



2025 Company Portfolio

# Who Are We

We are a leading, award-winning creative and marketing studio with offices in Nairobi and London.

We specialize in digital design, animation, integrated marketing, public relations, and storytelling — all anchored in our DNA philosophy: “Be Seen, Be Heard, Be Felt.”

## Core Services

### **Creative & Design**

Brand identity, graphic design, 2D/3D animation, web & app UI/UX.

### **Integrated Marketing**

ATL/BTL campaigns, social & digital marketing, SEO/SEM, influencer and email marketing.

### **PR & Storytelling**

Media relations, crisis comms, CSR initiatives, thought-leadership content.

### **Web Development & Tech**

Static and e-commerce sites, web apps, hosting and maintenance.



# Our Mission

To empower brands by crafting visually compelling, emotionally resonant, and strategically sound communications that not only capture attention but also foster lasting connections with target audiences

# Our Vision

To be a global leader in digital design and marketing solutions, recognized for our innovative approach and our ability to make brands Be Seen, Be Heard, and Be Felt across all platforms and touchpoints.

# Our Awards



**Most Innovative  
Africa-Focused  
Studio- 2024**



**Best Creative &  
Digital Studio  
East Africa- 2023**



**Animation Studio  
of the Year- 2023**



**Top Graphic  
Company- 2023**



**Design Startup of  
the Year- 2022**

# Our Brand DNA



We make your brand visually unforgettable. Through cutting-edge design and animation, we craft compelling visual experiences that ensure your brand stands out and captures attention instantly.



Amplify your brand's voice across all channels. We strategically integrate ATL (Above The Line), BTL (Below The Line), and digital marketing efforts to maximize your reach and make your message resonate with your target audience.



We make your brand visually unforgettable. Through cutting-edge design and animation, we craft compelling visual experiences that ensure your brand stands out and captures attention instantly.



*Be Seen*

CREATIVE EXCELLENCE

# Brands we have made seen



# Brand Identity & Logo Design





### Project Details

Brief Overview: Peak Mobile asked Lebu Studio for a full identity refresh that feels as dynamic as their mobile-first rewards platform. We ran a rapid discovery sprint and delivered a bold new look that signals innovation and trust to enterprise clients.

### Visuals:

Logomark, electric-blue + sunrise-orange palette  
Brand guide, investor deck, email signatures, social templates







## Branding





## Merchandise





### Project Details

Mania Riders—a Nairobi-based commercial motorcycle courier named Kenya's Best Commercial Motorcycle Service Company 2022—asked Lebu Studio to modernise its identity so it screams “safe, swift, pro.” We ran a lightning discovery sprint, then rebuilt the brand from helmet to homepage.clients.

### Visuals:

- 32-page brand guide, rider kit
- Investor & sales deck, email signatures, invoice/waybill templates
- Social reboot pack: IG grid styling, motion lower-thirds, rider-POV reel opener (12 s)
- App & web UI mock-ups for live-tracking dashboard







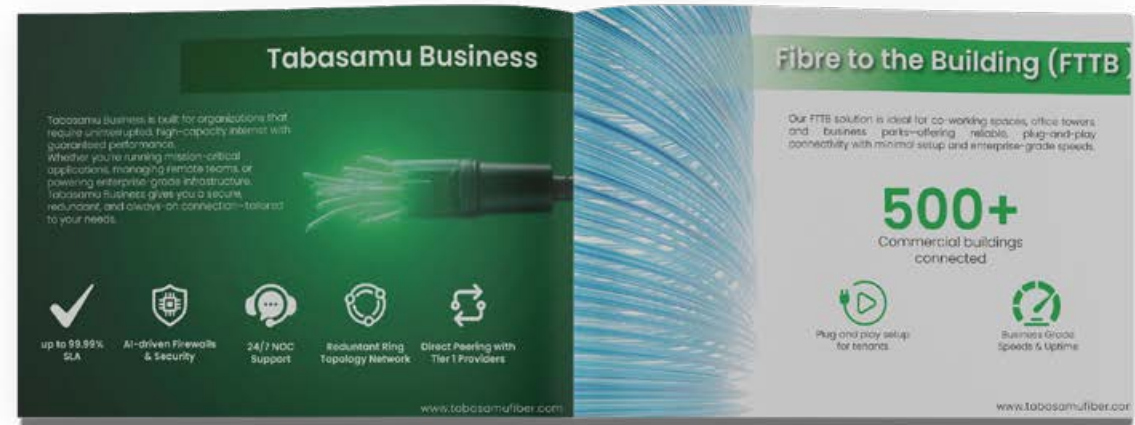


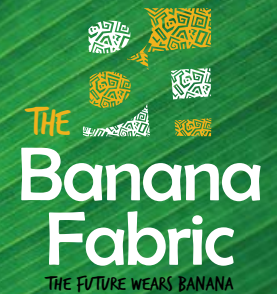
## Project Details

Tabasamu Fibre is a top Kenyan internet provider delivering secure, high-speed connectivity to corporate and residential clients. Serving over 547 connected buildings, their services include FTTB, FTTH, dedicated internet, MPLS, SIP/VOICE, SMS, and Managed WiFi. They also support digital inclusion through CSR initiatives like their partnership with Strathmore University..

## Visuals:

Brand Guidelines





### Project Details

The Banana Fabric is a Kenya-born fashion house turning locally sourced banana-fibre, sisal and silkworm silk into sophisticated, wearable art.

### Visuals:

Logo Design  
Brand Guidelines

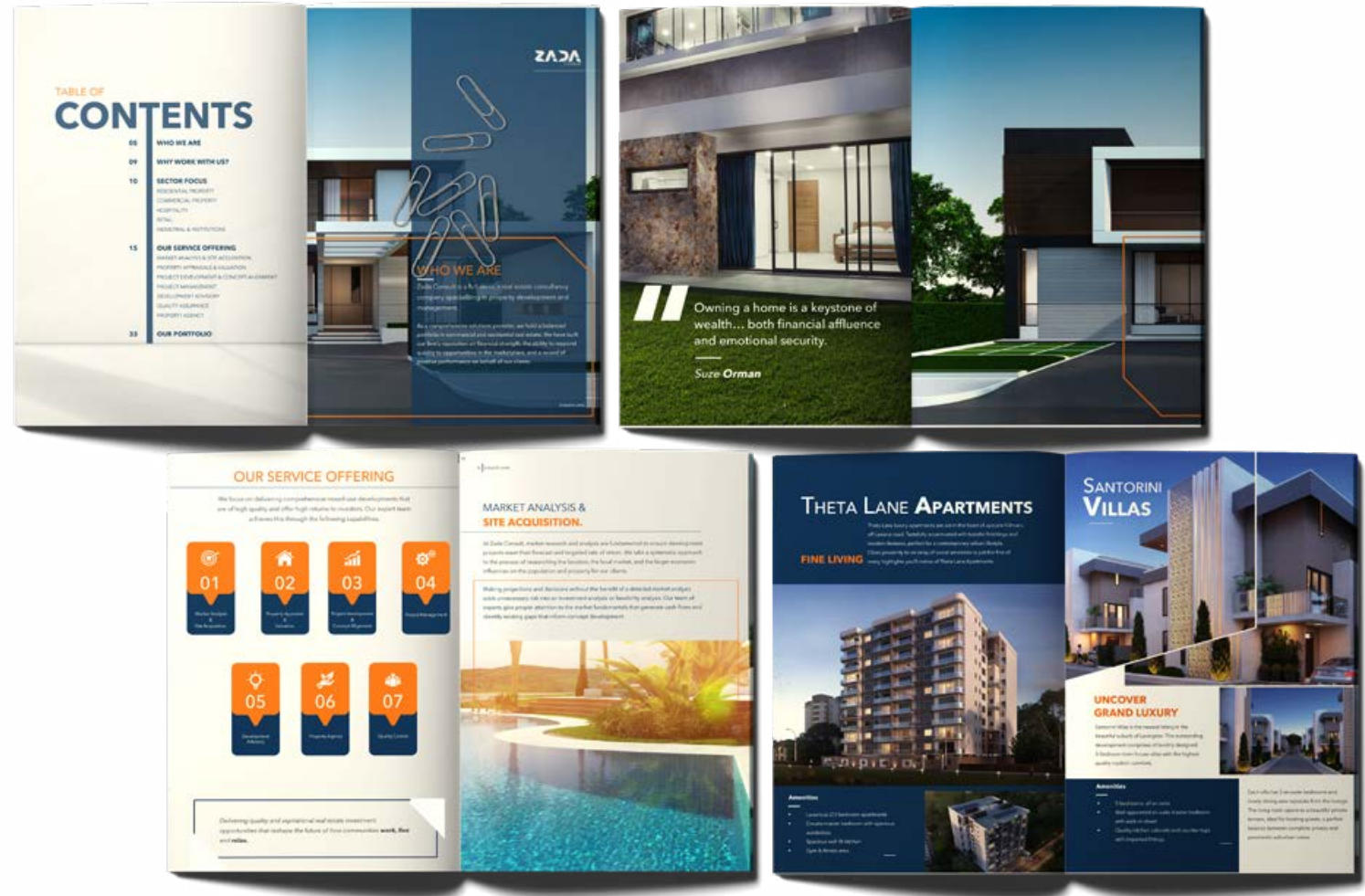


## Project Details

Zada Consult is a full-service real estate consultancy company specializing in property development and management.

## Company Profile Update

We were engaged to design a professional and modern company profile that communicates Zada Consult's expertise, credibility, and results-driven approach. The profile needed to highlight their service offerings, success stories, and client-first ethos while reflecting a refined, corporate aesthetic.





# VOLKSLIFTEA

## Project Details

Volkslift East Africa provides the best elevators, escalators and moving walkways in Kenya & the rest of East Africa by using the latest German technologies. We help enable the smooth flow of urban traffic in buildings and organizations through installation of elevators, escalators and moving walkways.

## Visuals:

Company Profile

## Project Duration

1 month







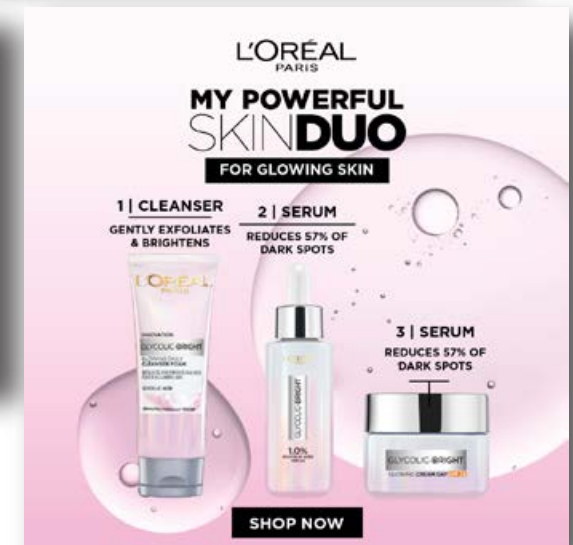
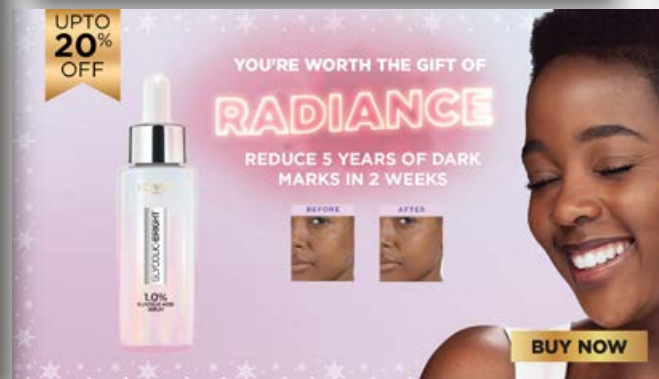


# Graphic Design and Visual Communication



# L'ORÉAL PARIS

Working with the globally recognized brand L'Oréal Paris, we developed premium event and promotional assets including invites, billboards, and product wobblers. Our creative direction emphasized elegance, beauty, and brand consistency while appealing to a diverse audience across print and in-store platforms.



# L'ORÉAL PARIS



UP TO 30% OFF  
ON ALL L'ORÉAL  
PARIS PRODUCTS

**REDUCES 5 YEARS OF DARK MARKS  
IN 2 WEEKS**

VALID TILL  
26TH MAY

BECAUSE YOU'RE WORTH IT





# MAYBELLINE NEW YORK



For Maybelline, we designed attention-grabbing billboards, invites, infographics, and promotional wobblers to enhance their market visibility and drive in-store conversions. The designs reflected Maybelline's bold, modern aesthetic, using strong typography and vibrant colors to connect with a younger, trend-conscious demographic.





For Nice & Lovely, our design approach combined culturally relevant visuals with modern design aesthetics. We created a full suite of promotional materials including product packaging, billboards, invites, and shelf wobblers. Each item reinforced the brand's vibrant and accessible personality, aimed at strengthening retail presence and





**Nice & Lovely**



# Versman

We developed promotional visuals for Versman, focusing on banners, invites, Key Visuals, product design and wobblers to support their grooming product campaigns. Our work emphasized masculine design cues strong lines, bold fonts, and contrasting tones aligned with the brand's positioning in the personal care market for men.







Our collaboration with Garnier focused on producing eye-catching brand collaterals such as event banners, invites, Advent Calendars, billboards and product wobblers. These visuals were designed to reflect Garnier's nature-inspired image while maintaining visual appeal and product clarity across retail environments.



**GARNIER**

**SHOP WITH ME**

(SERA IMANI)

**TWO RIVERS MALL**

**SATURDAY 1<sup>st</sup> MARCH 2025**

**FROM 2PM-4PM**

**GARNIER**

**SUPER UV SUNSCREEN**

**TREAT YOURSELF TO A FREE MINIFACIAL**

**SPEND KSH 1,000**

**GET FREE SKIN ANALYSIS & DERM CONSULTATION**

**SPEND KSH 2,500 & GET A FREE GIFT**

**SARIT | THE HUB | JUNCTION**

**25<sup>th</sup> APR to 27<sup>th</sup> APR**

**GARNIER**

**TO MUM WITH LOVE**

**Happy Mother's Day From Garnier x**

**GARNIER**

**UNLOCK TIMELESS**

**GLOW**

**UPTO 40% OFF**

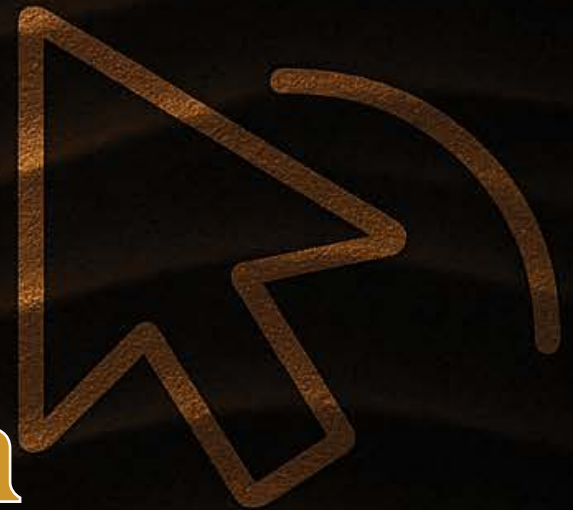
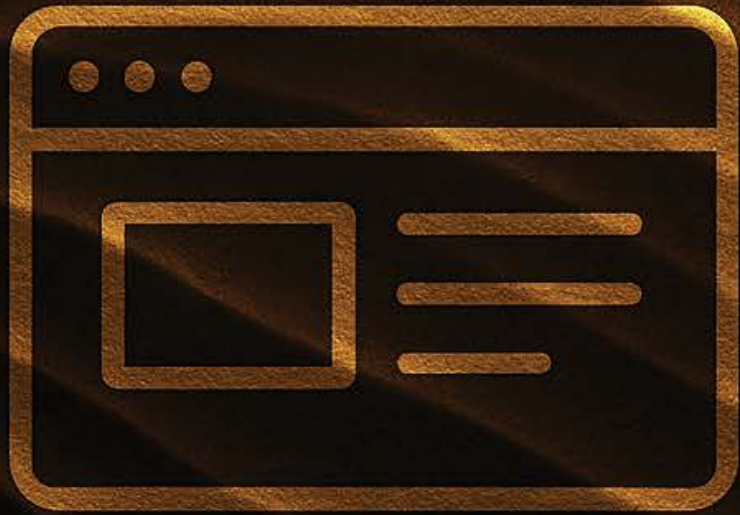
**SHOP NOW**

**GARNIER**

**Vitamin C BOOSTER SERUM**

**9/10 AGREE IT WORKS ON DARK MARKS**





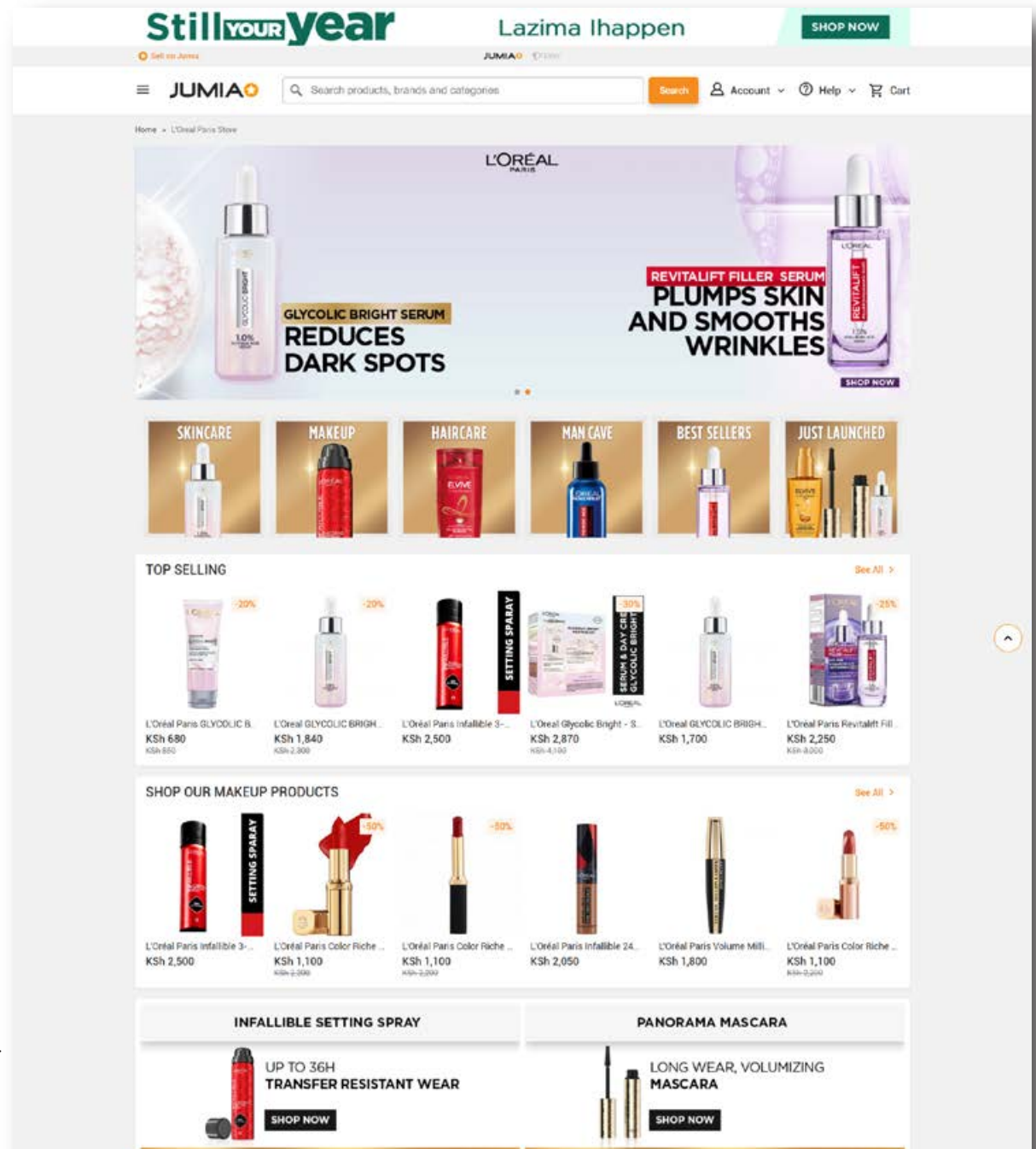
# Web & Digital Design

# L'ORÉAL PARIS

## L'Oréal Paris Shop-in-Shop - Jumia

We designed high-impact digital creatives for L'Oréal Paris' Jumia shop-in-shop, including hero banners, category headers, and promotional panels. Each creative was tailored to highlight key product benefits, seasonal offers, and hero SKUs, ensuring brand consistency with L'Oréal's global guidelines while optimizing for e-commerce visibility.

Our work blended bold typography, premium color palettes, and product-focused layouts to capture attention, reinforce the “Because You're Worth It” brand ethos, and drive shopper engagement.



BE SEEN. BE HEARD. BE FELT

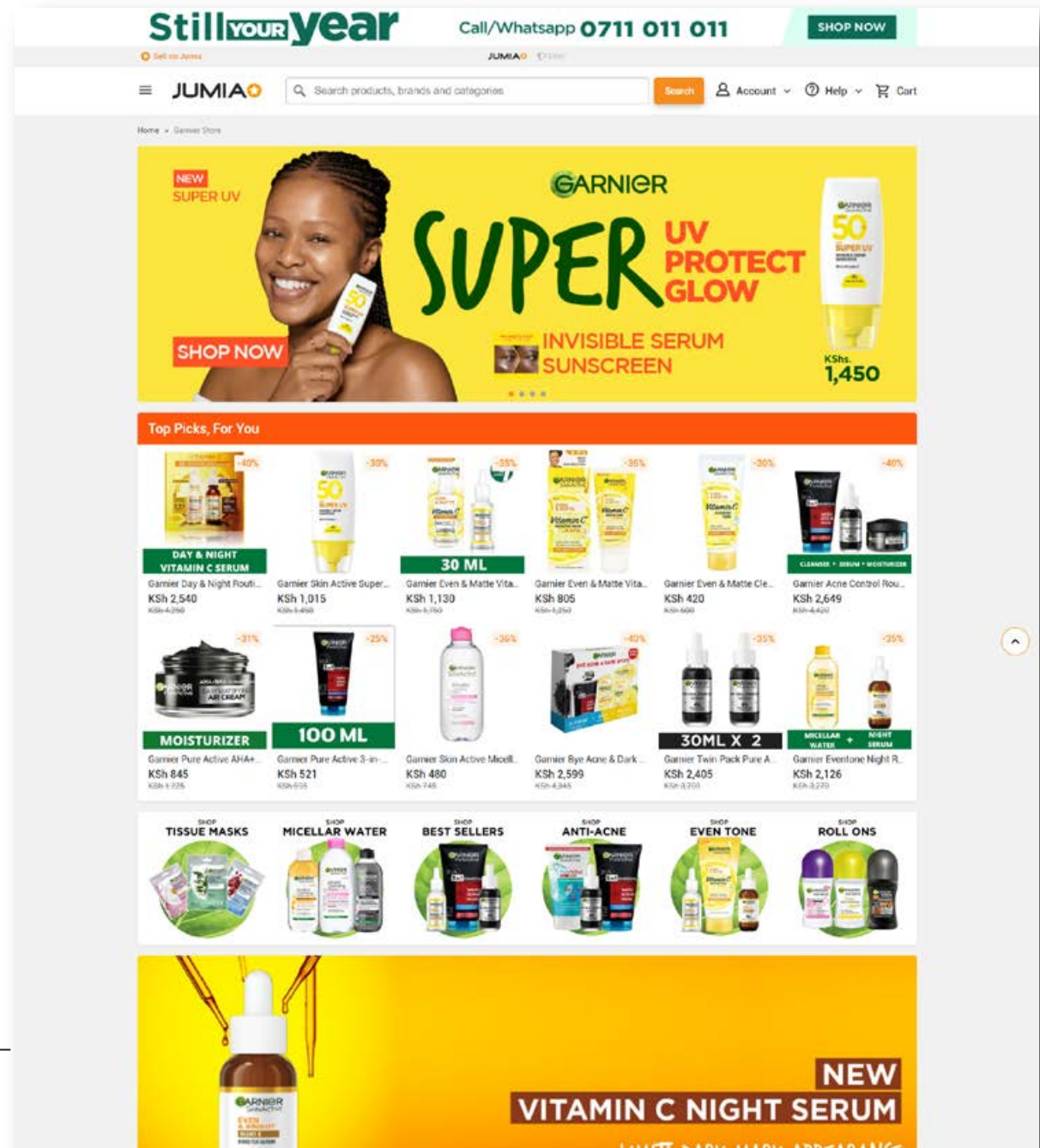




## Garnier Shop-in-Shop - Jumia

We produced eye-catching digital creatives for Garnier's Jumia shop-in-shop, including hero banners, category headers, and promotional graphics. The designs highlighted key product ranges like UV Protect Glow sunscreen and Vitamin C Night Serum, pairing vibrant brand colors with impactful messaging to stand out in the e-commerce environment.

Our visuals adhered to Garnier's global brand identity while adapting to the local market, ensuring high visibility, product differentiation, and campaign consistency across the online store.

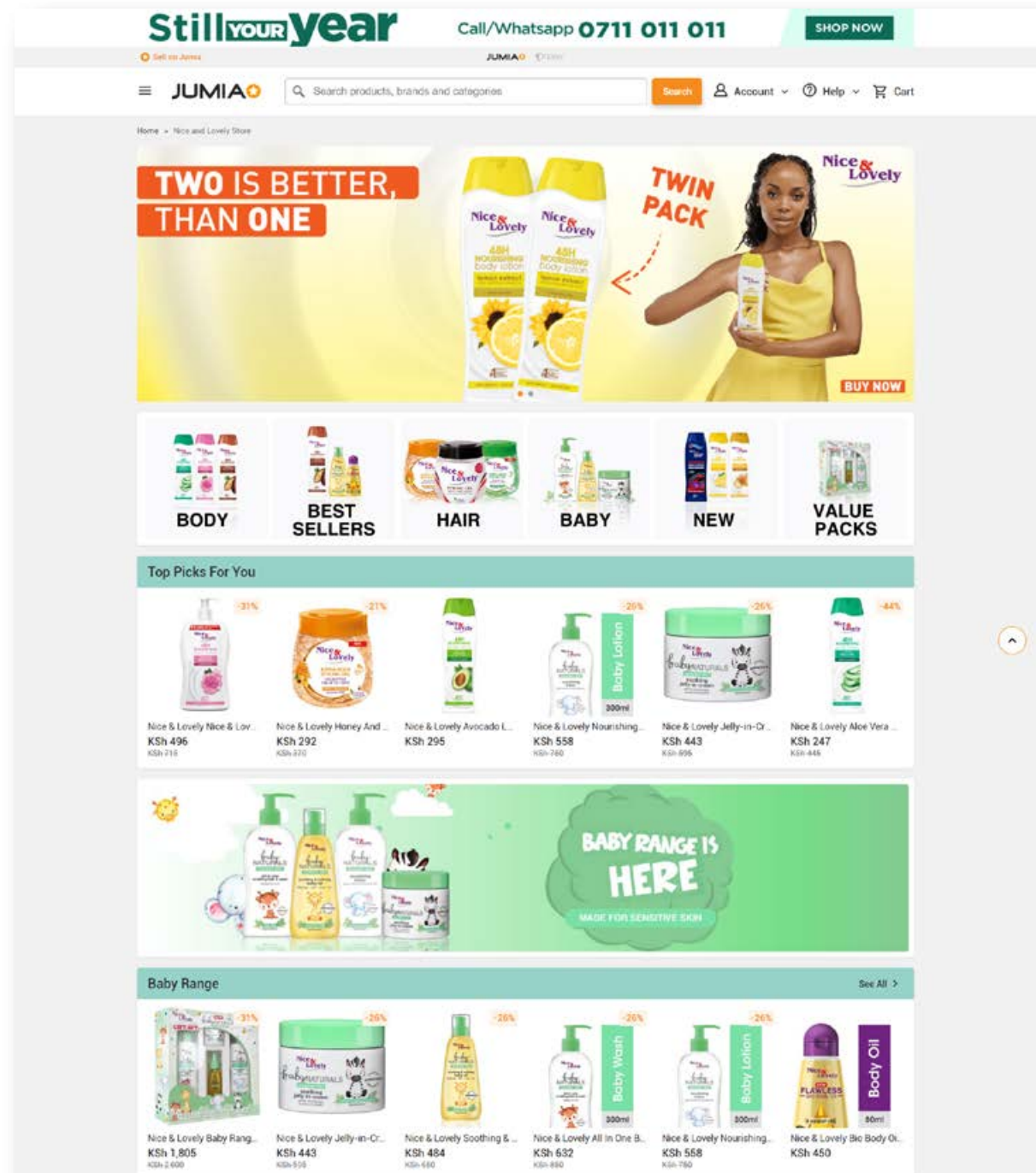




## Nice & Lovely Shop-in-Shop - Jumia

We designed engaging digital creatives for Nice & Lovely's Jumia shop-in-shop, covering hero banners, category headers, and campaign visuals. The designs promoted hero products like the Twin Pack Body Lotion, Baby Range, and specialty lotions, combining warm, approachable color palettes with clear product benefits to appeal to diverse audiences.

By aligning with Nice & Lovely's friendly and accessible brand tone, the creatives were optimized for visibility and conversions in an e-commerce setting, ensuring consistency across multiple product categories.

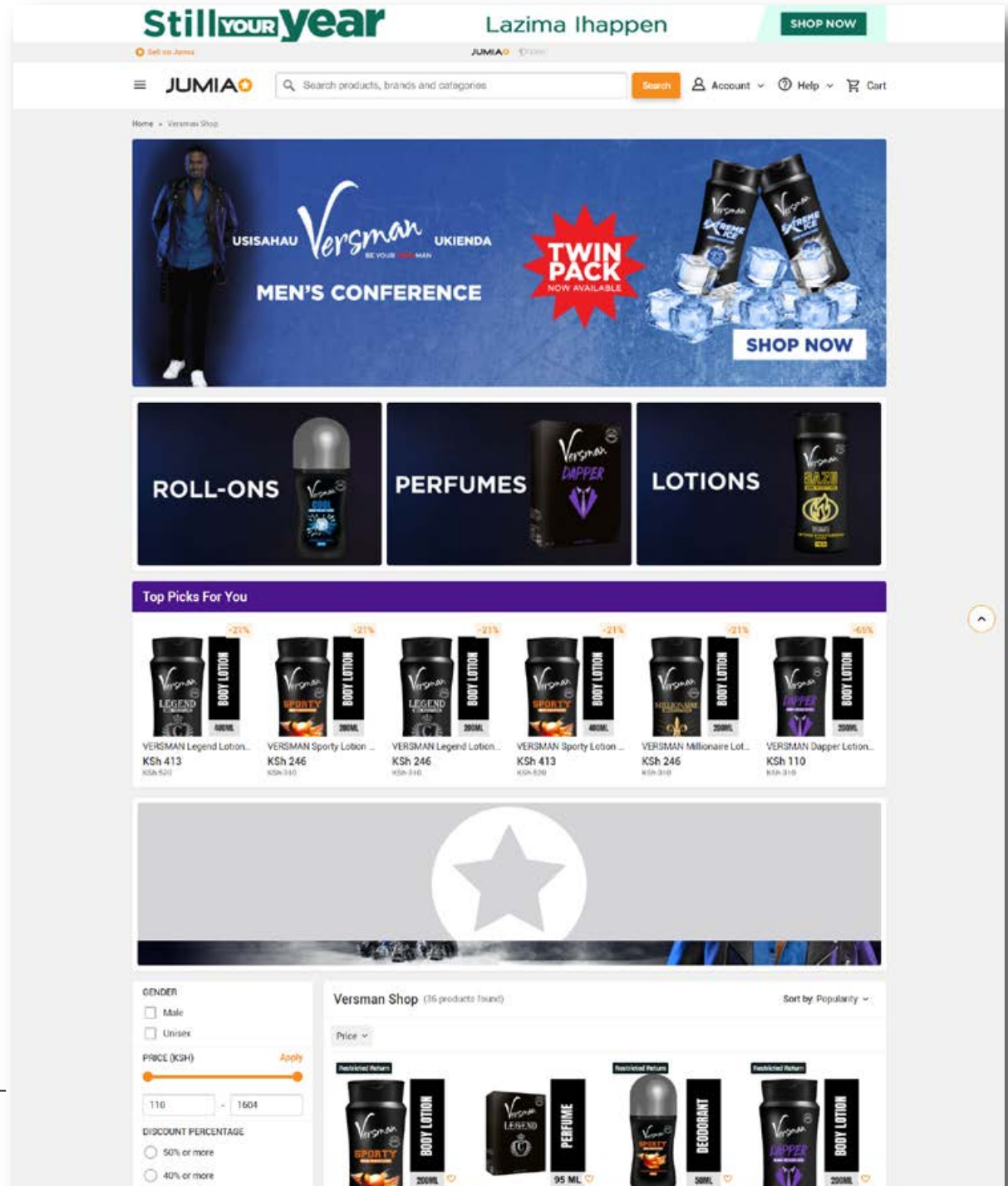




## Versman Shop-in-Shop - Jumia

We crafted bold, masculine digital creatives for Versman's Jumia shop-in-shop, including hero banners, category headers, and promotional graphics. Designs for the "Men's Conference" Twin Pack campaign, as well as Roll-Ons, Perfumes, and Lotions, featured deep, rich tones, impactful typography, and product-forward layouts that reinforced the brand's confident, premium image.

Our creatives maintained Versman's strong visual identity while optimizing for e-commerce engagement, ensuring high visibility and alignment across all featured product categories.



BE SEEN. BE HEARD. BE FELT





## Project Details

Zada Consult is a full-service real estate consultancy company specializing in property development and management.

## Website Development:

Zada Consult was looking to rebrand and contracted us to design a refreshed website that spoke directly to their clients while differentiating the company from its competitors.

To achieve this, we modernized the site's look and feel by emphasizing the brand's color palette and visual language, merging these elements to create a cohesive and professional web presence.



*Be Heard*

MARKETING





# Digital Marketing & Amplification





# Sweet Jerk - UK Rebrand Launch

Duration: 3 months

Services Offered: Social Media Management & Content Creation

## Brief

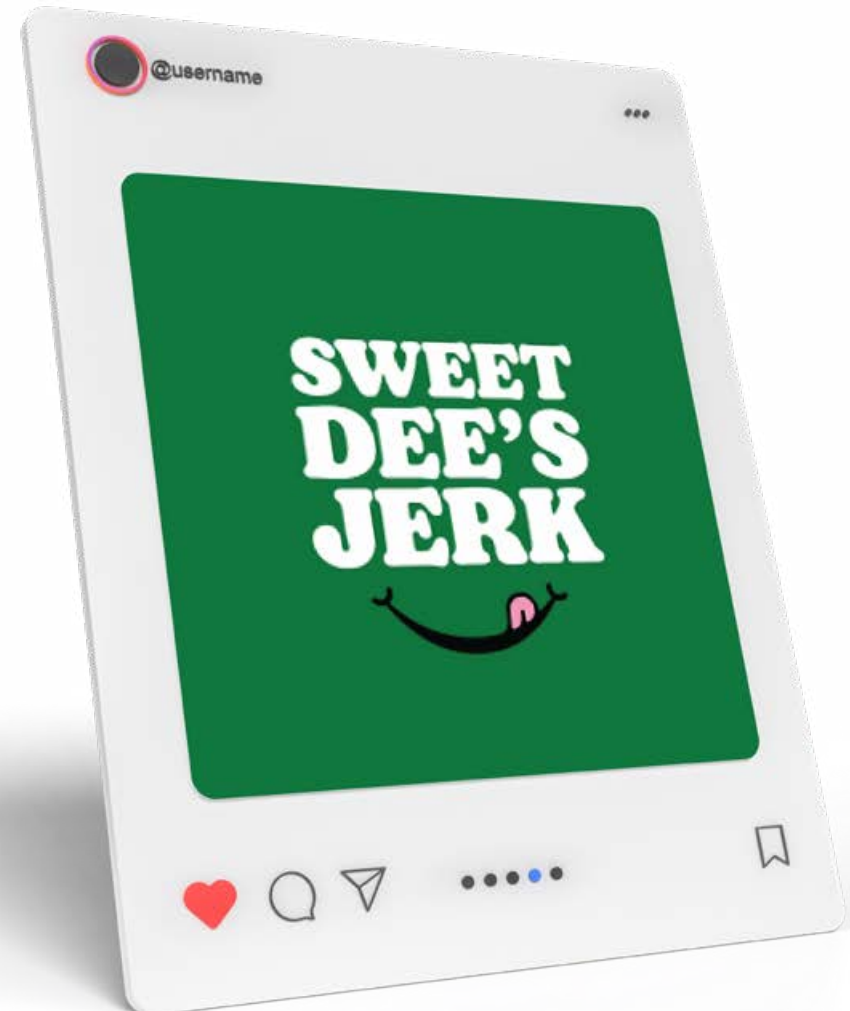
Juici Jerk, a Caribbean food brand, was transitioning into a new identity: Sweet Dee's Jerk. The goal of the rebrand was to modernize the brand while retaining its cultural authenticity, appealing to a younger, more digital-savvy audience.

During the campaign, we:

- Lead content creation that introduced and amplified the new identity.
- Manage social media channels to drive awareness, continuity, and customer engagement.
- Co-ordinate marketing efforts across digital touchpoints to ensure the transition was smooth and compelling.

## Outcome

- Content Calendar Management: Scheduled posts across Instagram, Facebook, and TikTok to maximize touchpoints.
- Marketing Co-ordination: Synced paid campaigns, influencer activations, and in-store promotions to create unified impact.
- Community Engagement: Responded actively to comments and DMs, building trust during the transition.





**ACENTRIA**  
Empower. Innovate. Prosper.

# Accentria Social Media Content

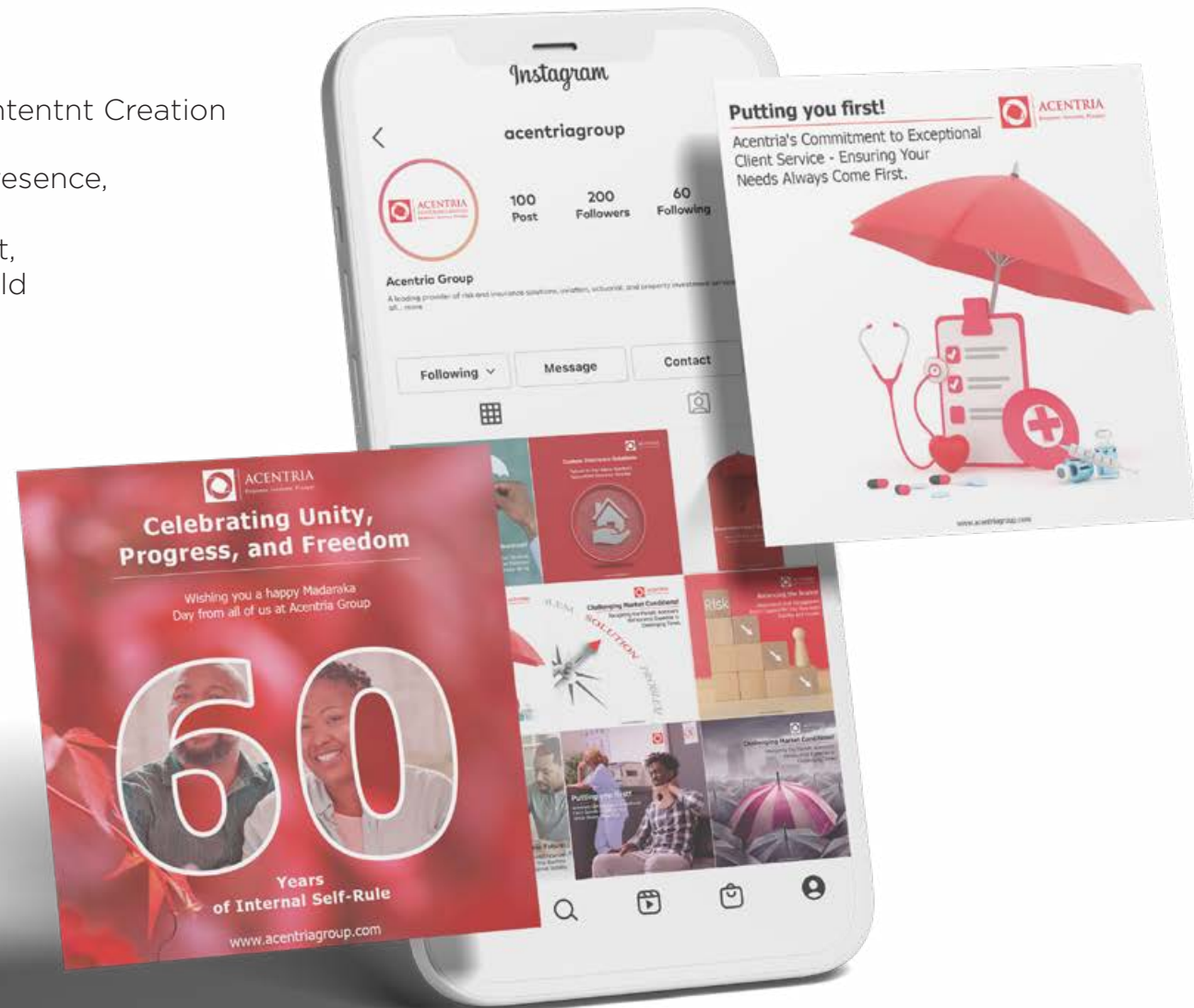
Duration: 3 months

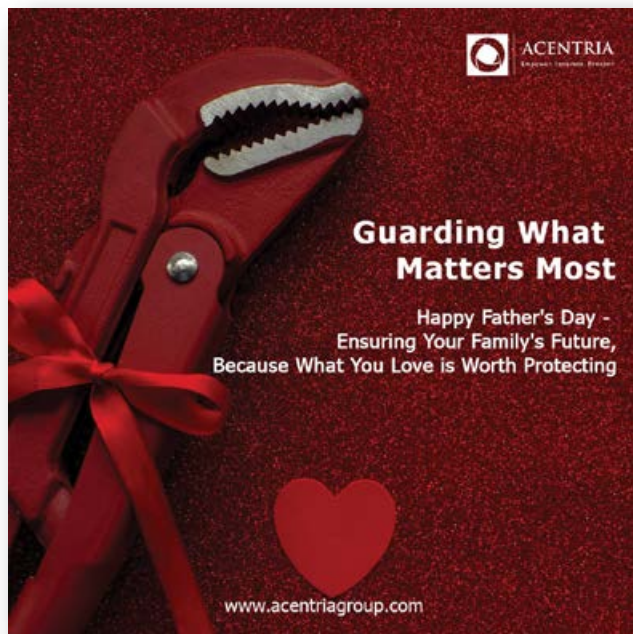
Services Offered: Social Media Management & Content Creation

Accentria, a brand looking to enhance its digital presence, engaged us to refresh its social media content and storytelling. The challenge was to create consistent, visually appealing, and engaging content that would position the brand as modern, professional, and customer-focused.

## Outcome

- **Improved Engagement:** Social interactions increased as posts became more consistent and audience-focused.
- **Elevated Brand Image:** Accentria's platforms transitioned from ad-hoc posting to a polished, professional, and engaging presence.
- **Audience Growth:** Organic follower growth as the brand became more discoverable and shareable.
- **Content Pipeline:** A structured system was established for ongoing social and content creation, setting the foundation for future campaigns.





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**Guarding What Matters Most**

Happy Father's Day -  
Ensuring Your Family's Future,  
Because What You Love is Worth Protecting

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Challenging Times.

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Strengthening Your Defenses  
in an Uncertain World.

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# Kenya Green Building Society Social Media Content

Duration: 2 years

Services Offered: Social Media Management & Content Creation


Kenya Green Building Society (KGBS), the national chapter championing sustainable development, sought to strengthen its online presence and build a strong digital community around green building practices.

## Outcome

- **Expanded digital presence:** KGBS's pages evolved into consistent, professional, and trusted platforms.
- **Engagement uplift:** Likes, shares, and comments rose as sustainability conversations gained momentum online.
- **Authority reinforced:** Positioned as a thought leader in green building and a reference point for sustainability advocacy in Kenya.
- **Community growth:** Strengthened bonds with members, partners, and the public, creating a more connected sustainability ecosystem.



## How Green Buildings Can Make You Healthier and Happier



1. Reducing exposure to pollutants and allergens.
2. Enhancing cognitive performance and productivity
3. Promoting physical activity and social interaction

**KENYA GREEN BUILDING SOCIETY**  
Build Green. Save Money.

## DID YOU KNOW



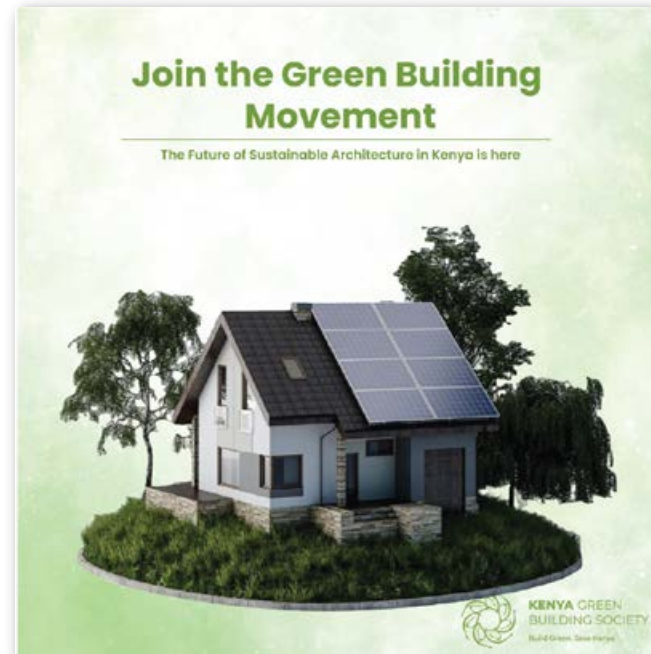
While the upfront cost of green buildings can be slightly higher, green buildings are typically less expensive to maintain in the long run due to lower utility costs, among other factors.

They can provide a significant return on investment over time, making them a cost-effective choice for sustainable development.

**KENYA GREEN BUILDING SOCIETY**  
Build Green. Save Money.

## Join the Green Building Movement

The Future of Sustainable Architecture in Kenya is here



**KENYA GREEN BUILDING SOCIETY**  
Build Green. Save Money.

## Save The Date

# EDGE Training

Join us for the upcoming EDGE Expert Training



**John Kalungi**  
Principal Consultant  
BESIC Group



**Amrish Shah**  
Managing Director  
UGC Africa

**Executive Residency**  
By Best Western Nairobi

**June 30th**

**REGISTER NOW**

**Edge** **IFC** **KENYA GREEN BUILDING SOCIETY**  
Build Green. Save Money.

## Happy New Month

Happy New Month to all green builders and supporters! This month, let's aim to make our buildings more sustainable, our communities greener, and our planet.



**KENYA GREEN BUILDING SOCIETY**  
Build Green. Save Money.

## Save The Date

# EDGE Training

Join us for the upcoming EDGE Expert Training

# 2

## Days to go

**Edge** **IFC** **KENYA GREEN BUILDING SOCIETY**  
Build Green. Save Money.





# Ndovucloud Social Media Content

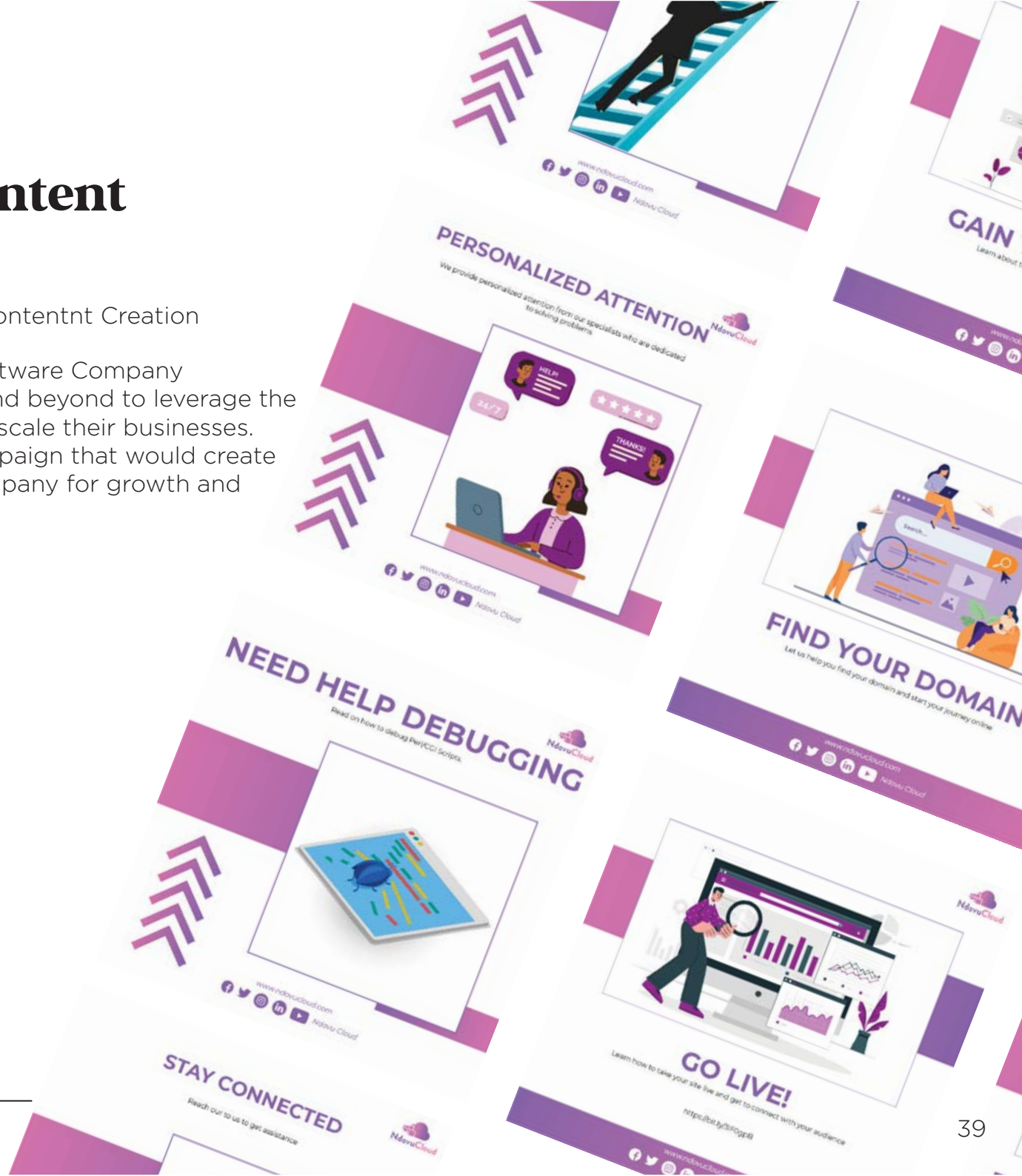
Duration: 3 months

Services Offered: Social Media Management & Content Creation

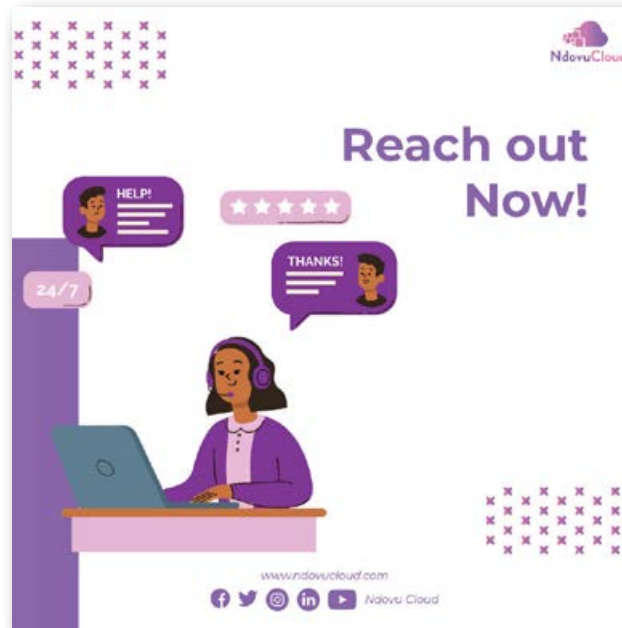
NdovuCloud Technologies Limited is a Cloud Software Company incorporated in 2020 to enable SMEs in Kenya and beyond to leverage the power of Cloud and Data to solve problems and scale their businesses. The objective was to run a digital marketing campaign that would create awareness, build credibility, and position the company for growth and expansion.

## Outcome

- Significant growth in brand awareness within the SME and tech ecosystem.
- Enhanced credibility, positioning NdovuCloud as a trusted cloud solutions provider.
- Supported the company's ability to raise funding for expansion.
- Delivered a pipeline of leads and visibility that connected NdovuCloud with the right clients.









# Unity Link Digital Content & Promotion

Fintech

App Installs

Duration: 1 year

Services Offered: Digital Content Creation & Media Buying

**Campaign Name:** Your Money in Safe Hands

**KPI Information:** Clicks, CTR, App Installs

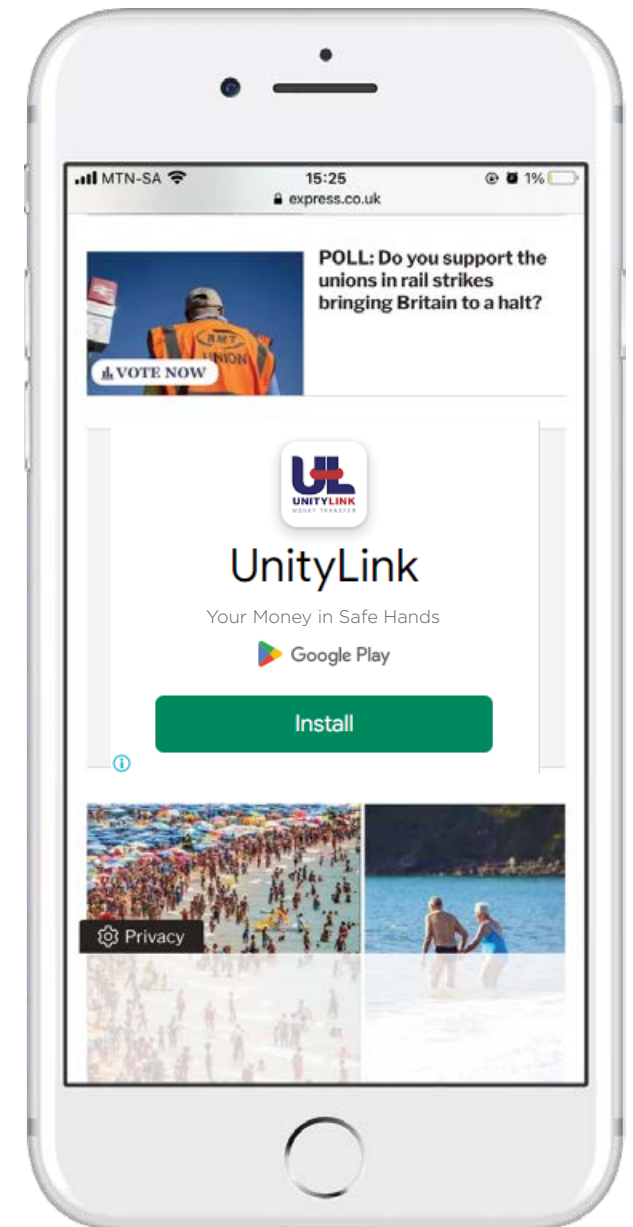
**Objective:** To grow the awareness of the brand for people living in the UK looking to remit cash to Ghana, Ethiopia and Gambia. This campaign had the goal of pushing for app installs and sign-ups to enable the growth of the platform as a payment gateway platform for people living in the Diaspora

**Targeting Solutions:** Unity Link targeted users in Ghana, Ethiopia and the Gambia.

**Formats Used:** Standard Banners & Videos

**Results:** Within this timeframe, we have delivered 20,066,587 campaign impressions and captured 502,260 campaign clicks, thus resulting in an overall campaign cost per install of £1.57 for the Kenyan market.

2.53%	Overall Campaign CTR	20,066,587	Overall Campaign Impressions
£1.57	Overall Campaign Cost per Installs	502,260	Overall Campaign Clicks





# Thank You

Let's work together? Contact us at

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