



CurrentDigital
... design studios ...

COMPANY PROFILE

WHO
WE
ARE

Current Digital Design Studio - is a Design House and innovation hub located in Nairobi-Kenya. We are a registered under the company registration act of Kenya.

We have been in operation since our inception in 2022, delivering excellent services to our clients and the nation at large.

We are a reputable team of designers with passion driven attitudes focused on our company Vision and Mission. We offer a variety of design services on the design and related field - see *our service page*.

We believe that Customer/Client based business model is the only way that can bridge the market gap in service provision, it is with this spirit that we are glad to introduce to you our company to you as our client of great potential.

MISSION

We exist to empower businesses and individuals through innovative digital solutions. We are committed to delivering cutting-edge design, technology, and marketing solutions that drive success, foster creativity, and transform the digital landscape. Our passion lies in helping our clients thrive in the digital world, and our mission is to make it happen.

VISION

To be the leading example of a well established design studio in quality service delivery.

SLOGAN

Crafted Imaginations.

OUR SERVICES

WHAT WE DO

BRAND IDENTITY DESIGN

01

We will begin with your Logo and move Further to give you brand the attributes it needs to stand out in the crowded marketplace by ensuring uniqueness and innovativemethods.

WEB DESIGN & DEV.

02

Our team of designers and developer will come to aid to create a stunning website for you or your business with you choosing how it will look, function and feel.

PRODUCT DESIGN & DEV

03

Our vast knowledge will help you improve an existing or develop a new product for you and your business to reach new heights and realize more sales and customer adoption.

WHAT WE DO

04

MARKETING & ADVERTISEMENT

Don't get stuck. We are here to help you tell everyone of your existence. We have developed methods inhouse to help your product/service reach its intended audience.

05

SOCIAL MEDIA MANAGEMENT

We carefully select the most appropriate social media platforms for your brand, tailored to your web design, marketing, and SEO services. Our choices include platforms like Facebook, Twitter, Instagram, and LinkedIn, where your target audience is actively engaged

06

EVENT MANAGEMENT

We kick off by collaborating closely with our clients to understand their event objectives, goals, and target audience. Our team creates a detailed event plan, including timelines, budgets, and logistical considerations, ensuring that every aspect is thoughtfully organized

01

CUSTOMER FIRST.

In line with our mission, offering solutions to our client base in both an effective and efficient way to ensures a healthy business relation. It is with this principle that we adopted *“you say we listen”* as a customer care measure to ensure our customers are heard.



02

COMMUNICATION.

Whether its us or you who started it, we make sure it keeps going untill a solution is reached. We carry a message in our conversations and do so effectively.



CUSTOMER CENTERED BUSINESS

Whether it is protecting our brand reputation, Cost management or maintaining a competitive edge, our relation with our clients and their satisfaction still plays a critical role in our business model.



We encourage proactive and practical approach to problem solving, with focus in creating value, fostering innovation and driving positive outcomes tailored for our client minimum requirements.



03

ON POINT DELIVERY.

SOLUTION BASED THINKING.

04



- **IDENTITY DESIGN**

We help both big and small businesses craft an identity that best suits their business principle to ensure brand success

- **CORPORATE BRANDING**

From brand promos to corporate material branding and merch branding we got full house experience to do it.

- **PERSONAL BRANDING**

We stand by the personal qualities of individuals (Notables, celebs and social influences) to help them develop a good reputation through a great brand

BRANDING

Whether is a from scratch design or a redesign we have a full package of branding services and expertise.



- **PRODUCT DESIGN**

We give face to your idea before you present it to the market

- **MARKET RESEARCH**

We will help in doing market research when developing the product/service to stay upto date and develop a timeless product

- **PRODUCT STRATEGY**

Your well crafted product needs to adopt a market strategy to stay relevant and realize its success

PRODUCT DESIGN & DEV.

You have a product/service that needs a face before reaching and doing well on the market?



● **PROMOTIONS**

We showcase mastery of promotions by helping you every step of the way. From both print and web materials we got you covered

● **TARGETED ADVERTISING**

Our market experts will develop a well suited ad. plans that suits your brand/product.

● **COPYWRITING**

Every product/ service deserves the justice of a great story in order to see success, we're here for that.

MARKETING & ADVERTISING

We stand with you in all things brand/product awareness and promotions to help you realize your brand goals



● **DESIGN & DEVELOPMENT**

We craft your vision into a full deployable website to meet your online presence.

● **SEARCH ENGINE OPTIMIZATION**

Here to make sure that your intended target audience are reached your search ranking.

● **MAINTENANCE & DEPLOYMENT**

Your website just like any other service needs constant updates and maintenance, let's do it.

WEB DESIGN & DEVELOPMENT

Maintain your online presence with a fully customized website.

Industry Focus:



- **Graphic design:** Creating visual concepts and graphics to communicate ideas.
- **Web design:** Designing websites, web pages, and user interfaces.
- **Branding:** Developing a company's visual identity and creating a cohesive brand message.
- **Packaging design:** Creating packaging designs for products.
- **User experience (UX) design:** Designing the overall experience of using a product or service.
- **Print design:** Creating printed materials such as brochures, posters, magazines and business cards.
- **Illustration:** Creating illustrations for various mediums such as advertising, publishing or animation.
- **Photography and Videography:** Capturing visual content for use in marketing materials, websites, and social media.
- **Expert consultancy:** We also talk business.
- **Marketing and Promotions:** We help develop a winning campaign to create awareness for your product/service.
- **Social Media Management:** Here to help you build and maintain your online reputation and promote your product/service on socials
- **Product design:** We build products with your customer in mind and deploy it to full realization.

Market Offering:

It's through our creative approach, our attention to detail, and our customer service that set us apart from entities that might offer similar services.

We specialize in branding and identity design for small businesses and startups in the technology and creative industries.

In all our range of design services, we embrace the use of technology ensuring that efficiency in business is realised and customer satisfaction at large. Our promise to both current clients and other potential clients is to build a strong working relation that resonates with their missions while delivering exquisite services/products.

While it's important to have a specialty, we are still be open to working with clients in related industries or with different design needs. The goal is to develop expertise in a particular area while still maintaining flexibility to work with a variety of clients.



Thank
you



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