



ROGUE

CREATIVES



Table of Contents

- Introduction**
 - Who We Are 02
 - Vision & Mission 03
 - Core Values 04
- Our Service**
 - Consultation 05
 - Design 05
 - Production 05
- Design Philosophy** 06
- Portfolio**
 - Architecture 09
 - Interior 10
 - Product Design 11
 - Branding 12



Rogue Creativez is a **design intensive think tank** that is based in Nairobi, Kenya. We are a team of **young creatives**, passionate about **solving design problems** in an experiential way.

We specialize in **Architectural & Interior Design, Product Design & Branding.**

We craft experiences through our design solutions. Our approach goes beyond the conventional boundaries of design as we create spaces and brands that **tell stories, evoke emotions & leave a lasting impact.**



Mission

To use design solutions to create experiences that evoke emotions and inspire action

Vision

To see humanity propelled forward through creativity and innovation



Core Values

Quality

Create and build masterpieces, flawless & without compromises

Integrity

Honesty and strong moral principles guide us

Passion

A consistent desire to transform good to great

Creativity

Originality, innovation and intuition

Teamwork

Together we can achieve what we put our minds to





Consultation

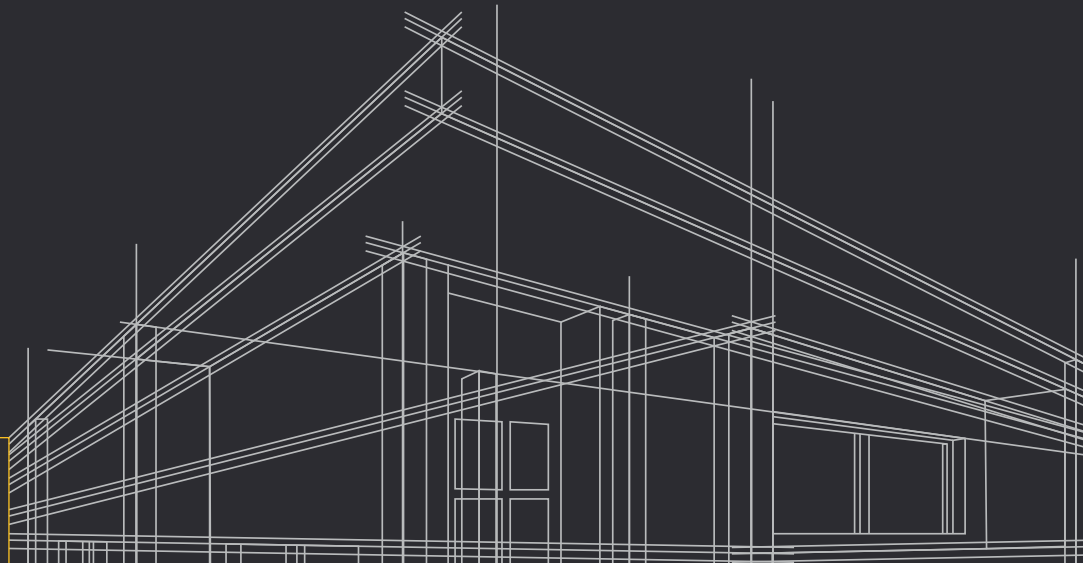
We believe each project deserves the best of innovation & artistic flair. By listening to our clients needs and collaborating with them , we are able to come up with out the box , tailor-made design solutions.

Design

We conceive ideas and formulate plans for solutions. We believe in excellence and innovative design solutions that are tailored to bring your vision to life.

Production

From Construction, Fabrication to Custom Built-in Furniture, we seamlessly transform innovative design into high quality finished environments, spaces, products and brands.



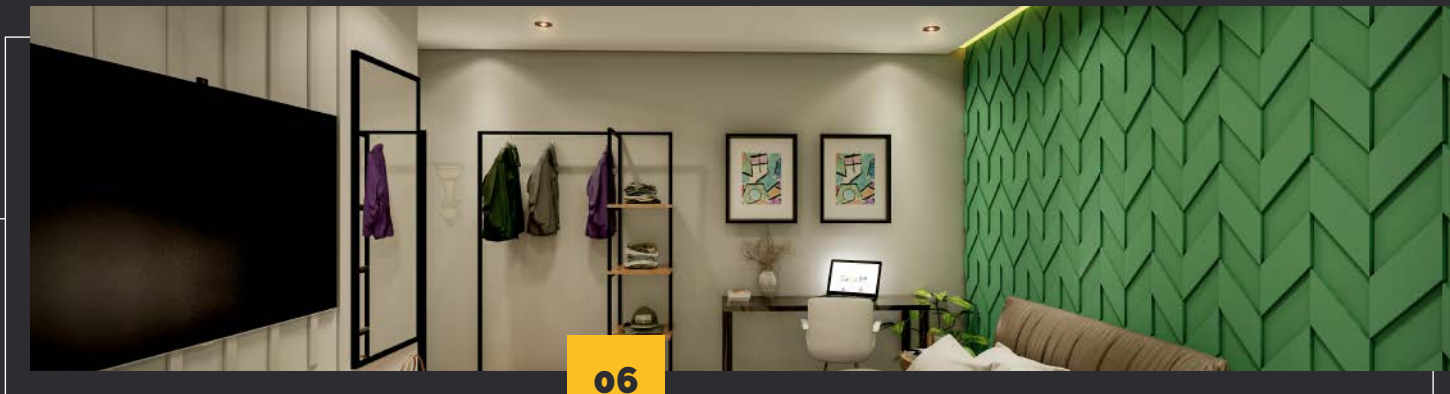


Design Philosophy

The same way our **DNA** guides our body's formation, our design philosophy governs our approach to projects and our intentions with them.

We aim to execute a **design signature** in every individual project. By embracing the singularity of each project, we open ourselves to opportunities that not only result in new and creative solutions, but also fully address the specific project's requirements.

Our philosophy entails experiential design and telling individual project stories by the use of; **Natural Lighting, Artificial Lighting, Sustainable Design, Materials and Color.**



Natural Lighting

Close your eyes for a minute, what did u notice?

The environment around you vanishes leaving you with no sense of space, that shows how light is key to our **experiences**.

Having ample natural light makes spaces lively and affects our moods in a positive way. The Opposite can be said with insufficient natural lighting.

Artificial Lighting

The sun is our ally during the day when it comes to visibility, however at night the darkness becomes our foe. Most Buildings and spaces disappear in the night due to ineffective artificial lighting.

By using different levels and hues of lighting we ensure our clients' buildings and spaces not only resonate emotions among their occupants but are well visible within their environment at night.

Sustainable Design

We are committed to sustainable design practices, through eco-conscious choices in materials and technologies.

From indoor Planters , use of solar panels to recycling water systems we are all about making buildings and spaces more **sustainable**.



Materials

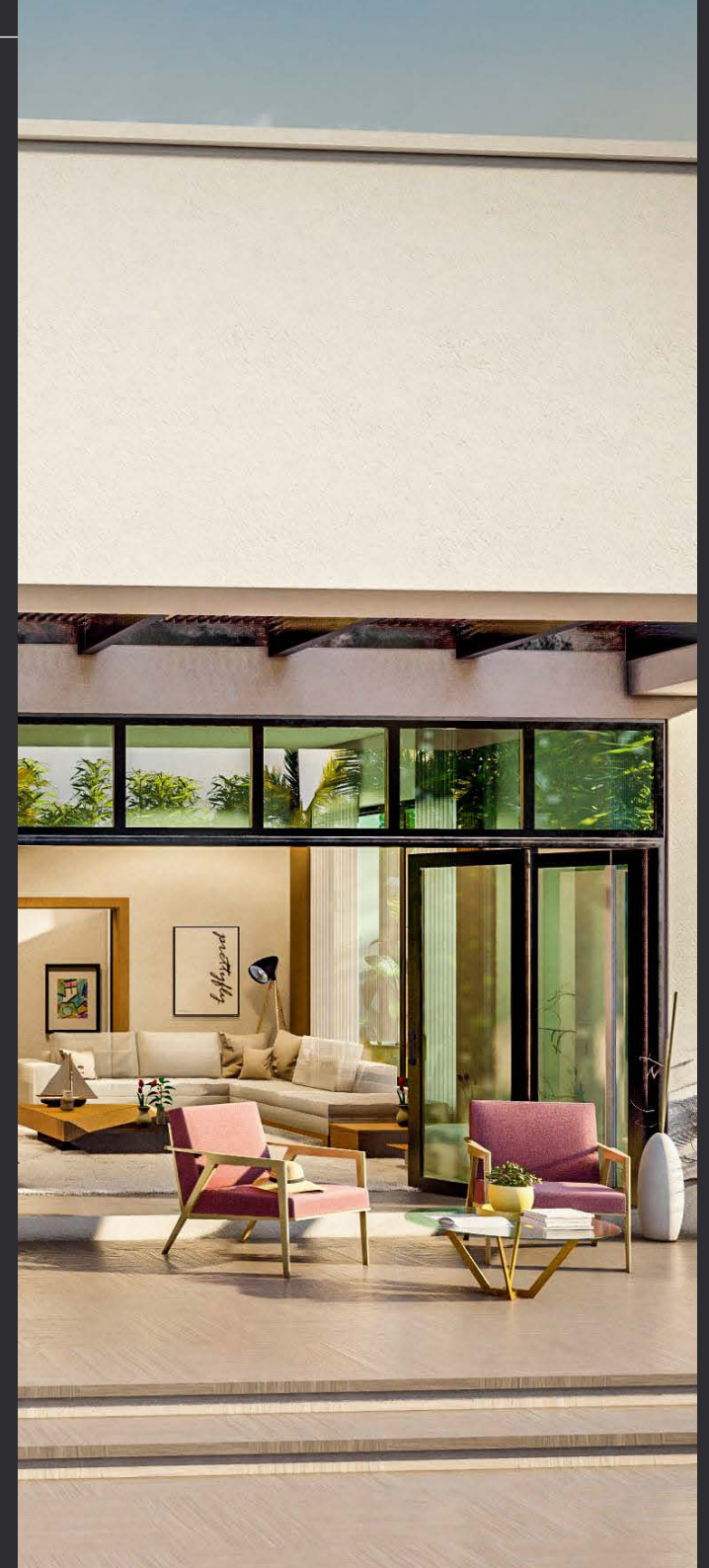
Every great story has **characters** with different traits that come together to complete the story.

In our clients' stories, materials are our characters. Different materials evoke different feelings and how we combine them to make spaces feel lively and unique is among our key design traits.

Color

Color psychology is at the core of experiential design and how we use color greatly affects the goals we set for our projects. Colors influence **perceptions** and has qualities that can cause certain emotions in people.

We aim to execute a **well balanced color combination** given our project dynamics.









Branding



Luxury Executive Barber



Branded Area 01:
Brand name on the Side of the cabin doors as the auxiliary appearance of the Brand on the Left Elevation layout.

Branded Area 02:
Backlit Social Media Handles on the Side Sliding Door as the main contact reference of the Brand on the Left Elevation of the vehicle.

Branded Area 03:
Brand Emblem/Symbol on the Left Back Panel of the van as the main appearance of the Brand on the vehicle.

Branded Area 04:
Social Media Handles on the Right Rear Panel of the van as the contact reference of the Brand on the Rear Elevation of the vehicle.



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