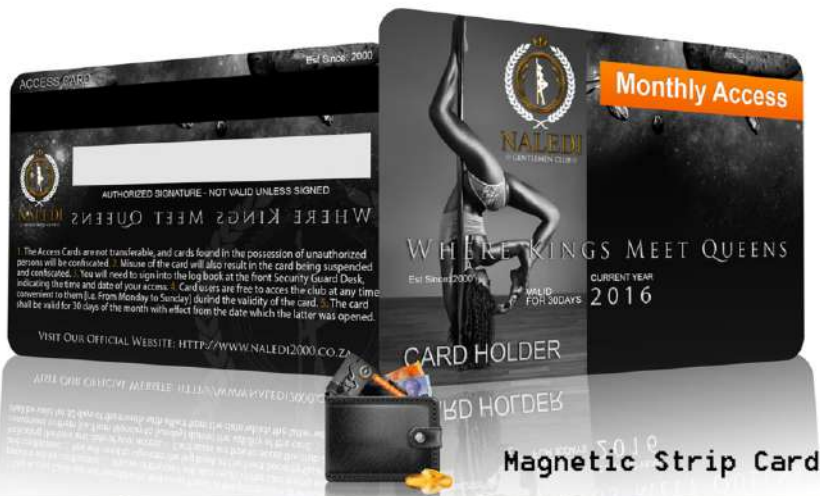
business owner; helps us innovate solutions that will work best for our clients. We believe in economical use of space, resources and long-term financial life for business and it's identity.

The most influential artists believed in **GREAT DESIGN** so should our **CLIENTS**



Go ahead, make my day!

summary of services



Our team of graphic designers provide a wide variety of marketing materials, from business cards and brochures to annual reports, books and magazines. We strive to deliver beautifully crafted ideas that clearly communicate your message to potential clients and partners in sales meetings, face-to-face encounters and direct mailings (postcards, newsletters, brochures, catalogues, flyers and more).



DLFAMILY has been delivering cutting edge production and post-production services since 2008. Our video specialists are known for their creative originality, combined with an outstanding client-focused proposition. We offer innovative, creative video production services, including Corporate Videos, Animations and Event Videos.



- CORPORATE BRANDING
- PRINTING/PACKAGING
- VIDEO PRODUCTION & PHOTOGRAPHY
- TV SHOWS/ PROPOSALS
- DIGITAL LIFE CLOTHING
- FC: DLFAMILY
- GHETTO-LIFE: THE MOVIE
- CORPORATE SOCIAL INVESTMENT

Est. Since 2002 +27[0]79 741 1256
info@dlfamily.co.za

Client Project Brief:

- Graphic & Logo Design
- Website Development
- Corporate Branding [Calendar, Business Cards etc]
- Car & Heavy Duty Vehicle Branding
- Corporate DVD [i.e. Camera Work, Editing, Sound etc]>>>
- Internal Company Newsletter
- Tender Document Packaging
- Corporate Wear [i.e. with Embroidery etc]
- Corporate Gifts
- Signage [i.e. Construction Site Signage, Road Signs etc]



Reference:

Contact Person: Tshepo Mokoena
Mobile: 083 697 2385
Email: tshepo@cilogoprojects.co.za



Website + Site Video/Photography



Corporate Vehicle Branding



Calendar/Newsletter Design

Software used for the Project:

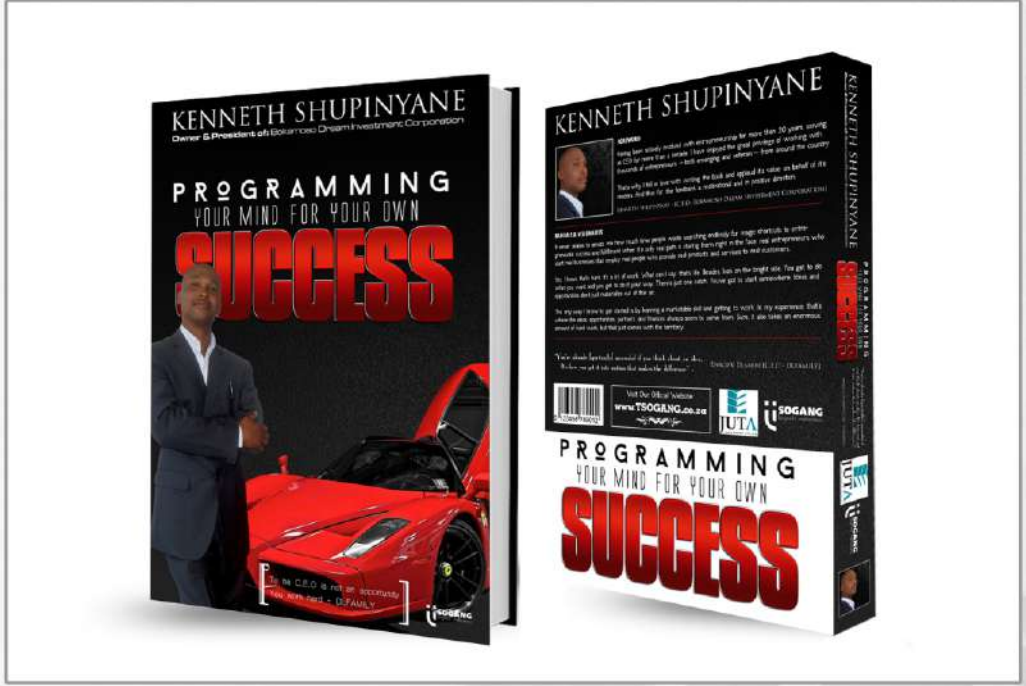


Client Project Brief:

- Graphic & Logo Design
- Cover Photoshoot + Book Cover Design
- Corporate Branding [Roll Up Banner, Business Cards etc]
- Digital Presentation [Online Profile]
- Website Development
- Corporate DVD [i.e. Camera Work, Editing, Sound etc]
- Print [of Book Samples]



Reference:
Contact Person: Kenneth Shupinyane
Mobile: 063 343 7546
Email: kenneth.shupinyane@gmail.com



Rooted Hearts Ministry Sleeve Design



Label Wrap [Karma Water]



Corporate Identity Package

Software used for the Project: 





- CORPORATE BRANDING
- PRINTING/PACKAGING
- VIDEO PRODUCTION & PHOTOGRAPHY
- TV SHOW(S) PROPOSALS
- DIGITAL LIFE CLOTHING
- FC: DLFAMILY
- GHETTO-LIFE: THE MOVIE
- CORPORATE SOCIAL INVESTMENT

Est. Since 2002 +27[0]79 741 1256
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Client Project Brief:

- Graphic & Logo Design
- Cover Photoshoot + Sleeve Design
- Video Shoot + Post Production
- Photography
- Print [of Photos]



soft-copy version via our website

Reference:

Contact Person: Pastor David Ndlovu
Mobile: 073 100 1576
Email: ndlovudave@yahoo.com



Launch of Ministry: Sleeve Design



The Durban Experience 2016



Gala Dinner Event 2017

Software used for the Project:



Wedding

YOU MAY KISS THE BRIDE MAGAZINE

- CORPORATE BRANDING
- PRINTING/PACKAGING
- VIDEO PRODUCTION & PHOTOGRAPHY
- TV SHOWS/ PROPOSALS
- DIGITAL LIFE CLOTHING
- FC: DLFAMILY
- GHETTO-LIFE: THE MOVIE
- CORPORATE SOCIAL INVESTMENT

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info@dlfamily.co.za

Client Project Brief:

- Graphic & Logo Design [for Cele Family]
- Cover Photoshoot
- Wedding Invitation Card
- Wedding Magazine
- Baloon Branding
- Video Shoot + Post Production DVD [i.e. Editing, Sound etc]
- Print [of +100 Photos]

 [DOWNLOAD COMPANY PROFILE](#) *soft-copy version via our website*

Reference:
Contact Person: Pastor David Ndlou
Mobile: 073 100 1576
Email: ndlovudave@yahoo.com



Benjamin/Rose Radebe Wedding



Mlungisi/Claudia Cele Wedding



Lucas/Pontso Mazibuko Wedding

Software used for the Project:       

Never hate your enemies
It affects your judgement!
Anonymous

Project Brief:

- Graphic & Logo Design
- Cover Photoshoot
- Corporate Branding [Letterheads, Business Cards etc]
- Digital Presentation [Offline Profile]
- Website Development
- Corporate DVD [i.e. Camera Work, Editing, Sound etc]
- Print [of Presentation Brochures, Pamphlets etc]
- TV Show Proposal/s [Star Lounge, Lungisa]
- Feature Film Funding Proposal [Nyaope Movie]



soft-copy version via our website

Reference:

Contact Person: Nana Moloi
Mobile: 011 714 9111
Fax: 011 714 6232
Web: www.sabc1.co.za



SABC 1 Reality Show Proposal
Lungisa: A Garzol Studios Production



SABC 1 Reality Show Proposal
Nyaope: A Zondwa Films Production



Camera Work & Lighting of:
Tiger Boyz vs Boipatong Legends

Software used for the Project:





- CORPORATE BRANDING
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Tell me a Story:

Originally, DL was a T-Shirt printing focused before their additional Multi-Media Design services, and was one of the first companies in Sedibeng to recognise the potential of "Next Generation" Urban LifeStyle, combining attractive designs and entertainment related apparel with powerful marketing strategies.

DLFAMILY Clothing was founded back in the early 00's by Ewald V. Dlamini who started the brand with a tin of spray paint and 7 t-shirts. From there, the label was born and we have never looked back.

Since 2002, we've never stood still. In fact, with offices now in Vanderbijlpark [South of Jo'burg], we just seem to keep growing and growing! A BIG shout-out goes to our potential clients & urban customers"

Reference:

Contact Person: Ewald V. Dlamini
Contact Person: Pule Pule
Mobile: 079 741 1256 / 083 714 8213
Email: info@dlfamily.co.za



11 May 2011: DLFAMILY Fashion Show hosted in Bophelong, Soth of Johannesburg.

Software used for the Project:

First they ask you,
why you're doing it?
Then they ask
how you did it?
Anonymous



- CORPORATE BRANDING
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info@dlfamily.co.za

Fact File:

Full Name: Futbol Club: DLFAMILY
Nick Name: Salute La Familia
Founded: 27 Oct 2016
Ground: N/A
Chairman: Ewald V. Dlamini
Manager: Bennet Chenene
Head Coach: Sechaba Joseph Mofokeng
League: ELFA [Emfuleni League]
Jersey Colour/s: All Red [Home], All White [Away]
Club Slogan: Changing The Game
Kit Manufacturer: Puma, Germany



Reference:

Contact Person: Ewald V. Dlamini
 Contact Person: Pule Pule
 Mobile: 067 14 707 13
 Email: futbol@dlfamily.co.za



Fire-Ball



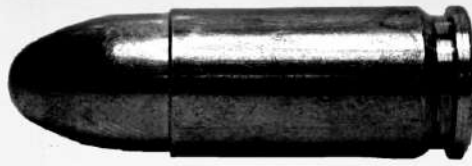
Head Coach Here



Fire-Ball

Software used for the Project:

DLFAMILY is NOT a company,
 It is a Movement!!
 Bennet Chenene



CORPORATE BRANDING	PRINTING/PACKAGING	VIDEO PRODUCTION & PHOTOGRAPHY	TV SHOWS/ PROPOSALS	DIGITAL LIFE CLOTHING	FC: DLFAMILY	GHETTO-LIFE: THE MOVIE	CORPORATE SOCIAL INVESTMENT
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Ghetto-Life: Only The Strong Survive

Genre: Action/Comedy
Target Audience: Young Adults [-35yrs]
PG Rate: 16 [SNVL]
Turning Points: x2
SoundTrack: Available on DLFAMILY Records

Log-Line:
 A middle-aged college drop-out and his old school friends rob and attack cash guard vehicles to escape their low-life and dis-advantageous background.

 [DOWNLOAD COMPANY PROFILE](#) *soft-copy version via our website*

Reference:
 Contact Person: Ewald V. Dlamini
 Contact Person: Pule Pule
 Mobile: 079 741 1256 / 083 714 8213
 Email: info@dlfamily.co.za



Cocaine Drug



Cash-Heist Scene



Targeted Cash

Software used for the Project:     

My attitude
is based on
how you treat me!

Anonymous

Killer Ads



“

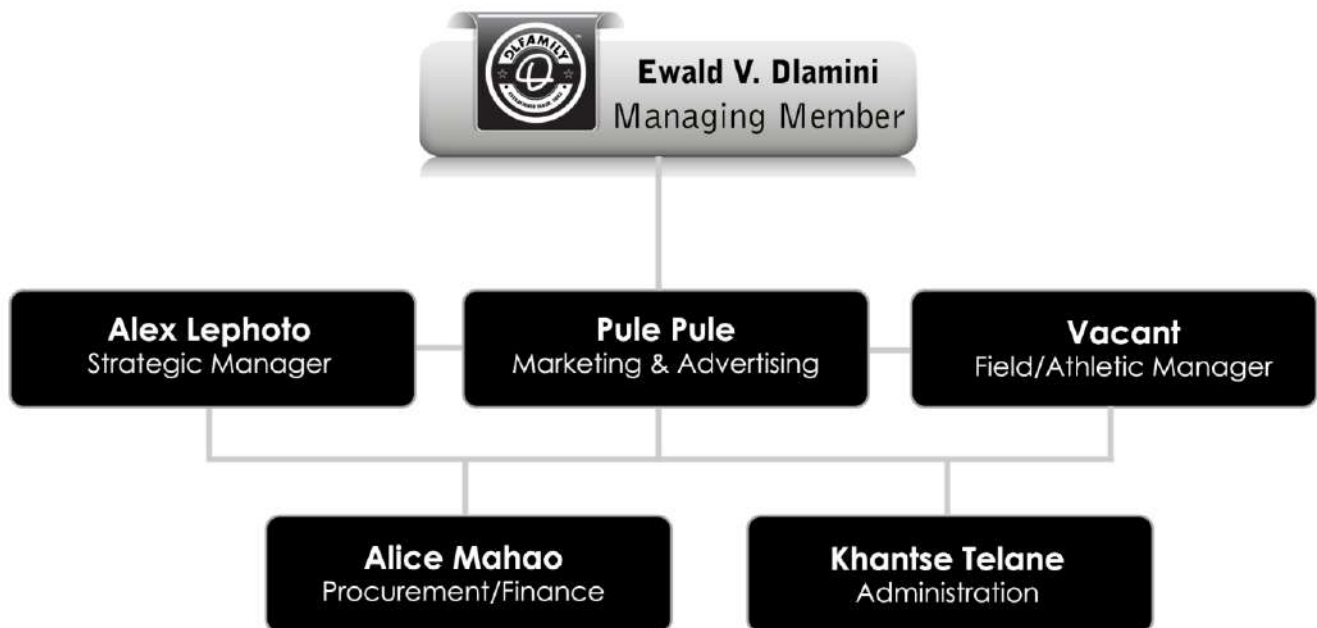
A

print ad conveys professionalism. Most magazines and newspapers aren't free, so the ads that appear in print publications convey the importance of our client's products and services. Web ads don't usually offer the same "respect" factor.

However, with more and more **1. Newspaper Ads** and **2. Magazine Ads** moving to an online format, one of the biggest misconceptions about the printed ad is that it's no longer relevant. This view discounts the fact that an integrated marketing strategy is the best approach to marketing success, and ignores the many ways a print ad can be more effective today than it was before the digital age.

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company structure



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U

sing an organogram — which is a graphic representation of our organization’s structure, we’re be able to define tasks, determine information flow within the organization, and ensure accountability for achieving organizational goals and objectives. Organizations may differ in other ways that affect their structure. For example, our organizations have paying members or extremely active volunteers. The same individuals may expect seats on the Board of Directors, special meetings, or other activities to address their concerns and sustain their support.

”

compliance/legal status



Corporation Reg



Revenue Compliant



National Treasury



BBB-EE Compliant



Bookkeepers/Accountants



Legal Advisors



Bankers



Member of PSA

“



ur close corporation enables smaller undertakings to acquire corporate status with a legal personality distinct from our members as well as providing limited liability and perpetual succession. We also abide with the Act that is designed to fulfil three basic criterias, namely: **1. simplicity, 2. lexibility, and 3. The ability of our members to participate in the management and control of the business.**

”

clientele database



We've been doing business with you for over 5 years. You're always been very professional; provide excellent products, lowest prices, and prompt service. Keep up the good media work.

-David Ndlovu: Rooted Heart Ministries

We requested corporate identity and have always been very pleased with the product selection and service that you offer. We really appreciate the fast response to any questions we have. DLFAMILY is reliable and easy to work with.

-Paul Mohlokoane: Burlesque City

Your extremely qualified and friendly sales team ensures that we are always provided with excellent service and product offerings, which makes your company to be outstanding in today's media market.

-Ezekiel Muavha: Boitumelo Pharmacy

I've been a very happy DLFAMILY client for several years now. Your company has done a great job supplying us with materials for all of our corporate identity needs, including a Presentation DVD for marketing purposes.

-Phumudzo Magodi: Munei Consulting



“

Feel free to contact us for more information on our services. Give us a call on below-mentioned contacts or email us, and we will get back to you as soon as possible.

”

DL Audio & Visual Arts
t/a DLFAMILY

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Olifants River Street, SE 4, Vanderbijlpark

Web: dlfamily.co.za | **Email:** ewald@dlfamily.co.za



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I LOVE - IFAMILY
MULTI-PURPOSE
CORPORATION

www.dlfamily.co.za