



**FRACTIS
STUDIOS**

Your creative
growth partner

STRATEGY

DESIGN

CODING

MARKETING

Built for businesses
and creators who
are ready to
**build something
worth building.**

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🌐 www.fractisstudios.com

📷 [@fractis_studios](https://www.instagram.com/fractis_studios)

Based in Pretoria, South Africa. Working Worldwide.

A CREATIVE SANCTUARY.

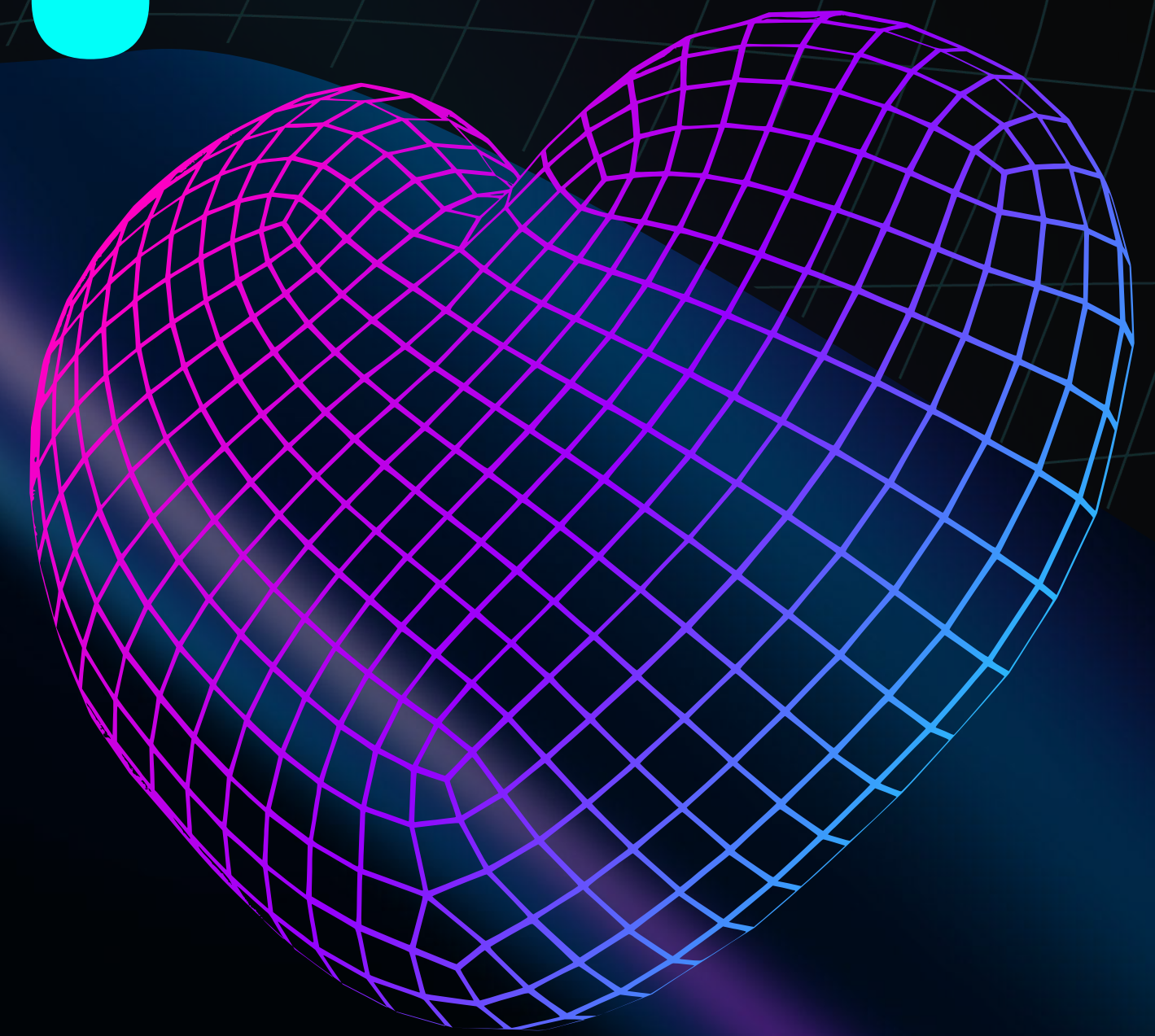
Not an agency. A studio.

Fractis is a **multidisciplinary creative studio** and **collaborative network**.

We are senior-led, lead by design and are built to scale with the people and projects we take on.

Strategy | Design | Motion | Marketing | Development

All under one roof & moving in one direction.



IT STARTED AS A GAME

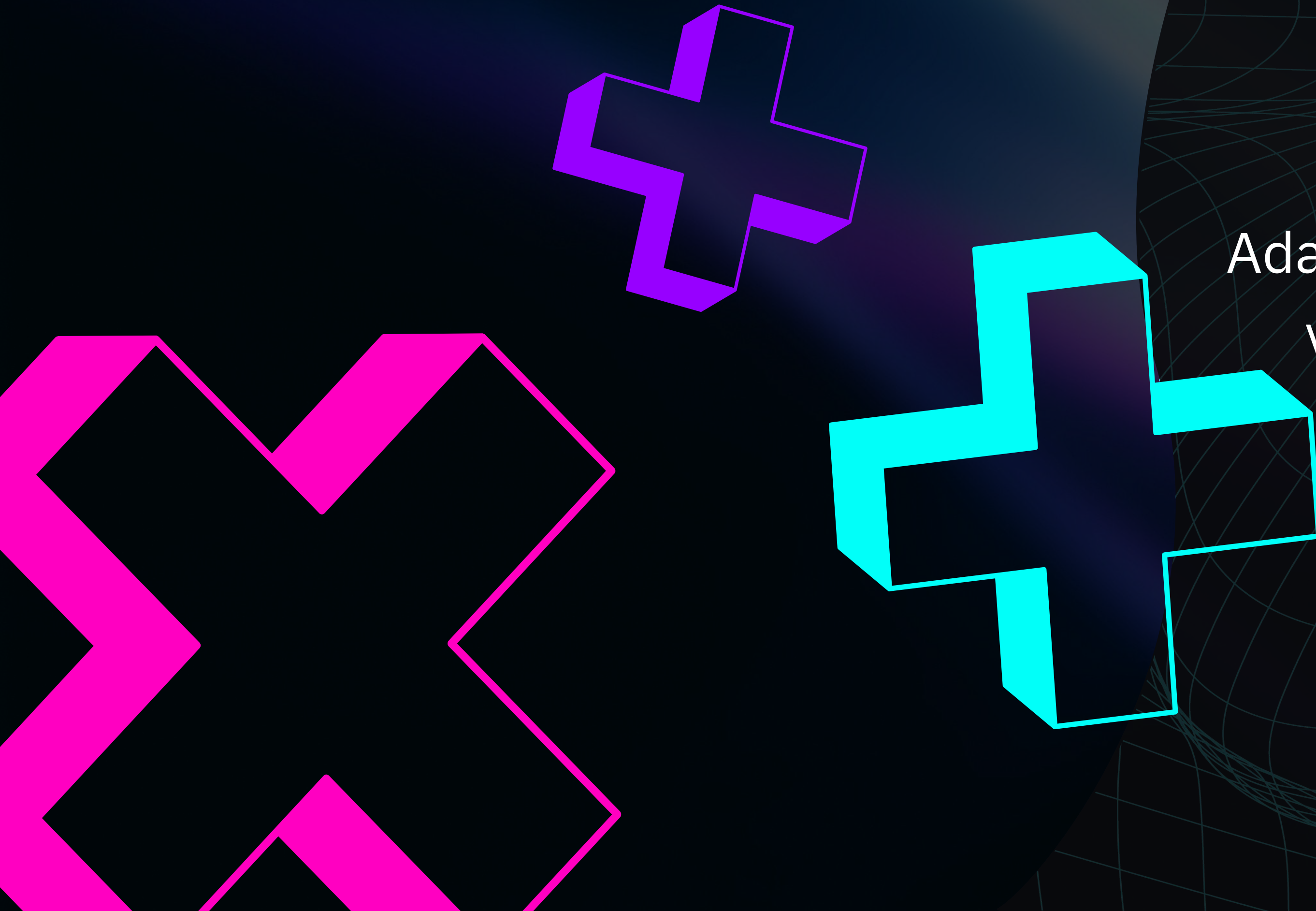


Daleen built a game development project that pulled in writers, artists, developers, and designers. Different disciplines, one shared vision. The collaboration was the real thing.

Adam joined to build the business behind the vision. Everything skyrocketed from there.

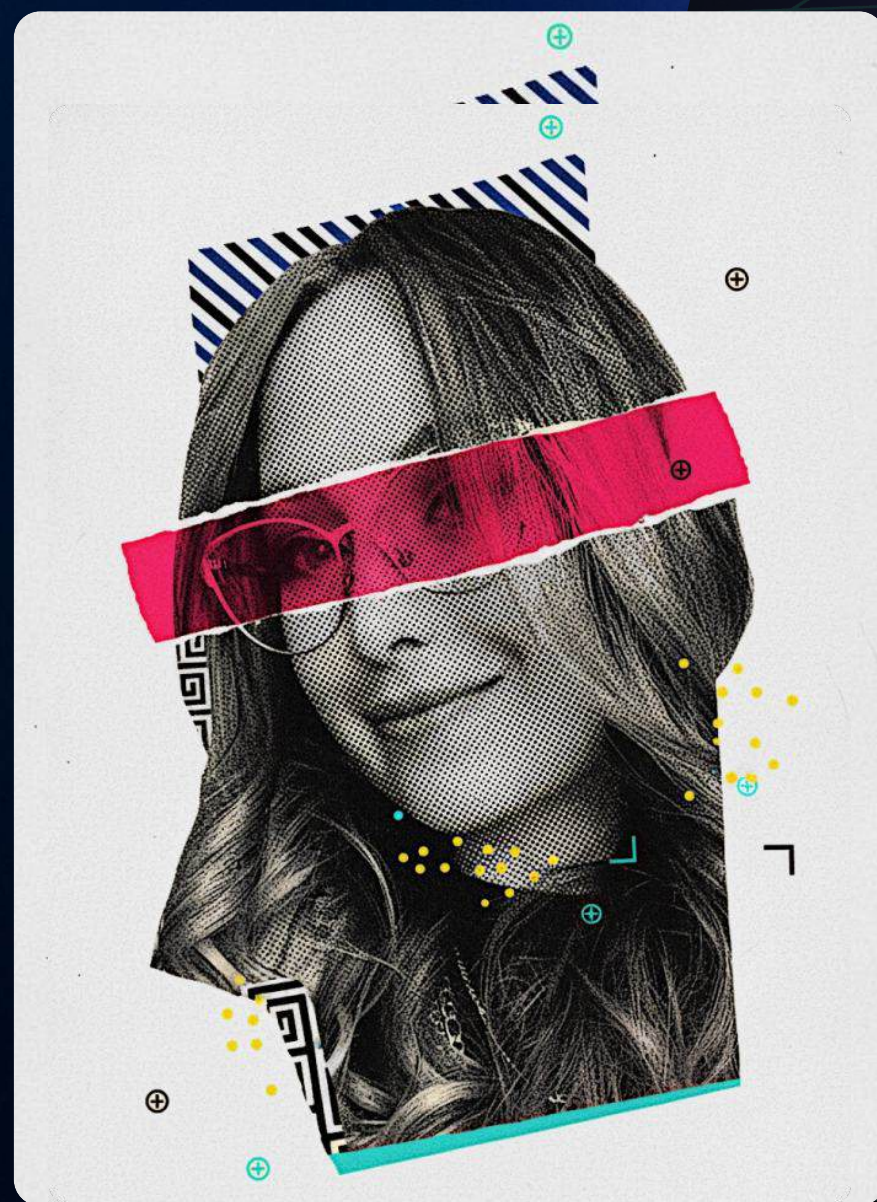
That became Fractis Studios.

A place where creative people work together on real projects, with real ownership and real outcomes.



BUILT BY

A CREATIVE & A STRATEGIST



DALEEN BREYTENBACH
Founder and CCO.

Years of creative entrepreneurship across brand, design, and digital. She built Fractis because she wanted a studio that works the way creative people actually work - collaborating, with ownership and real outcomes.



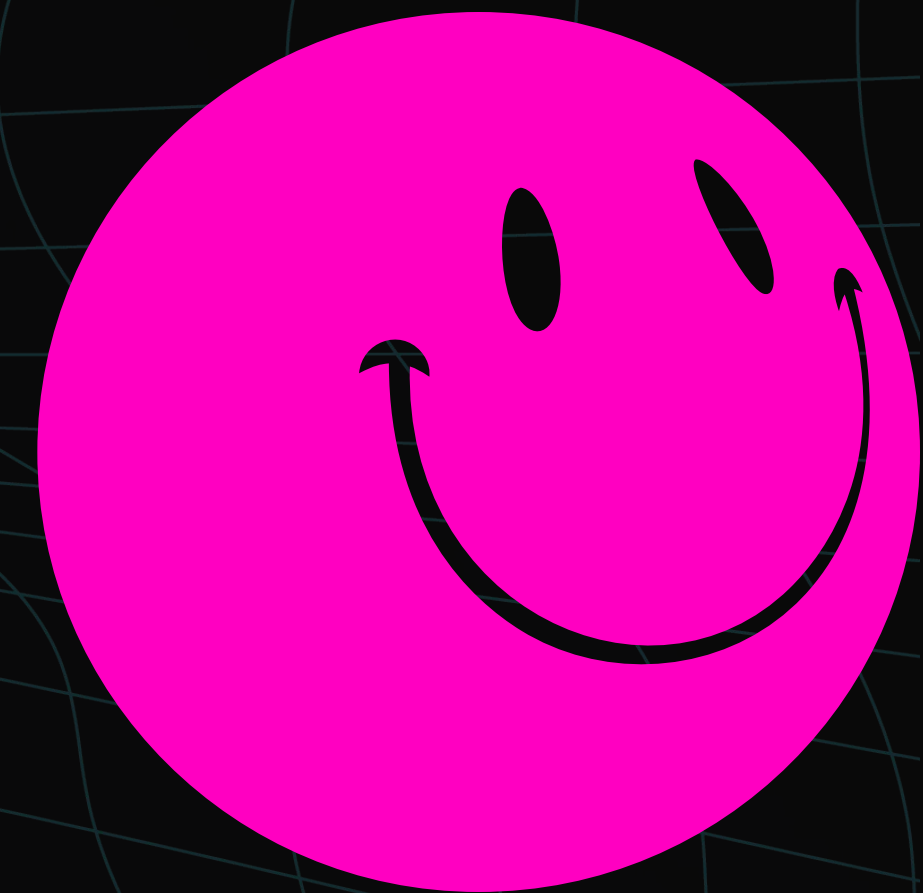
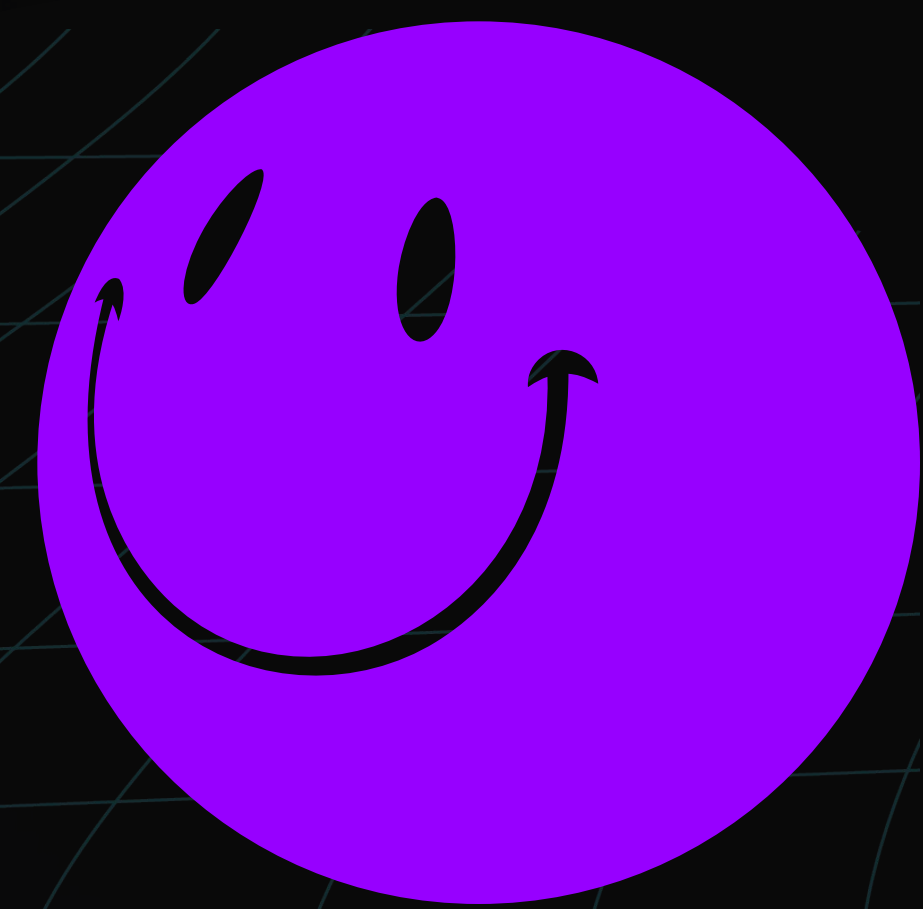
ADAM BROOKER
Co-Founder and CEO

Formal business and technology background with experience managing teams, systems, and operations in high-stakes environments. He brought the structure that turned a creative idea into a functioning studio.

AN ENTIRE CREATIVE DEPARTMENT.



WITHOUT THE OVERHEAD.

- ◆ Senior-led thinking on every project
- ◆ Direct access to the people doing the work
- ◆ Strategy that connects to real business outcomes
- ◆ Full creative execution from us and our trusted web of partners
- ◆ A studio that scales with you, not just delivers to you





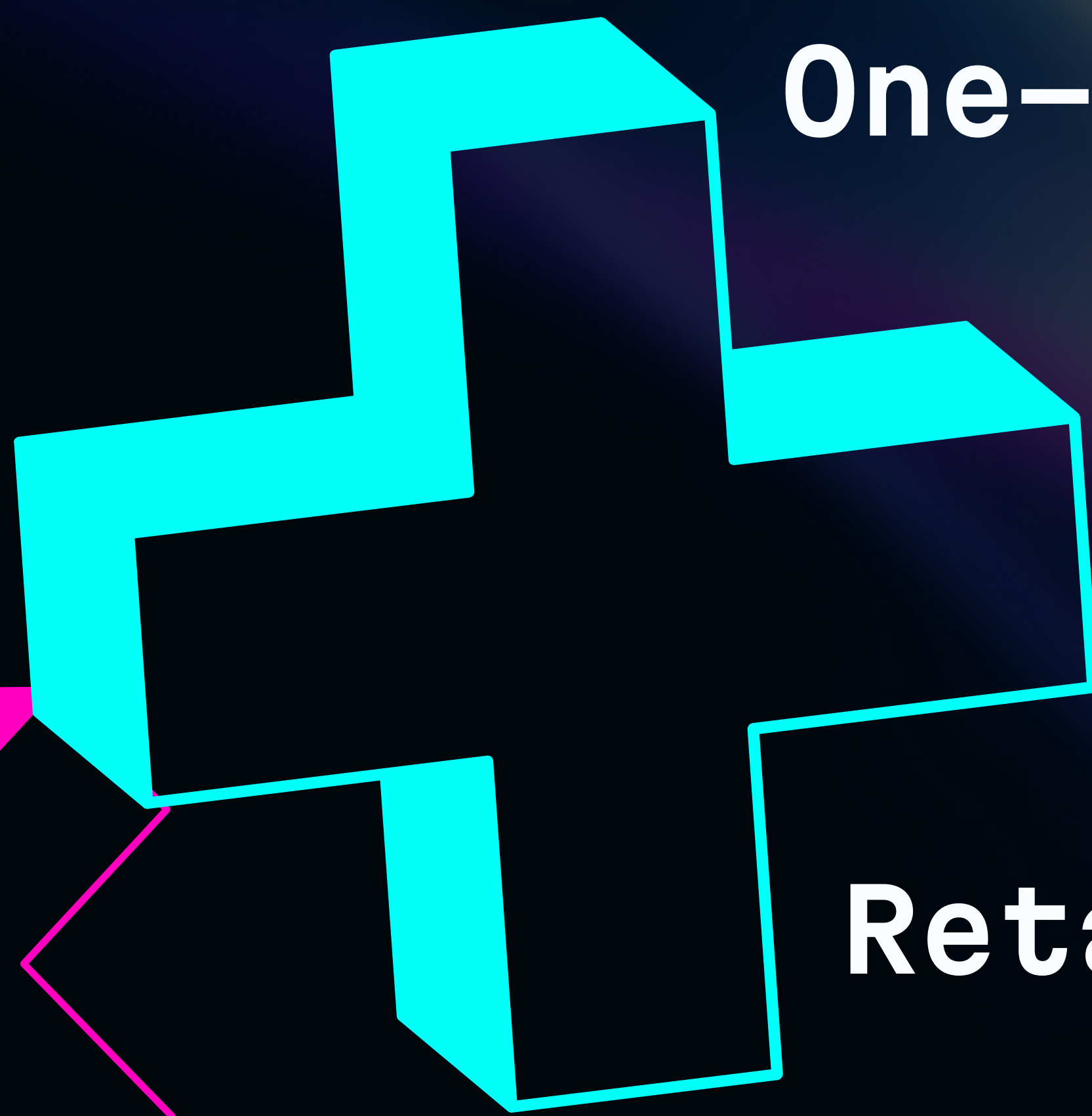
WE COVER THE FULL CREATIVE SCOPE.

- ✦ Strategy and creative direction
 - ✦ Brand identity and visual systems
 - ✦ Graphic design, motion and content
 - ✦ Marketing and campaign execution
 - ✦ Websites, stores and digital platforms
 - ✦ Software development and UI/UX
 - ✦ Photography and videography
 - ✦ Sound design and music
- 
- 



WAYS CLIENTS

WORK WITH US.



One-Offs

Fast, focused tasks and small bundles at an accessible price point. Good for quick wins or testing the waters before moving to something larger.

Project

Defined scope, agreed milestones, clear deliverables. Ideal for brand builds, website launches, rebrands, and campaigns.

Retainer

Ongoing creative partnership. Consistent output, fast turnarounds, and senior access. Without the cost of hiring full-time.

HOW A CLIENT PROJECT WORKS.

DISCOVERY

We get into your world. Your business, your audience, your goals, and what is actually standing in the way.



AUDIT

We assess where you are right now - your brand, digital presence and market position. Honestly, not diplomatically.

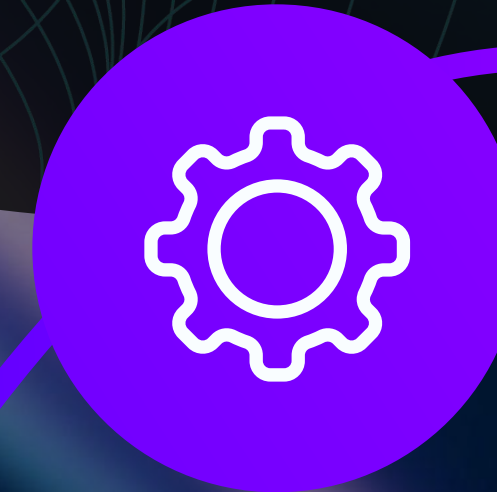
EXECUTION

Senior creatives build it. You have direct access throughout. Fast decisions, no bottlenecks, quality output to your vision.



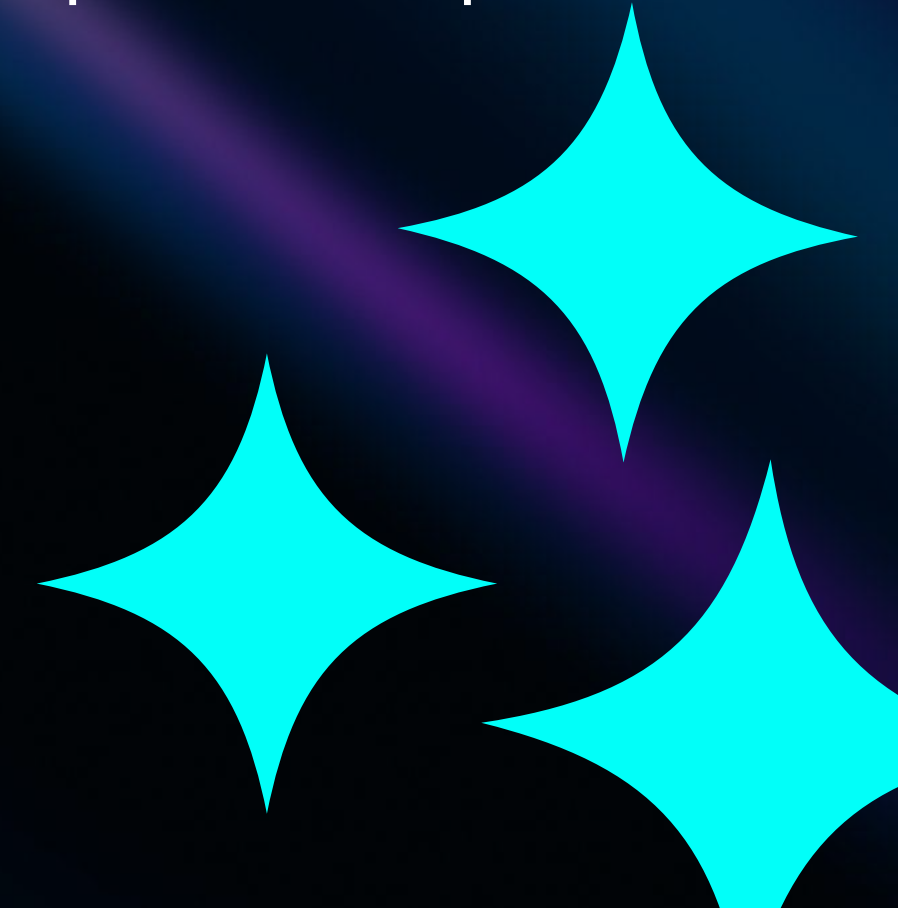
STRATEGY

We build the plan. Creative direction, deliverables, timeline, and cost - all agreed before anything gets made.



GROWTH

We do not disappear at delivery. The best Fractis relationships evolve - into retainers, new projects, and long-term creative partnership.



Behind The Studio

DECADES OF COMBINED EXPERIENCE.
ONE STUDIO.

Fractis brings together specialists across every discipline we offer - design, development, marketing, motion, strategy, and more. Our core senior team executes. Our trusted network scales when projects demand it. The Fractis Academy grows the next generation of talent alongside them.



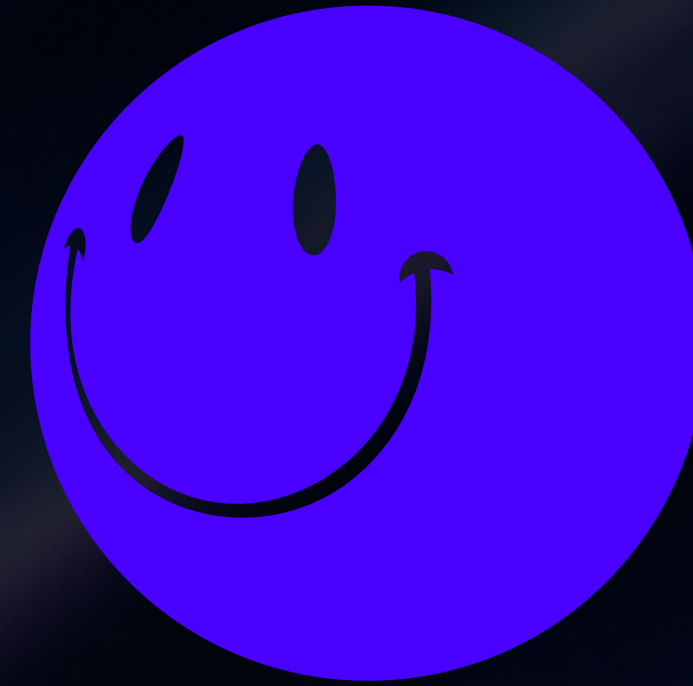
14 creatives and growing, with decades of real combined experience spanning every core service.



A head of his own creative studio, a university development lecturer, and a professional course developer and teacher.



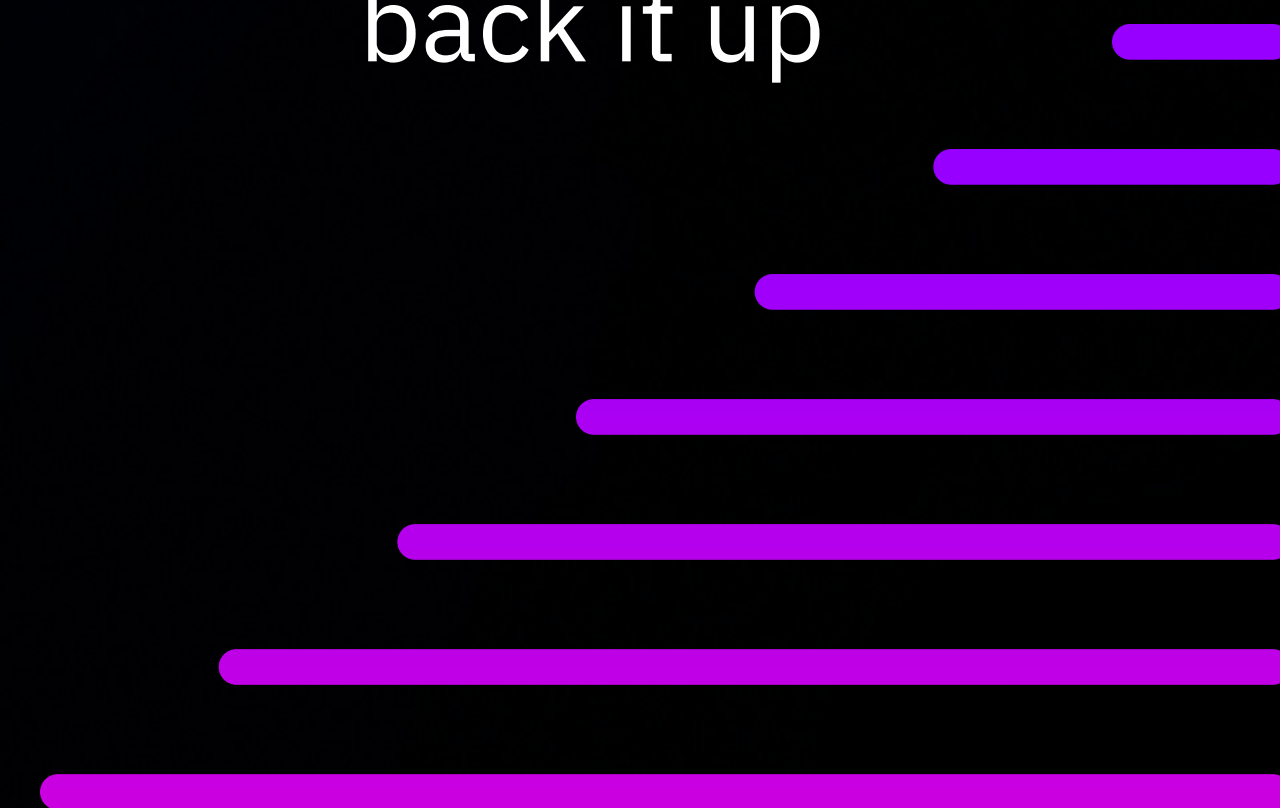
Award-winning designers, developers with major project credits, and writers with work across large-scale sites and games.

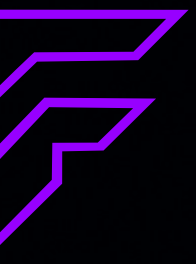


Multiple degrees, certifications, and qualifications across disciplines.



Senior practitioners - with the career track records to back it up





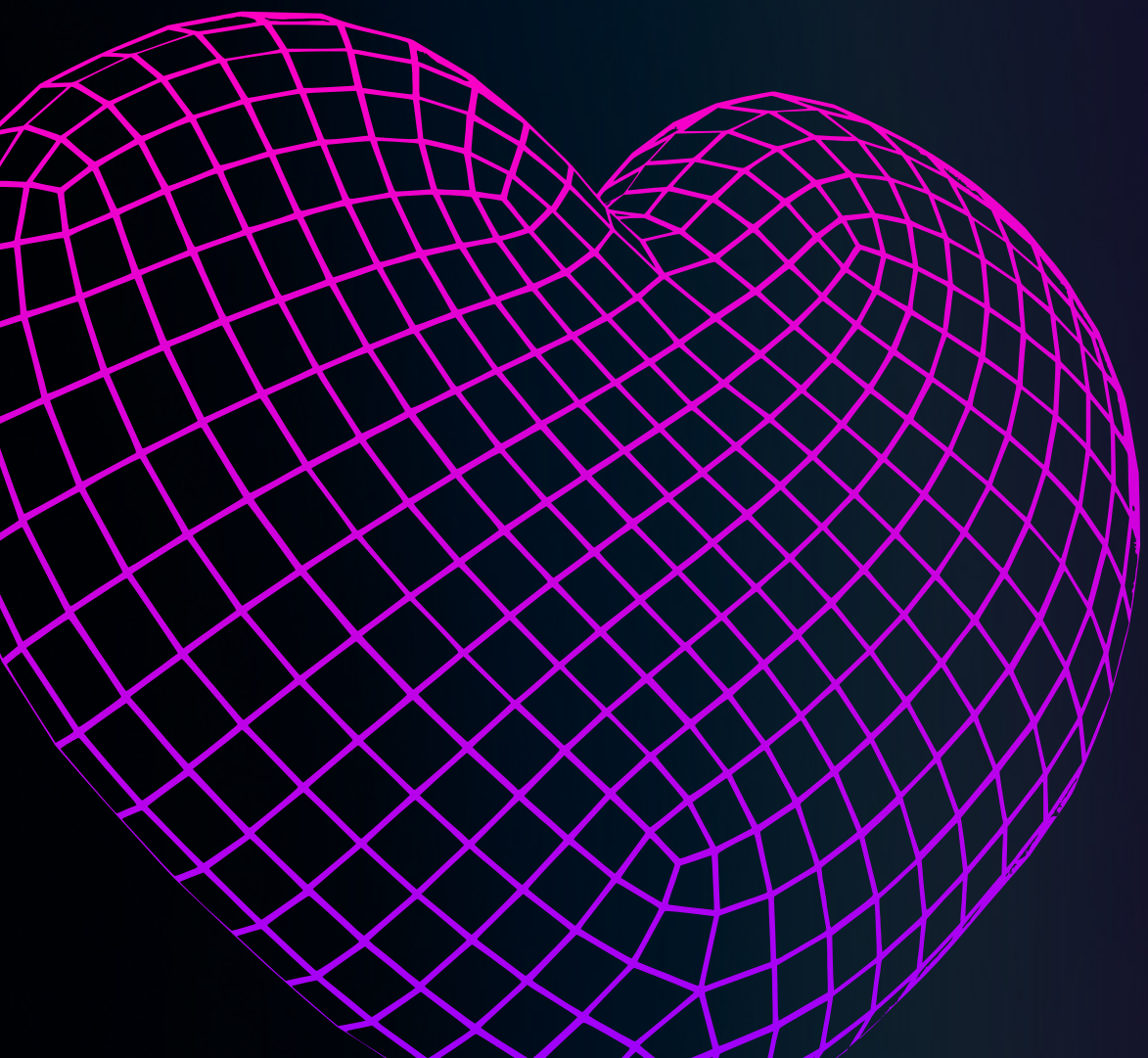
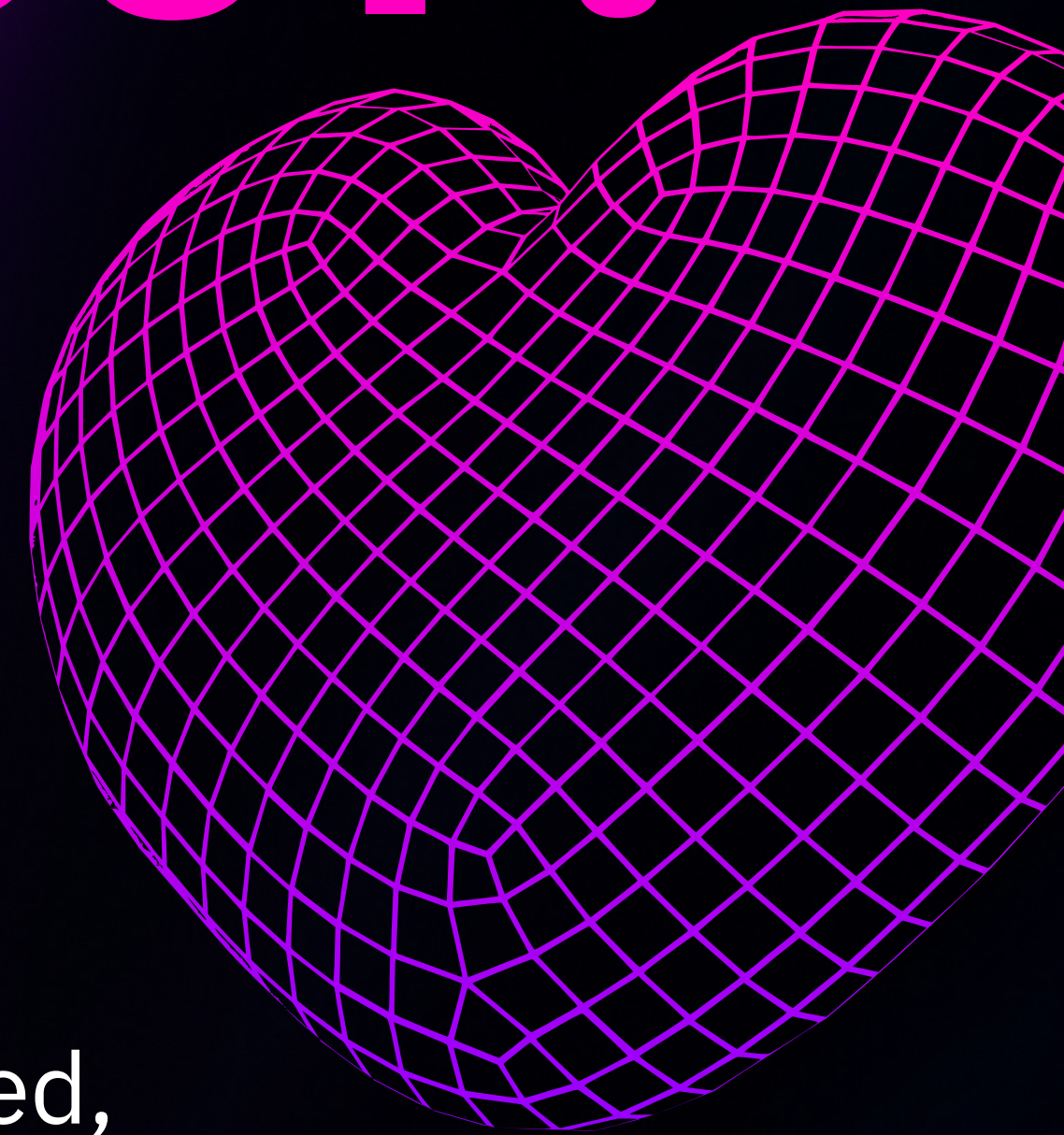
CLEAR FROM DAY ONE HONEST THROUGHOUT.

We say what we mean and expect the same back.

When something changes on a project - timeline, scope, direction - you hear it from us immediately. We work proactively, not reactively.

Every freelancer or shadow gets a **personal Discord channel**. Briefs, brand kits, reference files, and project updates live there. You will always know what is expected, when it is expected, and who to go to when you are stuck.

We operate without ego. Flag issues early, communicate honestly, and deliver quality work - and this is a **collective worth being part of.**



JOIN A COLLECTIVE THAT DELIVERS.

Fractis is not a platform and not a traditional agency.

It is a collective of creatives, strategists, developers,
and specialists working on real projects together.

We all learn, earn and grow as one.

Whether you are ready to deliver now or are building toward it,
there is a place for you here.

THIS IS WHERE **YOU BELONG.**

You are skilled at what you do, or **you are willing to learn.** You want to work on **real projects** with real clients.

You are tired of platforms that race you to the bottom on rates (looking at you Adobe).

You want to collaborate with seniors and other creatives who lift you up, not slow you down.

You want ownership in the work you produce and the money that comes with it. **If any of this sounds like you:**

Fractis is built for

Moment in your **career.**



TWO WAYS IN ONE PLACE TO LAND.



Some people come to Fractis ready to deliver.
They sign a freelancer agreement and get straight to work.
Others come to grow - through the Fractis Academy, on real projects, at their own pace.

Both paths lead to the same place:

PATH 1

Ready to deliver

Freelancer or staff agreement.
Real projects & client work.
Full earning from day one.
Highest expectations.
Strict client deadlines.

PATH 2

The Fractis Academy

Observer. Active Learner.
Contributing Junior. Internal
Staff or Freelancer. Grow at
your own pace. Placed on
client projects when ready.



WHICH PATH IS RIGHT FOR YOU?

Path 1 – Ready to Deliver Now

You are skilled. You want to work on real client projects immediately. You operate as a freelancer or staff member with full earning from day one. Client deadlines are firm. Expectations are high. This path is for you.

Path 2 – The Fractis Academy

You are building your skills. You want to learn on real projects, at your own pace, alongside seniors. You start as an Observer and progress through Active Learner, Contributing Junior, and eventually Internal Staff or Freelancer. There is no fixed timeline. You move when you are ready. Earning begins at Contributing Junior level and grows as you progress.

Both paths lead to the same place. One moves faster. One builds you toward it. Read on if you are ready to deliver. After you finish this document, if the Academy path sounds more like where you are, the full Fractis Academy document has everything you need to know about how it works.

HOW FREELANCER

PAY WORKS.

SHARED OWNERSHIP. REAL EARNINGS.

Every project at Fractis runs on a shared model.

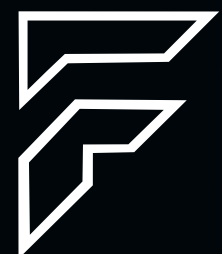
After direct project costs, total contract value is split 50/50 between the studio and the earning pool. The studio side covers taxes, tools, client management, and operations.

The earning pool is distributed to everyone working on the project.

Your individual allocation is confirmed in writing by both directors before work begins on every project.

No surprises, no vague arrangements.

Payment is tied to delivery. When the client pays, the pool pays.



WHAT WORKING AT FRACTIS LOOKS LIKE.



**ASYNC. HONEST.
COLLABORATIVE.**

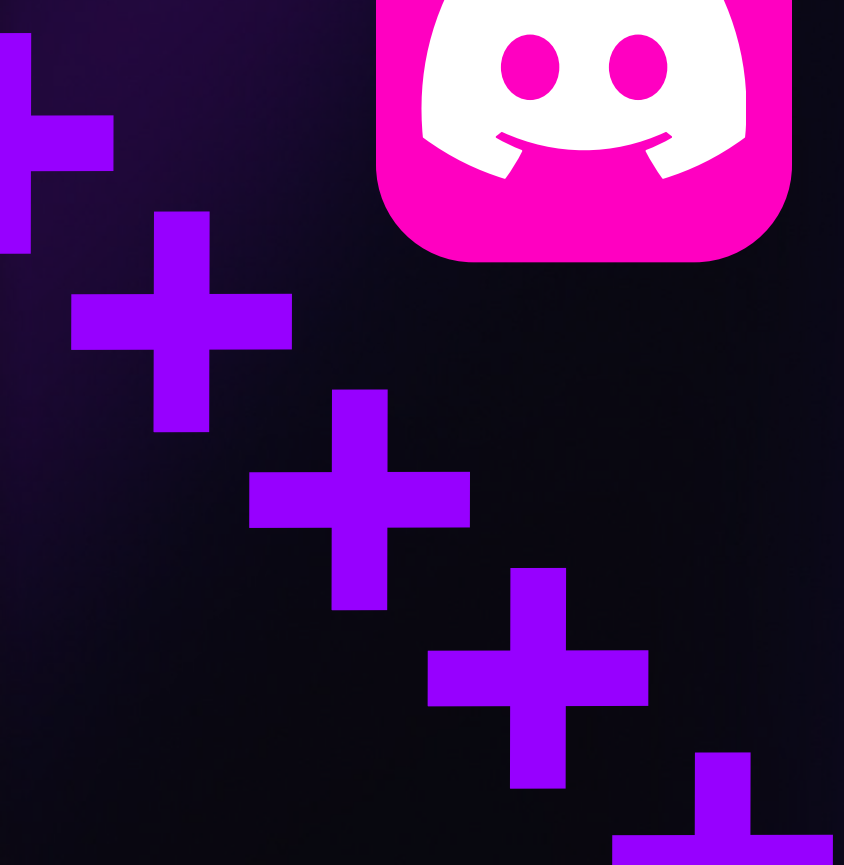


Work is asynchronous. You manage **your own time** and flag when tasks are done.
No set hours - only deliverables and honest communication.



Discord is home base. It is active, social, and where everything lives. When deep in a project, expect close collaboration and a lot of idea bouncing. Outside of that, work at your pace.

You get a **personal Discord channel** when you join. Briefs, brand kits, and project files are pinned there. Everything you need is always in one place.



WHAT WE

ASK FOR.

THE STANDARD IS SIMPLE:

- ✦ Quality output over speed - always
- ✦ Honest, proactive communication - flag issues early, not at delivery
- ✦ Deadlines respected or flagged with enough notice to adjust
- ✦ Branding followed on every deliverable - brand kits are provided for every project
- ✦ Confidentiality on all client and studio information
- ✦ No ego. Mistakes are part of the work. How you handle them is what matters

ROOM TO

GROW.

THE FRACTIS ACADEMY
IS OPEN TO EVERYONE.

Brand new creatives to even the most experienced people in our collective use the Fractis Academy to expand into disciplines outside their core expertise. Shadow on live projects, learn from specialists, and grow without stepping back from the work you already deliver. No fixed timeline, grow at your pace.

The full Fractis Academy document explains everything:

How the four tiers work, what each tier looks like in practice, how earnings work at every level and what progression actually feels like.

Read the Fractis Academy document next.



READY TO JOIN?

THE DOOR IS OPEN.



You have read enough to know who we are and what we bring.
We work locally and internationally.

We work with designers, developers, motion artists, copywriters,
photographers, videographers, sound designers, and strategists.
If you are skilled or wanting to learn, reliable, and good to work with:



Reach out.

We are ready when you are.

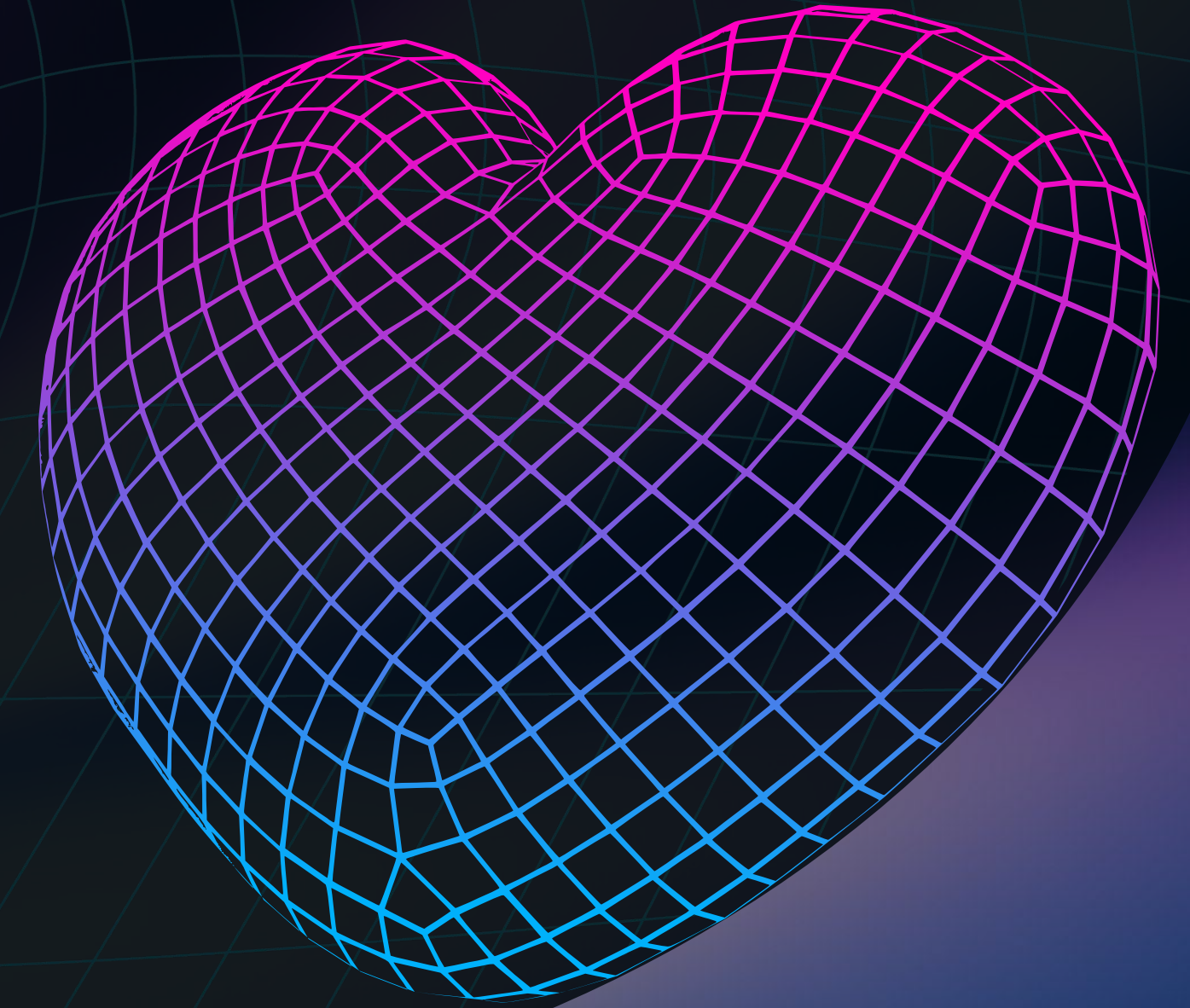


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**KNOW SOMEONE
WHO COULD USE
WHAT WE DO?**



Sign up to our

Referral Program



fractisstudios.com/refer-a-client

