



APEX DIGITAL

WWW.APEXDIGITAL.CO.KE

ABOUT US

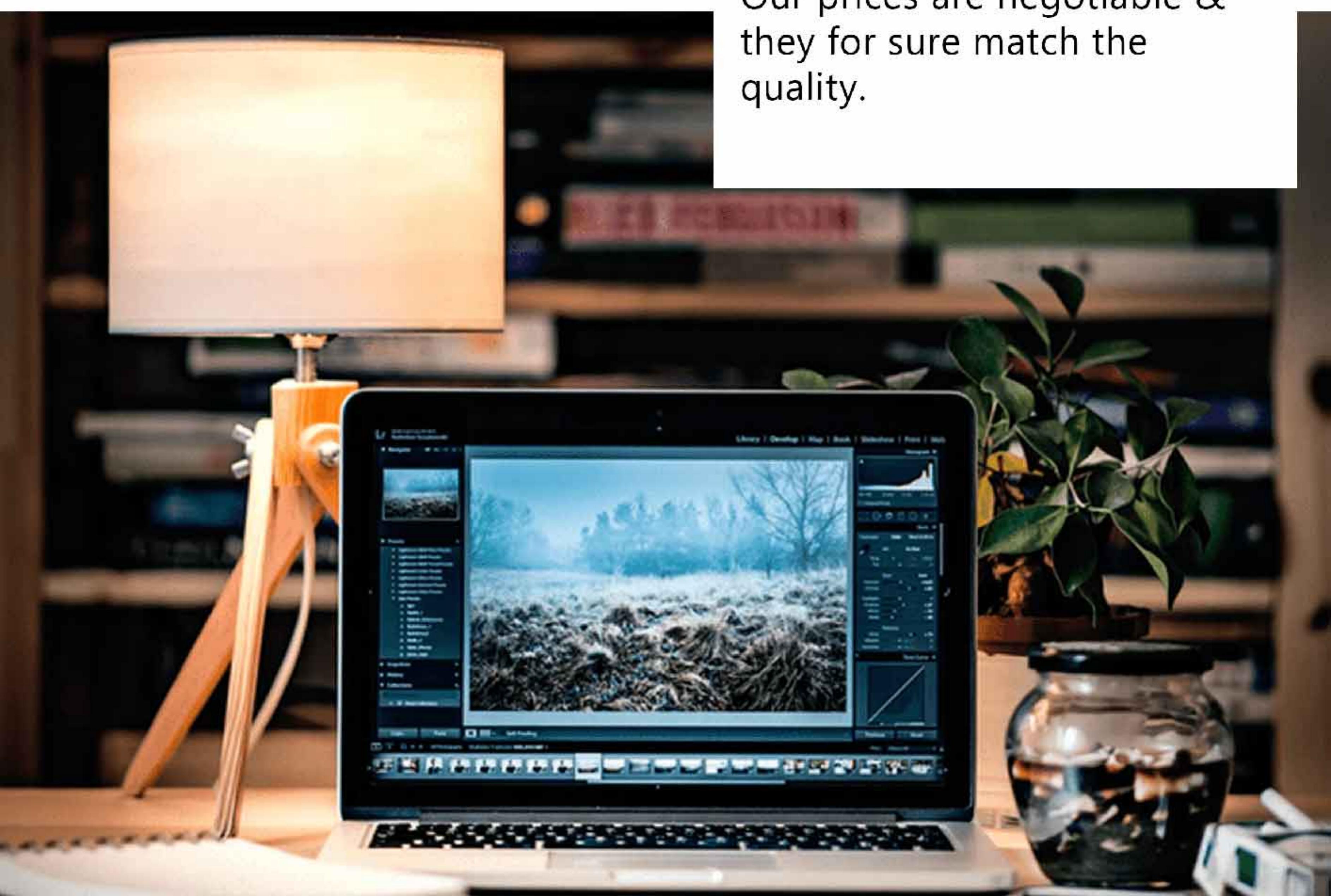
Apex Digital is a Graphics design, digital Marketing and web development and management company based in Kenya. We started as a Graphic design and Programming freelance team but has expanded to digital marketing. Our team is highly talented and motivated in what we do. At Apex, we value quality.

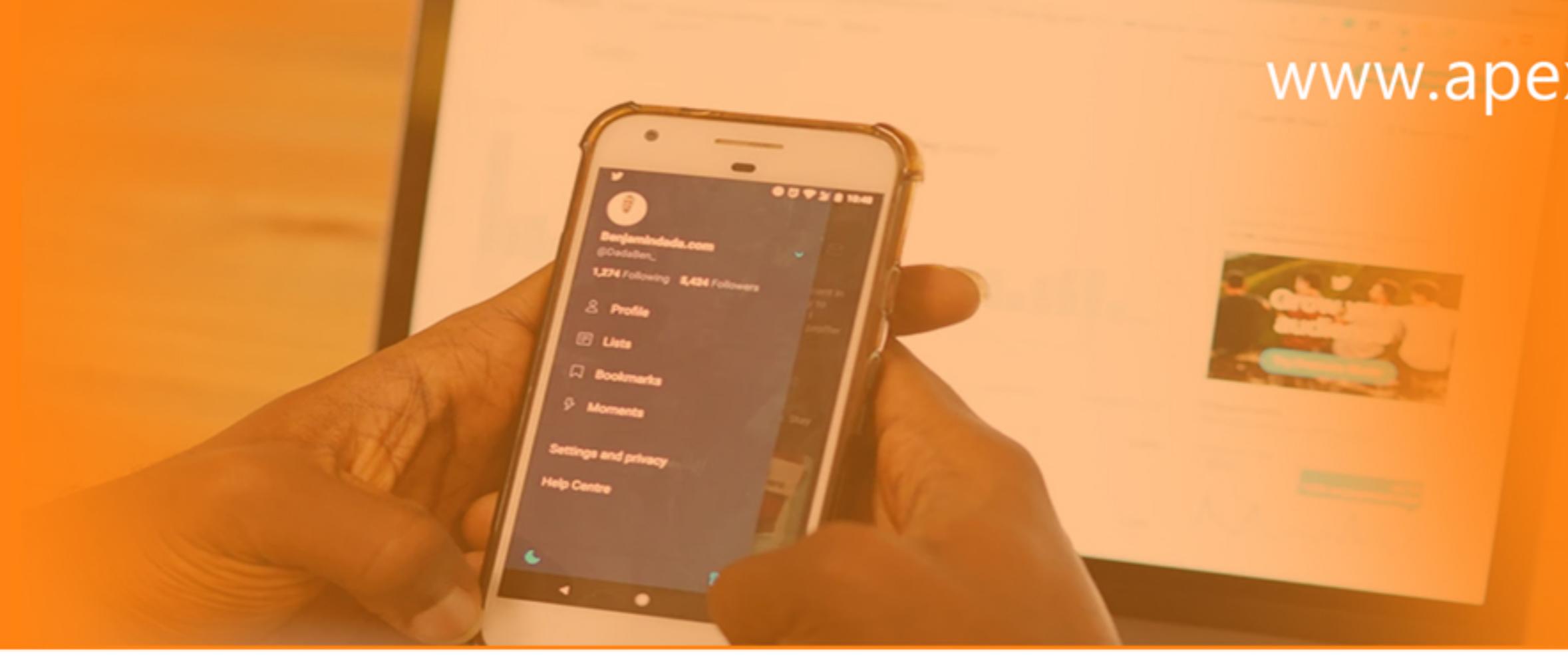
What we do

Static Graphic Design (e.g posters, Banners)
Logo Design
Search Engine Optimazation
Web Development
Video Creation and Editing
Animations
Printing

Why us?

We pride oursleves with the culture of providing nothing less than the desired. We stand out with our mbility i.e we are able to sort our customers virtually without having to meet them, Just contact us and we'll sort you. Our prices are negotiable & they for sure match the quality.





Mission Statement

Our mission is to design successful iconic brands that connect.

Vission Statement

To create a lifelong partnership with our clients by providing iconic and quality services.

Our Slogan

We value Quality.

Co-Values

- Quality- We value quality.
- We advice but the customer is always right.
- Creativity and innovation- We keep it nice & simple but you will say wow!
- Integrity- Transparency with our clients is key.
- Unity of purpose- We all work with a common goal of growing with our customers
- Excellence- small details matter.

“I've never had a problem with a dumb client. There is no such thing as a bad client. Part of our job is to do good work and get the client to accept it.
– **Bob Gill, New York magazine**





OUR SERVICES

The services we offer include, but not limited to:

GRAPHIC DESIGN

- Posters
- Logos
- Company profiles
- Brochures
- Bill boards
- Banners
- Calendars
- E-posters...

VIDEO DESIGN

- Marketing videos
- Wedding invitations
- Video editing
- 2 D animations
- 3 D animations
- Music videos
- Explainer videos
- Simulations...

“There are three responses to a piece of design, yes, no, and WOW! Wow is the one to aim for.

– **Milton Glytaser.**



WEB DESIGN

- Forms
- Website development
- CMS integration
- Landing Pages
- Web applications
- App UI Design
- Web UI design
- App UX Design
- Web UX Design...



DIGITAL MARKETING

- SEO Optimization
- Social media marketing
- Online Market analysis
- Email marketing
- Page Management...

“

If you do good work for good clients, it will lead to other good work for other good clients. If you do bad work for bad clients, it will lead to other bad work for other bad clients.”

– **Newton Oluoch; Co-Founder Apex Digital**

OUR PORTFOLIO

Some of our previous and recent work include the following:
Posters/Flyers





Kindly note that this is just a sample for a variety you can visit our website www.apexdigital.co.ke

Logos

www.apexdigital.co.ke



Websites

The screenshot shows the homepage of the Seven Delta website. At the top left is an email icon with the text "E-MAIL US TODAY" and the email address "info@seven-delta.com". In the center is the company logo "SEVEN DELTA" with a stylized orange and blue "D". At the top right is a location icon with the text "COMPANY LOCATION" and "The Greenhouse, Ngong Road Nairobi, KENYA". The main visual is a large photograph of a tropical coastline with rocky shores and distant green hills under a blue sky with white clouds. Overlaid on the bottom left of the photo is the text "...to Asia and the Pacifics." in a large, bold, blue font.

www.sevendelta.com

The screenshot shows the homepage of Lamar Cleaning Services. At the top left is a logo for "LAMARA Cleaning Services Limited LTD". On the right, there are navigation links for "Home", "About", "Our Services", and "Contact Us". Below the header, there's a section titled "About Us" with the subtitle "Get to Know Us Better". A circular profile picture of a smiling woman is displayed. To the right, there's a section titled "Who We Are ?" with a paragraph of text about the company's services. The background features a large, semi-transparent circular graphic of a person's face.

www.lamaracleaning.com

The screenshot shows the homepage of Apex-digital. At the top left is the company logo "APEX DIGITAL". The top navigation bar includes links for "HOME", "ABOUT", "SERVICES", "OUR PORTFOLIO" (which is underlined in orange), and "CONTACT US". Below the navigation, there's a section titled "WELL THOUGHTOUT PLANS" with the heading "About Us". A small "Home / About Us" breadcrumb link is visible. The main content area features a large image of two stylized leaves, one black and one orange. At the bottom left, there's a section titled "WHO WE ARE" with the text "Apex-digital is a graphics design company based in Nairobi, Kenya". The bottom right corner contains the website URL "www.apexdigital.co.ke".

www.apexdigital.co.ke



Digital Marketing

Here we focus on the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

- **Search Engine Optimization (SEO)**

This is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

- **Search Engine Marketing(SEM)**

This is a form of SEO that involves paid advertisement to hosting platforms.

- **Social Media Marketing**

Through Platfroms such as Instagram, Facebook, Twitter, Linked in, Youtube, Google etc.. we promote and manage your product, either through your page or our avenues.

- **Affiliate Marketing**

We partner with influencial individuals to get the desired results Within our network.

- **Email marketing**

From making email blurst, we also customize the mails for marketing, e.g. Coupon code

- **Content Creation & Marketing.**

We create unique banners, Videos, Motion graphics, Explainer videos and advertise them.



Pricing

Our pricing rates are set on 3 aspects.

- One time rate (serving the client one need)
- Short term contract (paid after a number of weeks)
- Long term contract (usually 1 month contracts or months contract)
The specific amounts may vary depending with the client needs and fluctuation of government regulations

Scheduling

We try to deliver the services on time but incase of any unavoidable inconveniences e.g. power loss, Government policies and any other legitimate concern we always inform the client in time. But we strive to deliver in time.

Contract

Our contracts are regulated by the kenyan laws. Businesses done on contractual basis are often on monthly terms or weekly. All payments are followed by receipts. We work on half deposit before the work and the rest is completed after the whole work.



Content precedes design. Design in the absence of content is not design, it's decoration.

OUR CREATIVE TEAM



Newton Oluoch

Newton is the founder and CEO of Apex Digital. He serves the critical role of leading the development of the company's short and long term strategy. Newton leads the creation and implementation of Apex Digital's vision and mission. He is also a graphics designer and animator, handling static design, 2 D animations, Video, Logos, illustrations & UI design.



Joshua Owuor

Joshua is a web developer with a flair for creating elegant solutions in the least amount of time. He has vast experience working with HTML5, CSS, JavaScript, NodeJS and WordPress. A skilled programmer, Joshua develops websites and web applications.



Jeff Austine

Jeff is a Smart young man with a vast knowledge in Tech. He does 3D animations, Social media market analysis and also SQL and Access databases management.

CLIENT TESTIMONIALS

“

These guys are just awesome. They created an iconic Logo for me, designed a website, company profile and marketing brochures. In simple terms they helped launch my brand.

– Sammy Odongo, CEO Lamara cleaning Services

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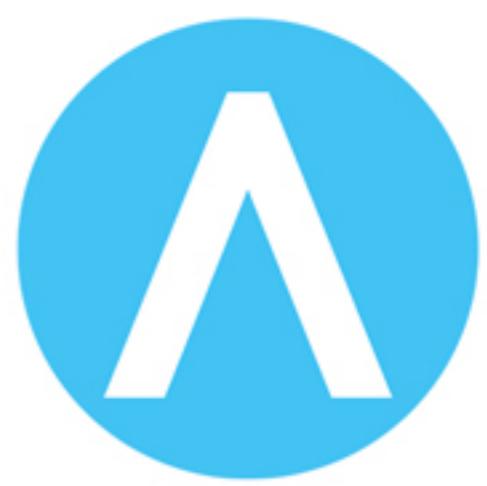
My experience working with Apex Digital has been very positive. I always get good services from them, they did us a good website and Company Profile, I highly recomend them.

– Kimathi, CEO Seven Delta Consultancy.

“

Newton and his team do me a great work every month, Marketing videos, posters and many more. They really helped me launch The African Association for Vertical Farming in Kenya.

– Josephine Farve, The AAVF.





**APEX DIGITAL KENYA
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NAIROBI**

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Web
Design

Graphic
Design

Video
Design

Digital
Marketing

WE VALUE QUALITY
www.apexdigital.co.ke

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