



**HELUM  
DESIGN**  
STUDIO

## COMPANY PROFILE

2019 /20



# TOWARDS a FUTURE of POSSIBILITIES



**HELUM  
DESIGN**  
STUDIO

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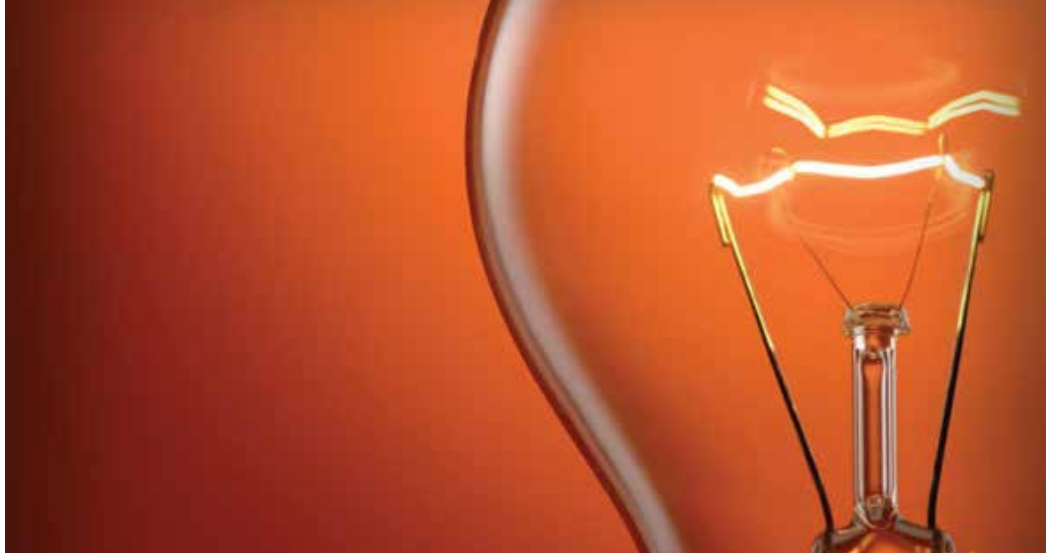
Our mission is to ensure that our clients maximize their marketing communications through award winning design, responsive service, quality products, and furnishing an enjoyable atmosphere at an acceptable price/value relationship.

[www.motherafricaneedsyou.net](http://www.motherafricaneedsyou.net)



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# WELCOME

**HelumSolutions!** is an IT and Marketing consulting firm that combines CREATIVITY and TECHNOLOGY to build brands, promote products and services, and deliver business growth.

We specialize in making your business look its best. With many years experience designing high quality, unique and innovative graphics, we are the single source for all your businesses design, print, brand and website needs. Allow us to give you the competitive edge necessary to be a winner in your marketplace.

**HelumSolutions!** has the ability to handle any project from start to finish. We can supply you with full corporate branding and Logo design, creative brochures, business stationery, web solutions, advertising, catalogues, leaflets and much more.



AT HELUM, WE DISCUSS  
YOUR BUSINESS IN DETAIL,  
UNDERSTANDING THE MESSAGE  
YOU WANT TO COMMUNICATE TO  
YOUR CUSTOMERS.

[illegible]

**The company was incorporated in 2016 by the registrar of companies under the laws of the Republic of Kenya**

**Helum**Solutions helps customers do business better by leveraging our industry-wide experience, deep technology expertise, comprehensive portfolio of services and vertically aligned business model.

Today we are a trusted partner of choice for any businesses looking to 'differentiate at the front' and 'standardize at the core' through technology interventions. In today's world, organizations will have to rapidly reengineer themselves and be more responsive to changing customer needs.

Our vision is to be the most innovative and trusted brand builder in the region

- Quality
- Professionalism
- Quick Turnaround Time
- Reliable and Trusted Staff
- Best price/Value relationship

We exist to ensure our clients maximize their marketing communications through award winning design, responsive service, quality products, and furnishing an enjoyable atmosphere at an acceptable price/value relationship.



45+

Businesses



250+

Projects



189+

Happy Clients

**OUR CAREFULLY  
DESIGNED PRODUCTS  
AND SERVICES ENABLE  
US TO HARNESS THE  
LATEST TECHNOLOGY  
FOR DELIVERING  
BUSINESS CAPABILITY TO  
OUR CLIENTS.**



WE SPECIALIZE  
IN MAKING YOUR  
BUSINESS LOOK ITS  
BEST.

# DIGITAL DIRECTOR'S STATEMENT

**Mathew Okal**

"If you don't do it, no one will. Let's do it, but have fun too!"



Information technology is redefining how business across the world is being conducted.

For small businesses, banking, finance, health care, Industries and retail business, the understanding and adopting information technology is essential to improve their efficiency, visibility, and ultimately to enable them to become more competitive. Yet, incorporating technology in a small business is not a trivial task.

Working closely with you, we undertake internal company research, target market research, brand positioning, and the definition of marketing and communication objectives, creation of brand strategy, evaluation and control.



These core capabilities are molded together and infused with excellence to provide clients with a dynamic, integrated and respected approach to their marketing challenges.

The correct digital strategy in itself can be a competitive advantage.

Our creative staff can create a complete custom design to help set your site apart from and above the competition.

A professional, design will attract customers and help instill confidence about your capabilities.

Mathew Okal

# HUMAN RESOURCES

Our Nairobi based team has been meticulously selected for their skills, talent, qualifications and experience. Our staff includes project managers, creative graphic designers, front and back end web developers, web analysts and search engine optimization experts.



INDIVIDUAL  
COMMITMENT TO  
A GROUP EFFORT –  
THAT'S WHAT MAKES  
A TEAM WORK, A  
COMPANY WORK, A  
SOCIETY WORK, A  
CIVILIZATION WORK.

~VINCE LOMBARDI

## SPECIAL SKILLS

Designers work on design, programmers work on coding, internet marketing specialists work on SEO and clients directly deal with a project manager who will organize everything perfectly.

If we sound like good fit, why not get in touch to discuss your digital project today!



## MEET THE TEAM

Unlike smaller digital agencies who generally use 'jack of all trades' to attempt to do everything digital, we utilize various teams of exceptional individuals, who are experts in their own respected fields with specialized skills.



**Mathew Okal**  
Digital Director



**Raphael Ngugi**  
Production Assistant



**Hesbon Okoth**  
Creative Director / Graphic Designer



**Ken Makau**  
Software Developer

You will find us approachable and professional, we provide a premium service and the people you meet at the start of the project will be there to support you until the end.

# HOW WE WORK



The first and most important step is listening. We will begin by developing a solid understanding of your company, your clients and other target groups and your needs. Doing so will help us to create a website that will work for your company

## CONSULTATIVE APPROACH

We will adopt a consultative approach by involving your company's project manager while undertaking the project and its functionalities.

Once we have understood what you need for your project, we will embark on the actual work



## CONCEPT

This first step is actually the most important one, as it involves a solid understanding of the company it is created for. It involves a good understanding of you – what your business goals and dreams are, and how the web can be utilized to help you achieve those goals.

## PRESENTATION

We will prepare a bunch of rough designs and then narrow them down to a few. These designs will then be presented to the client for feedback. This stage mainly consists of a cycle of reviewing, tweaking and approving the design until ideally both the client and we are satisfied with the sketch of the design.

## EXPLORATION

Collecting all the information gathered from phase one and after coming up with some ideas that received a green signal from the client, it is time to put together a plan for the project by creating a workflow. Workflows are basically created to diagram a designer's thought process.



of research, design and development. We will explore multiple concepts from which to choose.

We'll discuss the concepts with you, digest your feedback, and refine until everything is perfect.

Finally, we will begin production.

It will be a fun process with a simple goal: to deliver a product that will produce real results for your company.



## DESIGN

Mock-ups are a realistic static graphic representation of the website. They help make clear which information goes where and which colours or images will be used.

We will design a mock-up of your website interface, by adding dummy text, colour and graphics. Some adjustments to the wireframe layout may be made to improve the website's "look" or functionality.

## DEVELOPMENT

The developmental stage is where we will take all of the individual graphic elements from the mock-up and use them to create the actual, functional site.

This is typically done by first developing the home page, followed by a "shell" for the interior pages.

This entire time, we will continue to make your in-progress web site available to you for viewing, and any other changes you would like to have done.

## MAINTENANCE

The development of your web site is not necessarily over, though.

One way to bring repeat visitors to your site is to offer new content or products on a regular basis. We will be more than happy to continue working together with you, to update the information on your web site.

We offer maintenance packages at reduced rates, based on how often you anticipate making changes or additions to your web site.

# OUR SERVICES

What makes our creative agency really special is how integrated our team is. Creating work that we are proud of is paramount to everything else and we would not have been capable of producing successful projects if our whole team didn't believe in that. If you'd like to experience our creative service and benefit from its marketing potential, do get in touch with us today



## CREATIVE AND PRINT SOLUTIONS

We believe that graphic design is about more than just looks. It revolves around the purposeful use of pictures, illustrations, and layouts to sell ideas, products, and services. As such, our graphic designers are focused on creating result-oriented end products that will raise your bottom line.



## WEB DESIGN & DEVELOPMENT

A professionally designed website is a great way to get your business noticed. **HelumSolutions!** will design and develop a website that will make your company stand out from your competition and increase revenue. With any new project we discuss your business in detail, understanding the message you want to communicate to potential clients.



## IT CONSULTING

Through our IT Consulting services, we will help you improve your Business Satsifaction Index through professional business-to-IT relationship management. As you focus on your business, we will solve your IT needs

# ADDITIONAL SERVICES THAT WE OFFER



## CORPORATE IDENTITY

Through our corporate identity package, we can help you establish a strong, visible visual brand. We will help you develop every aspect of your internal communication and branding initiatives. This will help employees stay focused on your company's mission, and adhere to the standards and guidelines your company upholds.

## BRANDING

When developing your brand strategy, we will be consistent and authentic from the get go. In today's market it is important that you engage your community and make sure that your brand is visible and highly recognisable.

## SIGNS

If your current outdoor signage isn't giving you the visibility to attract interest and assist in getting people to your door, then it's time for a specialized sign solution from **HelumSolutions!** Whether you require a business sign, church sign, or school sign, we have a wide variety of products as well as the capability to create the ideal sign to fit any need.

## PRINTING

We provide print solutions for any budget and with a team of friendly staff we discuss your project in detail before providing all the options that are available to you. It's by doing this that we save our clients money and help to stretch out their marketing budgets a little further.

As we have our own in-house printing facilities, **HelumSolutions** can offer a very fast turnaround on many printing products. We quite often are asked to provide a same day print service for which we do not charge any extra. If you need something printing quickly then we are the people to call.

## OUR PROJECTS



WE PROVIDE  
CONTINUOUS  
EXPERTISE IN WEBSITE  
ENHANCEMENT,  
ENGINEERING SUPPORT,  
ON CALL ASSISTANCE,  
AND THE CAPACITY FOR  
COMPLETE REMOTE  
WEBSITE SUPPORT.

We believe that by creating a stunning, high impact design it will help to move your business forward.

A website is becoming essential now in almost any industry as more and more people are turning to the Internet to source suppliers, products and services.

Our menu of services is both comprehensive and flexible, with the ability to be tailored to your specific needs. Whether you're selling product through an online store, using your website for your day-to-day operations, or simply maintaining an online presence to complement your brick and mortar store, **Helum** Web Manager helps you make the most of your website operations — efficiently, affordably. **Helum** Technical Account Executive will review and discuss your website needs and challenges. **Helum** Web Manager Service Plan is then prepared based on the initial consultation.

**Design and Webmaster Services**

**Programming Services**

**Internet Marketing Services**

**Web Server Support Services**

**Website Monitoring Support Services**

**Website Security Services**

**Website Backup Services**

# SOME OF THE FEATURED PROJECT



# 01

Project Name:

**NGOMA.TV**

Client Name:

**SportyBet**

Date:

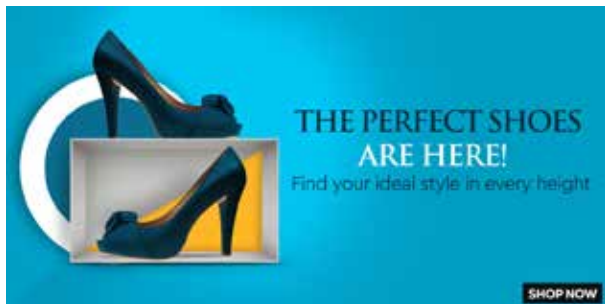
**2018**

Location:

**Nairobi**

## PROJECT BRIEF

**SportyBet** a new betting company in Kenya engaged us on a campaign to raise awareness about their super cool lowest deals plus guaranteed bonus for all players. Because of our efficient execution SportyBet is now one of the best betting sites in Kenya.



## PROJECT BRIEF

Jumia Ghana engaged us on a project to create various communications to their wide demographic customers about their array of products. We employed the use of lifestyle images to achieve this.

Client Name:  
**Jumia Ghana**

Date:  
**2019**

Location:  
**Nairobi**

02



03

## PROJECT BRIEF

Jumia Kenya gave us a challenge to increase their website click rates and new sales by using their Jumia Global incentive. We took on to the challenge and did what we did. Now Jumia is number one online shop for overseas goods in Kenya

Client Name:

**Jumia Kenya**

Date:

**2018 - 2019**

Location:

**Nairobi**

# OUR CLIENTS

Leave no stone unturned to help  
your clients realize maximum profits  
from their investment.

## SOME OF OUR HAPPY CLIENTS



## CLIENTS FEEDBACK



**SAM CHAPPATE**  
GM Jumia Kenya

As per usual, your team did a fantastic job! I am thrilled with the new responsive site...it looks great visually, and most importantly, we've already seen an uptick in conversion rates within this first week of being live! Excellence on all fronts!! Looking forward to do strong business over holiday on this new site so that we can budget towards growing our SEO and online marketing budgets with you guys! Much appreciated!



**Fiona Ngaruro**  
Founder Nutriwatch

Helum was spot on when it came to implementing our company brand and goals into our new website. Their creative solutions and responsiveness to timelines were impressive. Traffic to our site has been overwhelming, and the continuous praise we receive related to the look of our new site is amazing.



**Terry Mwangi**  
Digital Marketing Jumia

On behalf of team at Jumia, I would like to thank all four of you (and those working behind the scenes) for your help on our successful relaunch of Jumia Global. By all measures, our customers approve and we have achieved our objective of making the site fresher, faster, and more efficient at booking shipments.



WE EXIST TO ENSURE  
OUR CLIENTS MAXIMIZE  
THEIR MARKETING  
COMMUNICATIONS  
THROUGH AWARD  
WINNING DESIGN,  
RESPONSIVE SERVICE,  
QUALITY PRODUCTS,  
AND FURNISHING AN  
ENJOYABLE ATMOSPHERE  
AT AN ACCEPTABLE  
PRICE/VALUE  
RELATIONSHIP.



**HELUM**  
**DESIGN**  
STUDIO

MOTHER AFRICA NEEDS YOU

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