SmallBigBang
Capabilities

A brand design studio for the impatient.

together@smallbigbang.com · +27 79 890 3730 · smallbigbang.com

Who We Are

SmallBigBang is an independent creative studio built at the intersection of brand, design, digital experience and technology. We engineer ideas from the big picture to the smallest detail — creating brands, identities, experiences and systems designed to work in the real world, not just look good in a presentation.

The smallest decision can change the biggest idea.

Terence Raft

Founder & Chief Creative Officer

My experience spans global brands, agencies, startups and entrepreneurial ventures across Africa, the US, UK, Europe and the Middle East. I've built brands from the ground up, led multidisciplinary teams, developed creative departments and worked hands-on across strategy, identity, campaigns, UX/UI, digital products and creative systems.

I bring high-level creative thinking with hands-on design discipline—the ability to establish the idea, engineer the system and sweat the details that make it work.

Think big. Build intelligently. Sweat the details.

Adaptive Brand Design™

Adaptive Brand Design™ isn't another service we offer. It's the way we think about brands.

It's a methodology I've developed from more than 20 years of working across brand, digital, technology and creative direction. It starts with a simple belief: a brand shouldn't be designed to behave the same everywhere. It should be designed to remain recognisable while having the freedom to adapt to different audiences, platforms, environments and moments.

The result is a brand system with a strong core, but no unnecessary rigidity. One that can evolve, respond and express itself differently without losing what makes it unmistakably itself.

One brand. Multiple expressions. No loss of identity.

What We Do

Adaptive Brand Design

A brand that knows when to hold its shape — and when to break it.

Brand Origination

We create brands from the ground up — engineering the idea, from the name to the positioning, personality and foundations.

Brand Strategy

Finding the one idea with enough force to move the whole brand.

Brand System Design

Make complexity make sense — without making it boring.

Brand Identity Design

Strategy turned into identity systems people recognise, remember and connect with.

Digital Design

Interfaces that make complicated things feel beautifully obvious.

Packaging Design

Designed to be picked up, remembered, and impossible to mistake for anything else.

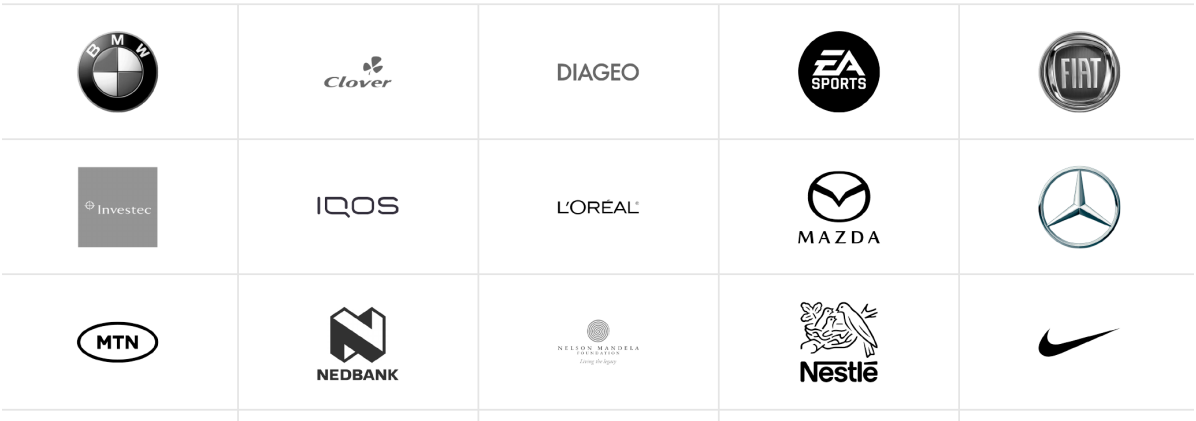
Motion & Sound Design

Make it move. Make it sound. Make it stick.

Physical Environments

Turn your brand into something people can walk into.

Who We Do It For



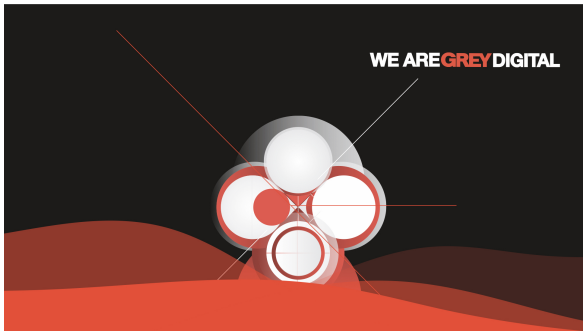
Selected Projects



Brij Technologies Inc.



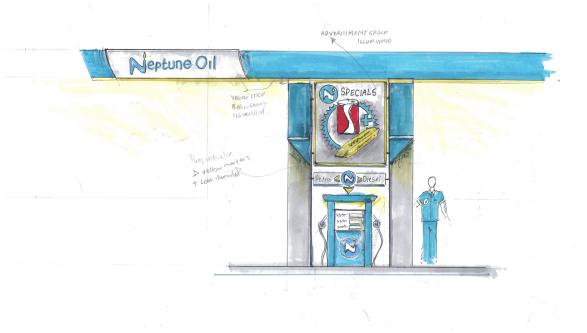
Mazda South Africa



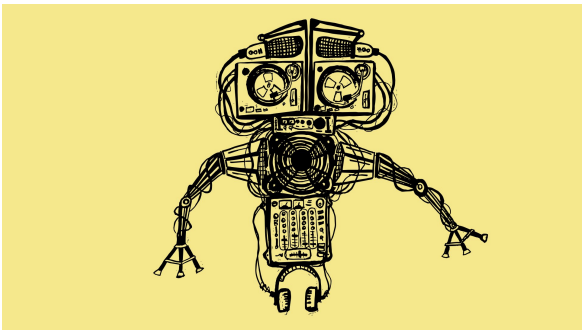
Grey Advertising



Yakeva



Neptune Oil



Absurd Recordings

To view all our visit

www.smallbigbang.com

Let's lite that fuse.

You don't need another agency.
You need someone obsessed with making the idea work.
Small things. Done properly. Create a big bang.

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