

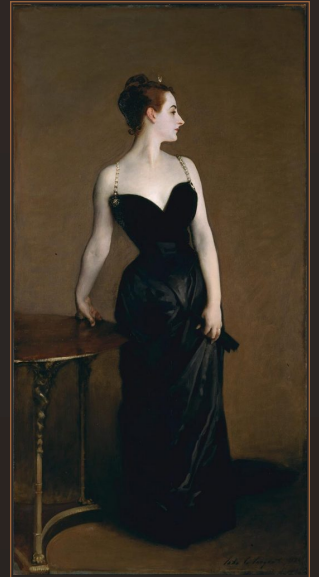


SPRINKLE OF GINGER · PRESS & MEDIA

Media Kit

2026

Everything you need to tell our story.



Madame X · Sargent 1884

100%

CUSTOM · NO TEMPLATES

Charlotte

BASED BOUTIQUE · NC

"

ATTENTION TO DETAIL

sprinkleofginger.com · david@sprinkleofginger.com

Charlotte, NC · Boutique Web Design Studio



ABOUT US

Small studio. Big impact.

Sprinkle of Ginger is a Charlotte-based boutique web design studio where technical craft meets artistic vision. We build websites that captivate, convert, and leave a lasting impression.

Inspired by the bold elegance of Sargent's Madame X (1884), our approach is sophisticated, deliberate, and obsessively refined.

FOUNDED	2020 · Charlotte, NC
MODEL	Boutique / Custom-Only
SPECIALTY	Custom WordPress Design
AVAILABILITY	Limited — By inquiry



Portrait of Madame X, J.S. Sargent, 1884

FOR JOURNALISTS & EDITORS

What we offer *the press.*

Expert Commentary

Web design trends, UX best practices, small business digital strategy, and the Charlotte tech and creative scene.

Case Studies

Real client transformations with before-and-after context, project goals, and measurable results.

Guest Articles

Thought leadership on craft over commodity, boutique studio culture, and building meaningful online presence.

Brand Assets

Logos, colour palette, and brand overview — all included in this media kit.



WHAT WE BUILD

Our Services

Custom Web Design

Bespoke websites — zero templates, 100% custom.

WordPress Development

Kadence builds, custom themes, and plugin integration.

SEO & Performance

Speed, Core Web Vitals, and SEO from day one.

Brand Identity

Logo, colour palette, and typography guidance.

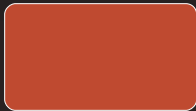
UX & Conversion

Flows and designs that convert visitors to clients.

Ongoing Support

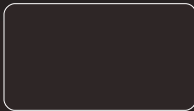
Post-launch maintenance and strategic guidance.

BRAND COLOURS



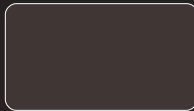
#C04A30

Brand Orange



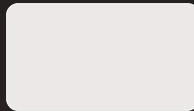
#2E2725

Primary Dark



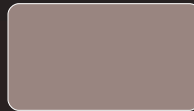
#3F3633

Warm Brown



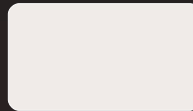
#EDE9E7

Cream



#9A8480

Muted



#F0EBE7

Lt Cream

Times New Roman

Headings & Display · Serif

Helvetica / System Sans

Body, labels & UI · Clean



QUICK FACTS

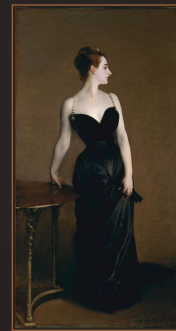
At a Glance

STUDIO	Boutique / Sole proprietor
LOCATION	Charlotte, NC
FOUNDED	2020
SPECIALTY	Custom WordPress & Web Design
AVAILABILITY	Limited — booking by inquiry
TURNAROUND	4–8 weeks per project
CLIENTS	Small business, local & regional
PORTFOLIO	7+ completed sites
METHOD	100% custom — zero templates
CONTACT	david@sprinkleofginger.com

PORTFOLIO HIGHLIGHTS

Selected Work

- IT Services · Business
01 **AddyRox IT Solutions**
- Design Concept
02 **Tesla Mockup**
- E-commerce · Web App
03 **Omnifood Delivery**
- Restaurant · Branding
04 **Blacow Burger**
- Sports · Team Site
05 **Charlotte Knights**
- Property · Listings
06 **Real Estate Site**
- Travel · Booking
07 **Nature Tour Booking**



Madame X · Sargent 1884

"Where precision meets artistry."

Sprinkle of Ginger · Charlotte, NC · sprinkleofginger.com

Inspired by Sargent's Madame X · Built for the modern web