



Who are you?  
Who needs to know?  
Why should they care?  
How will they find out?

# DESIGNING FOR GOOD



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ADDRESS TO  
[CONTACT NAME]  
[CLIENT COMPANY]



Visual Design  
Marketing & Advertising  
User Interface Design  
Publication Design  
Package Design  
Motion Graphics  
Art & Illustrations



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We dedicate our time to helping the products and services of our clients in order to make them more visible and marketable; we do this by finding the clearest brand strategies brought to life by daring and innovative design solutions.



# WHO WE ARE

*We are a full-service design creative agency that knows how to make businesses stand out. We are different by design. We focus on your business needs and objectives and align ourselves with your success.*

At Switch Creative we have an extended business model that allows us to tap into business and marketing strategists, copywriters, and other professionals that will help us deliver more than just a design.

Switch Creative stands ready to bring your brand to life. We focus on your business so that your design emerges more naturally and is a true extension of your company.

We get to know each client's business. We dig into the market to understand what resonates with clients and prospects. And we listen to our clients' needs, desires, and feelings about their business. We then brainstorm ideas for business identity and graphics that deliver

the results our clients are looking for.

Our goal is to WOW you. If you enjoy not only the results, but also the process, we know that you will tell others. We dedicate our time to helping the products and services of our clients in order to make them more visible and marketable; we do this by finding the clearest brand strategies brought to life by daring and innovative design solutions.





**DESIGN WILL SAVE  
THE WORLD RIGHT  
AFTER ROCK AND  
ROLL DOES.**

## WHY SWITCH CREATIVE

It's a common mistake to copy too much of what already exists in the market. Market research is undoubtedly valuable, as the new (or refreshed) brand needs to resonate with the target audience.

But no one wins by playing catch-up to their competitors. This is where either hiring new members for an internal team devoted to a rebrand — or working with an outside agency — can really help with a fresh perspective, this is where we Switch Creative come in.

It's about looking at your brand story. Of course, your brand story should automatically be different than anyone else's, and that is why its always to important to always ask yourselves:

'Who are we?'

'Who needs to know?'

'Why should they care?'

'How will they find out?'



# WHAT WE DO

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**WE STRIVE FOR  
TWO THINGS IN  
DESIGN: SIMPLICITY  
& CLARITY. GREAT  
DESIGN IS BORN OF  
THOSE TWO THINGS**

*We create visual concepts, to communicate ideas that inspire, inform, and captivate consumers through images, video, online and print.*

*We use a variety of design elements to achieve artistic or decorative effect in our outputs.*



**GREAT THINGS ARE NOT DONE BY IMPULSE,  
BUT BY A SERIES OF SMALL THINGS BROUGHT  
TOGETHER**

## DESIGN USES VISUAL COMPOSITIONS TO SOLVE PROBLEMS AND COMMUNICATE IDEAS THROUGH TYPOGRAPHY, IMAGERY, COLOR AND FORM.

There's no one way to do that, and that's why there are several types of design, each with their own area of specialization. Though they often overlap, each type of design requires specific set of skills and design

techniques. Switch Creative focuses on seven types of design that will help your businesses communicate your brands effectively.



### VISUAL/BRAND IDENTITY DESIGN

We create assets like logos, typography, colour palettes and image libraries, stationery that represent a brand's personality.



### MARKETING & ADVERTISING

We create assets for marketing strategies like flyers, vehicle wraps, brochures, banner ads, info-graphics.



### USER INTERFACE DESIGN

We design interfaces that are easy to use & provide a user friendly experiences in desktop apps, mobile apps, web apps & games.



### PUBLICATION DESIGN

We design publishing material both digital & print like books, annual reports, magazines, catalogues, calendars etc.



### PACKAGING DESIGN

We create concepts, develop mock-ups and create print-ready files for a product.



### MOTION GRAPHICS

Graphics in motion, we create advertisements, promotional videos, animated logos, explainer videos etc.



### ART & ILLUSTRATIONS

We create custom illustrations like t shirt graphics, book covers, album art, concept art, technical illustration, picture books, cartoons etc.

# PRICING RETAINER

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*There is a lot of debate on what the right price for design should be. The short answer is that it "depends on". A lot of factors and needs have to be considered.. From the size of your business, what your business wishes to do with your brand, how big you want to take it, who are your competitors and if you wish to become market leaders.*

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## **WE CHARGE A RETAINER FEES OF KSH 60,000/= PM WITH A MINIMUM COMMITMENT OF 3 MONTHS BILLED AT THE END OF EVERY MONTH. NOTE THIS IS SUBJECT TO NEGOTIATION**

Our Graphic Design Retainer helps business owners and marketing teams manage their design needs as and when they need it. It is perfect for businesses who need marketing materials on a monthly basis, but don't want to hire a full time designer.

### **ADVANTAGES**

- You have peace of mind with a guaranteed amount of work each month.
- You pay a set amount each month for the duration of your contract and don't have to worry about fluctuating design fees.
- You get the access to a professional designer without the overhead costs of an employee.
- Essentially, you are paying for time versus a specific service.
- Consistent Design across you marketing materials

## **DESIGN RETAINER DETAILS**

3 month minimum commitment. At the end of 3 months, we will re-evaluate the program to ensure our services are meeting your business needs. After that, we can discuss retainer fees and move to 6, 9, or 12 month commitments.

## **SERVICES UNDER RETAINER**

- Print Materials – sales sheets, direct mailers, brochures, event programs, signage.
- Digital Materials – email templates, social media graphics, blog banners, and other web graphics
- Ad Design - print and web ads
- Services do not include additional costs like stock photography & fonts
- Additional services are available upon request.
- Please note: Services do not include logo design. Logos will be charged at an agreed rate.



# SOME OF OUR PROJECTS

In our short existence we have managed to do a couple of exciting projects, building brand identities and designing User Interfaces for Brands Ilke , Eplus , Kenya Red Cross Training School , Boma Hospitality International College, Gina Din & Boma Panafrican



**BIG THINGS HAVE SMALL BEGINNINGS**

**PROMETHEUS**

## BOMA PANAFRICAN BRAND IDENTITY DESIGN

Boma Panafrican Required a Logo and Identity that reflects the ethos of their brand which is 'Partnering together for a better tomorrow.' Working with the stakeholders we able to come up with a modern, unique, refreshing logo, identity and guidelines that they were looking for.



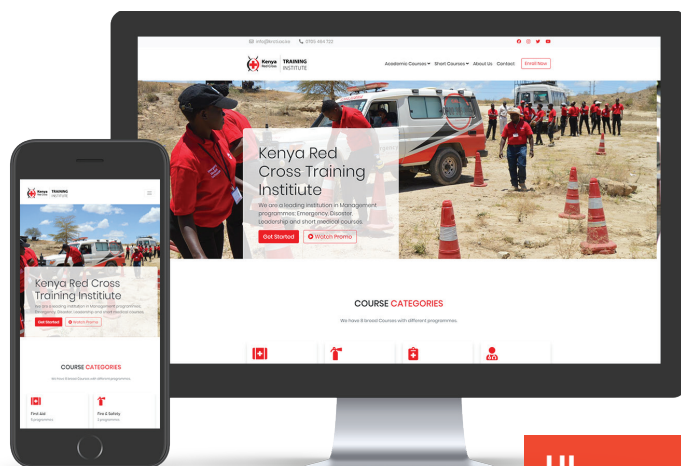
UI

## EPLUS USER INTERFACE REDESIGN

Being a leader in the Emergency Medical Services industry. Eplus needed a website redesign from their old non responsive site. We designed a modern interface with a goal of educating and selling their services to the masses.

## KRCTI USER INTERFACE DESIGN

Kenya Red Cross Training Institute needed to establish an Online presence to market their courses and stand out from their competitors as they had no website, we took up the challenge by designing a simple, responsive fast website, beautifully incorporating their existing brand colours.



UI

## EPLUS 10 YEAR ANNIVERSARY IDENTITY DESIGN

Celebrating their 10 year anniversary EPLUS requested us to design an Identity that will encompass all their achievements from their humble beginnings to where they are now.

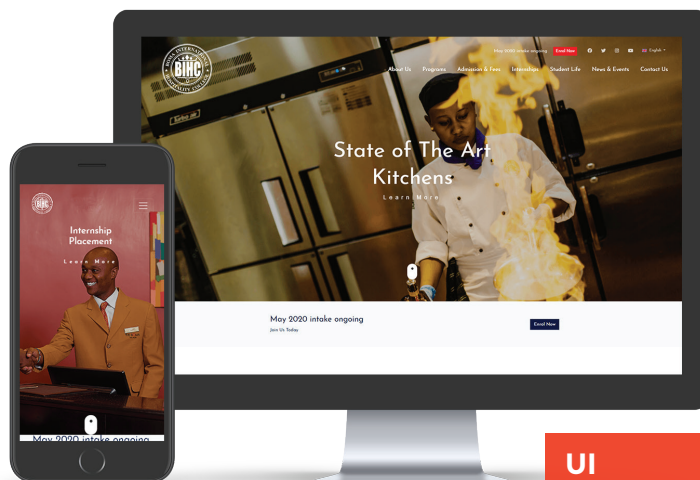


## GIN A DIN IMPACT 54 BRAND IDENTITY DESIGN

A leader in the Public Relations Industry in Africa, Gina Din required a new identity for a her new company Impact 54 with aims to encourage and facilitate Africans to do business with Africa

## BIHC USER INTERFACE DESIGN

BIHC needed a fresh new design for its website to announce new programmes and as well their refreshed identity classrooms, library and cooking stations



UI



# CASE STUDY

Case study on logo and brand identity design for Boma Panafrican.

Boma Panafrican is a group of self sustaining social business enterprises aiming to empower, transform and impact communities through innovative and impactful investment initiatives.

Kenya Red Cross Society (KRCS) resolved to have a centralized control of all the Commercial Entities under one parent company . The commercial entities shall operate as subsidiaries under the new holding company which is Boma Panafrican.



**BOMA** PanAfrican

# BOMA PANAFRICAN

Vision: To invest in and build commercial/business portfolios that are impactful, sustainable and increase the resource base and financial stability of the parent body in line with the strategic pillar

of resource and financial stability while mindful of its humanitarian imperative as it remains committed to the core values of service to humanity, Integrity, Respect and Innovation.

## 01. THE CHALLENGE

BOMA is a Swahili word for "homestead" – essentially meaning – a place where all the KRCS operating companies from diverse sectors are housed. We were tasked to create a logo that incorporates the idea of a homestead and or community.

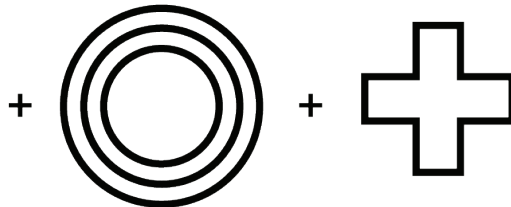
## 02. THE SOLUTION

We designed a modern, memorable, enduring logo with a strong association of traditional subsaharan African homesteads and provided a visual brand identity that is consistent across multiple media.

### LOGO CONSTRUCTION



maasai boma

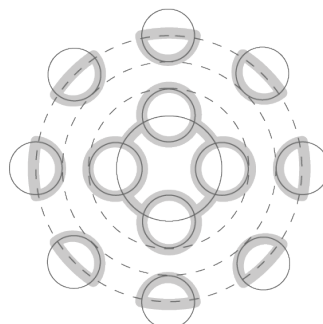


concentric circles  
*circles with a common center.*

cross



**Brand mark construction icon**  
is base on a circular grid  
composition





# THANK YOU FOR THE BUSINESS

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## ADDRESS TO

Johnson Mbugua

Boma International Hospitality  
College