



**CRAY
CREATIVE**

WHO'S CRAY CREATIVE?

- Cray Creative is a creative agency that transforms innovative, game-changing concepts into reality. Our primary goal is to enhance the voice, appearance, graphics, and identity of brands so that they can effectively connect with their ideal target audience.

OUR MISSION

Our mission is to be your brand's trusty sidekick, boosting its confidence with a powerful identity, engaging voice, and eye-catching visuals, resulting in a seamless connection with your desired audience.

OUR VISION

Our vision is to be the unrivaled champions of brand storytelling in Africa, earning countless accolades for our exceptional services. We aim to set a new standard of excellence and craft a intriguing story that showcases the true essence of your brand.

WHAT WE OFFER

Branding

- Logo Design and Brand Kit
- Product Branding
- Promotional Products

Creative Direction

- Photo Shoot Management and Coordination
- Video Shoot Management and Coordination
- Moodboard Creation

Content Creation

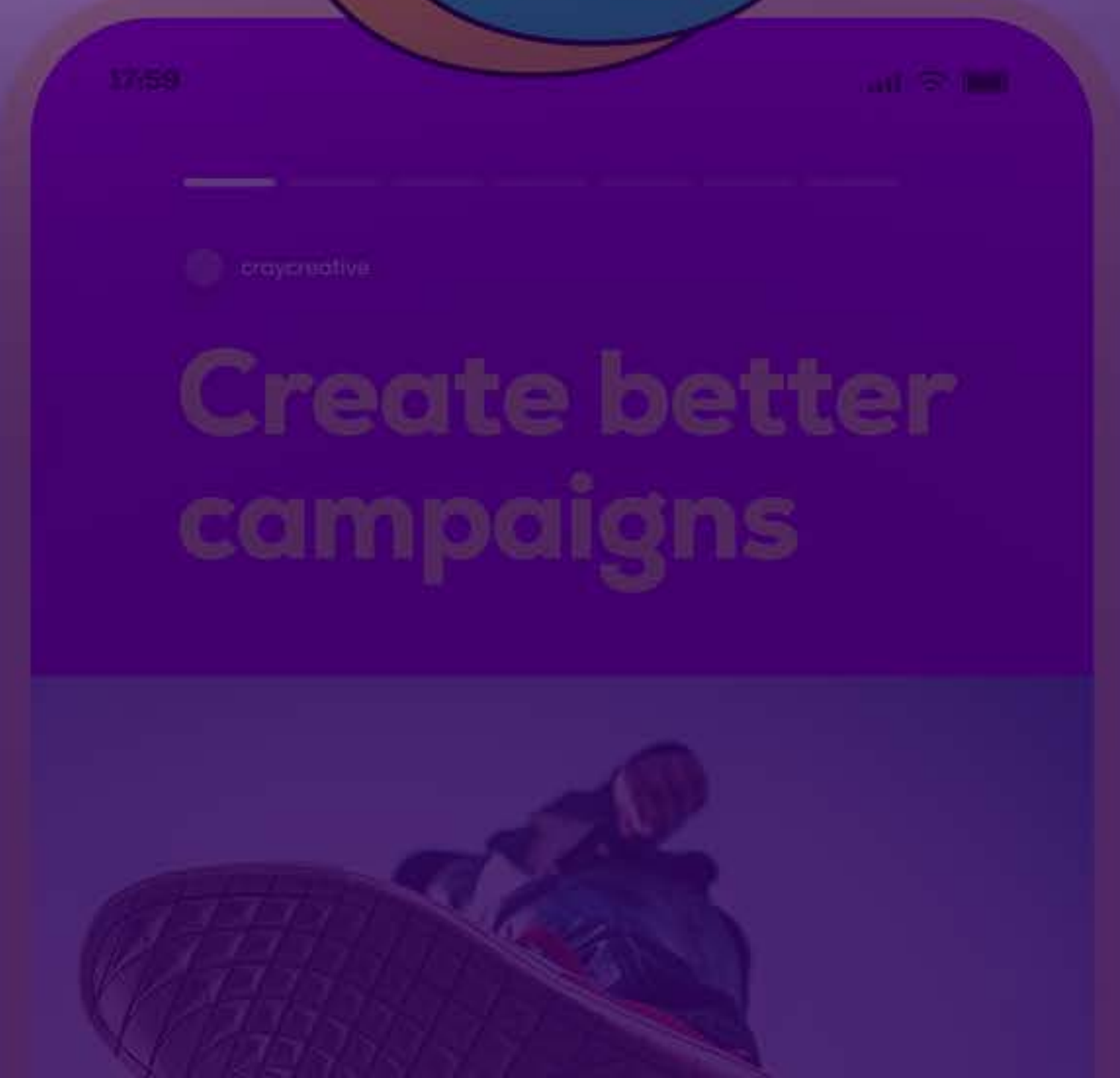
- Copywriting
- Website Content
- Email Newsletter
- Social Media Management
- Influencer Management

Communication Assets

- Professional Messaging (*tagline, motto, slogan*)
- Social Media Templates
- Presentation templates
- Graphic Design
- Motion Design
- UI/UX Design



Our Work



Jollof festival

- Logo Design
- Brand Collaterals
- Social Media Success

The Jollof Festival showcases countries from West Africa sharing their unique Jollof Rice versions. It's an annual event in different U.S. states with a cook-off between Ghana, Nigeria, Senegal, Sierra Leone, Liberia, and Cameroon. Attendees can taste and vote for their favorites. The festival also supports local artists and West African businesses.

We carefully handpicked two colors that perfectly embodied the festival's essence for the Jollof Festival logo and brand design. We chose brown, warm and rich color to honor its African roots and foster a sense of belonging and pride among attendees.

In addition to brown, we introduced yellow, a vibrant and energetic color that symbolizes excitement and spontaneity. This lively hue beautifully captured the spirited atmosphere of the Jollof Festival, evoking joy and anticipation.



Cray Creative



- Logo Design,
- Brand Collaterals
- Social Media Success

To infuse an authentic touch into the brand's visuals, we incorporated tribal borders, and images of plates filled with delicious jollof rice, and subtly integrated the recipes within the overall design.

We took care of their social media presence, creating engaging content and managing their channels.

This included making fun videos, sharing posts from their fans, creating funny pictures, and sharing countdowns.

Our work had great results. The number of people following them on Instagram **grew by 58.8%**, and their posts **reached over 50,000 people**. We also increased their followers on Facebook by **14.3%**.



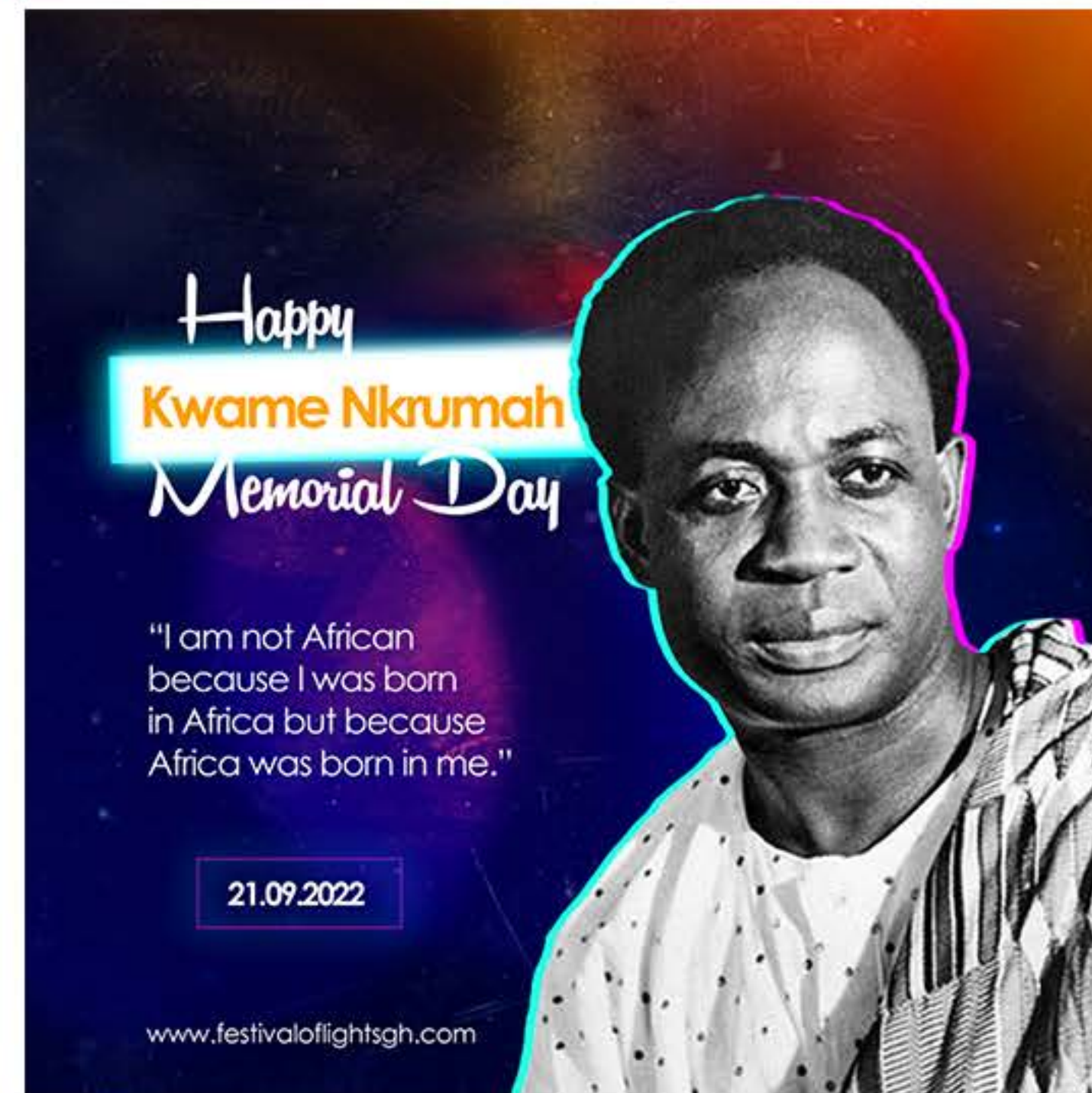


- Logo Design
- Social Media Content

The Festival of Lights is a holiday event that features a vibrant village of light displays, performances, and gourmet Christmas ornaments. It includes artistic light projections, light painting, laser light shows, and a beautiful glow of lighting.

We created a culturally rich logo for Festival of Lights by blending bright colors with traditional Ghanaian kente patterns. Our social media design featured neon elements and a torchlight show to highlight the festival's focus on creative light art.

By aligning our content with cultural and commemorative days, we kept the online presence engaging. Our work on the festival showcases our ability to create visually stunning designs.



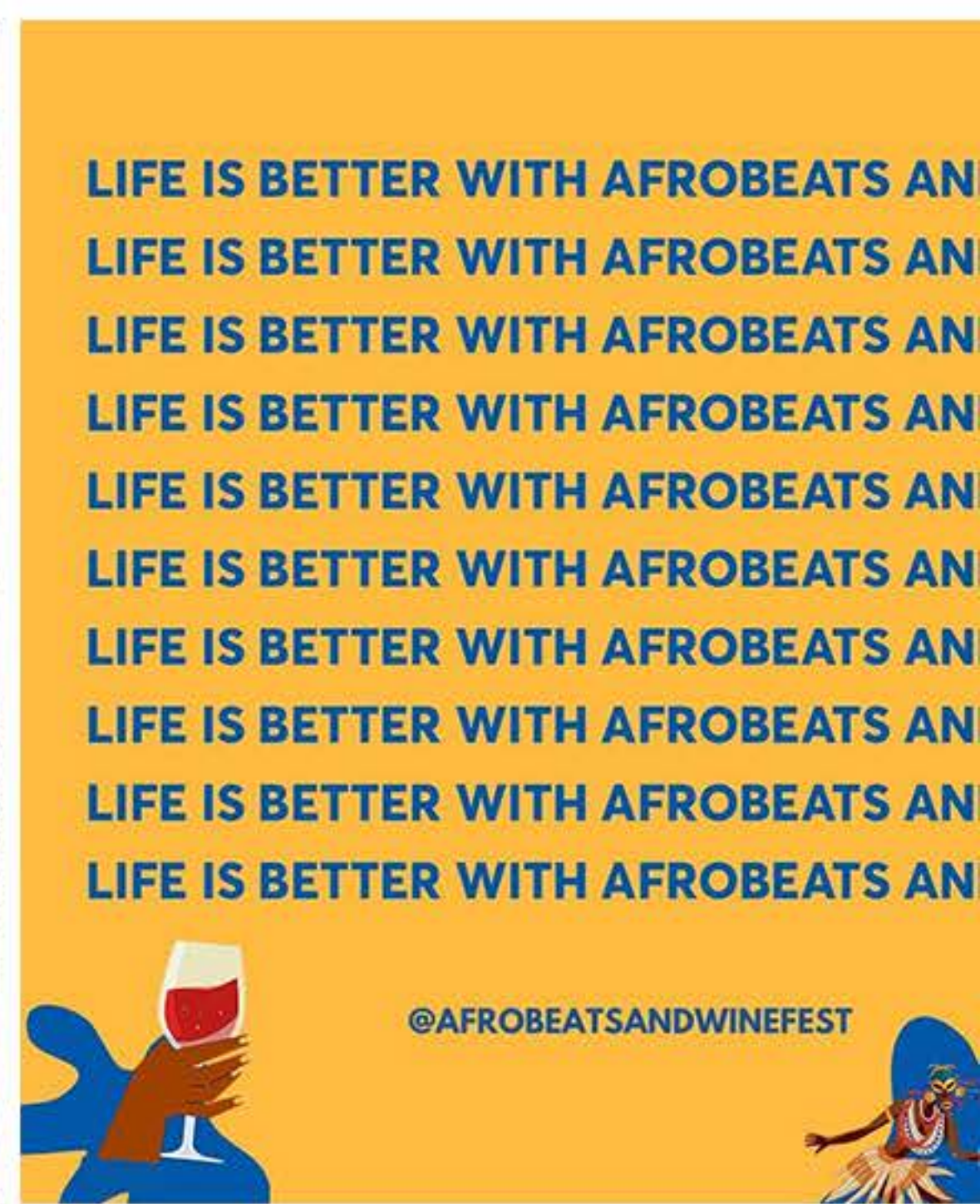


- Social Media Content

The Afro Beats and Wine Festival is a coming together of Black winemakers and afrobeat enthusiasts, celebrating culture and sophistication. The event highlights Black-owned wine products and platforms, allowing attendees to explore diverse flavors.

We created exciting content for Instagram and Facebook to promote the Afrobeats and Wine Festival. Our posts included reels, memes, and quotes to engage the audience.

Our efforts paid off with remarkable growth. Instagram followers increased by a staggering 586.957%, while Facebook followers grew by an impressive 361.071%.





- Social Media Content

Amapiano and Wine Fest isn't just about music and wine – it's a vibrant celebration that unites Amapiano aficionados and wine enthusiasts in a fusion of tastes and tunes.

Our dedication to this unique event shines through in our dynamic social media content, captivating reels, and engaging copies that invite you to be a part of something extraordinary.



**OCTOBER 8TH,
2023**



- Logo Design
- Flyer Design

The Infusion Block Party is a celebration that brings together the vibrant cultures of Afro Diasporal, Caribbean, and African American communities through shared experiences. The event includes great music, delicious food, stylish fashion, captivating dance, and rich cultural displays.

Infusion is a lively block party, so we crafted a subtle 3D logo for its name. Since it happened during summer, we adorned the flyers with pictures of drinks, fruits, and people dancing.





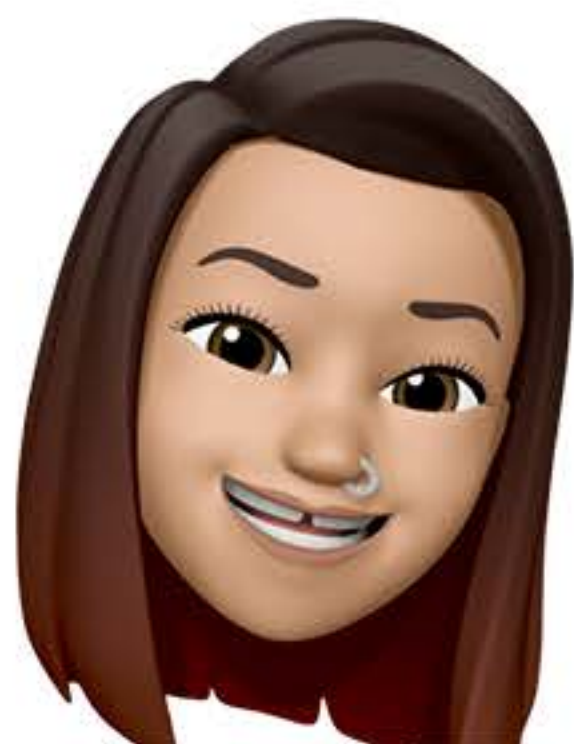
- Logo Design
- Brand Collaterals

The festival combines Amapiano and Afrobeats, two popular African music styles, with lively rhythms and catchy beats. It has local and international artists performing, and visitors enjoy vibrant music, colorful visuals, and the delicious smell of African food. It's not only about music; it's also a celebration of African culture, bringing together people who love these music styles.

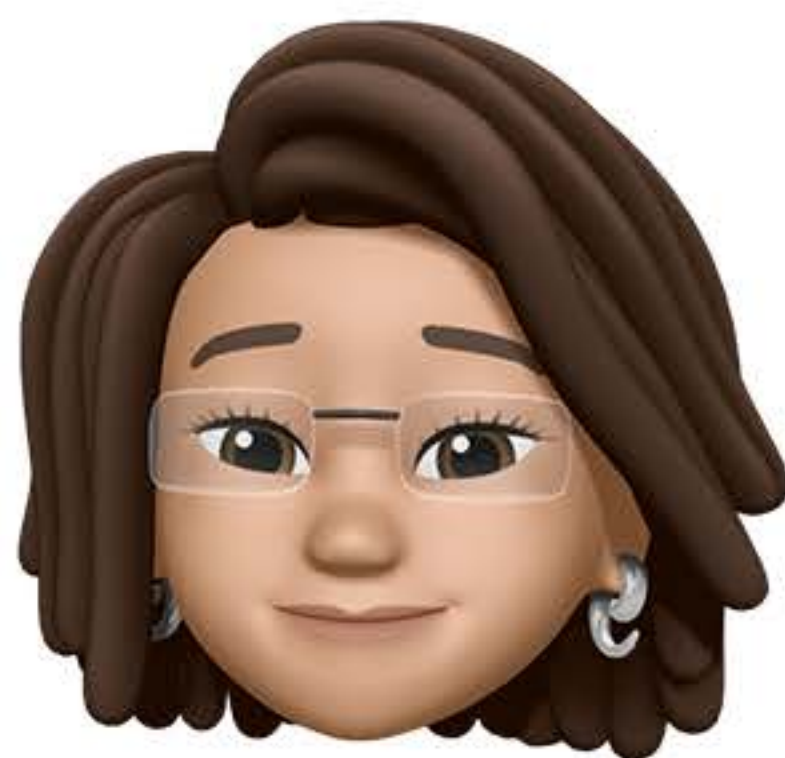
The logo combines the timeless charm of a piano keyboard with the sleek style of a beat mixer, creating a unique and unforgettable design. The black and white keys of a piano form a slanted shape, suggesting movement and rhythm.

In addition to brown, we introduced yellow, a vibrant and energetic color that symbolizes excitement and spontaneity. This lively hue beautifully captured the spirited atmosphere of the Jollof Festival, evoking joy and anticipation.





MEET THE TEAM





FAMIMI NATASHA SEN

Founder and Creative Director

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Famimi is highly skilled in digital marketing, communications, creative direction, and content creation, with 5+ years of experience. She has a proven track record of delivering successful communication strategies and memorable marketing campaigns. Famimi has worked with notable accounts such as Nestlé, Coca-Cola, Grow With Google, Meta, and Spotify through the agencies she has been a part of.

ADAMS ABU

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Co-Founder and Art Director

Adams is a Creative Designer with expertise in graphic productions and supervising projects from concept to delivery. He is very proficient in creating strategies and brand messages to meet tight deadlines. capable of motivating a team to complete tasks efficiently.





TEK KING

Head of Design

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Tek is an experienced brand/product designer adept at creating captivating visuals and innovative designs. His expertise include translating brand values into engaging experiences. Proficient with design tools, collaborating effectively, and delivering impactful results. Passionate about enhancing brand recognition and customer satisfaction.

LAURETTA IHEUKWUMERE

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Social Media and Communications Manager

Lauretta is a dynamic and multi-talented professional excelling in the fields of PR, media strategy, social media management, and illustration. With a passion for creative communication and a keen eye for design, Lauretta has made significant contributions to numerous organizations and brands.





ARIGBE TITI

UI/UX Designer

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Titi has dedicated over three years to her career as a UI/UX designer, honing her skills and expertise. Throughout her professional journey, she has collaborated with a diverse portfolio of brands, including fintech, tech consulting, agriculture, and many others. As an open-minded designer, Titi approaches her work with a strong emphasis on simplicity and usability.

TIMILEYIN FASEYI

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Illustrator

Timileyin is a visionary visual designer, focuses on futuristic creations where people take center stage. His expertise lies in branding, illustration, and user experience design, drawing inspiration from a Visual art background that fuels his passion for design.





EKUNDAYO JACOBS

Motion Designer

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Jacobs, the visionary motion designer reshaping brand identities from Lagos, Nigeria. With a knack for breathing life into concepts, Jacobs has partnered with leading Nigerian and international brands like Lemfi, UBA, and Spleet, infusing their essence into captivating motion. A true luminary, Jacobs Ekundayo's work transcends animation, leaving an indelible mark on the visual landscape.

EROMOSELE CHARLES OGBENI

[View LinkedIn](#)

Visual Content Manager

is a versatile creative professional with expertise in photography, graphics design, and videography. With over 7 years of industry experience, he is known for his exceptional skills and attention to detail, Eromosele is well-equipped to deliver outstanding results in his creative endeavors.



THANK YOU

➤ Contact us - Info@craycreative.com

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 Facebook - [Cray Creative](https://www.facebook.com/CrayCreative)

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