

EMBRACE MEDIA

Why

EMBRACE MEDIA

Successful branding can only be achieved through successful interaction between us and our clients.

We believe it is a journey and a relationship that takes the both of us to achieve.

Our relationship and interaction and bringing you on board as one of our clients, makes you one of **us**, as far as branding matters is concerned.

We pride in offering all branding services under one roof and this builds a long term relationship with our clients.

We want our clients to have peace of mind knowing that there is a team behind their brand.



Our team is one big family of **bold thinkers** and **original creatives**, who are passionate about committing to you, guaranteeing continual quality and dedication. Our strong reputation is built on the successful delivery of all assignments, no matter how challenging the brief or how tight the timeframe.

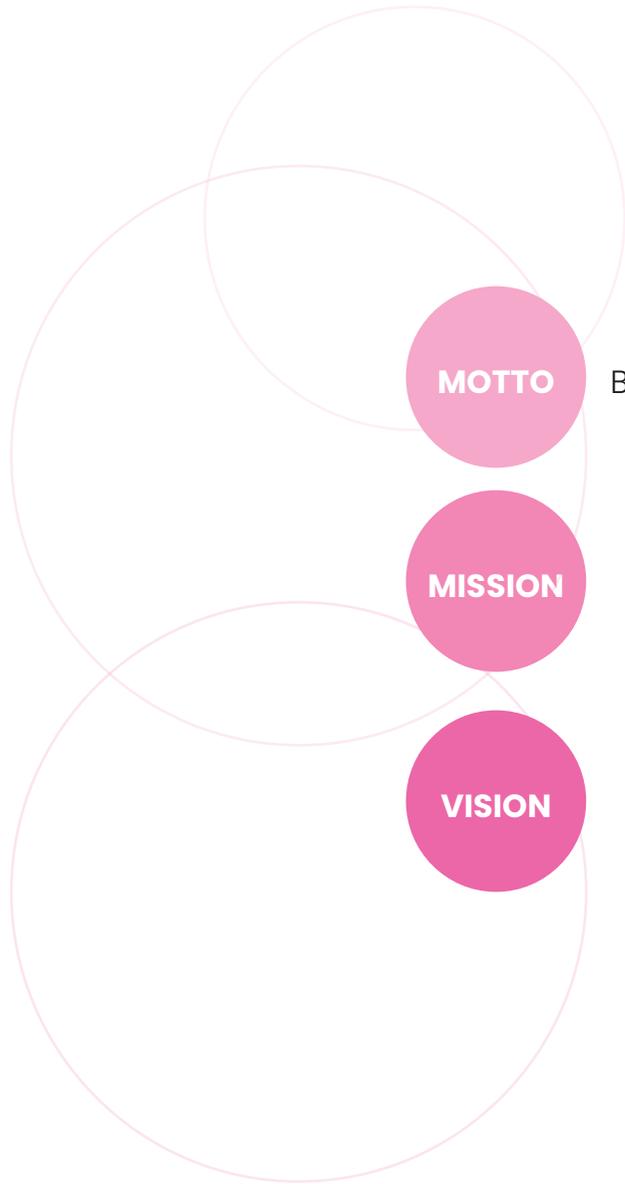
HISTORY

Embrace media was established to offer all branding services under one roof. Many one-service shops only offer one time service. Embrace media realised there is a gap and the client needed a company where they receive services in all aspects of branding from consultation to final distinct brand and even support the client in marketing the brand.

We began as a medium sized branding company and have challenged ourselves to grow and attain branding standards we believe fit to offer clients one stop shop services.

These being growing from a team of 4 to a company with 8 different departments with each team consisting of qualified professionals.

Embrace media has been in operation for the last 10 years.



MOTTO

Branding matters

MISSION

To be innovative and bold thinkers who prioritize our clients and create long term relationships to make you a brand, remain relevant and unmatched.

VISION

To be a timeless global company that makes our client's brand to be of great asset in their markets, globally.

CORE VALUES



SPECIALIZATION

As our motto says, branding matters. Making you a brand is our only business. We work on teams to ensure each individual specializes in one independent role, therefore, ensuring the quality of work.



INTEGRITY

Integrity is the foundation of everything that we do. Working with ethics is a priority for everyone associated with our company, knowing that integrity is the foundation of trust from our clients.



OPEN-MINDEDNESS

At Embrace media, we are open to new experiences and challenges. We are willing to adapt to new trends to ensure our clients remain at the top of the market.



ACCOUNTABILITY

At Embrace media, we are always ready to take full responsibility for our actions and ready to work hand in hand with our clients to solve challenges.



RESULTS

What we promise to deliver is what you get. We are competent in our work and ensure high standards are maintained.



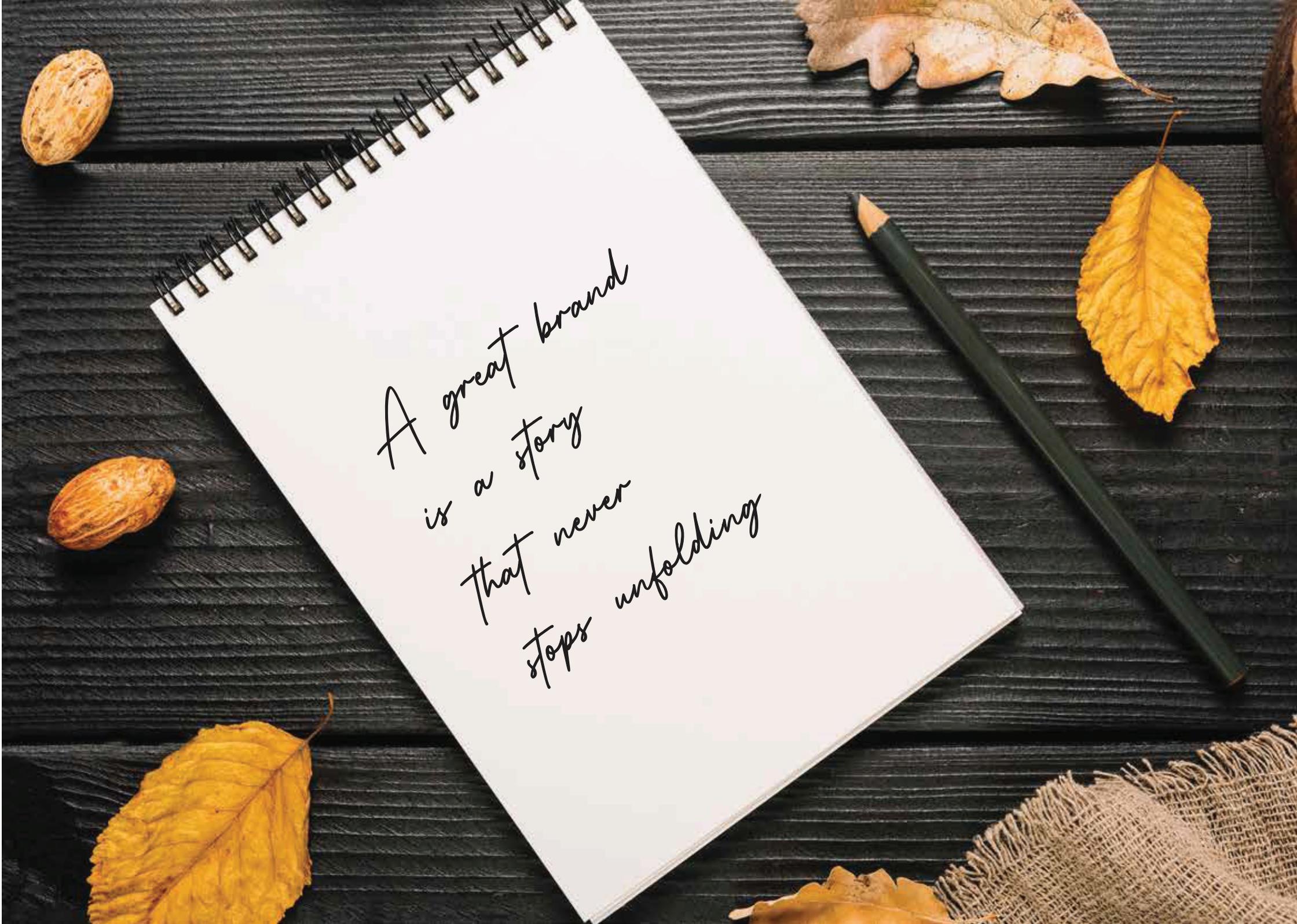
TEAMWORK

We are one big family. Each person is aware of their role and responsibilities but each of us is willing to work together in harmony to deliver the job more effectively.



COMMITMENT

We are committed to innovation and excellence. We assure our clients' full commitment to a project once it is agreed to kick off.



A great brand
is a story
that never
stops unfolding

“

Branding can **change** how people **perceive your brand**,
it can **drive new business**, and increase brand value
but it can also do the opposite if ***done wrongly or not at all.***

”

© MATTERS

BRANDING

Branding is important because not only is it what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company.

It is a way of distinguishing yourself from competitors and clarifying what it is you offer that makes you the better choice. Your brand is built to be a true representation of who you are as a business, and how you wish to be perceived.

Branding is a perpetual process because it never stops. People, markets, and businesses are constantly changing and the brand must evolve to keep pace.

Branding can change how people perceive your brand, it can drive new business, and increase brand value, but it can also do the opposite if done wrongly or not at all.

Branding is important when trying to generate future business, and a strongly established brand can increase a business's value by giving the company more leverage in the industry. This makes it a more appealing investment opportunity because of its firmly established place in the marketplace.

In the process of delivering branding services to our clients, we have structured our company into several departments. These departments are led by qualified professionals and are set to execute your branding projects and briefs effectively and creatively. We have aligned the overall objective of each department to drive towards ensuring our clients' **branding** goals are achieved. The chances are that by handing over the **branding** role to us most of the departments will be involved in the process e.g. design, printing, or even marketing.

We work together within our departments sharing tasks, and roles to make sure the set goal in terms of **branding** is met for all our clients. You will have one on one interaction with a professional within the department allowing you to follow up on any project you have shared with Embrace media.

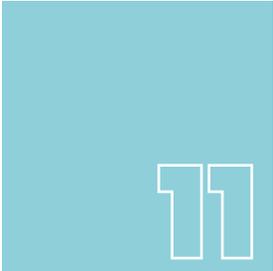
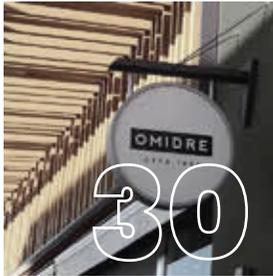
Our Esteemed Clients



Our Esteemed Clients



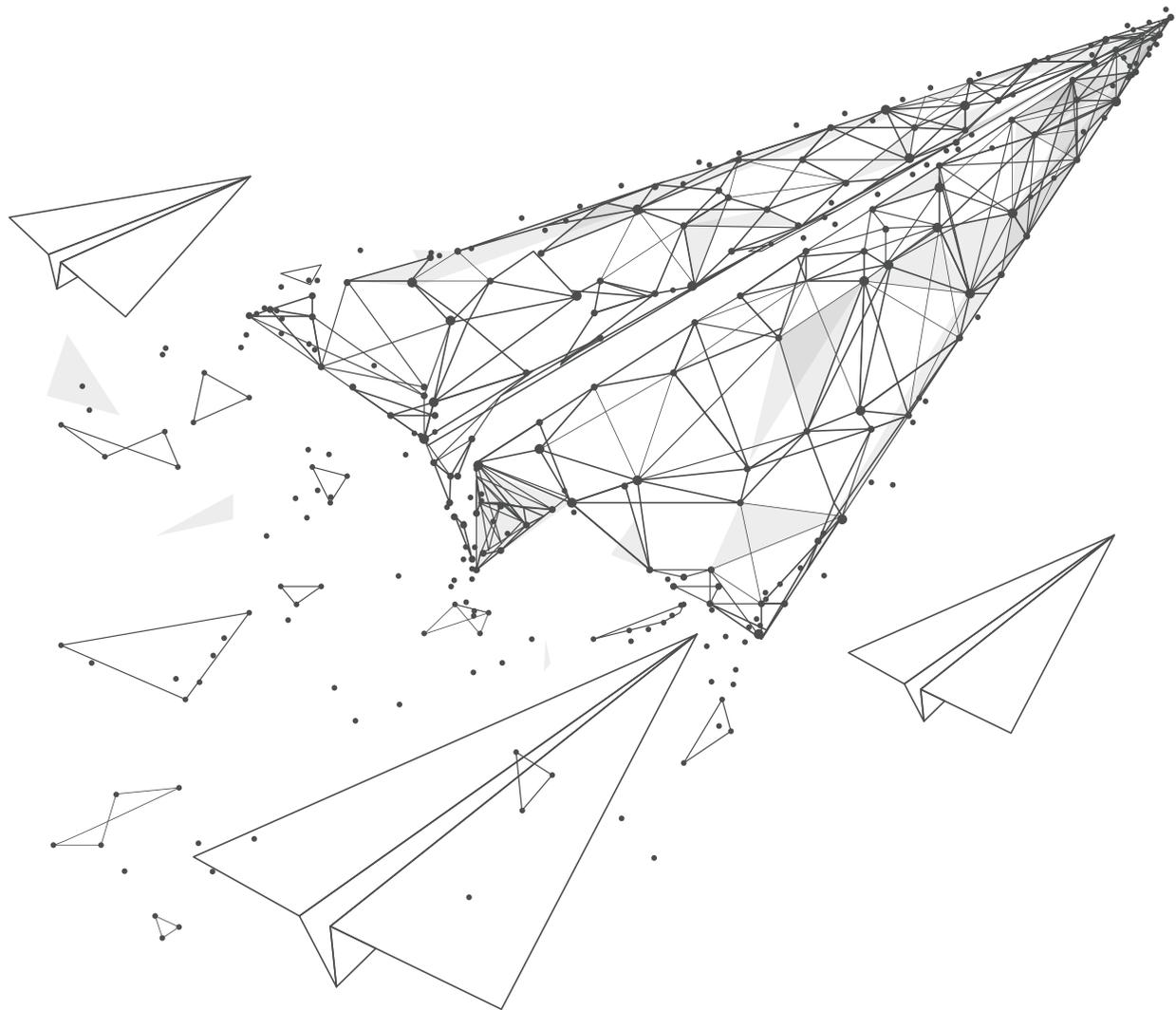
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SERVICES

- GRAPHIC DESIGN
- PRINTING
- BRANDING
- CONSULTANCY
- PHOTOGRAPHY
- WEBSITE DESIGN
- INTERIOR DESIGN
- PACKAGING
- ANIMATION
- DIGITAL MARKETING
- SIGNAGES



GRAPHIC
DESIGN

LOGO DESIGN

A logo is for identification.

The logo's meaning is more important than what it looks like.

A logo should not just describe what the business does but rather, identify the business in a way that is recognizable and memorable.

ziara
TREASURED DREAMS



Obanda
photography



Simply Blush
CUSTOMISED IN STYLE







BUSINESS CARD DESIGN

A small card will identify you as a person in connection with your business.

The color, wording and texture of your business card have a lot to do with its appeal and its ability to convey your company image.

Remember;

- . Always give people more than one card (so they can give it to others).
- . Include your card in all your correspondence.
- . Carry cards with you at all times, in a card case so they're clean and neat.





POSTER, FLYER DESIGN

Posters are bigger in size compared to flyers.

They are generally posted on walls where the targeted audience can easily see them.

You will be able to use this to share your information.

Flyers are smaller in size compared to posters. They generally come in A4, A5 or A6 size, but may vary.

Flyers are handed out to individuals or are kept at places where the targeted audience is likely to come.



Economic Stability through Strategic Investments

Maai Mahiu became an area of interest to us because of upcoming Government development projects. The construction of the SGR is meant to open up the area which has been sitting idle for a long time. The setting up of an industrial park and the inland port will bring a lot of economic activities around the area; **You want to be there to tap into these opportunities!**

Awesome Features

1.7km from the Maai Mahiu passenger Terminal
4km from the proposed inland Container Depot
Good road network
Proximity to SGR Terminus



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Muthaiga Suites, Block1 - Room 2



Weekend Blaze

Beef fillet,
Lamb chops,
Kuku kienyeji,
Whole Fish,
Fish Fingers
with any accompaniment.
Get free soda





BUSINESS STATIONERY DESIGN

The term stationery encompasses every bit of paper that your company uses in communicating with its customers and associates.

That means letterhead, envelopes, invoices, shipping labels, calling cards, calendars and presentation folders — to name just a few.



ONLINE
MARKETING
DESIGN



POSTER
FLYER
BANNER



MERCHANDISE DESIGN

MERCHANDISE DESIGN

Your brand presentation and display can also be enhanced in the merchandise that you share with your clients or staff.

We shall creatively present your brand once you engage us in the design.

We are ready to help you as you look to design your merchandise for branding purposes.

This would range from Tshirts, Caps, Umbrella, Keyholders, Diaries to list but a few.



3D DESIGN



3D DESIGN

3D techniques can be used to better inform or display projects in a more understandable format.

Be it in an educational or more commercial application.

A single three dimensional image can quickly convey a greater amount of visual information about a product or an object than a single 2D image can.

Projects discussed on paper can be translated to near realist format for presentation or further discussions before actual projects are undertaken.

3d designs can be used to display; Interior designs, Exhibition booths, Event floor plan, Furniture etc before printing or fabrication.



MOTION GRAPHICS

MOTION GRAPHICS

Motion graphics are visually captivating animated graphics that tell stories, promote products and deliver compelling visual content.

LOGO ANIMATION

An animated logo is a modern and dynamic way to present a brand. It is a good way to stand out from competitors since an animated logo guarantees originality. Animated logos can be used in video intros and outros, websites, and social media.

EXPLAINER VIDEOS

Explainer videos are short online marketing videos used to explain your company's product or service. They explain something in a colorful, fun, and engaging way. From a marketing perspective they can be used to communicate a variety of things.

DATA VISUALIZATION

Involves animation of infographics (icons, text, charts, diagrams), the most visually unique creative infographics are often the most effective because they grab our attention.

PRODUCT MARKETING VIDEOS

Product marketing videos are one of the most effective ways to showcase your product's value and connect with a broad range of potential customers. Knowing how to produce captivating, informative videos will do the talking for your business.



3D MODELLING
& INTERIOR
DESIGN

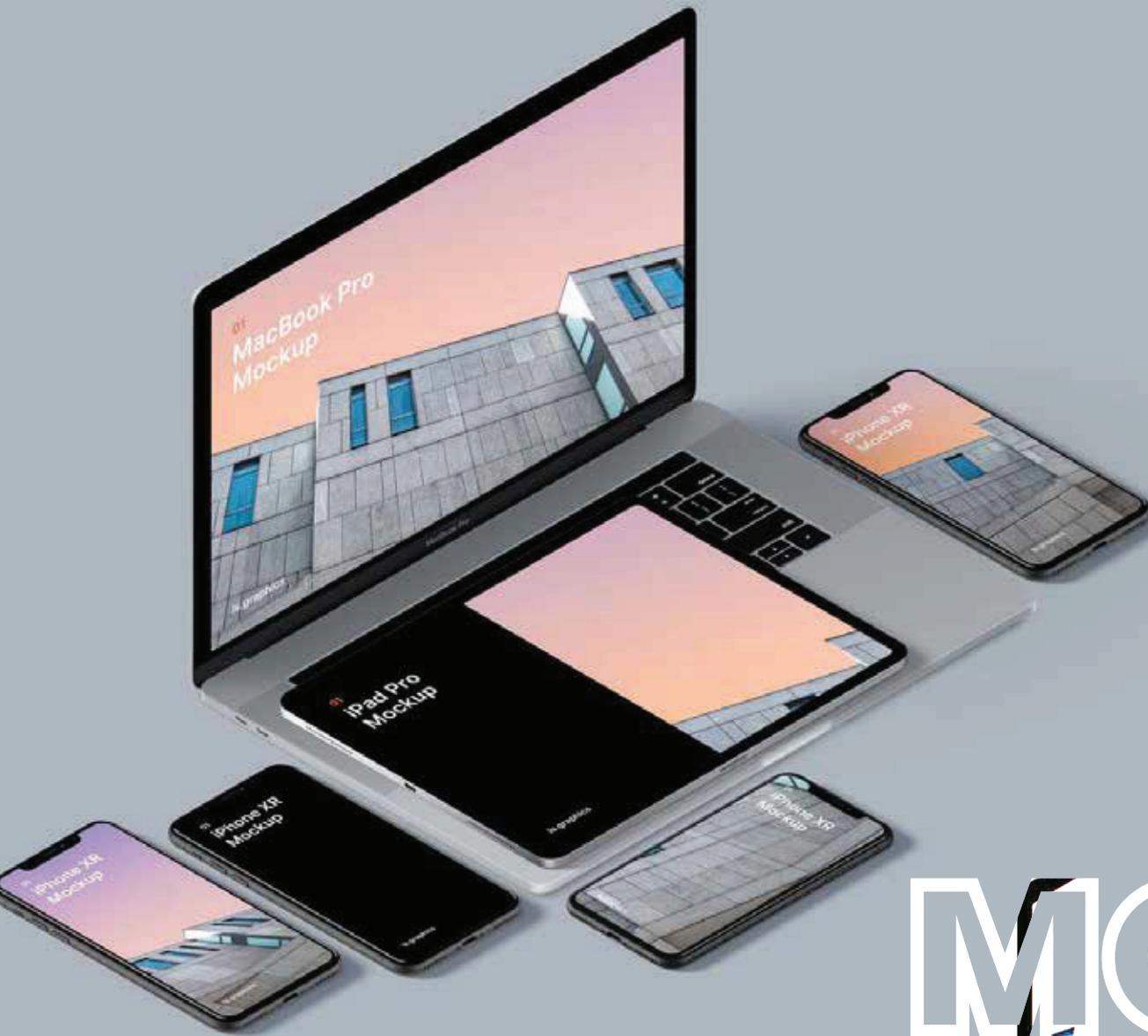
MANAGER

3D PRODUCT MODELLING AND INTERIOR DESIGN

In 3D modelling we create 3-dimensional representations of objects.

During this process, you can determine the size of an object, its shape, and its texture.

Product design will help you get a 360 degree view of your product and also help you make realistic models that mirror the actual products. Interior design modelling involves virtually creating things like walls, furniture, windows – all the physical details and elements inside a given space.



MOCKUP DESIGN

MOCKUP DESIGN

In manufacturing and design we design mockups which are full-sized models of a design or device which you could use for teaching, demonstration, design evaluation, promotion or other purposes.

The mockup will act as a prototype providing at least part of the functionality of a system and will enable testing of a design. The mockups can also be used by product owners to mainly to acquire feedback from users before production.

F-5

NYF

NYF

NYF

**BRANDING
IDEAS**

BRANDING IDEAS

In a tough and competitive market, your startup simply cannot exist for a long time unless customers trust your company.

Branding is all about building the trust for your products or services among your target customers. There are already many brands in your target market.

So, creating a unique brand that stands out requires you to have branding ideas that are special.

Banners Depending on how it's used, a banner is either a graphic image that announces the name or identity of a business / event to a large audience.

Stickers Depending on how it's used, a banner is either a graphic image that announces the name or identity of a business / event / offers to a large audience.

Flags Depending on how it's used, a banner is either a graphic image that announces the name or identity of a business/event/offers to a large audience.

EVENT BRANDING DESIGN

When and where is your event?

The most successful event is the one that achieves your goals and exceeds your expectations.

Events décor

Many details go into creating a memorable event, and they go beyond the amenities and invitations.

Event decor impacts every aspect of the party, which is why it's an important factor to focus on when planning.

The colours, shapes, and textures you choose will affect the overall tone and atmosphere of the occasion.

LIST OF EVENTS DÉCOR

• Corporate • Social

CORPORATE

Event branding gives businesses the chance to create truly unique events that stick with audiences and promote experiences that go beyond the brand.

When done correctly, event branding creates a strong connection between the event and your brand in the minds of audiences, which encourages them to seek out your products and services even after the event has ended.

An event's brand is a combination of factors which may include:

BOOTHS

Even if you have only one booth under your control, you have to make it represent the brand as perfectly as possible. Digital signage, branded laptops, and logo construction can help you build awareness. Lastly, don't forget about giveaways. If people take your brand home, you won't be forgotten.

BANNERS

Old-school banners will never let you down.

Choose strategic positions for placing your branded banners at the venue and use them to promote the event.

GIVEAWAYS

Spreading the power of your brand to households is one of the most reliable strategies for building awareness. Make sure your brand is the star of the giveaway package, and you get the chance to turn attendees into buyers!

lointek

lointek

lointek



A-K37



Fluidized Bed
Combined
Heat and Power

lointek

CORPORATE

SOCIAL

Well, a brand is a visual identity for your big day.

It includes creating a logo for your event as well as using coordinating fonts and colours to create customized invitations and other printed products.

By having a brand for your event, you ensure that everything will match and be coordinated for all aspects of that day.

You can use the brand board to give to florists, photographers, your event planner, and any other vendor so that they can have a clear visual reference for your event.

Each package is typically customized but premade collections are available for events such as:

Weddings

Birthdays

Bridal shower

Baby shower

Graduation

Dowry Ceremonies

AADHVAN'S SPACE WORLD



JOL EVENTS

JOL EVENTS

Jol Events

SOCIAL

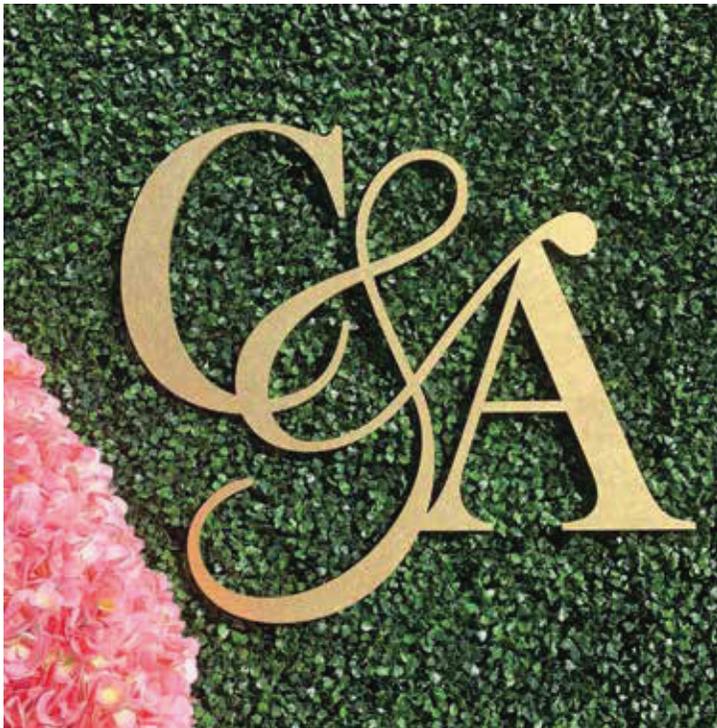
We custom make everything on your big day to establish a personalized event.
Pass that personalized message through us.

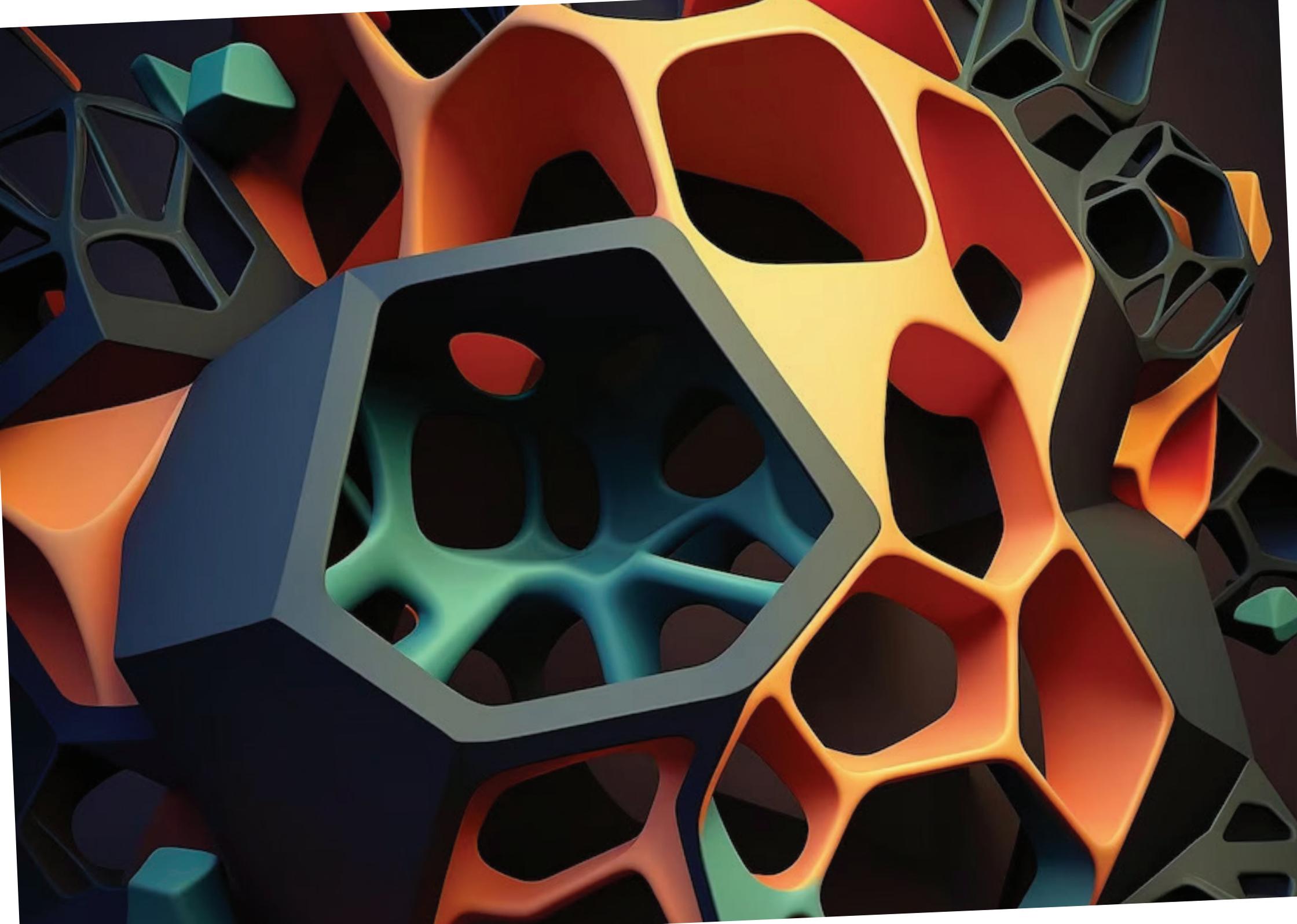
Printing is facilitated through us to ensure quality paper products and delivered right to your doorstep.

On your big day, we can offer these services and products;

- Customized Backdrops
- Customized Walkways & Dancefloors
- Signages.
- Invitation Card
- Menu
- Table numbers
- Directional signs
- E-card
- Thankyou Card
- Customized Giveaways
- Programs
- Customized props
- Photography
- Photo Booth
- Photo Frames
- Photo Album
- Photo Book

WEDDING BRANDING SAMPLES





Political **Branding**



WHAT POLITICAL BRANDING IS WHAT IT INCLUDES

A brand is really the audience's perception of the political candidate; branding defines who you are as a candidate, frames the issues in a way that appeals to the audience (i.e., voters), and helps the audience connect with you on an emotional level.

It includes, but isn't limited to, logos, colors, fonts, jingles, catch phrases, and graphics or other images. These should appear on or in a candidate's campaign website, social media, email, paper materials, political advertisements and signs, and all communications. Even the simplest lawn sign needs to deploy branding. In fact, being able to control a news cycle and define the language used for a particular topic is also a part of your political brand. Political branding is crafting a narrative, and each element supports and strengthens that narrative, making you easy to recognize and hopefully easier to vote for.



RANGE OF BRANDING FOR A VYING CANDIDATE [continuation]

- ✓ Flyers
- ✓ Posters

- ✓ **Billboards**

Billboards are effective for building brand awareness and broadcasting your campaign to as many people as possible. Billboards tend to have the highest number of views and impressions as they are mostly set up in busy areas.

- ✓ **Signs**

It is important to put signs outside the candidate's office or in electric posts as a way of drawing attention and also awareness of the candidate's brand. Signs can also be used to convey information such as the candidate's agenda.

- ✓ **Vehicle branding**

Cars can be branded with stickers or vinyl wraps conveying the candidate's logo or slogans. Branded cars are like mobile billboards as they convey messages wherever they go.

Motorcycles and bicycles can be branded with stickers or mounting small flags.

We can cover your vehicles with vinyl wraps that protect your vehicle from scratches and also ensure the vehicle paint is not damaged.

- ✓ **Truck branding**

We can cover trucks with stickers containing the candidate's logo, picture and other necessary details as a way of promoting the candidate's brand.

We also have a special package which involves:

- Leasing the truck
- Branding the truck
- On set DJ with full equipment
- Public address system
Photographer/videographer

VOTER SEGMENTATION

A candidate must break down the electorate into segments or groupings and then create a campaign platform that appeals to these targets. The goal of segmentation is to recognize and assess voter needs or characteristics, which become the foundation for defining the profile of the voters in order to plan efficient communication with them.

We have broken down the voters into groups in which the candidate's campaign will have direct emotional affect so as to compel the voter to vote for him or her.

Group/ Sector	Items for branding
Education	<input type="checkbox"/> Books <input type="checkbox"/> Diaries <input type="checkbox"/> Pens <input type="checkbox"/> Rulers <input type="checkbox"/> Geometric sets <input type="checkbox"/> Success cards <input type="checkbox"/> Clipboards <input type="checkbox"/> Games t-shirts <input type="checkbox"/> Educational charts
Youth	<input type="checkbox"/> Caps <input type="checkbox"/> T-shirts wrist bands <input type="checkbox"/> Reflector jackets <input type="checkbox"/> Scarfs <input type="checkbox"/> Flags [etc] <input type="checkbox"/> Shades for small businesses <input type="checkbox"/> Overalls for mechanics,car wash, etc <input type="checkbox"/> Youth empowerment programs <input type="checkbox"/> Support/sponsor campus events
Women	<input type="checkbox"/> Aprons <input type="checkbox"/> Umbrellas <input type="checkbox"/> Carrier bags <input type="checkbox"/> Leso <input type="checkbox"/> Masks <input type="checkbox"/> Water tanks <input type="checkbox"/> Support women empowerment programs <input type="checkbox"/> Scarfs
Sports and games	<input type="checkbox"/> Balls <input type="checkbox"/> Jerseys <input type="checkbox"/> T-shirts <input type="checkbox"/> Shorts <input type="checkbox"/> Skirts <input type="checkbox"/> Sport kit bags
Social activities	<input type="checkbox"/> Tent branding <input type="checkbox"/> Mineral drinking water <input type="checkbox"/> Portable toilets <input type="checkbox"/> Awareness posters
Agriculture	<input type="checkbox"/> Fertilizers <input type="checkbox"/> Seedlings
Candidate's Crew	<input type="checkbox"/> Badges <input type="checkbox"/> Custom made- polo t-shirts <ul style="list-style-type: none"> - Shirts - Caps - hats <input type="checkbox"/> Table flags <input type="checkbox"/> Car flags <input type="checkbox"/> Car window stickers
	<input type="checkbox"/>

CANDIDATE IMAGE

From the very first meeting, we will discuss in detail how you as a candidate want to be viewed at and received by your voters. We understand most candidates have their own colors, logos, slogans and catch phrases. Our work then will to make sure this are represented in a very unique memorable way.

We take you through the steps of how to uniquely present your image.

Your Image will compromise of the colors, Logos, Slogans, Catch phrases and photography ensuring your face as the candidate is professionally integrated onto all this or on all avenues of branding you choose to take up.



PHOTOGRAPHY

Stunning photos are the face that communicate with your voters even when you are not around.

Your potrait also will be used across different print media banners, posters, online posters and is highly advisable to ensure you have a collection of high resolution photos to use.

We have a team of skilled photographers to ensure we achieve the kind of potraits required.



LOGOS & EMBLEMS

We discuss extensively about your logo or emblem to help us understand to the fullest what you as a candidate represent.

This will appear in all the branding ensuring the candidate is easily identified with the logo or emblem .



VIJANA NA KURA



TOGETHER. FOR FUTURE



DADA
NA
KAZI



2021 *And Beyond*

SLOGAN & CATCH PHRASES

We discuss your/party slogan or catch phrases for use during the branding.

This will appear in all the branding.



CMYK
10.99.97.17



CMYK
100.100.30.31



CMYK
75.0.100.0



CMYK
90.30.95.30



CMYK
66.0.23.0



CMYK
0.74.0.18



CMYK
0.90.60.0



CMYK
99.66.6.0



CMYK
0.18.96.0

COLOURS

We discuss extensively about your party colours to ensure use them correctly

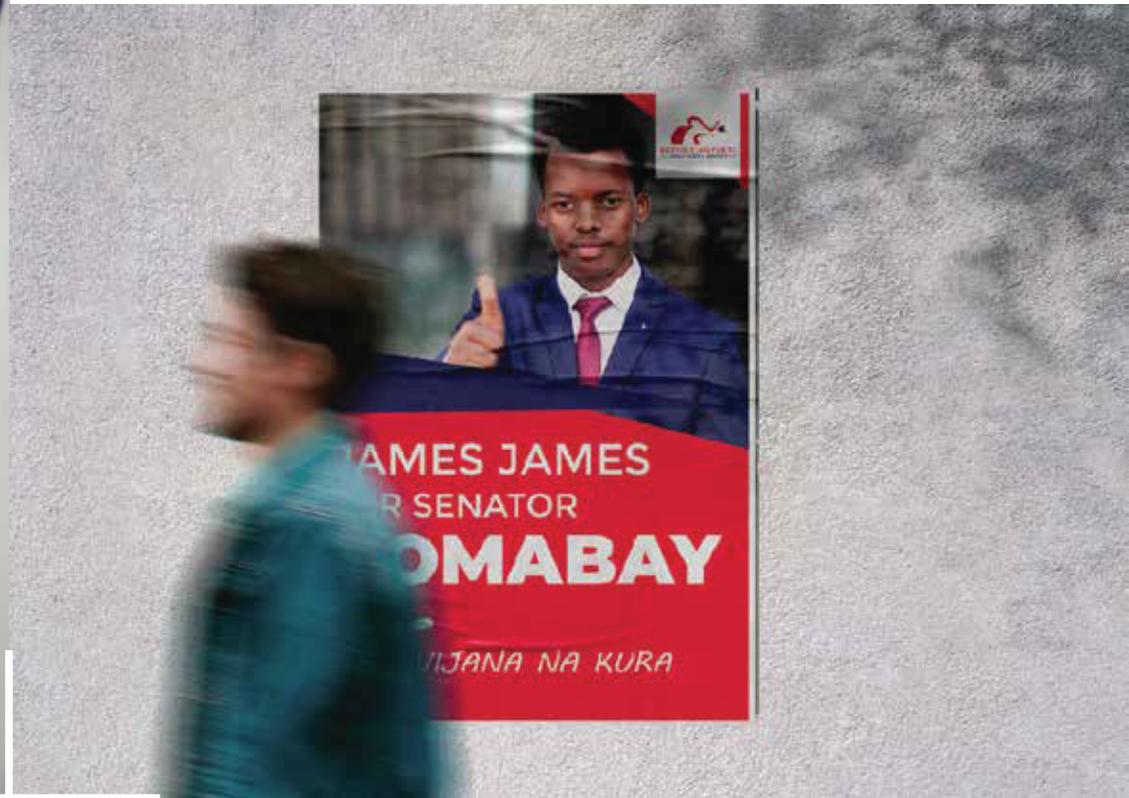
This will appear in all the branding.

RANGE OF BRANDING FOR A VYING CANDIDATE

There are range of items for branding for a candidate to use during his/her campaign.

This we design use as soft copy or print depending on how the candidate wants to use.

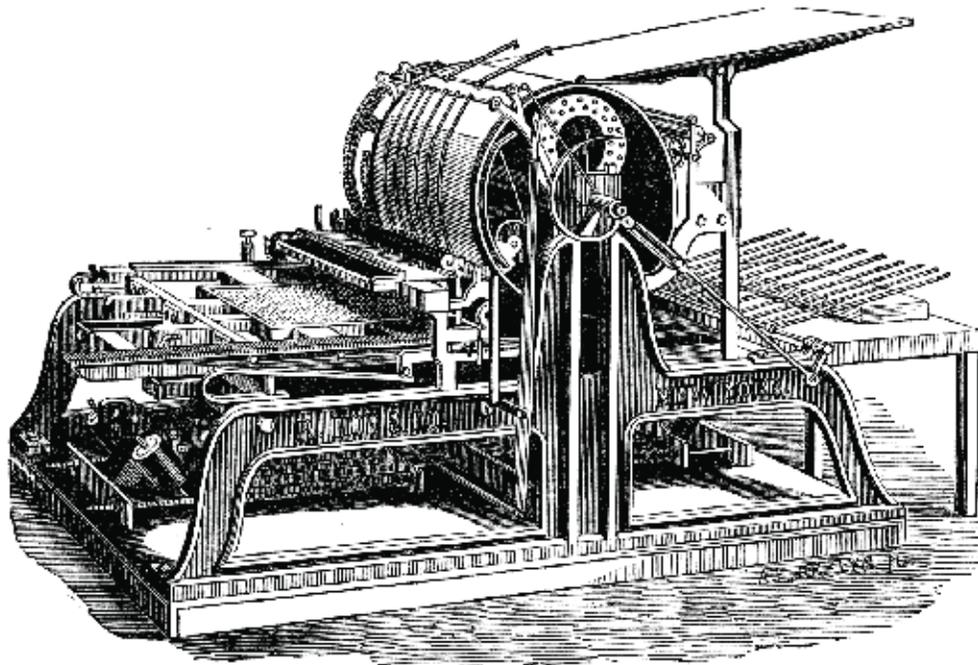
We will also give advice on what materials to use where and method of prints and specifically which type of items to print or brand depending on the crowd the candidate is targeting, age group, men or women, Location; church, football games, at a market etc.







PRINTING



HOB'S ONE-CYLINDER PRINTING PRESS.

The invention of the printing press was one of the most important events in human history.

Ha-joon Chang

PRINTING

Printing is a form of visual communication used to convey information to an audience as a subject of graphic design to be printed on a tangible surface or paper. Print designs are mostly used for branding or marketing purposes such as flyers, business cards, packaging, etc.

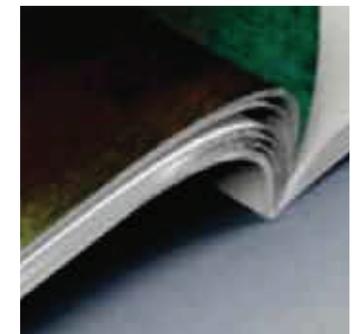
Printing brings the overall business outlook to come to life. Having a good standard of printing with interesting fonts, text, colour, images, or even the texture of the paper can interest a customer and lead them to curiosity about your brand.

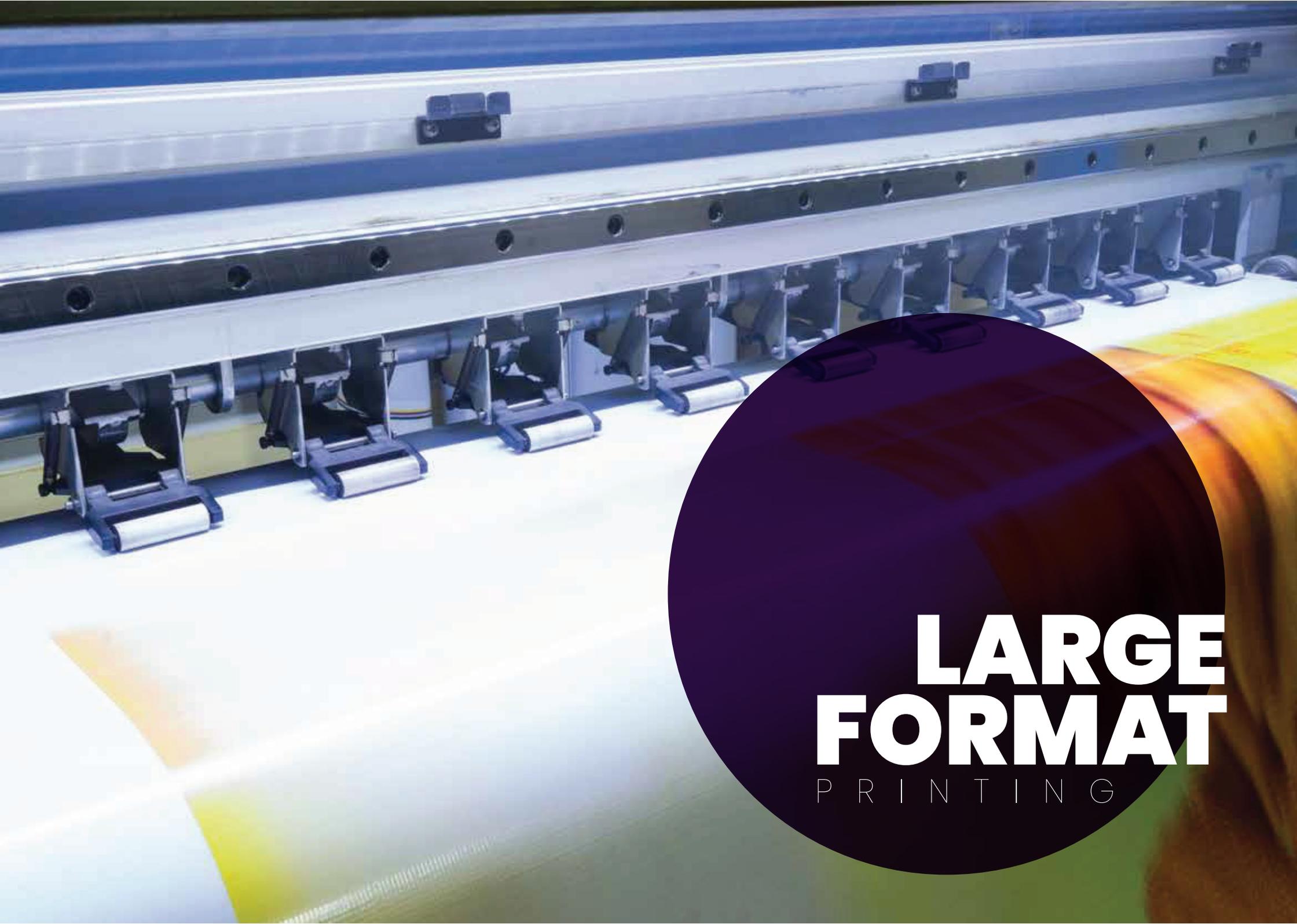
We have the most creative designers who are young and vibrant and up to date with trends.

This is because we believe that a great design is key to a good print outlook.

Besides that, we have fully committed ourselves to purchase high-resolution machines to make sure the quality of work is on an international level.

Once you knock on our doors, be sure that we will go all the way to installation and maintenance. Our team is incorporated of competent professionals that will advise and paste the printed works according to your desires.





**LARGE
FORMAT**
PRINTING

LARGE FORMAT PRINTING

Large format printing is, essentially, the printing of large graphics or designs onto large rolls of paper or other materials. Large format printing is used to produce large graphics for marketing, branding, and advertising purposes. These can take many forms, such as fleet and vehicle vinyl wraps, and printed retail graphics and displays tend to be some of the most common uses for the format.

Large format printing offers you a large space to advertise your business, products and services. The high visibility of your content (graphics, text and images) helps deliver your brand message effectively to a large audience.

Here are some items printed through large format printing:

BANNER

Banner printing is a type of printing that caters to those looking for wide format or large format printing. Banners are primarily used for advertising purposes to publicize the advertiser's products or services. There are different types of banners which include pull-up banners, pole banners, framed banners, etc.

STICKER (MATT/CLEAR/GLOSS/FROSTED)

Stickers are adhesive materials printed with information about a brand. They are one of the cost-efficient ways to promote a brand.

Clear stickers are transparent and can be seen through clearly while frosted stickers are not fully transparent and appear similar to the glass that has been covered with frost.

Gloss and matt stickers are referred to according to the sheens on the printed surface. Gloss stickers have the highest sheen while matt has very little or no sheen.

REFLECTIVE STICKER (SMOOTH/HONEYCOMB)

Reflective stickers are used for high-impact marketing purposes as they reflect light in low light or darkness.

They are also waterproof, tear and UV-resistant, and highly visible.

Honeycomb stickers have a honeycomb structure on their surface. Smooth reflective stickers have a plain and smooth front surface.

ONE-WAY VISION STICKER

One way vision is a perforated film that is custom printed on one side. The non-printed side has adhesive for easy pasting. This product typically pasted on glass allows visibility from inside to outside while blocking visibility from outside to inside.

FLAGS

Advertising flags are used as a high-visibility promotional tool for events, businesses, and services. They're placed outside, or in an optimal location outside businesses, to advertise business messages or events and offers.

BACKLIT

Backlit signage is intended to be viewed with a light source behind it, and is a perfect way to increase your brand's visibility, stand out from your competitors, and get your message seen at any time of the day or night.

SATIN

Satin is a less shiny coated sheet. It has a lower gloss level than a gloss finish.

PHOTO PAPER

Photopaper is used for high quality photographic prints.

CANVAS

A canvas print is the result of an image printed onto canvas which is often stretched, or gallery-wrapped, onto a frame and displayed. Canvas prints are used as the final output of an art piece, or as a way to reproduce other forms of art.



**VINYL
CUTTING**

VINYL CUTTING

Vinyl cutting is the act of creating a design then sending that design through to a vinyl cutter, which will cut out your design using a blade on sheets of vinyl.

Some of the items that you can cut using a vinyl cutter are:

- Frost Stickers
- Surfaces Colored Vinyls (Matte / Gloss)
- Fabric Printing Vinyl



DIGITAL PRINTING

Digital printing is a modern method of production that makes prints from electronic files. It involves your artwork being created on a computer and then printed directly onto the material of your choice.

Digital printing offers impressive quality and consistency over the other options. The colours show up perfectly on the prints and there are no issues with harsh lines.

It is a fast way of printing as there are fewer steps in the printing process, and as a result, the final product can be delivered more quickly.

Here are some of the items printed through the digital printing method:

BUSINESS CARDS

A business card is a small, printed, usually credit-card-sized paper card that holds your business details, such as name, contact details and brand logo. Your business card design is an essential part of your branding and should act as a visual extension of your brand design.

LETTERHEAD

A letterhead is a piece of business stationery printed on a sheet of paper. Most commonly printed at A4 size, the design of letterheaded paper includes the company name, address, telephone number, website and the corporate logo mark.

POSTERS

A poster is a type of print. More specifically, it's a reproduction; a copy of an original work of art or photo. Standard posters are usually used to advertise events, ideas, or products.

FLYERS

Flyers are usually single, unfolded pages, that may only be printed on one side. A flyer will usually focus on one simple message, with an eye-catching design and minimal detail.

BOOKS

A brand book should be shared throughout the company and with partners to maintain consistent delivery of the brand. By referencing the book, creatives can eliminate questions from other departments, such as which logo to use on a light or dark background.

PROFILES

A company profile is a statement that describes a business essential element. A company profile gives you the chance to tell your customers what your business is about and what products or services you can offer. We help you by coming up with catchy designs and high quality print work that your customers will be attracted to read.

BROCHURES

A brochure is a marketing tool that is generally a single sheet of paper printed front and back. It can be folded into a template, pamphlet, or leaflet. A brochure can also be a set of related unfolded papers put into a pocket folder or packet.

CALENDARS

Calendar printing is one of the smartest ways to make sure your brand is seen by dozens, hundreds, or thousands of people every day. A calendar is used to display dates and related information, usually in a table format.

NOTEBOOKS

A notebook is a book or stack of paper pages that are often ruled and used for purposes such as note-taking, journaling or other writing. It is a promotional item to sell a brand.

FOLDERS

These are printed sheets folded into a number of pagelike sections.

ENVELOPES

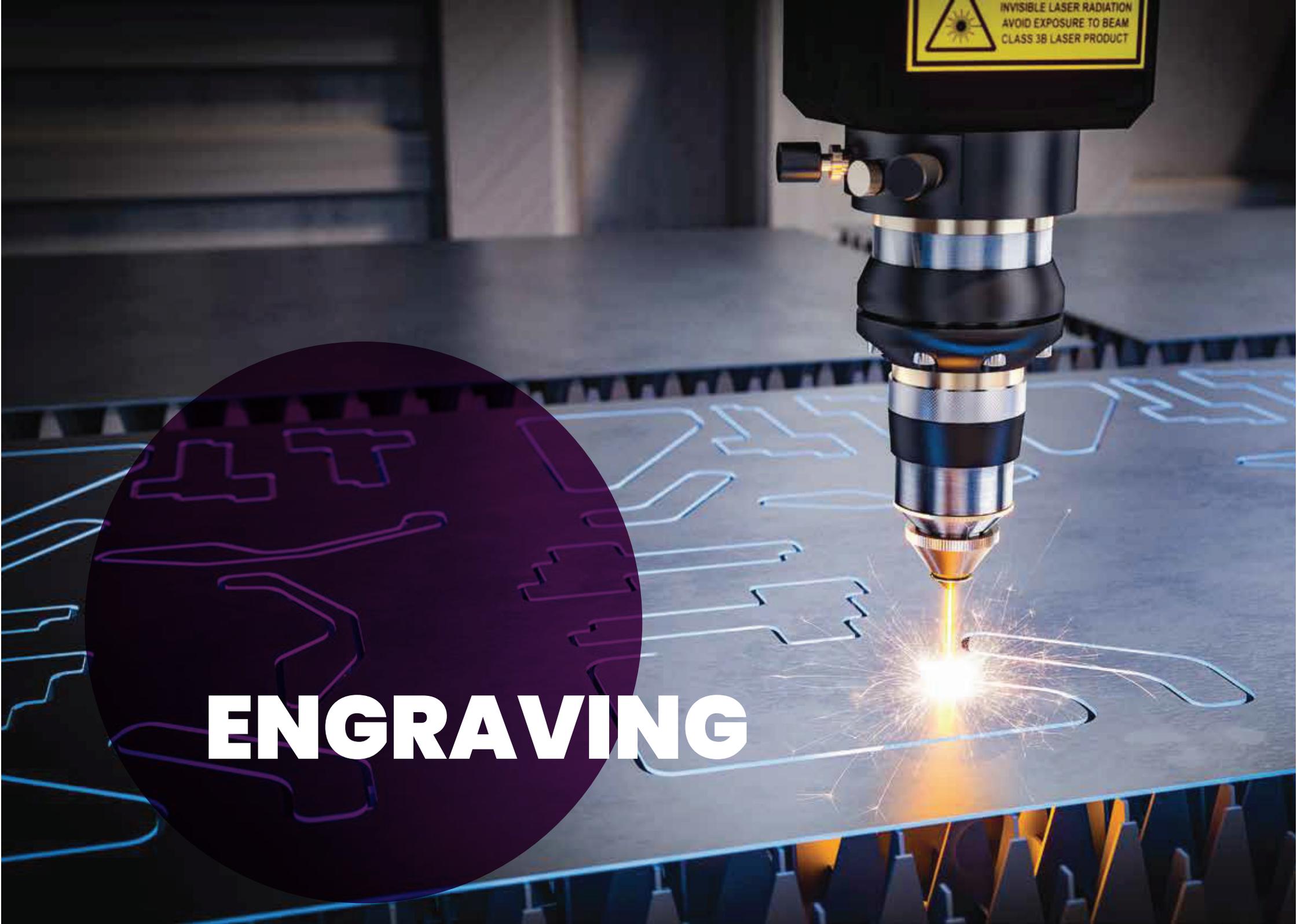
An envelope is a form of packing. Envelopes are used for sending letters or documents. Envelopes are usually made of paper or hardened paper.

MENUS

The menu is a list of the food and drinks in a restaurant. Menus are the one item that almost every customer will see and touch. Meaning that the way you design your menu can be influential to what a customer purchases.

Other items printed with the digital printing method include:

- Eulogy
- Labels
- Invitation Card
- Wedding Card
- Photo book
- Certificates
- ID Cards
- DVD/CD



ENGRAVING

Engraving is a printmaking process in which lines are cut into a metal plate to hold the ink. The metal plate is first polished to remove all scratches and imperfections from the surface so that only the intentional lines will be printed.

Engraving is a fast process, as the material is vaporized with each pulse. Engraving has the benefit of being incredibly versatile. There are very few items that cannot be engraved and very few materials which will not accept an engraving.

Here is a list of commonly engraved items:

- Signage
- Diary
- Pens
- Custom Gifts
- Trophies
- Awards
- Wine Glass
- Stencils
- Wedding Cards
- Nametags/ Lapel Pins
- Door tags
- Coasters

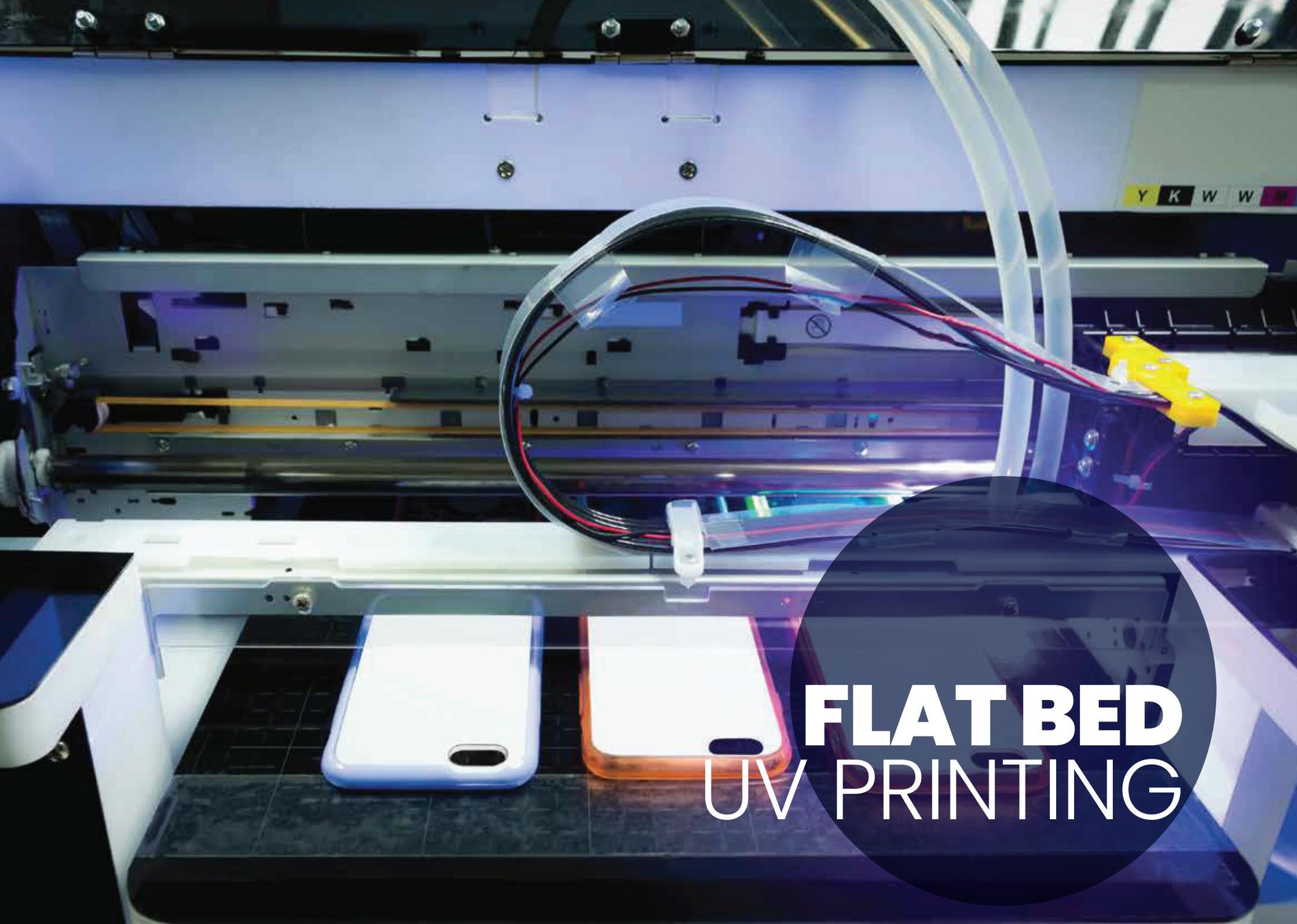


EMBROIDERY

Embroidery is the process in which an image or design is stitched onto fabric. Using various types of threads, any image, word, or shape can be embroidered onto any material. Most often, embroidery is used to display business names or logos onto apparel for uniform purposes. Embroidery is often used on a variety of types of clothing for merchandise and advertisement.

Examples:

- Shirts
- Polo Shirts
- T-shirts
- Bags
- Leso
- Caps
- Towels
- Badges
- Umbrella
- Raincoat
- Sweaters
- Hoodies



**FLAT BED
UV PRINTING**

Flatbed Printing is an automated form of printing on a silkscreen that was previously done by hand. Instead of printing an endless pattern, flat screens produce prints with a specific, fixed area.

Each colour and design theme has its screen. Because the squeegees may be used several times on each screen, a considerable volume of print paste can be applied.

Flatbed printing is the most flexible printing technology since it can be used to print on a wide variety of clothes. It is possible to print on a wide range of flat surfaces using flatbed screen printing.

Some of the items printable on flatbed printing are:

- Flag
- ABS Board
- Flash disks
- Notebooks
- Water Bottle
- Mousepads
- Keyrings
- Phone Covers
- Pens
- Name tags
- Wristbands
- Mugs



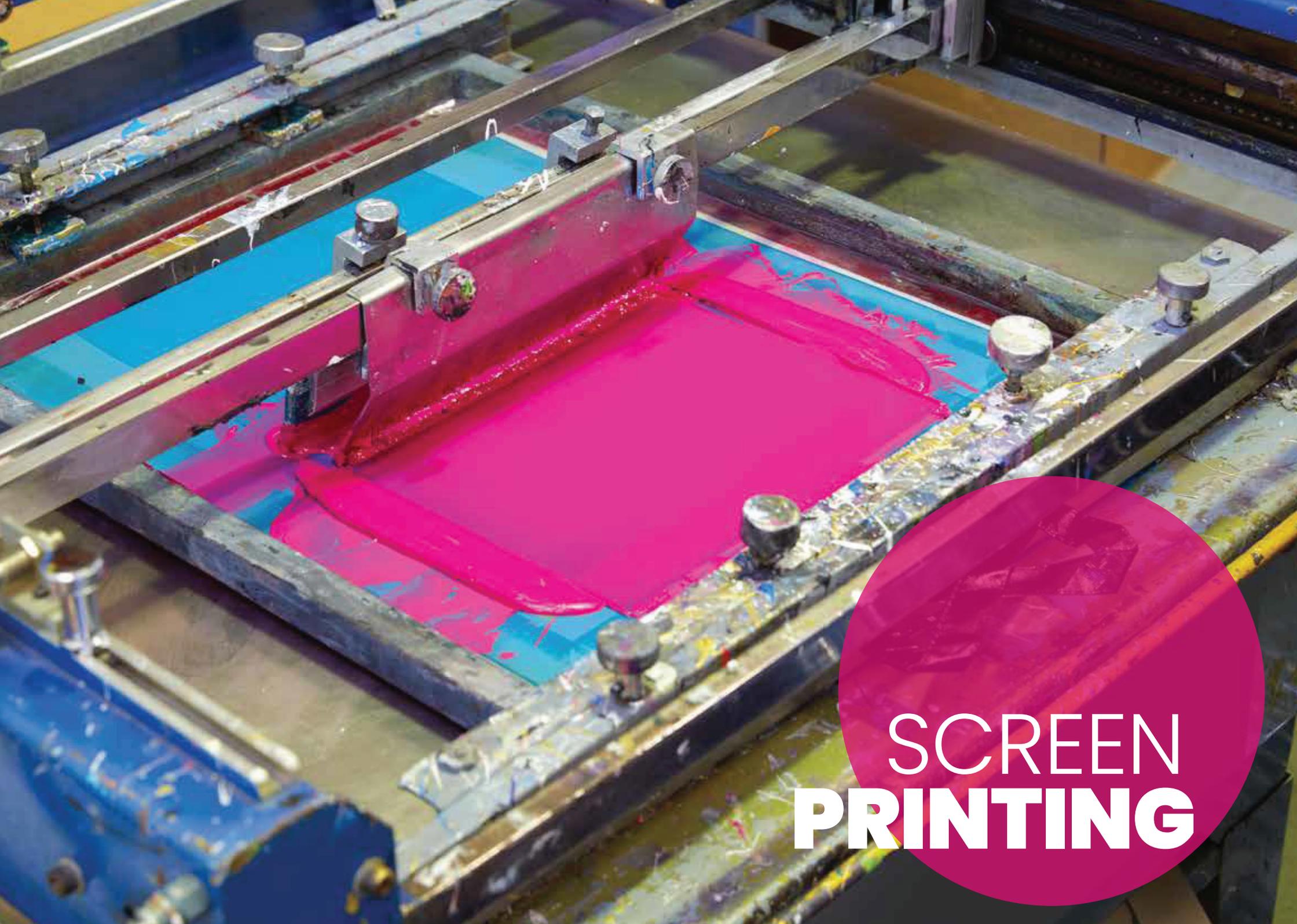
OFFSET
PRINTING

Offset printing is a printing technique that involves the transferring of an image from a metal plate to a rubber blanket or rollers before being printed on the receiving media, usually paper. In this method, the paper does not come in direct contact with the metal plates. Offset printing is the most cost-effective method for large printing jobs. The more you print, the cheaper the price per page.

Here are some of the items best printable using offset printing:

Posters

- Flyers
- Brochures
- Profiles
- Folders
- Diaries
- Notebooks
- Books
- Calendar
- Packages
- Labels
- Envelope Receipts
- Invoices
- Complimentary Slips



SCREEN
PRINTING

Screen printing is a technique that involves using a woven mesh screen to support an ink-blocking stencil to receive a desired image.

Screen printing can create a different visual output when compared to digital printing. Screen printing ink is typically applied more thickly, resulting in longer-lasting, brighter, and more vibrant colors, even on darker backgrounds.

Some of the items that are favourable in using this method of printing are:

- T-shirts Helmets
- Scarfs
- Caps
- Umbrellas
- Lanyards
- Carrier Bags
- Laptop Bags
- Tents
- Hoodie
- Leso
- Wrist bands
- Reflector

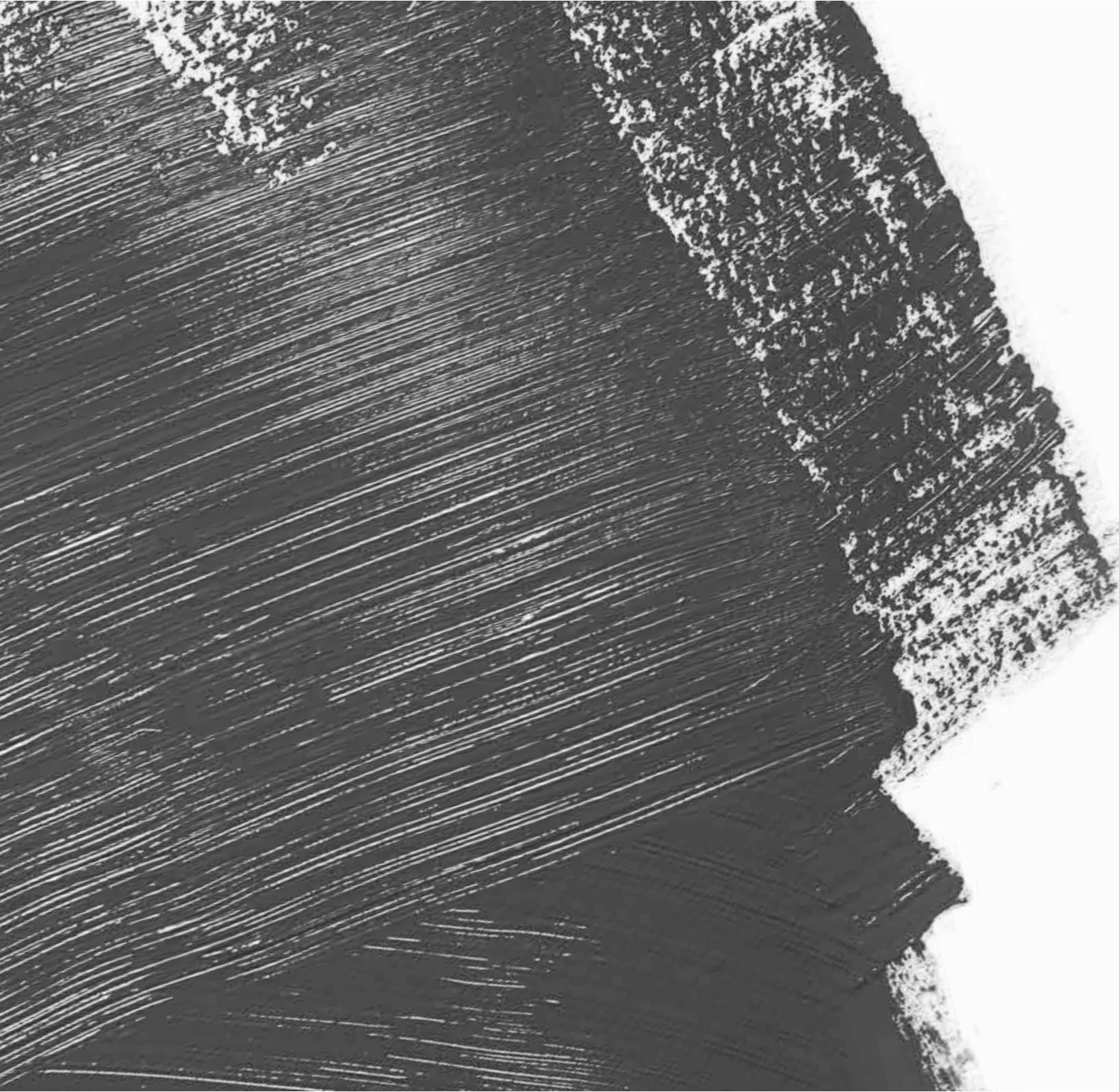


SIGNAGE

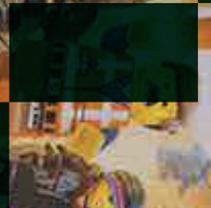
- Road Signs
- Backlit Signs
- 3d Signs
- Door Plates
- LED Signs
- Reflective Signs
- Warning Signs
- Building Name
- Road Construction
- Change of User Sign

VARIETY OF PRODUCTS

- CD-DVD
- Mugs
- ID Cards
- Caution Stands
- Award Crystals
- Wall Clock
- Promotional Kiosk
- Label Pins
- Photo Slates
- Photo Frames
- Teardrops
- Buntings
- Pop -up Banner
- Rollup Banners
- X- Banners
- Telescopic Stands



we are that
team



RANGE OF
MACHINES

PRODUCTION LINE MACHINES

- Digital Printer
- Epson Printer
- Mug Printer
- Screen Printing Machine
- Plotter Machine
- Large Format Printer
- Eyelet Finish Machine
- Welding Machine
- Engraving Machine
- Router Machine



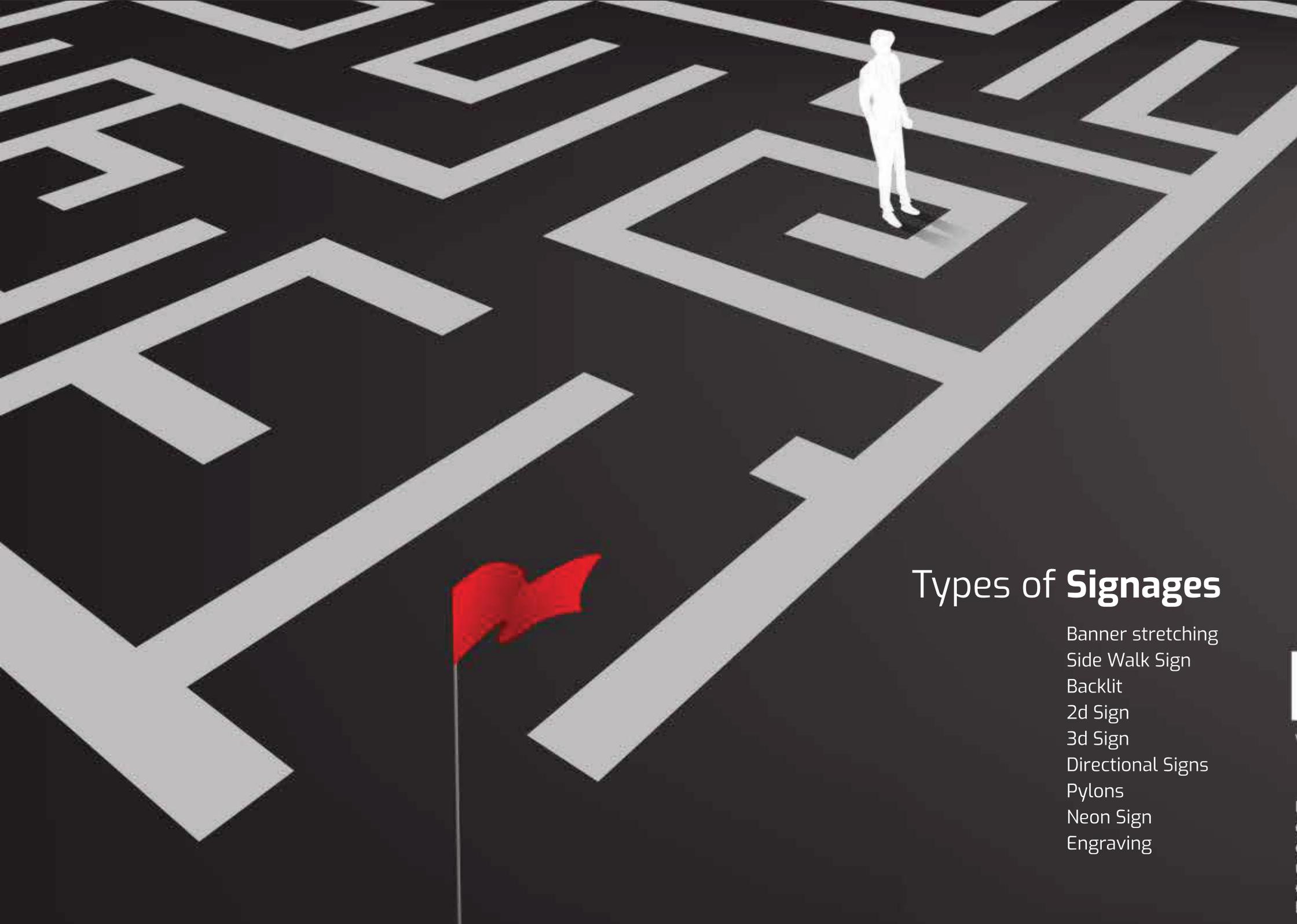
Signages



Get Noticed

A sign is often the first piece of marketing a customer will come across before making a decision to buy. They get you noticed, improve brand recognition and can lead to impulse purchases.

We offer a wide range of signage solutions so you can promote your business.



Types of **Signages**

Banner stretching
Side Walk Sign
Backlit
2d Sign
3d Sign
Directional Signs
Pylons
Neon Sign
Engraving

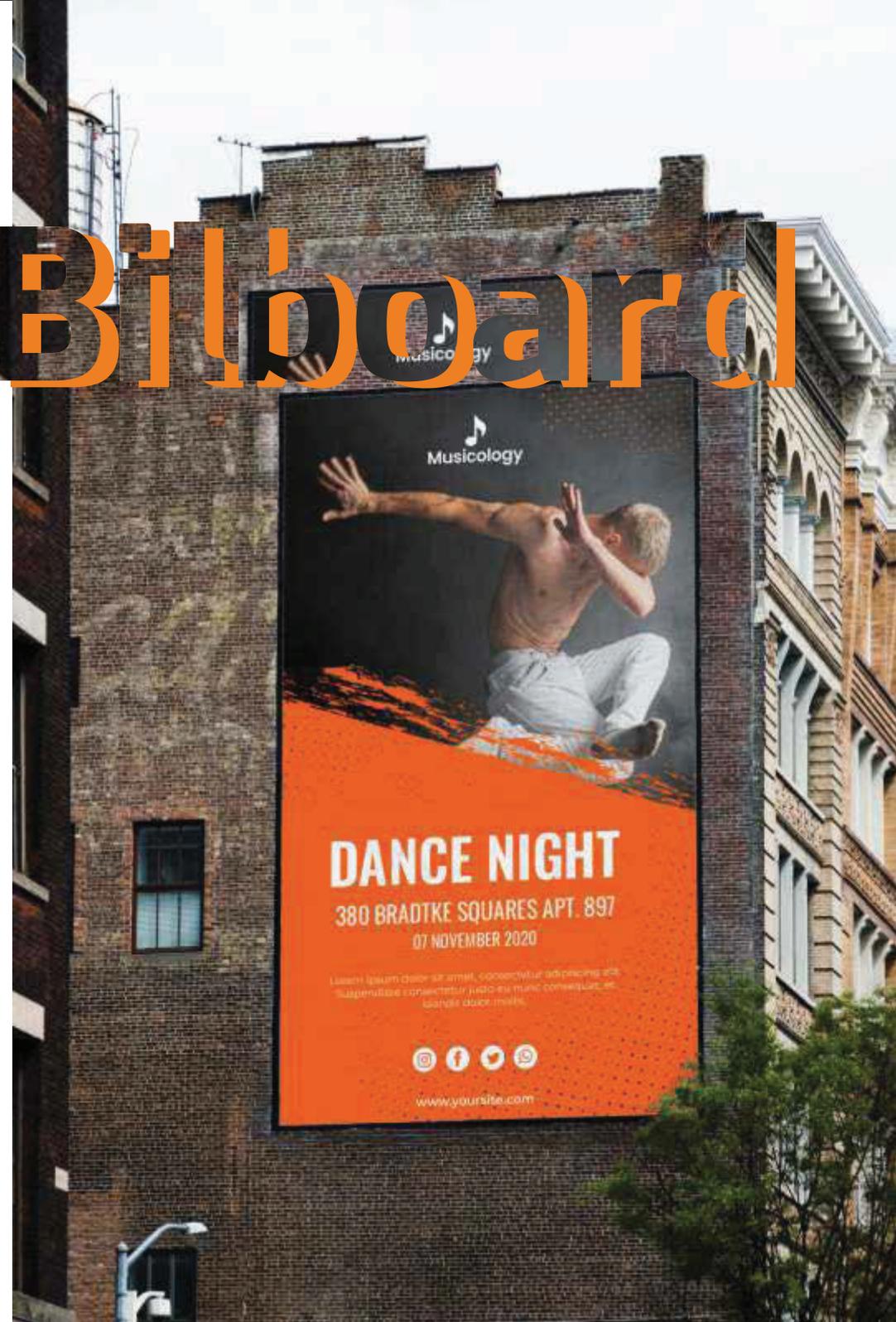
Bilboard

Banner stretching Bilboard

Banner stretched over a frame.

A banner stretched over a frame is a tarpaulin with a support. A metal structure will stretch the canvas.

It adapts to any environment: indoor or outdoor



Side Walk Sign

Roll up

Broad Base, Narrow Base @ Double sided

X banner

Pop Ups

Feather Banner

Tear Drop

Backdrops

A Stand



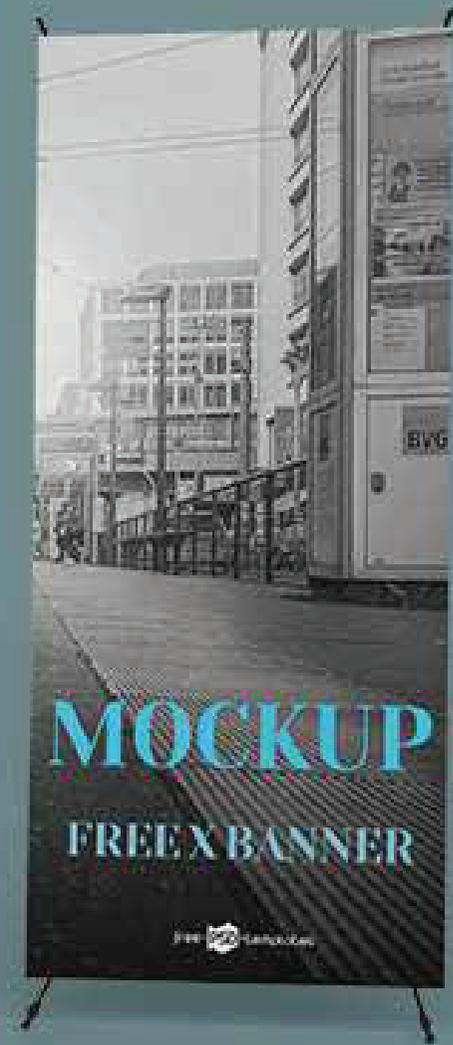
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ROLLUP

Side Walk Sign

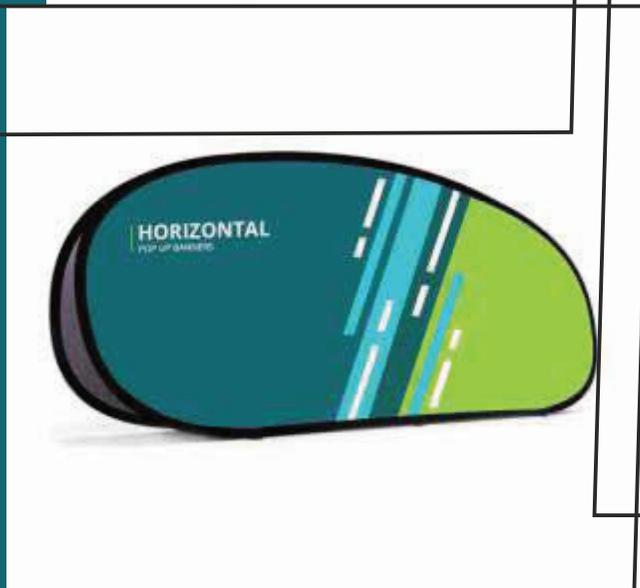
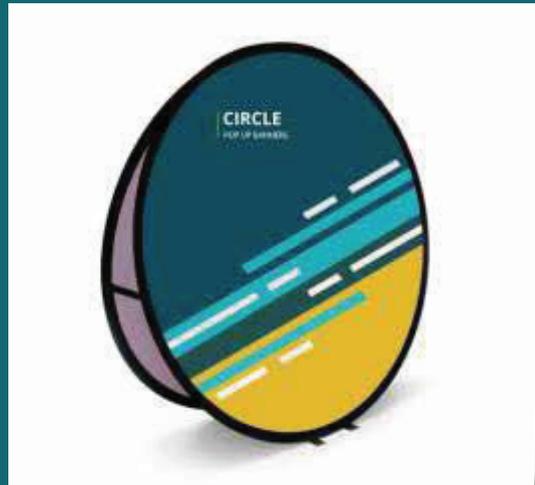
X banner

This lightweight, custom-printed 2.5'w x 6'h anti-curl vinyl banner displays your message with clarity and impact. The graphic is supported by an X-shaped frame with hooks on which to mount the graphic. When you're finished, unhook and roll-up the graphic. Quickly collapse the frame, and store everything in the included

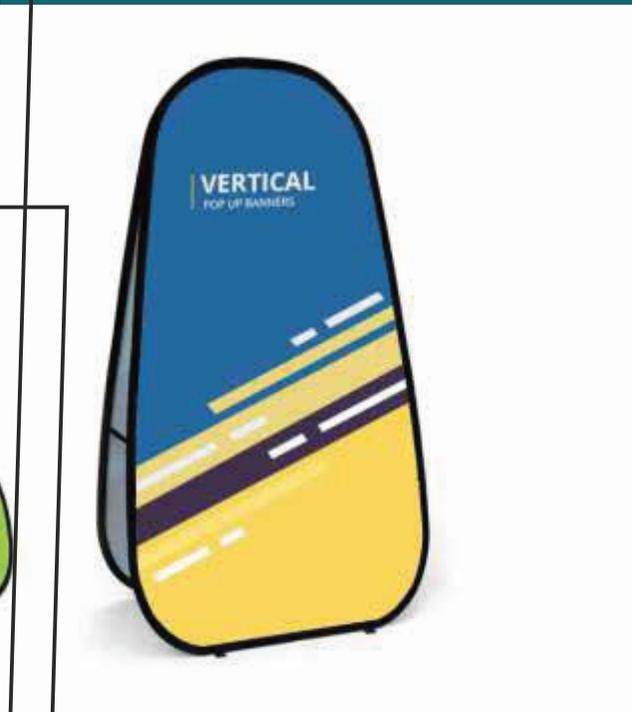


X banner

Side Walk Sign Pop Ups



The pop-up banners have many benefits over traditional PVC banners, flags and vinyl signage. They have a patented integral banner frame, are set up in under a minute, are lightweight banners that are easy to transport and easy to store. They are a versatile promotional media that can incorporate full colour graphics for



POP UPS

Side Walk Sign Feather Banner

What are Feather Flags?

Feather flag banners are the perfect outdoor and indoor signage solution for drawing attention to your business, product, or promotion.

The flag is made from a 4 oz. polyester material, which is weather resistant and extremely durable, making it perfect for using outdoors.



Side Walk Sign

Tear Drop banner



Tear Drop

Side Walk Sign
Backdrops



Backdrops

Side Walk Sign
A Frame



2d Sign



2D Exterior Signs. Identify your location as you build your brand. The importance of eye-catching and effective storefront and building signage for your operation is underscored by two key facts. The average business gets up to 50% of their sales from signage. What's more, 85% of a retail business's customers are located ...



basis
PS

3d Sign

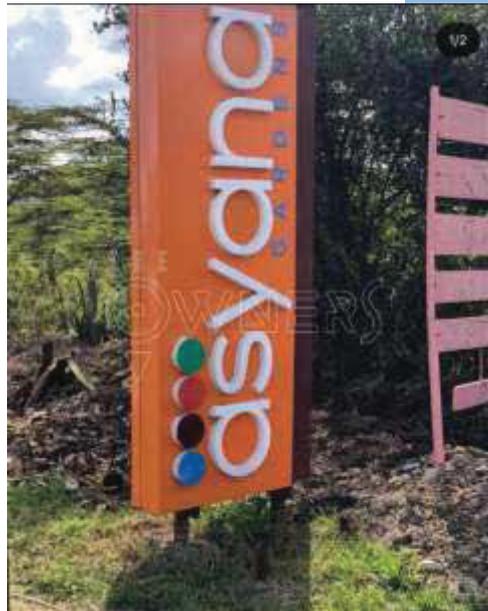
3d Sign



Road Sign

Pylon

Captures attention to the road users and incase you didn't see the signages on building





Sample 2



Sample 3



Sample 4



- 1ST FLOOR Accomodation ↗
- 2ND FLOOR Lounge ↘
- 3RD FLOOR Liquor Store ↘
- 4TH FLOOR Hotel →

2D directional Signage

Its makes it easy for the clients to maneuver around the building without personal assistance

Do Not Disturb, door knob signage

Make your client feel comfortable
in there room



2D Washrooms Signage

We have Different types of washroom signages here is just **a sample**





PACKAGING

Our Team will professionally guide you through what your brand / product needs to stand out.

The process will involve

Product discussion briefing

Photography / Video

Package Design

Printing

Installation & Distribution

Products Branding create an image in the minds of the consumer that affects their attitudes and changes how they think and feel about a product.

Good branding will differentiate a product from competing products and create a relationship between the consumer and the brand.

An excellent first impression goes a long way in enhancing the brand identity

Packaging is a core part of building a relationship between a brand and the end user, in some cases, long after the sale has been made.

Branded packaging reinforces your brand's identity and tells its story. Delivery packaging is a crucial part of brand consistency.

Products Branding creates an image in the minds of the consumer that affects their attitudes and changes how they think and feel about a product.

Good branding will differentiate a product from competing products and create a relationship between the consumer and the brand.

Our Team will professionally guide you through what your brand/product needs to stand out.

The process will involve: -

Product discussion briefing

Photography / Video

Package Design

Printing

Presentation & Distribution

Product Activation



Photography

Products & Events

Image quality is not the product of a machine,
but of the person who directs the machine,
and there are no limits to imagination and
expression

Ansel Adams

Product Photography

We live in a digital world where visual content has become very important. We have multiple screens with an abundance of content - images and videos. For businesses, the digital space has become key, from websites to social media, the demand for good brand and product imagery is growing exponentially.

This is in addition to traditional media from billboards, flyers and brochures.

How your product physically looks and how images of your product look affect public perception of your brand.

We encourage the use of original photos for use in branding and Marketing. Also, collect high-resolution photos and store them when the need arises for use in print or throughout marketing.

Good photography drives engagement on social media and other digital channels.

It stops people as they scroll because they want to engage with your photo.

If the photo speaks to them, they may even take another action by sharing it.

Good design and photography can influence whether people consider your product to be cheap or expensive. It may even influence how much they are willing to pay for it.

When you are designing your marketing material, you need good product photography to match the copy and tell your story. Be it a billboard, a poster or social media posts, people are more likely to look and retain information that's accompanied by an image. Make sure your product image stands out and ignites a desire to purchase.

We also involve the use of other props that go well with your product to achieve a high-end product display.



Events Photography

Corporate | Private | Social

Work with our team as you look to capture moments for your special events.

When launching a new product into the market or holding a chairmans meeting for your organisation or as simple as photos for use on your website.

Documenting events and moments in your corporation will help you build a database when you will need to use thereafter for annual reports, newsletters or even framed photos for office space decor.

We have a ready team to also work on your private or social events when they come up. Birthdays, Proposals, Anniversaries, Weddings, Baby showers, Bridal showers etc.

We will go through your expectations in terms of what to capture and our team is ready to brainstorm with you on how best to capture those moments.





Photo framing

Album photo printing

Canvas printing

After a shoot at your event we can produce photos for storage in an album, desk top frames or wall hangings.

We can also print and frame personal photos that are not from our projects with you.

This will help you preserve and store photos as you reminisce those moments.





ADSERVA

Interior design

The essence of interior design will always be about people and how they live. It is about the realities of what makes for an attractive, civilised, meaningful environment, not about fashion or what's in or what's out.

Interior design

You might not think that interior design has made a huge difference in your life, but the truth is that it has likely been a factor in millions of situations in your everyday life. From an especially gracious dinner at a friend's house to a store that you love to shop at time and time again, interior design has the power to make spaces more compelling and to amplify your experiences in them.

- Interior design improves your space
- Colors affect our moods
- Design lets you express yourself
- Design maximizes your space

Our dedicated team will work with you through the process of designing or upgrading your interior.

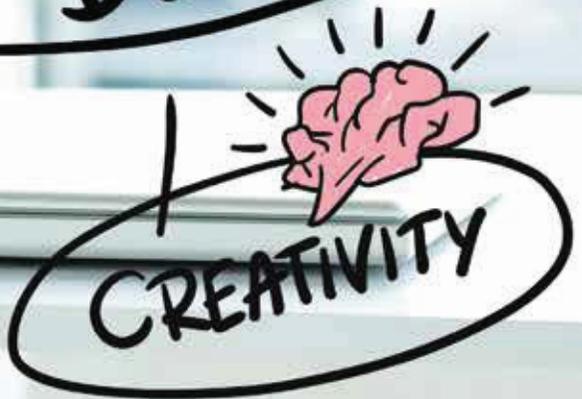
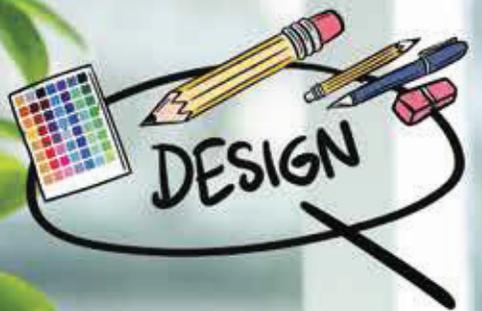
This may range from your front office space, bare office corridors, whole office setups, home spaces.

We are ready as a team to take up your interior project ranging from;

- Painting
- Gypsum Finish
- Cabinets
- Displays
- Tiles
- Furniture
- Lighting
- Branding

We can offer consultation and create 3d mockups for your use in an execution.





YOU DREAM IT, WE BUILD IT

Website design

Today with the advent of the internet, the world has become a smaller place. Any kind of information is easily available and at our fingertips. The world of the internet is amazing and it continues to transform our lives, the way we communicate, the way we receive and share information and live a quality life.

Today many people are spending most of their time on the internet, it could be either purchasing products, reading news, watching a movie, or using a service, etc.

As a business owner, it's important to lead your business in this direction.

Increase visibility and maximize opportunities for your business online.

A business website will help in accomplishing several digital marketing strategies that can help a business grow.

Web advertising has a wide reach and is one of the most effective forms of advertising.

www.embracemedia.africa



DIGITAL MARKETING

DIGITAL MARKETING

In today's digital business world, you need a partner who can help you take advantage of digital marketing opportunities across a variety of channels in real time.

Marketing has evolved, and each brand requires advertising that is delivered through digital markets to help connect with potential clients using the internet.

Our team is composed of creative graphic designers, photographers, web developers, and enthusiastic marketers who have gained quality digital knowledge. We combine this knowledge, which goes hand in hand to provide the best digital content to deliver outstanding results to our clients.

THE BEST MARKETING DOESNT FEEL
LIKE MARKETING.

TOM FISHBURNE

SOCIAL MEDIA MARKETING

Social Media has changed how brands communicate with their audiences forever.

Social media is a powerful way to build brand awareness, build a positive image, engage with existing customers and reach new ones.

Social media can make big brands feel welcoming and accessible.

We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, and creating loyalty among customers.

Our full suite of social media services includes:

CREATION OF SOCIAL MEDIA ACCOUNTS I.E TWITTER, INSTAGRAM, FACEBOOK

Creating social media accounts is definitely the first step. You need to first create a social media presence where people can find you. We connect the accounts with company's contacts so that at first, the existing customers can interact with you and they can also discover more about your company from the social media channels.

SOCIAL MEDIA PLANNING I.E CONTENT CALENDARS

We create a social media plan to help determine the organization's target audience, and the type of content to develop and share. We discuss and develop your goals so as to later discover if the current efforts are fruitful and are working to support your broader business goals.

OPTIMIZATION OF SOCIAL MEDIA ACCOUNTS

Having an organized page, represents the value of a company. When you have pictures randomly placed with pictures that does not make sense, it confuses the customer. We have also worked hard in sharpening our skills in Search Engine Optimization (SEO). We increase traffic in your page by optimizing social media profiles so that customers can easily find you.

SOCIAL MEDIA CAMPAIGNS

A social media campaign reinforces your social media plan. The goals of a social media campaign are to create brand awareness and boost sales.

There are various practices to conduct a social media campaign which include: -

Action-gate- While managing your accounts, we ask the users to interact with the posts, give reviews, and ask questions.

Polls are also an effective way to boost engagement.

Contests and Giveaways - People love to see brands give back to their loyal followers. Social media contests are a way to tag into your customer's heartstrings. Contents and giveaways encourage social sharing therefore growing your brand.

Partnership - Partnerships are one of the best ways to gain exposure for your business. Business can partner with another business so as to make a mutual brand growth. Partnering with a social media influencer helps to bring trust in your brand. This enables your business attract new loyal customers.

Social Media Advertisements - Ads on Facebook, Twitter and Instagram are excellent for brands to reach their target audience. We tailor the ads to your brand's needs. We make the ads interactive, so that people can engage with the brand's content.

SOCIAL MEDIA MONITORING

We help you manage how your brand is perceived in the media. We make you understand how your customers talk about brand experiences by analysing large volume of experiences. This helps the brand have a sense of direction by knowing what your customers want.

We are also fast in discovering the emerging trends to make content that your audience will enjoy!

DIGITAL CONTENT

At The Owners Ventures, we specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions.

Our full suite of content services includes:

Digital content strategy

A digital content strategy is a plan that helps a business create and distribute digital content to reach new audiences, build greater credibility, generate more leads and achieve its overall strategic marketing objectives. We make sure we understand your audience, to know which content is suitable for them.

CONTENT PRODUCTION

Whether it's a blog post, an infographic, a video or something else, you should come up with attention-grabbing titles for your content piece. Your titles must be click-worthy and searchable; this sets the stage for content virality.

We generate topic ideas that appeal to your audience and then create written or visual content around those ideas.

Our team has great copywriting skills which makes us generate the best captions which are informative and at the same time entertaining.

With photos and videos of your own projects, we are highly skilled in video editing and content creation for the current fast-growing networks i.e Instagram reels and TikTok. We can also create the content from scratch as we also offer photography services.

POSTERS, FLYERS DESIGN

Clever use of imagery can be used to create a powerful message which is imprinted in the mind of your customer. Posters and flyers are great ways to bring attention to a business promotion, product or event. At the Owners, we have creative designers which will create eye catching designs that will attract customers to your accounts.

VISUALIZERS/ ANIMATIONS

Animated music visualizers are a rapidly growing genre of motion graphics. Visualizers are becoming a more popular way of adding promotional value to audio content without investing in a high-profile video production. A visualizer is a looping animation that visualizes music or audio. This is a great way to communicate to your audience as a lot of information can be passed by a visualizer. You can talk about your company, advertise your products in an entertaining way.

PRODUCT PHOTOGRAPHY

Great product photography is essential for customers to buy products. As your customers are not able to physically see or feel your products, your product images need to do the selling for you. Providing professional imagery, can also increase engagement and build customer trust in your brand.

The Owners Ventures being a brand house, be sure that we have that eye. Be it photography or videography, we make sure that the imagery tells a story. We then use the images and videos as content for your posts.

Whether you're producing images or videos, The Owners Ventures can be trusted to support your content marketing efforts.

The number of times a brand gets seen is directly related to brand recognition. Being present across multiple digital channels lends itself to higher brand recognition.

The stronger the brand recognition, the greater the opportunity to be the chosen brand by potential customers.



We thank you for taking time, allowing us to engage to you through our profile.

We are looking forward to working with in any of the services.

We are glad to also here your feedback and comments.

Our services in terms of Branding and design are not limited to what we have shared here. New ideas, styles and projects appear everyday and our team is always ready to engage you through the whole process to make sure your task is delivered to your satisfaction.

We have a huge great team ranging from Creative Graphic Designers, Welders, Carpenters, Painters, Consultants, Marketers all who are eagerly waiting for that project you have.

We believe in todays competitive world you have to stand out.
Branding will help you do exactly that.

Here at **EMBRACE**MEDIA we belive that **branding matters** now more than ever.

Photos used in this document are generic and for use illustration.

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@embracemedia



embracemedia

and view actual works and remain updated on our recent jobs and projects.



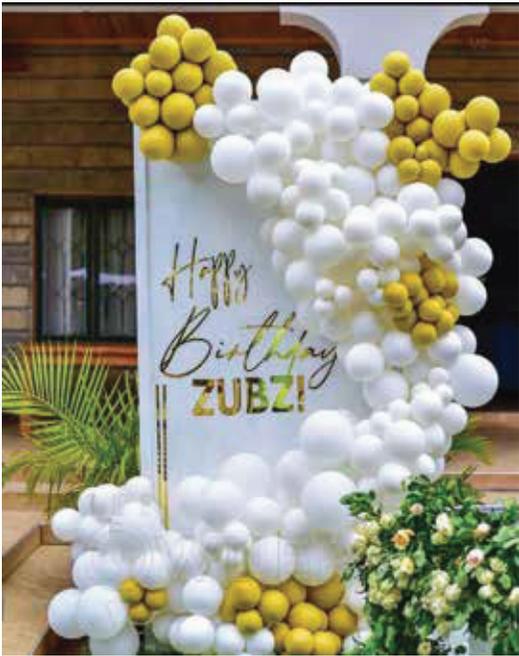
Visit our offices at

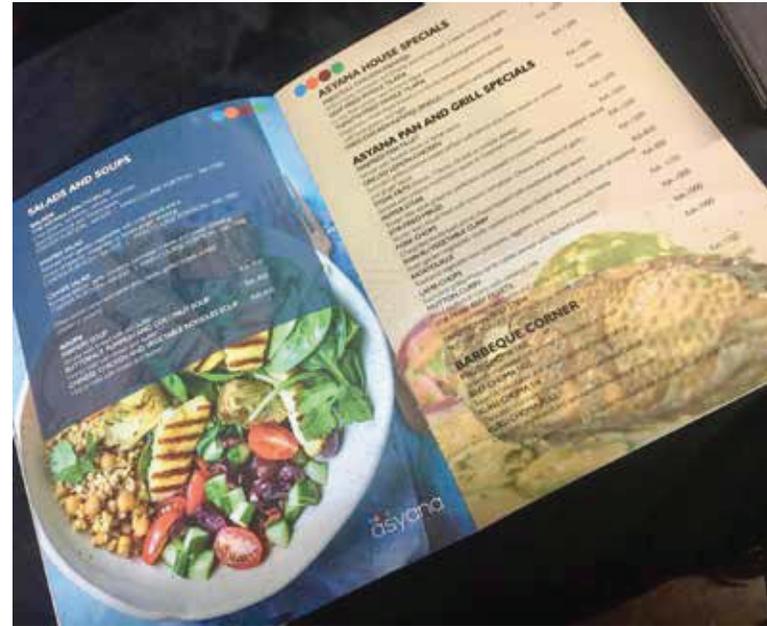
Summit House, Moi Avenue, Nairobi.

Contact us through

Phone; +254 710 401353

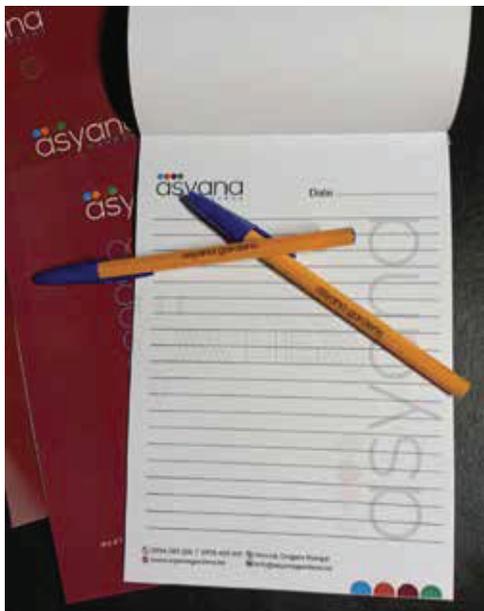
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marketing@embrace.africa











EMBRACE MEDIA