



Creatives Division



OTHER SENTRA SERVICES

We provide Consulting and production services for design, print and content development.

Sentra has also participated in the production of customized productivity applications and related training.

Our flagship application Construction Manager is set to go into commercial testing soon.



Other IT related services include:

- Software Installation & Implementation Support
- Security Best Practice Staff Training
- A-Z Corporate needs Assessments and solutions
- Comprehensive Security, Management and Productivity Solutions



Primary Contacts



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Profile



INTRODUCTION PROFILE

Sentra Ventures **Creatives Division** was established in 2017 to provide comprehensive services in all manner of communication, design and print services for business, government and corporate clients.

We work in partnership with established print and finishing services to ensure that our work is presented to the client without any compromise in quality.

Whenever needed, we are able to assemble a proficient team of branding consultants and freelance artists who work under our able creative direction.

Our good relations with all our service and material suppliers ensures competitive pricing and performance.



PROFICIENCIES

Creative direction and consultation

Over years of experience, we have built the capacity to translate each client's unique requirements and preferences for professional outcomes in accordance with established best practice.

Business Communication

- Office Stationery
- Company Profiles, Brochures and ads.
- Annual General Reports
- Print and Electronic Publications

Motion Graphics

- 3D Modelling for still and animation graphics.
- 2D artwork for still and animation graphics.

Presentation Graphics

- Infographics for Presentation
- Whiteboard Animation
- Business Presentation
- Instructional infographics

Manuals and Guides

- Product and System Manuals
- Instruction and facilitation Guides
- Workbooks

Events and Conferences

- Conference Desk Material
- Workbooks and Notebooks
- Banners, Fliers and Merchandise
- Expo Stand Branding



Creatives Division



OUR CAPACITIES



Image correction and Editing



Vector Drawing
(Logos and Infographics)



Page Layout and Design



Web Design



Print Design
(Brochures, Banners, etc)



PAST PROJECTS

PUBLISHING

We have successfully undertaken cover, layout design and editing of various kinds of publications including books, study guides and manuals.

Some titles completed include:

- **Church and State** – Hanningon Wamera
- **You too were Meant for Greatness** – Paul Okello
- **Engaging the City** – Mavuno Church
- **Nairobi - City of Contracts** – Tuvuke Trust
- **Ndoa Workbook** – Mavuno Church
- **Annual Banking Report 2012** – Faida Investment Bank
- **Mobile Technology Adoption And Change Management**
- **Guide For Agribusinesses** - Technoserve/Safaricom
- **Connected Farmer** – Mezzanaine/Safaricom
- **Kenya: Down Memory Lane** - Francis Mwangi Njuguna
- **Engaging The City** - Mavuno Church
- **Sounds of Laughter** - Sahro Ahmed
- **12 Weeks to Startup** - Caroline Gikonyo
- **Financial Success for Entrepreneurs** - Alvin Mwangura

TV AND PRINT MEDIA

- **Nice and Lovely** – This was a 15 second animated advertisement for this brand of facial creams. It ran for quite a while and a portion was used to introduce the weather report on NTV.
- **Queen Elizabeth** – A 15 second ad to introduce the then new range of hand and body lotions.
- **Dagon Shoe Polish** – A 10 second ad that aired in all TV networks
- **Safari Rally** - Daily Nation Press Ad for Top Team
- **Charity Golf Tournament** - The Standard Ad for Special Olympics
- **Real Estate Ad** - Daily Nation Ad for Fountain View Estates
- **Building Services Ad** - Construction Outlook Magazine Ad for Building Services Group
- **Bridal Boutique Ad** - Samatha Bridal Ad for Bridal Village

CORPORATE IDENTITY

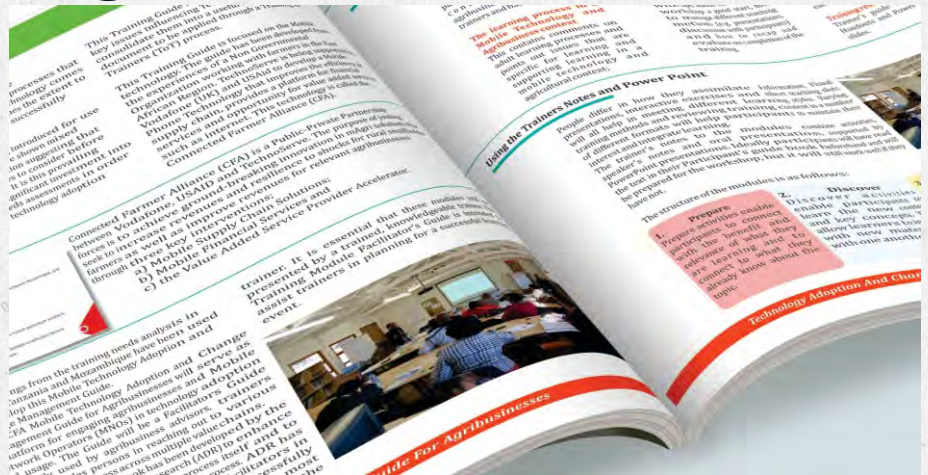
Some of the logo creations delivered include the following:
(See Showcase section)

Kedong Ranches
Surgical Institute of East Africa
Double Square Engineering
Will Adams Construction
Abergon Consulting
Prescott Engineering
Sifco Builders Limited
Mr Delivery
Yetu Leather Ltd
Pollmans Resort

House of Chemicals Africa
Cup A Health
Centrium Communications
Alfonco Agro Limited
Kafurican Restaurant
Earthnique
Bliss Event Management
Fanaka Development Group
Elea Development Agenda
Vortex Construction



PUBLICATIONS



Publications

We have delivered a wide range of publications ranging from paperback books to newsletters and periodicals. Our services range from cover design to the entire book layout and design.

We also provide valuable advice to first time authors on industry standards and best practice to ensure a quality product and within budget.

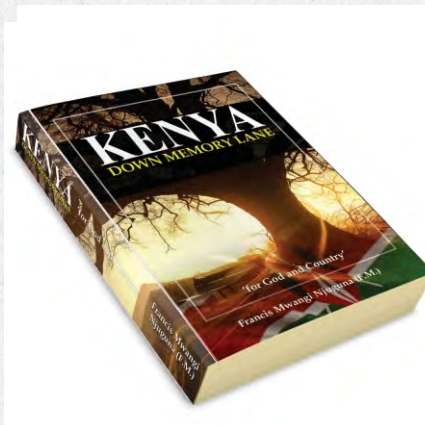


Financial Success

Financial Intelligence

This book is aimed at those seeking to expand on their financial awareness and includes topics on personal and business finance management, industry terms and processes etc.

This project required cover and page layout and design.

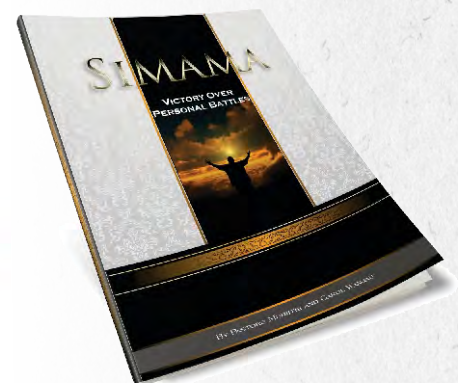


Down Memory Lane

National History

Timed to coincide with a major national anniversary, this book takes a factual look at the twists, turns and intrigues, some in high places, that helped shape Kenyan national history.

This project involved the cover designs and book launch supplementary material.



Simama

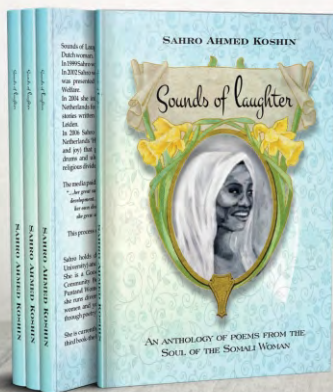
Personal Spiritual Development

This guide provides foundational principles for the management of personal crisis and the place of faith in various pitfalls of life.

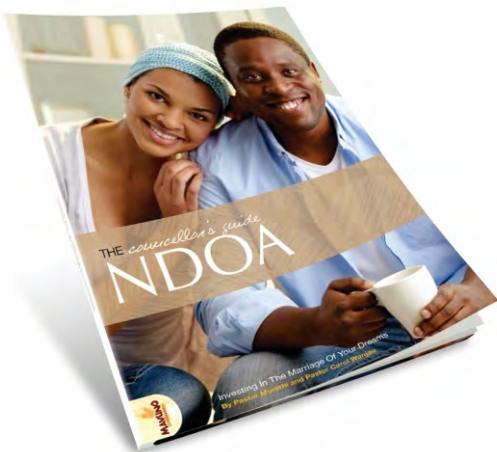
This project involved the cover designs and pre-press correction and preparation.

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Sounds Of Laughter
Poems from Somalia



Ndoa Counsellor's Guide



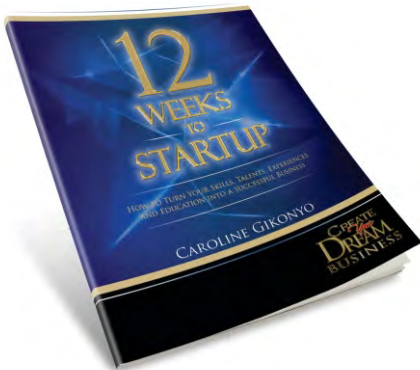
Annual Report Faida Bank



WORKBOOKS AND MANUALS

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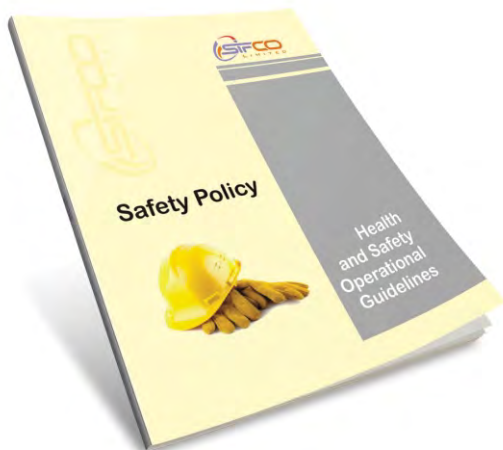
Creatives Division



12 weeks to Startup



Technology Adoption Training Guide



Sifco Safety Policy and Guide



Workbooks and Manuals

We have produced several workbooks and training manuals ranging from product manuals to training and study guides.

All projects included creating the manuscripts and all graphical elements.

Our main focus is on simplicity of language, extensive use of infographics for enjoyable and effective communication.



Connected Farmer System User Guides

Connected farmer is an online and mobile based agribusiness solution commissioned by Safaricom to provide a fully connected service to farmers in East Africa. The project involved creating the manuscripts, layout and design, training and adoption for both print and online deployment.



Rigdeways Baptist Church Assimilation Guide

The Ridgeways Assimilation Guide was developed to take new members through the Baptist creed and also introduce them to the workings and organization of the church. The project included a study workbook aimed at testing the understanding of the reader..



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OFFICE STATIONERY



Office Stationery

A critical part of corporate image is your stationery. As the front face of your organization, your official documents must reflect your professionalism. All our designs are aimed at giving you that important edge over your competitors when your documents are all you have speaking for you.



Medsurg Solutions



House of Chemicals Africa Letterheads and business cards

Company dealing with supplies and distribution of industrial chemicals in Africa. Project included all logos and layouts.



Sifco Construction Ltd.

Allied Real Estate Ltd Business Cards

Professional business cards designed in consideration to company's existing image and users preference.



EnviFish Limited Letterheads and business cards

Company dealing with fish breeding and export to international markets. Project included all logos and layouts.



Mungai Kihanya Training

Vital Protection Kenya Ltd. Letterheads and business cards

Company dealing with distribution of hygiene products and dispensers.





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PROFILES AND BROCHURES



Profiles and Brochures

Your brochures and profiles tell your story and determine the confidence prospective clients have of you. We ensure that all our clients present their best face forward by creating modern and professionally designed profiles and brochures. We have delivered several projects across varying industries to the client's satisfaction.

Business Services Group

Construction Company Profile

Business Services Group have a client base spanning construction companies, consultants, developers, and project owners. The design brief required a design that would resonate with all. The project involved write ups, cover and page design and layout.



Bridgeport Service Brochure



Dawamu School Brochure



Roofspec And Allied Works

Construction Company Profile

This company profile is designed to reflect the professional and technical nature of services provided while retaining an easy and comfortable layout. The project included cover and page layouts, graphics, and writeups.

BioSan Sanitation Solutions

Company and Products Profile

Biosan develops on site sanitation solutions for commercial and residential projects and they required a professional feel for their environmental friendly solutions while capturing the full range of their systems' capabilities. The project involved full layout, design and writeups.



Alfonco Agri Business Company Profile

This agribusiness company has clients spanning local and international borders. The brief required a feel that was appealed to both local farmers and international audience. The project involved full layout, design, logowork and writeups.



Brazafric Product Brochure



FLIERS AND POSTERS



Creatives Division



Fliers and Posters

We have delivered modern and eye catching posters and fliers to several satisfied clients. We will present your product, event or service in the most professional and attractive design ensuring that you get the maximum results of your marketing and advertising campaigns.



Brazafic Enterprises Ltd Launch of new lines of Lorenzetti Instant showerheads

A leading supplier and distributor of cutting edge Brazilian technology in East and Central Africa.



Fountain View Estate

Opening of new Estate in Kitengela

A successful real estate developer with several successful housing projects all over the country



Kafrikani Restaurant

Exclusive restaurant specializing in African cuisine

One of the latest in a long line of restaurant fliers and posters that have had resounding success with walk in patrons.



Dawamu Secondary Leadership School For Boys 10th Anniversary Commemoration

A premiere school for boys adding leadership mentorship and training to academic excellence and athletic development.



Medsurg Solutions



Ace Capital & Credit Ltd.



Mungai Kihanya Training



Creatives Division



CD and Case Design



Essentials Natural Essence



Alfonco Agro Limited



BRANDING AND MERCHANDISE



Branding and Merchandise

Your brand identity goes far beyond your logo. We partner with established branding and merchandising agencies to ensure that all your brands are presented well and effectively everywhere they appear.



Brazafric Enterprise Ltd Vehicle Branding

This client's brief required that their variety of farm and electronic products be showcased in an appealing way on Delivery vans. Project included design, printing and branding of vehicles..

Seremala Construction Ltd Desktop Calendars

The client required an attractive desktop calendar that would showcase their services and products towards better customer awareness. Project included diaries and brochures.



Kikapu Home Delivery Vehicle Branding

Brief required that the company and its products be clearly advertised on delivery vans in an easy to identify design. The client had three designs to pick from.



Various Clients Packaging Branding

We have designed attractive packaging for various applications including labels, carry bags, different kinds of packaging.



Creatives Division



EVENTS AND CONFERENCING



Events and Conferences

We have the capacity to design all your conference material from banners and out door advertising, to folders and other branded conference material. We partner with leading large format and outdoor printers to ensure that your event or conference is properly visible.

Special Olympics Kenya

Win! 2 nights for 2 at Leisure Lodge Resort + Air Kenya Return Tickets to Mombasa

Win! Return Ticket to Sharjah from Air Arabia

Launching LA2015 Help get more Kenyan Athletes to the Special Olympics World Games

INDIVIDUAL ENTRY FEE—KSH 2,500 (INCLUDES RAFFLE TICKET)

- Non-golfers welcome for Raffle Draw & Auction Dinner @ 7pm

1 GOLD SPONSOR—KSH 1,000,000

- EXCLUSIVE BRANDING ON HOLE NUMBER 1; BRANDING OF PARKING AND
- PROVISION OF BRANDED POLO SHIRTS AND CAPS FOR 200 GOLFERS AND T-SHIRTS FOR CADDIES
- DISPLAY OF PRODUCTS AND SERVICES OUTSIDE THE CLUB HOUSE
- ENTER 3*4 BALL FREE (TWELVE PLAYERS) & CHIEF GUEST
- COMPANY LOGO ON PRESS, TV ADS & BANNERS

5 SILVER SPONSORS—KSH 500,000

- BRANDING FROM TEE TO GREEN ON HOLE
- DISPLAY OF PRODUCTS AND SERVICES OUTSIDE THE CLUB HOUSE
- ENTER 2*4 BALL FREE (EIGHT PLAYERS)

10 BRONZE SPONSORS—KSH 100,000

- BRANDING OF HOLE ON HOLE
- ENTER 1*4 BALL FREE (FOUR PLAYERS)

12 "HOLE" SPONSORS—KSH 50,000

- BRANDING FROM TEE TO GREEN ON HOLE
- ONE FREE ENTRY

SUPPLIERS AND PARTNERS (MEDIA, WATER & HEALTHCARE)—KSH 100,000

- FOUR FREE ENTRIES

CORPORATE FOURSOME (PRIZE TO BE WON)—KSH 20,000

- FOUR FREE ENTRIES

All corporate sponsors will receive a Certificate of Appreciation

Charity Golf Tournament VET LAB SPORTS CLUB FRI 26TH JULY 2013

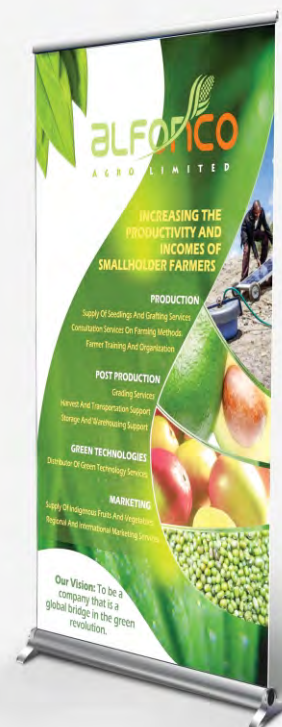
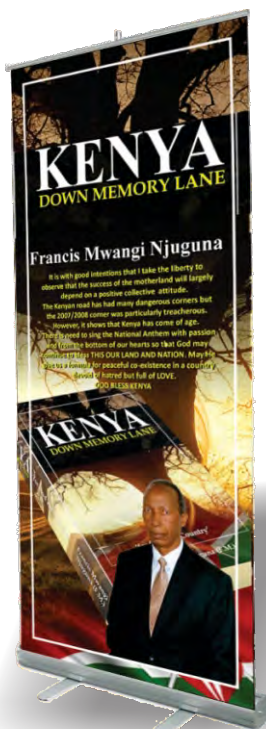
Special Olympics WORLD GAMES LOS ANGELES 2015

ALL CHEQUES PAYABLE TO—SPECIAL OLYMPICS KENYA

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Created by the Joseph P. Kennedy Foundation
Authorized and Accredited by Special Olympics Inc. For the benefit of persons with intellectual disabilities.





Creatives Division



Kedong Ranch Limited



EnviFish Limited



Fanaka Development Group



Cup a Health Take aways



CORPORATE LOGO DESIGN



Corporate Logo Design

We employ the best creative design and industry best practices, to ensure that all our client's logos portray their chosen philosophy and intended impression. All our logos are originally conceived from scratch ensuring that your identity remains your very own.

Kafriani Restaurant

This client required that their logo be catchy and clearly showcase the restaurant's speciality in African dishes. The client had three options to pick from.



Pollman's Holiday Resort

We designed this logo to be simple enough to easily reproduce in various hotel items, signage, etc. and also portray an easy holiday mood in its typeface.

Radoboca Enterprises

The client provides international services and therefore required a logo with a professional feel that would resonate with a wide range of international clients.



Medsurg Solutions Ltd

We designed this logo to portray the client's professional medical supply services while retaining a pleasant modern look. The logo was tested for suitability and ease in etching on metal surfaces.

Eathnique Cosmetics

This brand logo was designed to represent the brands chic and playful identity. It was also required to portray African beauty for which the product is designed.





Creatives Division



elea 
growing wealth building futures



MISCELLANEOUS

