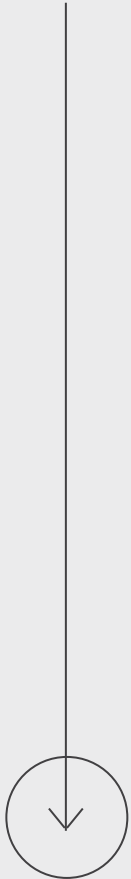




CONCEPTS BY
TAVANGI.
BRAND MANAGEMENT . ART DIRECTION

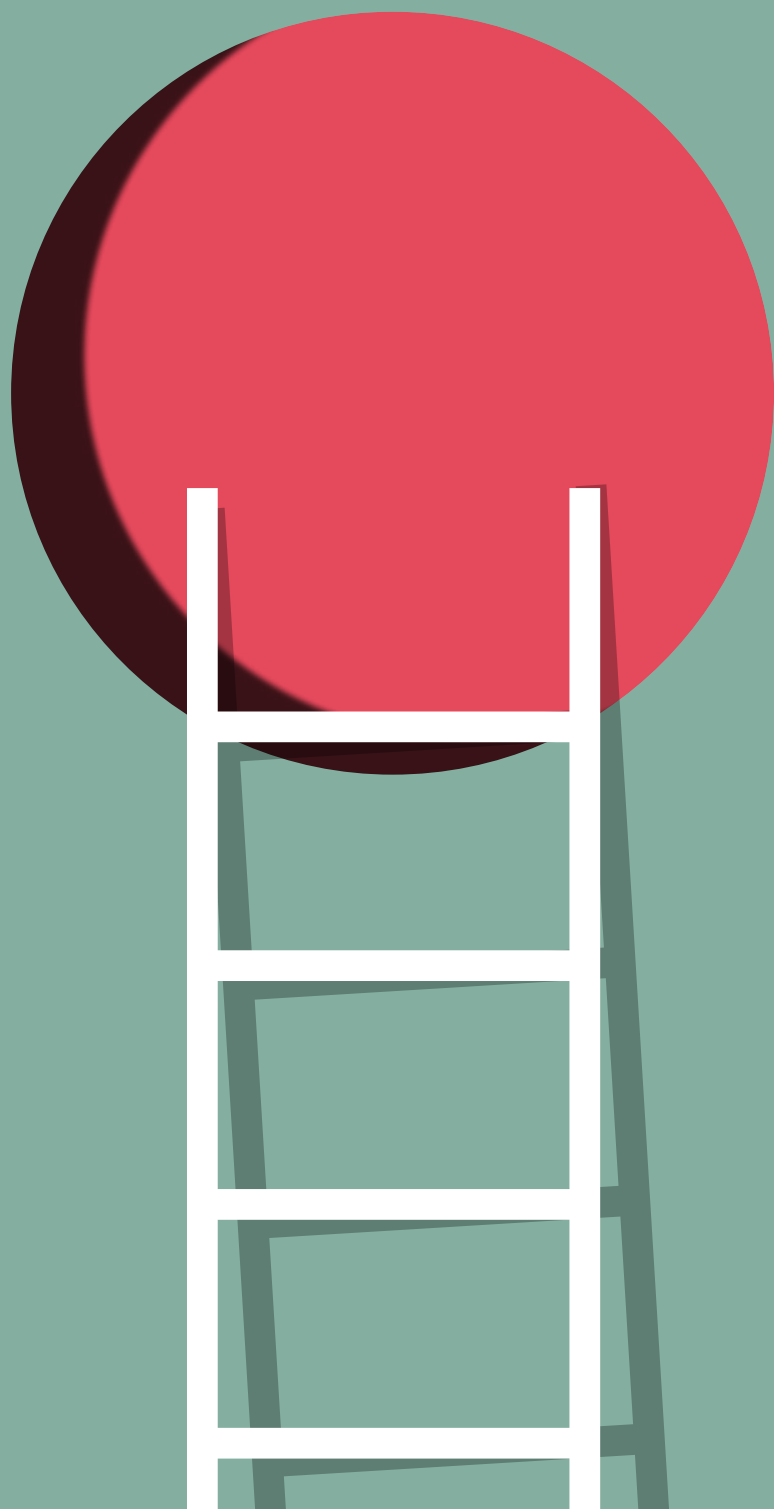
CREATIVE PROFILE

A ONE OF A KIND CREATIVE CONSULTANCY IN KENYA

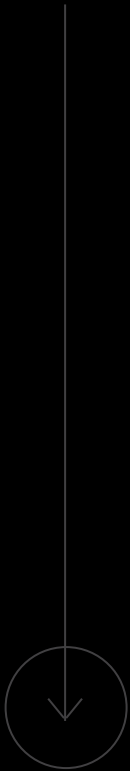


My expertise spans across branding, marketing, and digital strategy. I have a proven track record of developing compelling brand narratives and integrated marketing campaigns that drive engagement and growth.

**A PERSONALIZED
UNIQUE, CREATIVE
EXPERIENCE.**



ABOUT ME



I work closely with you across the full range of brand, strategy, print, web and digital creative needs.

Twinn Navangi
twinnnavangi.co.ke



My registered outfit, **CONCEPTS BY TAVANGI** is a creative consultancy registered in Kenya under license Number BN-7ZCXQ2KR. I **expertly provide all round effective creative solutions** for companies, organizations and individuals seeking to build or elevate their brands. My unique ability to blend creativity with business acumen has made me a sought-after consultant in the industry.

CONCEPTS BY
TAVANGI.
ART DIRECTION. BRAND MANAGEMENT

Helping clients achieve their objectives through effective communications.

100+

HAPPY CLIENTS

500+

COMPLETED PROJECTS

15+

YEARS CREATIVE EXPERIENCE



A CREATIVE ON A **MISSION...**

...to provide a broad spectrum of innovative and impactful creative solutions that will drive growth and foster authentic connections with clients' audiences, - and do so with enthusiasm, professionalism and dedication.

A CREATIVE WITH A **VISION...**

...to be the go - to creative consultant in Kenya. Recognized for my ability to transform unique ideas into iconic brands and experiences.



I BRAND FOR IMPACT

I work with clients at all levels; I have experience working with individuals, start-ups, MSMEs, International Organisations, MNCs and Government agencies. I also collaborate with leading creative agencies, PR firms and a pool of talented freelancers in the Kenya and globally to create all round creative, marketing and advertising assets.

DESIGN LOGIC

I have extensive experience in creative strategy. I therefore **ask the right questions**. My creative solutions are designed to compliment your sales and marketing efforts and help you reach your desired audience and goals.

When you approach me, I don't just start creating. I start by **listening to you**, I endeavour to understand your needs - and then create customized plans of action that will impactfully address your branding pain-points within a reasonable budget.

I will always involve you in every step of the creative process to ensure I address all your needs. My work is based on extensive research, exploring past, current and future market trends.

↘ MY GUIDING PRINCIPLES

Passion

Results matter.

I am passionate about good design. I question, explore, create and continuously innovate and find ways to ensure continuous learning. I am adaptive and always ready to explore new ways of solving problems.

Simplicity

Simplicity is the ultimate sophistication.

I create clean, simple, clutter-free designs, without sacrificing functionality. I understand that the key to grabbing and retaining my audience' attention is by avoiding clutter and confusion.

Authenticity

I do not work to finish.

In my creative process, I am precise and authentic. I base my ideas on unique concepts. I evaluate and represent function in its most optimal form. I ensure my output consistently aligns with your values and creates a connection with your audience.

Strategy

Failing to plan is planning to fail.

Once I understand your needs, I formulate systematic and intentional approaches to creating solutions that meet your specific objectives.

↘ MY APPROACH

1
CREATIVE BRIEFING

5
EDITING & REFINING

2
RESEARCH

6
PROOFING

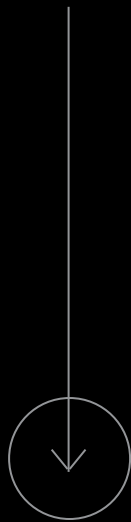
3
STRATEGY

7
APPROVAL

4
DESIGN CONCEPTS

8
ASSETS

MY AREAS OF EXPERTISE

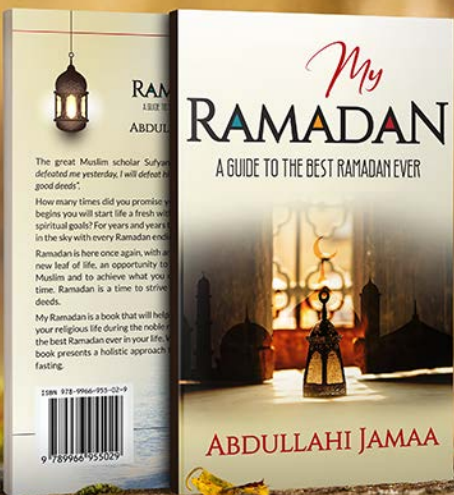


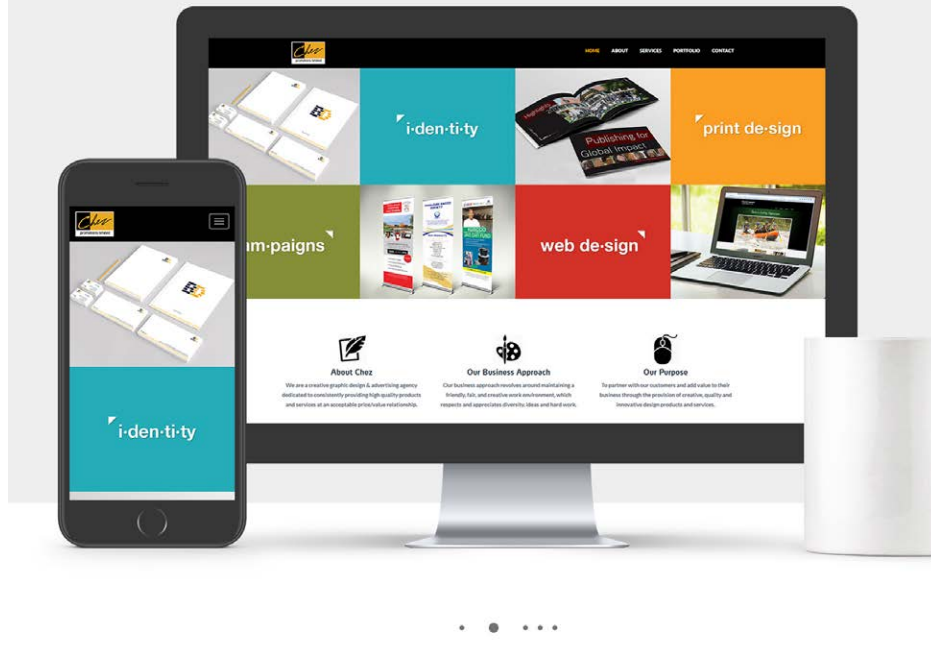
CREATIVE/DESIGN STRATEGY
BRAND DEVELOPMENT & MANAGEMENT
DIGITAL & SOCIAL MEDIA STRATEGY

- Art Direction
- Identity (Logo Design)
- Publishing & Editorial Design (Books and Magazines)
- Branding & Packaging Design
- Digital & Social Media Advertising/Management
- Web Design & Photography











SELECT CASE STUDIES



SAMPLE CASE STUDIES

SME BRANDING & SOCIAL MEDIA STRATEGY



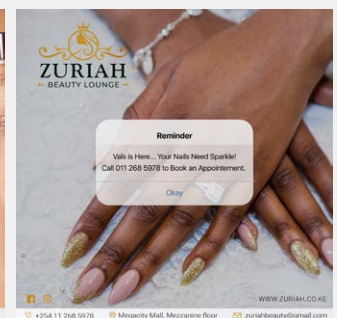
BRAND STRATEGY

CORPORATE BRANDING

SOCIAL MEDIA STRATEGY

ADVERTISING

DIGITAL DESIGN



PRODUCT BRANDING & PACKAGING



BRAND STRATEGY

PACKAGING DESIGN STRATEGY

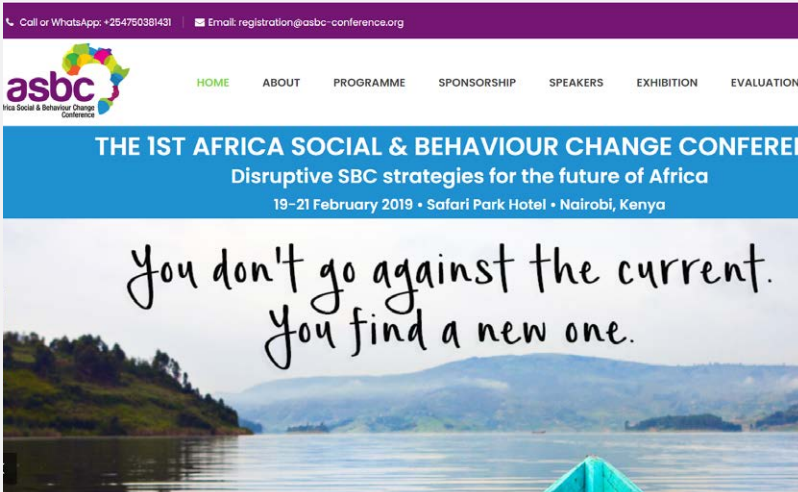
SOCIAL MEDIA BRANDING

LOGO DESIGN

PACKAGING



CONFERENCE BRANDING



- BRAND STRATEGY
- CONFERENCE BRANDING
- SOCIAL MEDIA BRANDING
- LOGO DESIGN
- DIGITAL DESIGN



CORPORATE CREATIVE DIRECTION & BRANDING



- BRAND STRATEGY
- CREATIVE DIRECTION
- CORPORATE BRANDING
- LOGO DESIGN
- DIGITAL DESIGN



RE-BRANDING



AFRICAN TELECOMMUNICATIONS UNION
L'UNION AFRICAINE DES TÉLÉCOMMUNICATIONS



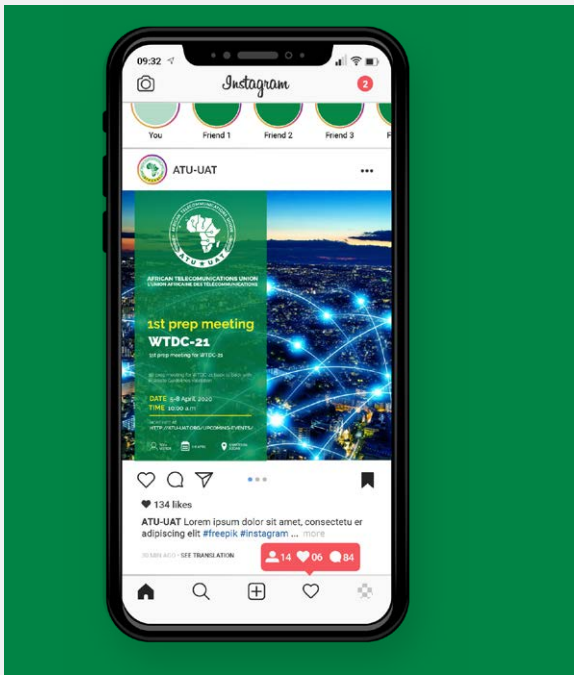
BRAND STRATEGY

CORPORATE BRANDING

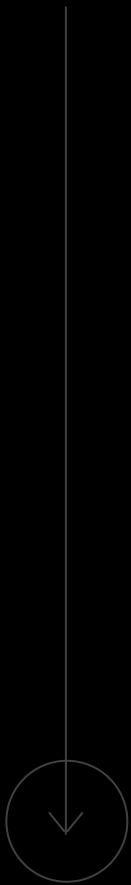
SOCIAL MEDIA BRANDING

LOGO DESIGN

DIGITAL DESIGN



SELECT LOGO- FOLIO



SELECT LOGO DESIGNS

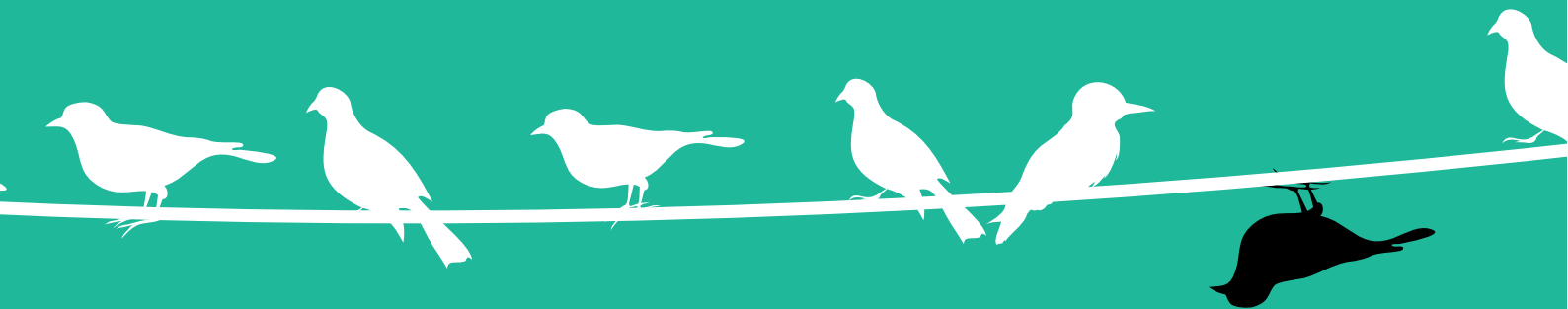






Know better. walk further





I derive great joy in working alongside fellow creatives to bridge the gaps within the creative space. I believe in the massive potential of the Kenyan creative industry as being an important growth driver for our economy.














I am a professional designer with over 15 years' graphic design and brand management experience, working with design agencies, international organizations, publishing houses, local companies as well as as an independent consultant.

Over the years, my professional experience has grown from basic design activities such as logo design, digital design, print design, publishing design and web design to macro creative activities such as brand management, formulation of creative strategies, social media management, marketing strategies, corporate communication strategies, brand building activities, team management among others.

My work is not limited by location as I have successfully worked with international and local companies such as Apollo Agriculture, Asoko Insight, Alfluence, Cause Impact, Access Bank among others. My personal preferred design style is simple, impactful and clutter free and my personal mantra is 'get it done right first time'.

Twinn Navangi
twinnnavangi.co.ke

➤ HIGHLIGHTED CLIENTS

 <p>AsokoInsight</p>	 <p>AFRICAN ARTISANAL TEA MUTHAIGA TEA COMPANY</p>	
 <p>Etica Capital <small>imagine more</small></p>		 <p>Alfluence <small>Data Driven Influencer Marketing Platform</small></p>
 <p>PERSONAL VOLUNTEER PROGRAM PVP</p>	 <p>h. Kahemye™ INTERIOR DESIGN</p>	 <p>COMFORT CAREGIVERS & HOME CARE <small>TEACHING WITH PASSION & CARE</small></p>
 <p>ZURIAH BEAUTY LOUNGE</p>	 <p>ishoke <small>Hair & Beauty</small></p>	 <p>Cause Impact <small>Lasting Impressions</small></p>
 <p>P. GRAY CUSTOM DELIGHTS</p>	 <p>KUSUDI CAUSE communication</p>	 <p>Keki za Koku</p>
 <p>NETWORK • FARMS • LIMITED</p>	 <p>ndovu coin</p>	 <p>asili</p>
 <p>Pepé's AN AFRICAN ARTISANAL BRAND</p>	 <p>COZY STEAD</p>	 <p>AFRICAN VEGETABLES COMPANY LTD</p>

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lbsite: www.twinnynavangi.co.ke



Extended Project Portfolio
Google Drive: <https://bit.ly/twinnyportfolio>
lbsite: <https://twinnynavangi.co.ke/>

Social Media

Linkedin: <https://bit.ly/twinnylinkedin>
Instagram: <https://bit.ly/tavangi>
Facebook: <https://bit.ly/Tavangi>

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