



Kijani
Communications Ltd
— promoting good —

**COMPANY
PROFLE**

www.kijanicomunications.com



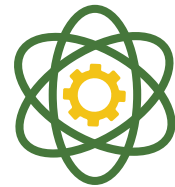
VISION

To be the Shariah compliant Communications Company of choice in East and Central Africa.



MISSION STATEMENT

To provide high quality professional Shariah compliant products and services that offer long lasting value to our customers.



OUR CORE VALUES

- Integrity
- Professionalism
- Passion
- Customer Centred
- Community Commitment



Umi Isabellah Wabomba
Director
Kijani Communications Ltd

LEAD DIRECTOR

Umi is a Communications, Branding, Event Management, Media and Public Relations Expert with over nineteen years' experience.

She has worked and achieved great success in various sectors of the Economy including the Media, Publishing and Banking Industries as well as in Public/Private Sector Advocacy and the Insurance Sector.

The Organizations she has worked with include:

- Nation Media Group
- Association of Media Women in Kenya (AMWIK)
- East African Educational Publishers (EAEP)
- Kenya Broadcasting Corporation (KBC)
- Gulf African Bank (GAB)
- Kenya Private Sector Alliance (KEPSA)
- Takaful Insurance of Africa (TIA)

Umi is an excellent writer, articulate in speech with strong presentation and interpersonal skills. Her passion is to bring brands to life!

Umi holds an MBA in Strategic Management from the University of Nairobi, a Bachelor of Arts Degree in Communications from Daystar University, with other various professional qualifications.

*....Her passion is to
bring brands to life!*



“ Branded content is created for a company. A content brand is created for a valuable company.”

Drew Davis



LOGO CONCEPTUALIZATION & CREATION

- Origination & Concept
- Colours
- Fonts
- Imagery
- Slogan



BRAND DEVELOPMENT

Brand Manual development with application of logo look and feel on:

- Stationery
- Marketing Materials
- Internal & External Signage
- Advertising Platforms
- Merchandise
- Livery



CORPORATE BRANDING

- **Development of Corporate Communications Documents**
(Brand Manuals, Corporate Profiles, Newsletters, Annual Reports, etc)
- **Internal Communications Branding**
(Email Signatures, Power point Presentations, Screen Savers, Memos Templates, Signage, etc)
- **External Communications Branding**
(Signage, Press Release Templates, Merchandise, Marketing and Advertising Materials, etc)



EVENT BRANDING & MANAGEMENT

Organizing Media Events, Conferences, Expos, Exhibitions, Fairs, Launches, Seminars, Workshops, Business/Networking Meetings, Provision of décor and related services; Speech writing; Handling invitations, Press Releases, etc

- Conceptualization & Logistics
- Pre Event Planning
- Actual Event Execution
- Post Event Management



AFIFAH EVENTS



AFIFAH, a product of Kijani Communications Limited is the first product of its kind that enables the professional Muslim woman to define herself, feel comfortable and hold her esteem high at the work place, in business and in society at large. It's not just a new opportunity for the professional Muslim woman to network, AFIFAH fills a unique niche. It serves as a guide for her voice and a catalyst for her empowerment as a Muslim woman.



Every woman has a story to tell, and that's why the AFIFAH team is grateful and pleased to bring together women to engage in conversations on empowerment, share experiences at the work place and in business, find solutions together and get to know each other better through networking.

AFIFAH has become a leading networking event for Muslim women. The success witnessed in the past events can only show the growth of this networking platform. The professional and Entrepreneur women are an influential group of the Muslim population. They make and influence decisions at home, at work and in their businesses. They are knowledgeable and smart thinkers. They desire for a better life as Muslims. They want to be part of the solution. They are AFIFAHs. Having a direct interaction with these women leaders can be the tipping point for your products, services and brands.

...AFIFAH has become a leading networking event for Muslim women.



BRAND AUDIT & RESEARCH

- **Internal Brand Audit**
 - a. Brand Perception
 - b. Brand Strength
- **External Brand Audit**
 - a. Industry Trends & Dynamics
 - b. Competitive Advantage
 - c. Brand Positioning & Differentiation

MEDIA, ADVERTISING & PLACEMENT

- Social Media/Digital Marketing
- Radio
- TV
- Print
- Outdoor/Out of Home (OOH)

PR & MEDIA RELATIONS CONSULTANCY

- Media Strategies, Publicity Plans, Marketing, Organizing media functions & coverage

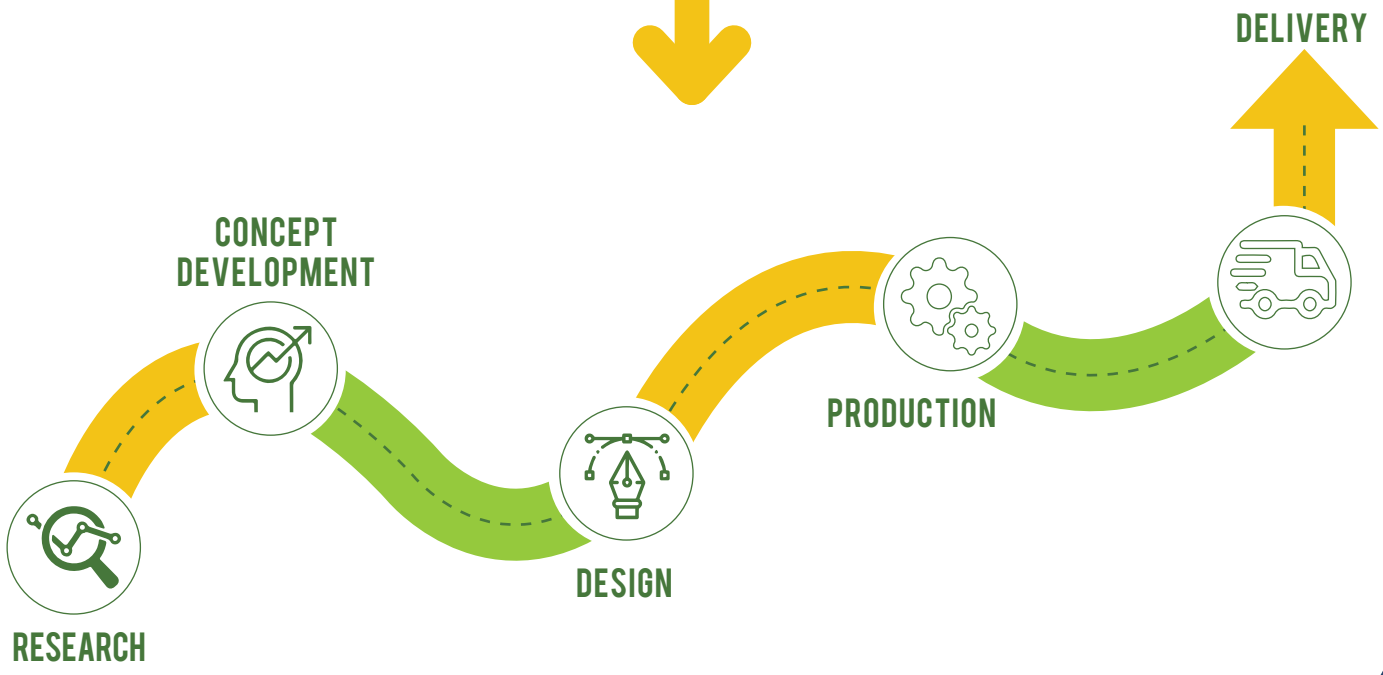
PUBLISHING

- Story Books for Children (Stories of the Prophets)
- Design of Related Marketing Items (Fliers, Banners, branded merchandise, etc)

MERCHANDISING

- High quality & affordable tailor made merchandise

OUR PROCESS



TESTIMONIALS



“Kijani team spoke to my heart. I had been looking for someone who understood branding like I wanted. I spoke to a number of people but they didn't seem to understand my needs. Then I met Umi at a Women Networking Function and RENA Farms brand was born! I have so far referred two more clients to Kijani Communications, DaleAgro and Cremtop Foods. More will be coming. Keep bringing brands to life Team Kijani!”

Mercy Waruguru
CEO and Founder
RENA Farms

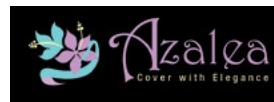
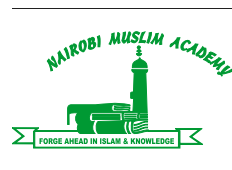
“I look forward to the day we will have the modern signage and adverts of our Institution on billboards! Now we look like a world leading Institution!”

Mr. Munywoki Kalola
Principal
North Eastern National Polytechnic
(NENAP)

“Your brand is what other people say about you when you're not in the room.”

Jeff Bezos,
Amazon CEO

OUR CLIENTS



OUR PORTFOLIO



**“ Creativity
is intelligence
having fun.”**
Albert Einstein

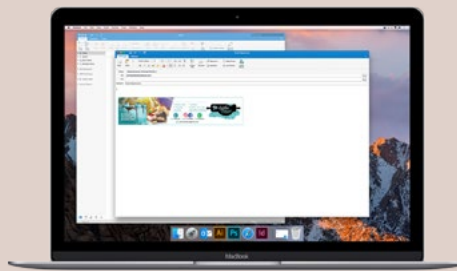
**“ The best way to
predict the future
is to create it.”**
Peter Drucker

**“ If everyone is thinking
alike, then somebody
isn't thinking.”**
General George Patton

OUR PORTFOLIO



Thank you Cards



Customised Email Signature



Menus



Customised Powerpoint Slides & Social Media Pages



Customised Books; Delivery, Invoice, & Receipt, Branded Envelopes



Stationery Branding and Vehicle Branding



Staff ID Cards

OUR PORTFOLIO



Teardrop Design & Truck and Company Vehicles Branding



Poster Design

Publications Design & Layout

Roll Up Banners Design & Layout



Apparel Branding

Stationery Branding

OUR PORTFOLIO



Reflector Jackets Branding



Publications



Roll Up banners



Pick up Branding



Desktop & Wall Calendars



Staff Apparel Branding



Staff Id Card and Lanyard



Event Lapel Badges



Polo Shirts

OUR PORTFOLIO



Posters



Roll Up Banners



Company Diaries



Posters



Branded Pens



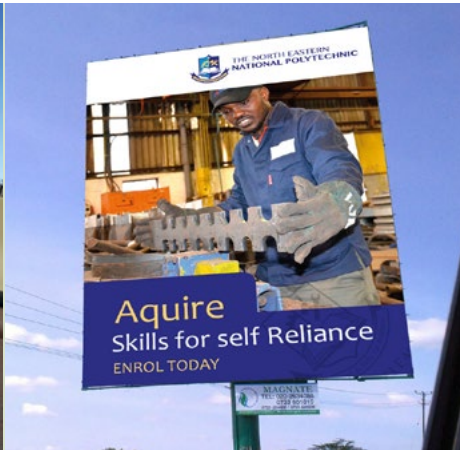
Branded Key Holders



OUR PORTFOLIO



Institutional Lightbox Signage



Billboard Design



Institutional Signage



Customised Folder



Street Banner



Company Bus Branding



Newsprint Advert Design

OUR PORTFOLIO



Product Catalogues & Brochures



Roll up Banners



Spiral Bound Customised Diaries



Product Posters

Customised Folder

OUR PORTFOLIO



School Reports and Publications Design

School Press Advertisement design



Packaging Carrier Bags



Marketing Roll Up Banner



Marketing Posters

OUR PORTFOLIO



Restaurant Umbrella Design



Restaurant Canopy Design



Restaurant Product Package Design



Restaurant Poster & Flier Design



Restaurant Signage Design



Event Street banner design



Event Street Pole banner design

OUR PORTFOLIO



AFIFAH Event Posters

Event Billboard



Apparel Branding



EVENTS MANAGEMENT



“ Marketing used to be about making a myth and telling it. Now it’s about telling a truth and sharing it. ”

Marc Mathieu

EVENT MANAGEMENT



AFIFAH

A product of KCL is the first product of its kind that enables the professional Muslim woman to define herself, feel comfortable and hold her esteem high at the work place, in business and in society at large.



KCL offers Event Management to Institutions including during Annual Prize Giving, Exhibitions and Competitions with a capacity of over 2000 staff, students and parents.

EVENT MANAGEMENT



Halal Trade Expo Kenya
 The Event Managers of the hugely successful annual Halal Trade Expo held since 2016, an exhibition with an average of over 100 local and international exhibitors and 5000+ attendees including Government Officials, Ambassadors and other VIP's.



Taqwa Sacco Rebranding & FOSA Launch
 KCL was the Event Manager during the event attended by over 400 guests.





Kijani
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” Your brand is a
story unfolding across
all customer touch
points. ”

Jonah Sachs

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