

MULTI-DISCIPLINARY GRAPHIC DESIGNER

PORTFOLIO

Brand Systems Designer
Digital Strategist

In Collaboration with **Exevo Designers Network**
Serving: Kenya | USA | UK | Canada | Europe | UAE

EN | Editor Njoro

EXEVO
DESIGNERS

ABOUT ME

I'm **Editor Njoro**

A multidisciplinary creative professional blending brand design, digital marketing, web design, and video editing into a unified problem-solving approach in Kenya. I help businesses and creators build clear, consistent, and visually confident brands — both locally and internationally.



Strategic thinking



Clean visual identity



Fast, reliable execution



Structured content systems



Cultural awareness

I design with intention, clarity, and practicality.

The goal is simple: **brands that communicate effectively and perform well in real-world environments.**

WHAT I DO



Brand Identity Systems

Logos, color palettes, typography, visual rules, brand guidelines.



Content Strategy & Campaign Visuals

Visual direction, ad design, story-telling structures.



Digital Branding

Content identity, social kits, YouTube/Reels graphics, thumbnail systems.



Digital Products

Templates and tools for designers, creators, and businesses.



Web Design

Clean, fast, conversion-focused websites.



Video Editing

I create clean, modern, story-driven video edits.



Design Systems & Toolkits

Templates, brand assets, onboarding/offboarding kits.



Consulting & Brand Audits

Clear, practical brand direction and advice.

DESIGN SIGNATURE



My design style emphasizes:

✓ Clarity

✓ Functionality

✓ Consistency

✓ Clean layouts

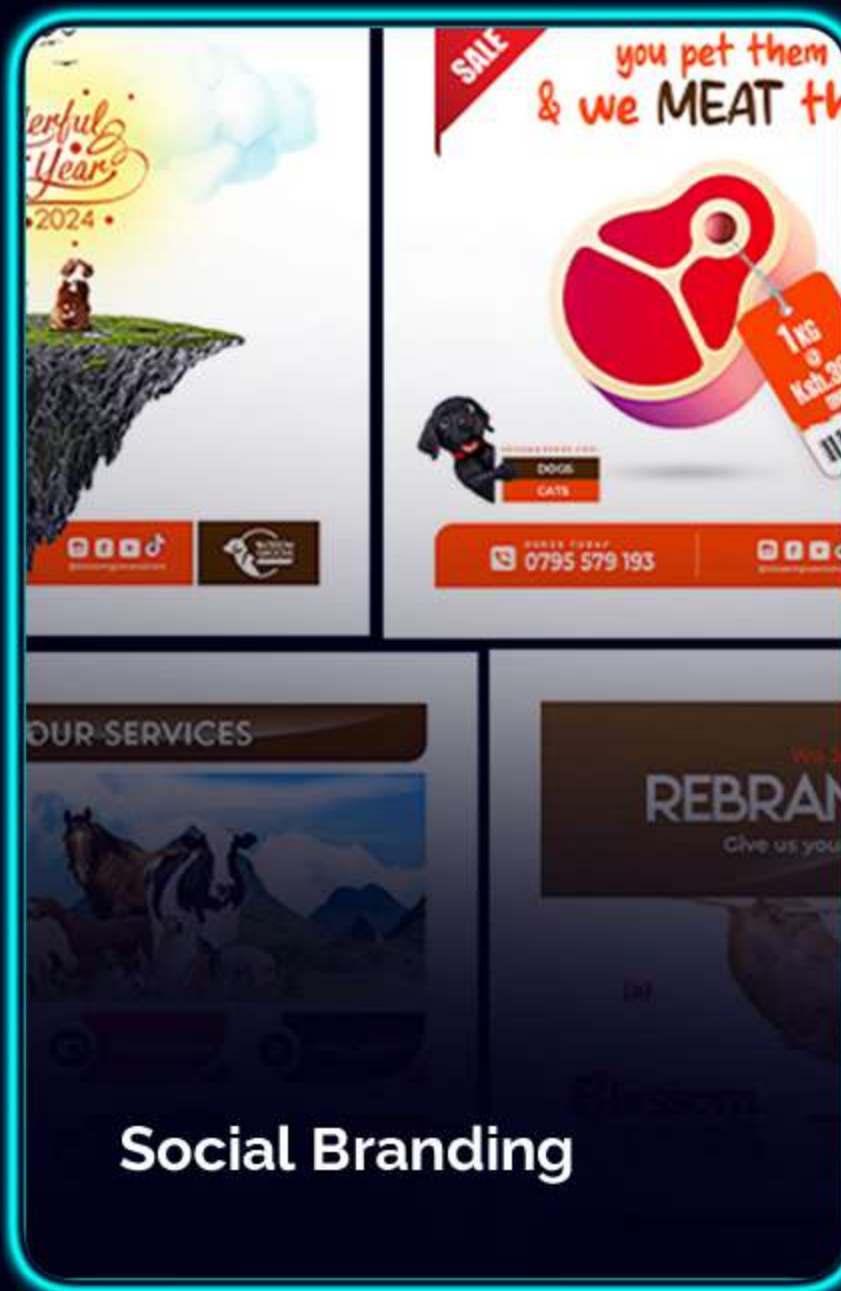
✓ Modern aesthetics

✓ Cultural sensitivity

✓ Usability across platforms

I build identities that are visually strong, easy to apply, and aligned with strategic goals.

PROJECT OVERVIEW



Brand Identity

ANSA INTERNET

BRAND IDENTITY

Creative Process



CASE STUDIES

Client: **ANSA Internet**
Industry: **Internet & Connectivity Services**

Challenge

ANSA Internet, a new ISP, needed a **strong, modern,** and **trustworthy** brand identity that communicates **speed, agility,** and **reliability** in a competitive market.

Target Audience

They wanted a visual identity that appealed to tech-savvy individuals, families, and businesses while reflecting their values of speed, strength, and innovation.

Development & Sketches

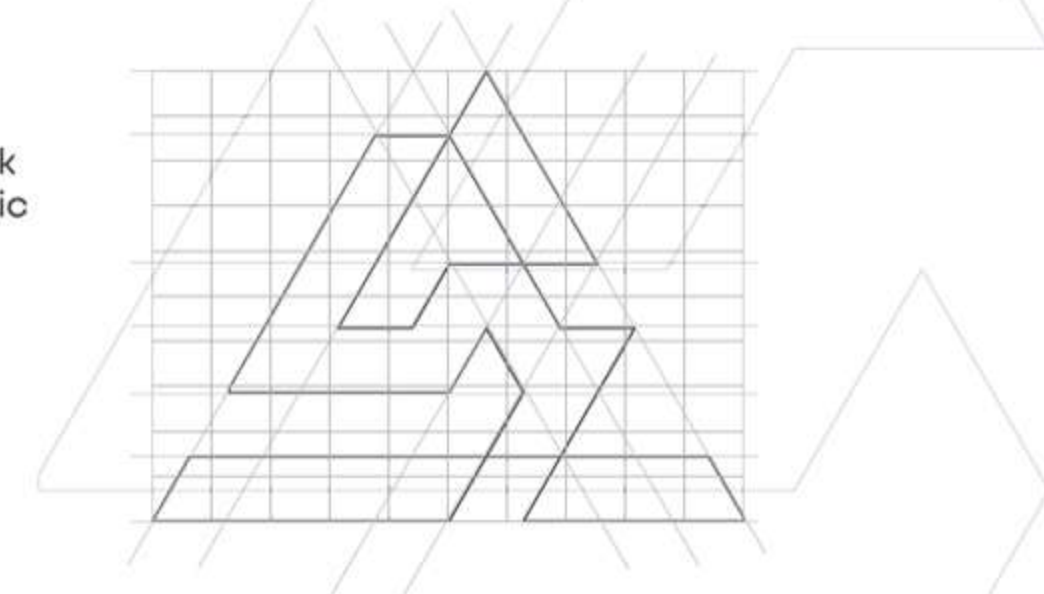


Moodboard



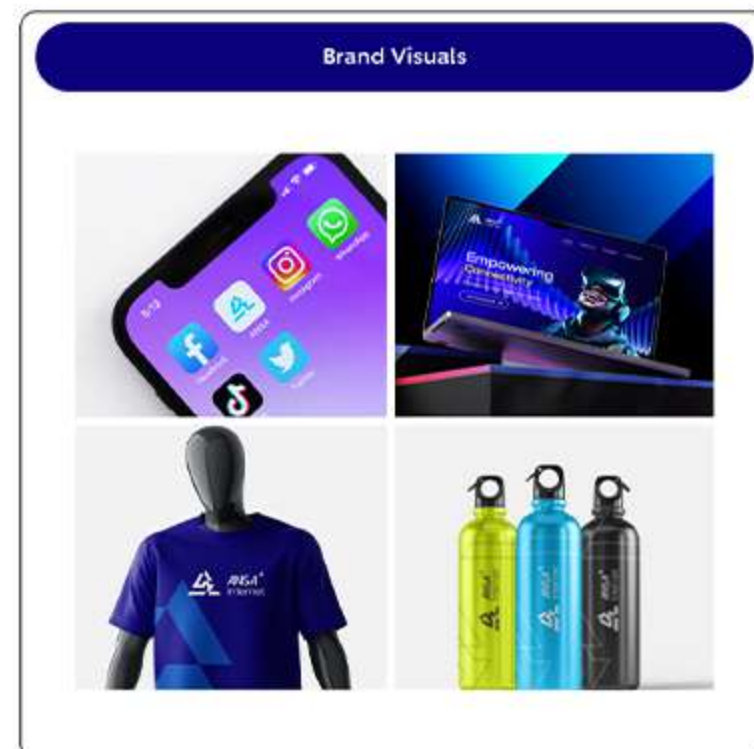
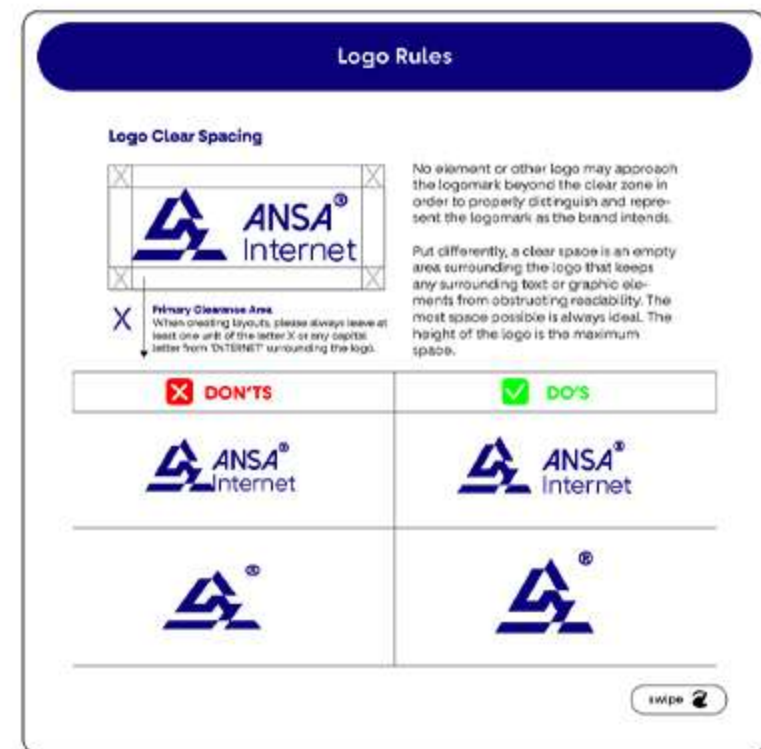
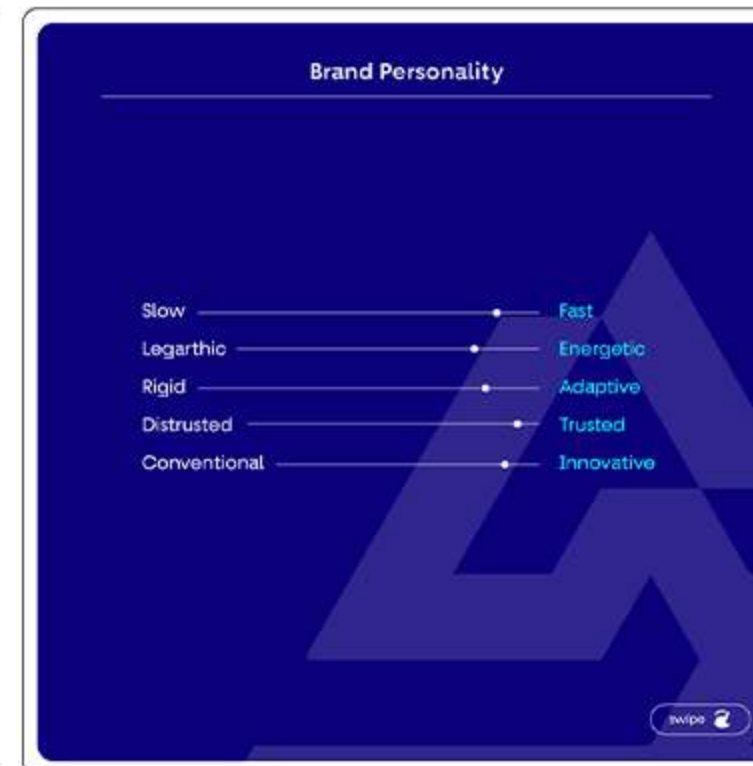
IDEATION

- A. Lines intersection
 - Connectivity & Network
- B. Angular lines & Geometric shapes
 - Letterform "A"
- C. Slanted lines
 - Speed & agility
- D. Minimalistic approach
 - Clean & Modern



ANSA INTERNET

BRAND IDENTITY



COLOUR PALETTE		
PRIMARY COLOUR	SECONDARY COLOUR	TERTIARY COLOUR
#0A007A RGB: 10, 0, 122 CMYK: 100%, 99%, 15%, 19% Applied for the main elements of the Logo, Primary text, and Key brand visuals.	#00BFFF RGB: 0, 191, 225 CMYK: 83%, 6%, 0%, 0% Applied for the accent elements like, Icons, Highlights, CTA (Call-to-action) buttons and any other areas where attention needs to be drawn.	#58595B RGB: 109, 110, 112 CMYK: 58%, 49%, 47%, 15% Applied for the accent elements like, Backgrounds, Borders, Secondary Text or Subtle Details that complement the primary and secondary colours.
TYPOGRAPHY		
DOLCE_VITA ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789.,:;!@#%&'()* Primary Font	Inktrap AaBbCcDdEeFfGgHhIiJjKkLl- MmNnOoPpQqRrSsTtUuVvWw- XxYyZz 0123456789.,:;!@#%&'()* Secondary Font	



BLOSSOM GROOVE VETCARE

BRAND IDENTITY



CASE STUDIES

Client: **Blossom Groove VetCare**

Industry: **Animal Care**

Challenge

They needed a *warm, trustworthy, and modern* brand identity that expresses their mission of providing **compassionate, holistic, and reliable** veterinary care.

Target Audience

The brand had to appeal to:

- ✓ Pet owners seeking trusted healthcare
- ✓ Families who value comfort and safety
- ✓ Young, modern pet lovers who resonate with clean, friendly aesthetics

The challenge was to create a brand that feels professional enough for medical services yet friendly enough for pets and families.



MIRAJA WORKS & SUPPLIES INTERNATIONAL

BRAND IDENTITY

CASE STUDIES

Client: **Miraja Works & Supplies International**
Industry: **Building & Construction**

Challenge

They needed a professional, structured, and trustworthy brand identity that reflects their position in the construction, general works, and supplies industry.

Target Audience

Their audience includes:

- ✓ Businesses seeking construction & maintenance services
- ✓ Individuals requiring supplies or technical support
- ✓ Clients prioritizing reliability, quality, and innovation

The challenge was to design a brand system that communicates strength, credibility, and modern professionalism across corporate materials.



Flyer
Designs

Flyer Designs

From Humble Beginnings to Complete Home Care
continue reading >

DAISY'S STORY
The C.E.O & Founder of Lokiboss Cleaners

Lokiboss Cleaners

Small Machine, Big Dreams

We started small, just like you. One dream, one washing machine, and a desire to make a difference.

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Peace of Mind, Pest Free

Keep your family safe and comfortable with our effective fumigation and pest control services. Breathe easy knowing your home is protected.

Fumigation & Pest Control

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Lokiboss Cleaners

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ANGUKA NA URBAN SPIN Laundromat

OUR SERVICES

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- Dry Cleaning
- Ironing & Folding

HEAVY-DUTY LAUNDRY

- Duvets
- Sheets

CONTACT US / VISIT US:

KITENGELA | +254 708 221 459 | +254 105 076 533 | kitengela@urban-spin.co.ke | www.urban-spin.co.ke

FGCK KITENGELA Noonkopir Branch

PSALM 119:67

God is seeking your ATTENTION

Pastor George Karuki

KITENGELA TOWN, NOONKOPIR AREA 2KM FROM NAIROBI-NAMARONGA HIGHWAY

SUNDAY, 09 JUNE 2024

JOIN US THIS SUNDAY FIND YOUR WAY BACK TO HIM

@fulgospelnoonkopir

FINANCE

Blossom Groove Vet Care

Where Fur Flourishes & Wellness Reconnects

We are a Vet Service Company offering:

- Vet Surgeon Services
- Consultancy
- Craniotomy
- Treatment
- Vaccinations
- Spay & Neuter
- Hard Health
- All Services

REACH US THROUGH

0795 579 193 (Dr. Asunta) | 0716 333 328 (Dr. Faith) | @blossomgroovevetcare | blossomgroovevetcare@gmail.com

Jordan Medical Clinic
Your Health, Our Priority

We offer the following Services:-

- General Treatment
- Laboratory Services
- VCT
- Guidance & Counselling
- Pharmacy
- Family Planning
- Child Welfare Clinic
- Antenatal & Postnatal Clinic
- Diabetic Clinic
- Circumcision
- Minor Surgery
- Eye and Dental Clinic

Our Mission

To provide accessible, compassionate and high-quality healthcare services to improve the well-being and quality of life for our community.

For More Information | REACH US:-

0705 649 469 | Kitengela, Nakuru

Dog Walking Services

Why Us?

- Daily Walks
- Basic Healthcare
- Safety (Live Updates)
- Wellness Tracking

Special Pack
pay some parts

BOOK 5 WALKS GET THE 6TH FREE

Book Us Today 0759225892

Service Areas: Kwa Ngethe & Thindigua, Kambu

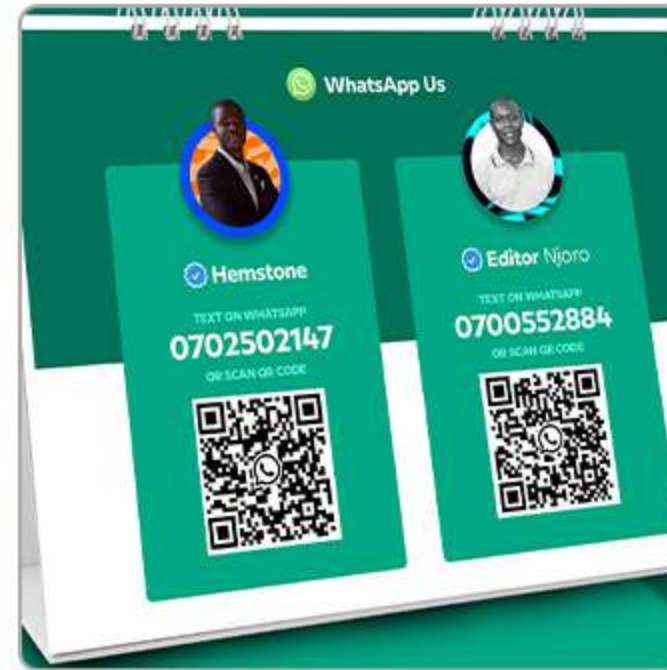
Selling Crypto? We're Interested

Grace Esther Beauty Shop

Our Services

- Braiding
- Blow Drying
- Retouch

Print Designs



Logo Designs



Banner Designs



More Designs

**BUILDING & CIVIL
ENGINEERING DEPARTMENT**
at
NACHU TECHNICAL VOCATIONAL COLLEGE

INTRODUCES
A book with the title:
**EXPLICIT GUIDE TO PRACTICAL
SKILLS ON TILES AND TILE WORKS
INSTALLATION SKILLS**

WE GRADUALLY OFFER TILES & TILING WORKS
TRAINING AND SKILLS ACQUISITION

OPPORTUNITIES AND DIRECT JOBS AVAILABLE!

1. Tiling works for all Kikuyu NG-CDF Projects.
2. Tiling for upcoming affordable Housing projects at Kikuyu Sub-County.
3. Tiling jobs at Unity Homes Projects - Tatu City.

APPLICATIONS FOR JANUARY 2024 TRAINING ONGOING!
BOOK YOUR SPOT TODAY!

SELLING PRICE: **KSH. 500**

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Unataka WiFi?

Sema KonetNasi!

OUR PACKAGES

6MBPS	Ksh. 1,500
12MBPS	Ksh. 2,000
16MBPS	Ksh. 2,500
20MBPS	Ksh. 3,000
30MBPS	Ksh. 3,500

FREE INSTALLATION!

Konet With Us

0720 201 483
0791 955 995

konetnasi.net
konetnasitd@gmail.com

MADARAKA DAY EDITION

CONGIOUS SUNDAYS & Brunch

01 JUNE

GUVNOR PUB & GRILL

EMBARKASINEXT TO TOTAL PETROL STATION

MICKEY JUNIOR
GODIE KABOOM

QUAN | PERSIE CHULO
CORONED ROOTS | B CHAMP
FUNYOLA | MC30
MARUNJEE | WAPOLO

RNB THURSDAY

Throwback

MUSIC BY: SL RANKS

CLUB PALEALE - MARSABIT

GENGE LOVE

SUN 8TH AUG

LACASA LOUNGE, KAHAWA WENDANI

UKTOBA FESTIVAL

AT NGONG RACECOURSE

SATURDAY OCTOBER 28th

Save the Date

**The Family of
PST. BENSON KIMORGO**

PRE - WEDDING

01 AUG. 2025

WEDDING

15 AUG. 2025

**BENSON KIMORGO
& ROSELYNE KIETENY**

VENUE

10:00 AM - 05:00 PM

NAME/ORGANIZATION

Let's Collaborate

Reach Me Through

 Behance
@ **editornjoro**

 WhatsApp/Call
+254 700-552-884

 Email
editornjoro@gmail.com

Socials

 Instagram
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 Tiktok
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