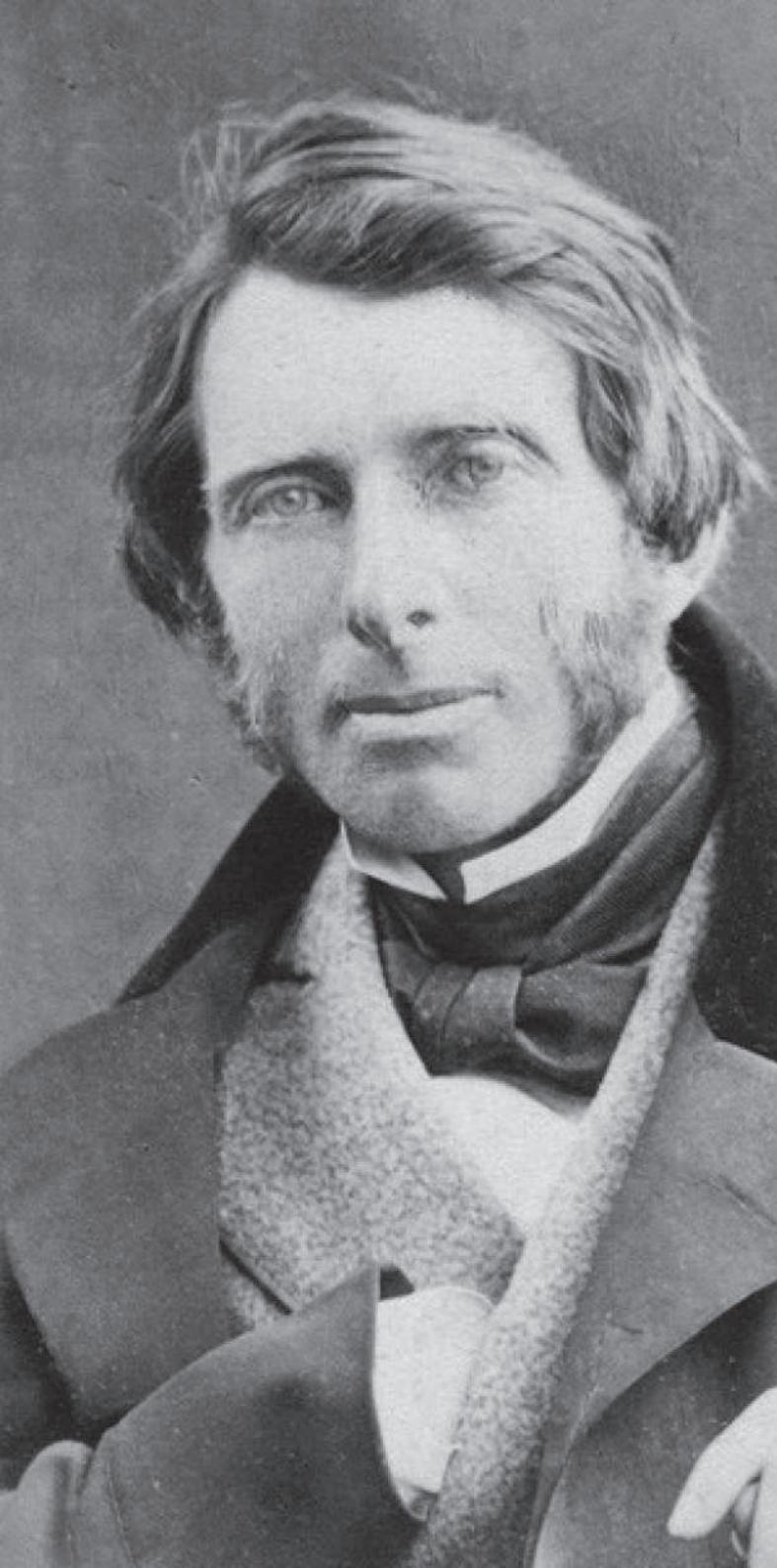




THE PROFILE



MASTERPIECE
GRAPHICS
...ultimate satisfaction



**“
WHEN
LOVE AND SKILL
WORK TOGETHER
EXPECT A MASTERPIECE**

-John Ruskin

ABOUT US

We are a creative hub inclined to providing professional solutions in creative design, printing, branding and digital marketing that enhance your brand.

We ensure that we provide state-of-the art services to our clients by understanding their needs and creating ideas and solutions that are channelled to meeting their needs.

WHY US

Understanding your brand or business is our priority. We strive to build lasting brands that will assist in establishing a platform for continued growth.

Choose us for the value we provide in being more of a business partner.

We believe ingredients of valuable relationship are quality, time management, cost efficiency, flexibility and transparency.

Fire up your brand with the best!

To be a one-stop hub in providing futuristic solutions in the creative world.



MISSION

Creativity ◀
Commitment ◀
Professionalism ◀
Passion for results ◀
Attention to detail ◀
Integrity and Transparency ◀

VISION



To provide top-notch custom solutions to your brand that cause satisfaction, a sense of ownership and stimulate affiliation.

CORE VALUES



OUR SERVICES

CREATIVE DESIGN

We apply our creative skills to produce a comprehensive design that will deliver results that deliver success.

We work closely with you to ensure your project is both beautifully designed and cost effective.

We create design for your corporate identity & stationery, social media ads, advertising & marketing materials, publications layout, packaging designs, office murals and more.

Logos | Infographics | Business Cards | Newsletters | Catalogues | Brochures, Fliers & Posters | Calendars | Labels & Packaging | Company Profiles & Annual Reports | Social Media Posts | E-pubs & Presentations | Email Signatures | Notebooks & Planners | Gift Bags | Thank you Cards | Office Murals & Wall Arts |



C
R
E
A
T
I
V
E
D
E
S

OUR SERVICES

CORPORATE BRAND IDENTITY

Even in the digital age, when most of your correspondence is over email or social media, you should still consider having professionally designed corporate identity & stationery. There will always be an occasion where you need a physical manifestation of your brand. Business stationery is what we call the printed materials that help customers recognise and remember your brand, as well as a means for you to communicate. We conceptualize and execute a competitive corporate identity for your brand.

Company Logo | Business Cards | Letterheads | Complimentary Slips | Envelopes | Company Stationery | Email Signatures | Notebooks & Notepads | Tags | Branded Pens | Brand Guidelines/ Manuals |

BRAND IDENTITY



OUR SERVICES

PRINTING

We offer an effective way to market your business through engaging print work.

Our printing services are divided into:

digital printing, offset printing and large-format printing.

Our digital printing size ranges from: A-series (A7, A6, A5, A4, A3, A2) & B2 series.

Post-press services include: lamination, binding, die-cut, creasing & folding.

Wall & Desk Calendars | Roll-up Banners | Floor Graphics | One Way Window Graphics | Frost Printing | Flags | Business Cards | Newsletters | Catalogues | Brochures, Fliers & Posters | Letterheads | Complimentary Slips | Labels | Company Profiles & Annual Reports | Bookmarks | Book Keeping- receipts, delivery notes, invoices | Company Folders | Envelopes | Eulogies | Events Cards | Notebooks & Planners | Snapper Frames | Gift Bags | Banners | Stickers | Backlit banners | Menus | Blue Prints | Canvas | Tear Drops |

PRINTING



LARGE FORMAT
MAKE YOUR GRAPHICS STAND OUT

BANNER STAND A-FRAME FEATHER FLAG RIGID-SIGN REAL ESTATE FOR SALE

Make driving more
rewarding

advertech
advertising solutions
advertech.com



BRANDING AND PROMO ITEMS

Branding is the ways you establish an image of your company in your customers' eyes. When done right, it helps a brand stand out from its competition by creating a long-lasting impression.

Your company's image can be seen through various ways like- your office and staff outlook. Promo items & give aways go a step further in marketing your brand and boosting your company image to potential clients. Promo items can also be used as rewards to your new and loyal customers.

Office Branding- office spaces, retail spaces, cafes, spa & barbershops, gyms, health centres, exhibition booths |

Vehicle Branding- wagons & salon cars, vans, pick-ups, buses & trucks |

Corporate Branding- corporate uniforms, staff IDs & tags, corporate notebooks, office clocks, corporate gifts |

Branded Apparel- hoodies, t-shirts & polo shirts, aprons, dustcoats & overalls, reflective vests |

Promo items- notebooks & diaries, pens, mugs, wrist bands, laptop bags, non-woven & kraft bags, helmets, mouse pads, flash disks, umbrellas, drinkware, keyholders, wall clocks |

BRANDING & PROMO



ONLINE MARKETING

This is the promotion of your product and services with the help of the internet and digital devices.

Today, most business decisions, whether purchasing or selling decisions, begin online. That being the case, an online presence is absolutely necessary.

There are different types of online marketing namely- Social Media Marketing, Search Engine Optimisation, Email Marketing, Affiliate Marketing, Content Marketing, and Pay Per Click(PPC).

For proper online marketing, it is important to understand the customer lifecycle stages in order to establish which type of marketing is ideal at each stage.

Social Media Management- platforms, strategy, ads, profiles, content | Online Campaigns | Email Marketing | Brand Strategy | Social Media Posts | SEO |



SOCIAL MEDIA MARKETING FUNDAMENTALS

PROFILE OPTIMIZATION

Accurate, complete, active, links to website and has CTA.

POSTING

Useful, entertaining, relevant posts, photos, videos, lives, stories.

ENGAGING

Like, share, comment, and follow customers, followers, influencers.

ADVERTISING

Paid methods of reaching targeted audiences.

MEASURING

Use platform and website analytics to see what's working.

OUTDOOR ADVERTISING

This is advertising done outdoors or in public locations that promotes your business's products and services. It includes billboards, street benches & poles, signages, malls and airport ads.

Billboards located at high traffic convergence points, are the ideal medium to get your brand noticed and established. They are ideal for new product launches and as a long-term brand building strategy. They deliver high reach, and create impact for your ad campaigns.

Street Furniture Advertising provides the ideal opportunity to drive your brand into the minds of all commuters, pedestrians and motorists. It delivers point-of-sale and top of mind awareness. It can be found on street & parks benches, bus stops, street light poles, street pylons & directional signs.

Mall Advertising is an ideal opportunity to attract consumers in a targeted retail environment. Mall media talks directly to the consumer with limited media wastage. It creates a dominating and influential presence targeting commuters and shopping decision makers alike. It is found within the actual shopping mall and car parks.

Signages display your company and can at times show your services. They are illuminated at night to further showcase your brand.

Billboards | Mall Advertising | Street Light Poles | Street Furniture | Branded Vehicles | Airport Advertising | Signages- 2D & 3D signs, engraved signs, light boxes, acrylic reception signs, pylons |

OUTDOOR ADVERTISING

15



ENGAGE WITH US

As a creative hub we are open to walk hand in hand to better your brand. Companies and organisations can engage with us through:

| **SINGLE PROJECT ENGAGEMENT**

This engagement is suitable for companies and organisations that require creative services on a need basis or just occasionally.

For example, a company may engage with us to print business cards only and later for a reprint of the same or branding of its main office and branches as a one time project.

| **RETAINER ENGAGEMENT**

This is suitable for companies and organisations that require creative services on a regular basis, at an agreed rate and specified period of time.

For example, a company may engage with us on delivery of all our scope of services or a company chooses more than one of our services- like graphic design, printing and branding for a period of one year and so on.

OUR CLIENTELE

We have a collaborative approach hence we forge a working partnership that ensures we are on the same page and working together to achieve your objectives. We are open to work with you from whatever level- from a startup to an established organisation.



SOME OF OUR CLIENTS

The Pediatric Clinic
KAREN



Makini **S** Schools
Preschool | Primary | High

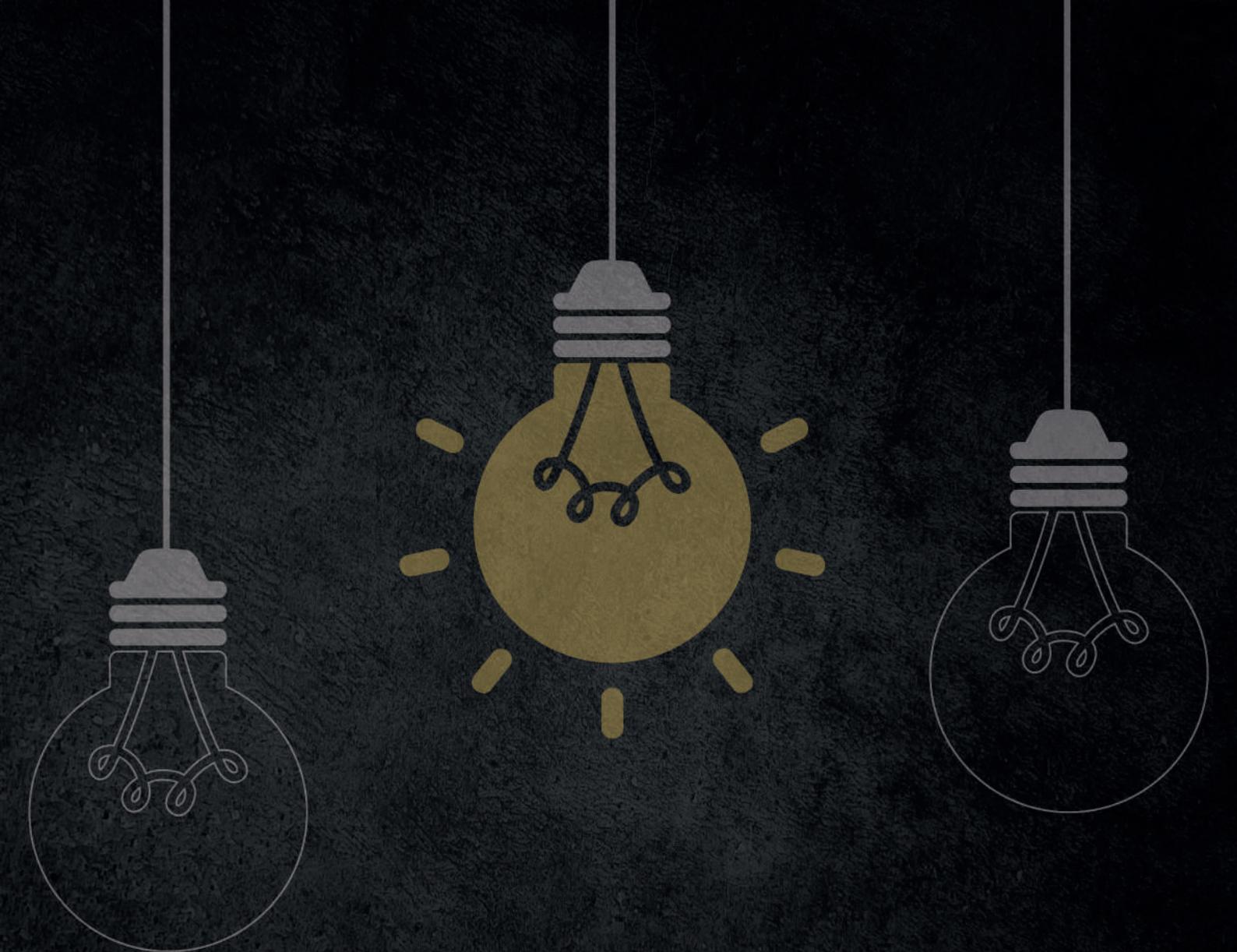
Home[®]
Comforts
Tea

TOP-NOTCH
VACATIONS

eKitabu

SOLITON
TELMEC
Building Networks for Life

BELMAN
tours & safaris



Connect with us



+254 727 007 178



graphics.masterpiece@gmail.com
hello@masterpiece-graphics.com



@masterpiece_graphics



www.masterpiece-graphics.com