

Profile

END TO END
BRANDING
SOLUTIONS



BRAND
extreme



BRAND extreme

Statement of Confidentiality

This profile and supporting materials contain confidential and proprietary business information of Brand Extreme (K) Ltd. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.

about Brand Extreme

we are

Brand Extreme, a professional brand and communications agency, based in Nairobi.

We are in the business of providing branding, printing and graphic design services to help you stand out from everyone else and perform better. By creating want and desire for your products and services, we can help you entice new customers and delight existing customers.

We partner with organizations who aspire to unlock the true and unique value of their brand. Through collaboration and in-depth consultation, we deliver expert branding, design and printing services to help our clients achieve their potential. That's not all we will also help you with signage and corporate wear solutions!

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our process

Discovery

We seek to learn about your organization, your goals, your aspirations and your fears. Only when we have understood this, can the journey to a well-executed and effective initiative begin. This is when we gather detailed information about the problem, and contribute our experience and expertise to outline solutions for success. By the end of the discovery phase, the project teams, from your side and ours, will have fully identified your business goals and project objectives, scope, and budget.

Strategy & Design

After discovery, we analyze our findings and define a way forward. We aim to outline a blueprint that can grow and evolve while maintaining both flexibility and structure as required. We merge creativity with simplicity to create meaningful, functional experiences, that will blend your brand's personality with a purposeful, intuitive user experience. We then combine our expertise with powerful tools to build required for brand communication.

Implementation

After a concept approval, final designs are done and applied consistently. We take our finalized creative expression and blow it out into the most relevant marketing channels. We fill the bill, then we push the envelope. Then we set the metrics to measure our performance. Then we lean back, relax and watch the response. But the process doesn't stop there. We make mid-course corrections and any necessary tweaks.

Refinement + Feedback

A good back-and-forth with our clients is a healthy part of any project's development. We work with our clients to incorporate their feedback until we have final artwork ready to move forward with. We also seek to establish whether our work was a success in terms of the objectives we had set together. The lessons are then applied to our future work.

What we do at Brand Extreme

- Brand Audit & Strategy Developemey
- Creative Graphic Design
- Packaging Design
- Brand Identity Development
- Digital Printing
- Large Format Printing
- Vehicle Branding
- Office Branding
- Signage Design and Fabrication
- Corporate Wear
- Specialised Promo Items
- Point of Sale Display
- Exhibition Displays

Brand Strategy Development

We help businesses of all types develop their brand strategy by gaining a clear understanding of what they do, where they come from and where they want to be.

We find out what makes their brand unique, learn about their industry, their customers and competitors. Then we'll position their brand at the heart of everything and develop a strong, connecting brand strategy.

Brand Audit

Our brand audit will look at identity, marketing activity, internal and external perceptions of the brand and business, strengths and weaknesses, everything that reveals exactly where a brand is now. And the results are never short of fascinating with findings normally ranging full spectrum – from the good to the bad and the ugly.

But whatever a brand audit reveals, it needs to be seen as essential therapy for a business; breaking down barriers and bringing positive ideas to the fore. Once we've collated this feedback from a brand audit into constructive advice, we can then provide a company with all the information they need to look forward and take their brand to the next level.

Rebranding

We are aware of how bad planning in the branding process can cause lasting damage. Which is why we like to work closely with companies undergoing rebrands, and make it our duty to understand exactly what it is they want to achieve from their rebrand.

Whether a business requires subtle changes to positioning, wording, logos and styling, or wants to breathe new life into a tired brand identity, we have the skills and perspective to not only make the rebranding process inspiring and energising for staff, but commercially successful with consumers.

Creative Graphic Design

No matter what it is we are designing for you – be it company marketing collateral, a logo or a company profile – we approach each project with the same care and attention. Detail is everything, and we'll work tirelessly to make sure every project we complete looks as good and works as well as it should do.

Packaging Design

From food wrapping to fresh produce boxes, beer labels and wine labels to medicine packaging and event gift bags, we create unique branded packaging that carries products and brand messages safely into hands, hearts and minds.

Brand Identity Development

We help companies develop a brand identity that is a true representation of their unique brand values, personality traits and aspirations. This enables them to create a clearly definable position that connects with their customers, helping them grow their businesses. Whether its a new identity or the refreshing of an existing one that's required, we have the experience and expertise to help a company develop a strong brand identity that in turn strengthens their business.

Digital Printing

We specialise in producing printed communications that help brands strengthen their presence and build trust and customer loyalty. We combine design, copywriting and print production management to create everything from annual reports and brochures, business stationery, and company profiles, and much more.

Large Format Printing

We are leading banner printing and large format printing specialists. We only use high quality print materials and inks, and print using cutting edge printers operated by our skilled team of large print specialists. We aim to provide an unbeatable service from start to finish, with fast and simple ordering processes, high-quality print results that you can count on, and prices that won't be beaten on value for money.

Vehicle Branding

We specialise in vehicle branding from design through to implementation with strategic emphasis on a brand's values and products. We combine experience we have gained over the years with passion and finesse to give a lasting impression.

Office Branding

Our supreme objective in business is to establish, define and strengthen your brand. The reason why we want you to focus on your interior Space Branding to bring all your company's perceptions to the limelight. There is no other thrilling experience for a customer than when they walk through your brand. We achieve this by proving irrefutable interior space branding for your firm with an exceptional sense of touch.

Corporate Wear

With state-of-the-art printing and embroidery services, we offer top quality products at the most competitive prices. Let us help your corporate image with the very best embroidered workwear and printed clothing. Our priority is to give the very best value for money.

Signage Design & Fabrication

We design both interior and exterior signs and signage systems. Whether you're looking for outdoor signage design, internal signage systems or some temporary signage for an event or exhibition, we can design it for you. We've worked on a wide range of signage designs – from standard large-format signage to digital signage systems.

Specialised Promo Items

Giveaways are a great way to develop customer loyalty and generate new leads. From full colour digital printing, to engraving and embossing, we have tens of products to print your company logo onto. But not just ordinary printing; we do engraving, sublimation, digital full colour printing and picture printing.

Point of Sale Displays

We design and fabricate displays for placement on point of sale terminals in retail, healthcare, hospitality, hotel and catering.

Some of the brands we've worked with:



African Trade Insurance Agency
Agence pour l'Assurance du Commerce en Afrique



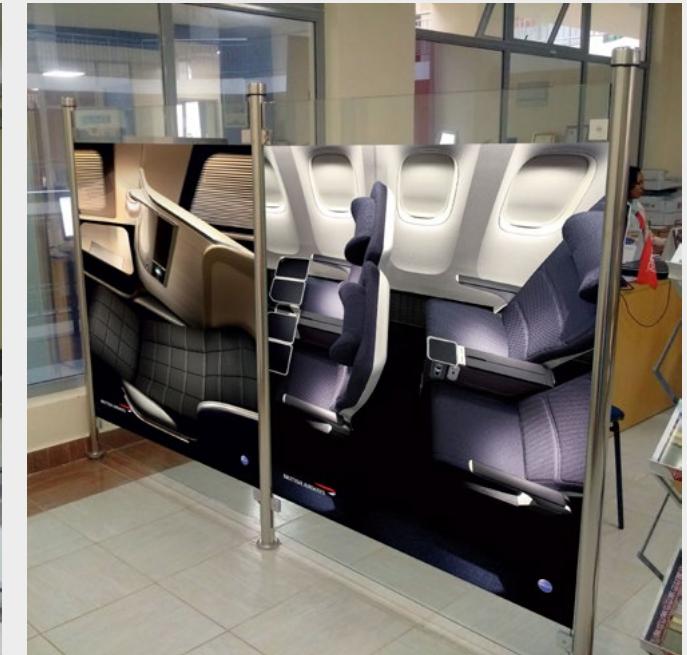


**Practical
ACTION**





Brand Execution in local travel agencies for one of the world's top airlines.

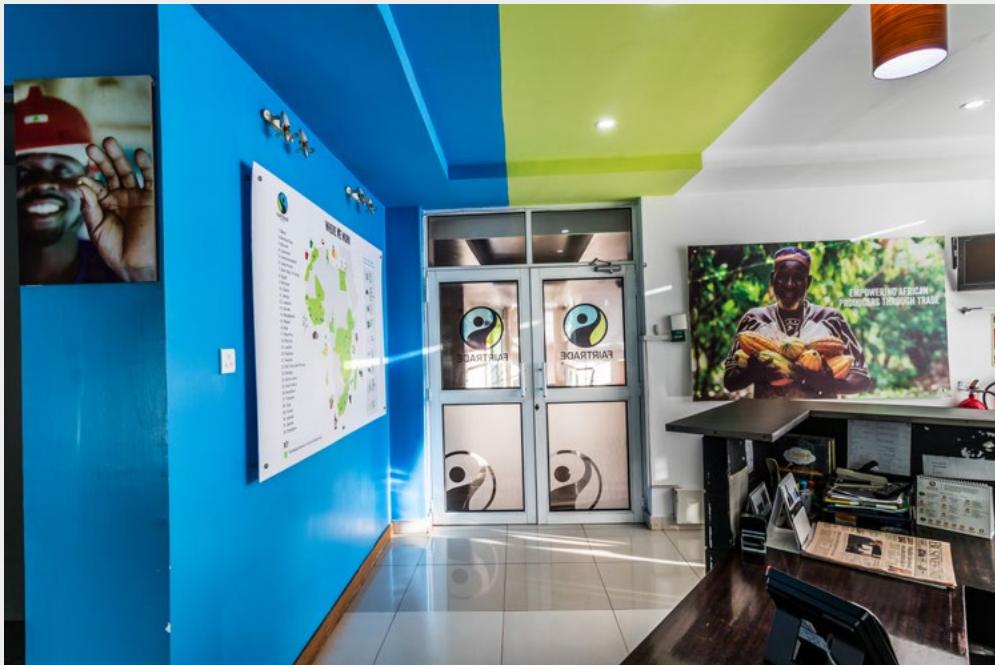




Office branding for Fairtrade Africa. A global movement which addresses the injustices of conventional trade by supporting smallholder farmers and workers to secure better terms of trade.

- 3D Renders
- Paint Work Concepts
- Execution & Installation







2019 Annual Report Concept, Design and Layout for Fairtrade Africa. A global movement which addresses the injustices of conventional trade by supporting smallholder farmers and workers to secure better terms of trade.

- Annual Report Concept Development
- Annual Report Design & Layout







Full service branding for an international Spa located at Nextgen Mall in Nairobi. We offered:

- Brand Identity Development
- Internal Space Branding
- Marketing Collateral Design
- Signage Design and Fabrication
- Apparel Branding
- Vehicle Branding







African Trade Insurance Agency

Agence pour l'Assurance du Commerce en Afrique

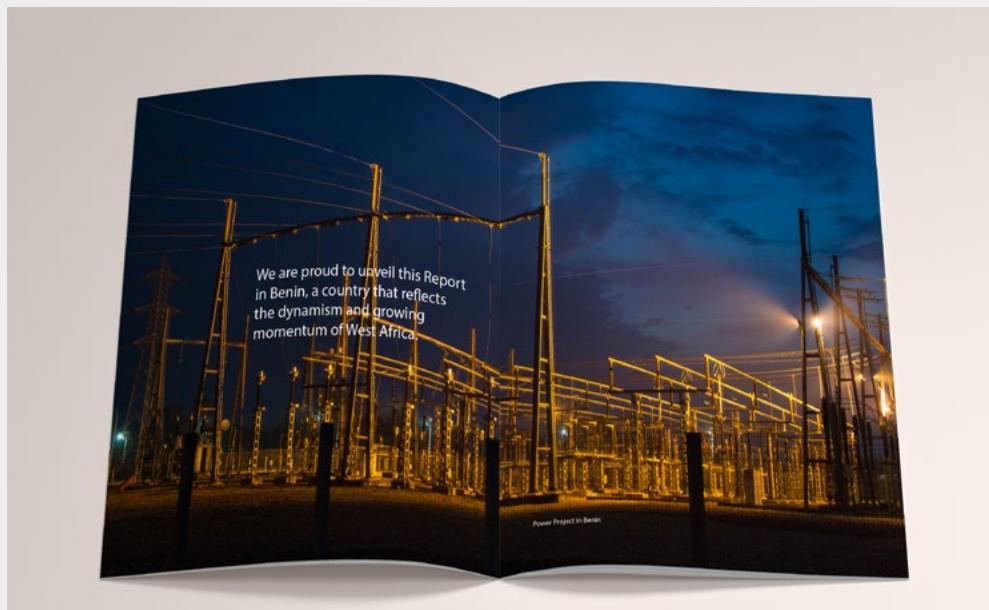


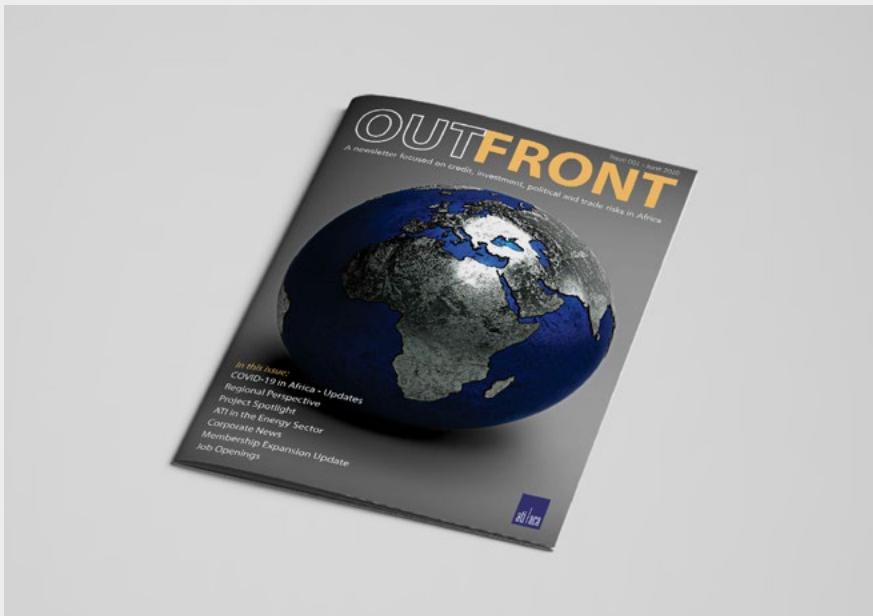
ATI is a pan-African institution that provides political risk insurance to companies, investors, and lenders interested in doing business in Africa.

What we offered:

- AGM Creative Concept Development
- AGM Collateral Design
- Annual Report Concept Development & Layout in English & French





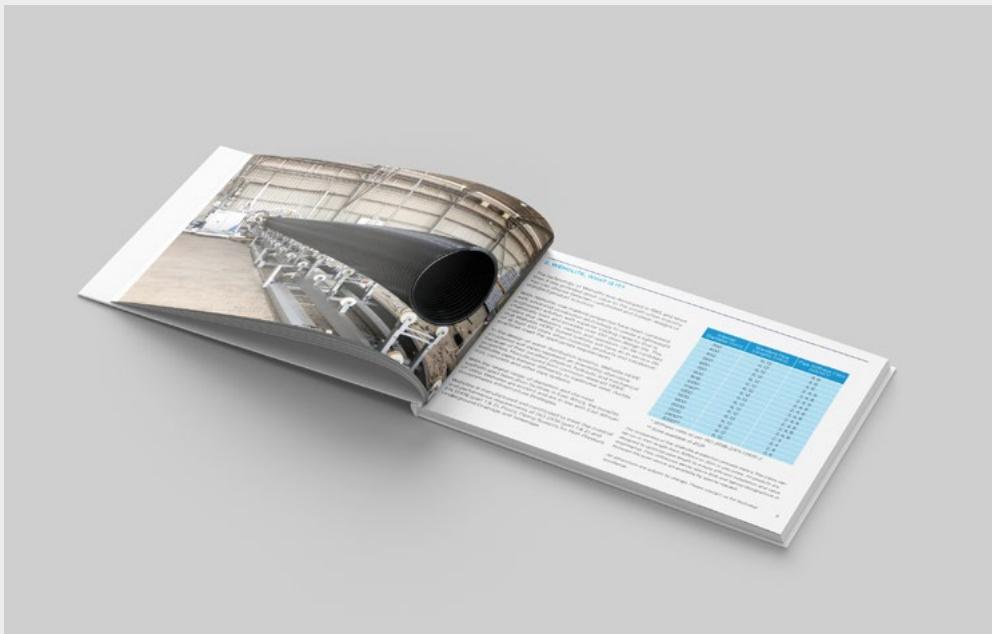




Layout and design of Weholite Product Manual

- Publication concept development
- Layout and design







Energy MATTERS

Full service branding for an upcoming renewable energy brand. We offered:

- Brand Identity Development
- Marketing Collateral Design
- Apparel Branding





Bata

Marketing support for Africa's largest shoe manufacturer. We offered:

- Shop branding
- Marketing Collateral Production
- Signage fabrication and installation
- Specialised Print
- Vehicle branding



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