



colorteam

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Welcome to Colorteam

Message from the Founder

Hi and welcome to Colorteam,

As a team, we are consistently striving to deliver the best experiences across the projects we participate in. This ranges from branding to web development and, more recently, podcasts. This also aligns closely with our quality promise, to ensure that every client who walks through our doors receives exceptional service. We take pride in working closely with our clients, actively seeking feedback whenever possible to guide the project towards meeting their satisfaction. This approach results in a win for the client and, consequently, a win for us as well.

A welcome note without spotlighting the real MVPs behind Colorteam's success would be incomplete. This is the perfect opportunity to highlight the talented minds I am fortunate to work with, from the Creative Director to the Marketing Specialists, and our ever-supportive consultants scattered across the globe who are always ready to pick up the call and jump into the next task to deliver excellence to our clients.



Most importantly, we are deeply grateful to our clients who think of us whenever they want to bring a visionary project to life. The trust they place in us to help realize their vision is what keeps us going as a team. We do not take your business for granted and truly appreciate the projects you entrust to us. We look forward to collaborating on even more innovative projects with you.

As you browse through this brochure and view our work in the pages that follow, we hope you find the same creativity that flows freely in our meeting rooms and within the virtual walls of Colorteam.

Who We Are

Colorteam is a group of talented creative minds with a shared vision to bridge the gap between design and marketing. Spread across the globe, we come together to bring diverse perspectives to our work. We are always learning and finding new ways to execute the briefs we receive from our clients. We don't think small, even though we are a small boutique agency based in Nigeria with headquarters in Poland, we have worked with companies worldwide and at the highest levels of business, from the US to Switzerland and Fortune 500 firms.

Why We Exist

In 2017, Colorteam was born, at the time our tagline was "we love startups". So, yes, from the very beginning we set out to do what we do for startups. And this came from the personal experience of our founder, who at the time was trying to setup the marketing agency but attempted reaching out the design agencies for support but was slammed with exuberant figures on the invoices he received. So, he set out to create a marketing agency that will cater to the startups that don't have such a massive budget but still want to bring their visions to life in a creative format, that is how Colorteam was born.

Our Philosophy: “Design Beyond Boundaries”

At our core, we believe that design is a key component of marketing, but we are also not oblivious to the fact that Marketing in itself is a huge concept with many moving parts that can benefit from the polish that design has to offer. Also, something that is noteworthy here is that when we talk about design, we are not necessarily only referring to pixels that are being pushed around by our designers, we are also referring to a way of thinking that obsesses on curating experiences that yields solutions.

What Makes Us Different: Our Unique Edge

Our unfair advantage as a marketing agency lies in our collective experience spanning over 50 years of industry experience and working with clients from across the globe. This cumulative experience enables us to tackle each brief that comes our way with utmost precision that ensures we deliver the best quality of work obtainable at a global level.

Our Ethos



Mission Statement

Vision Statement

Colorteam exists to craft integrated creative solutions that are not just visually compelling but strategically powerful. By blending design and marketing into one seamless experience, we turn brand challenges into global-quality stories that feel fresh, original, and unforgettable.

To be the global benchmark for innovative creative solutions that seamlessly merge design and marketing, transforming how businesses tell their stories and connect with their audiences.

Core Values

Uncompromising Quality

We deliver creative solutions that exceed global standards, ensuring every project leaves a lasting impression.

Genuine Partnerships

We build long-term, trust-driven relationships—going beyond projects to help our clients grow holistically through integrated design and marketing.

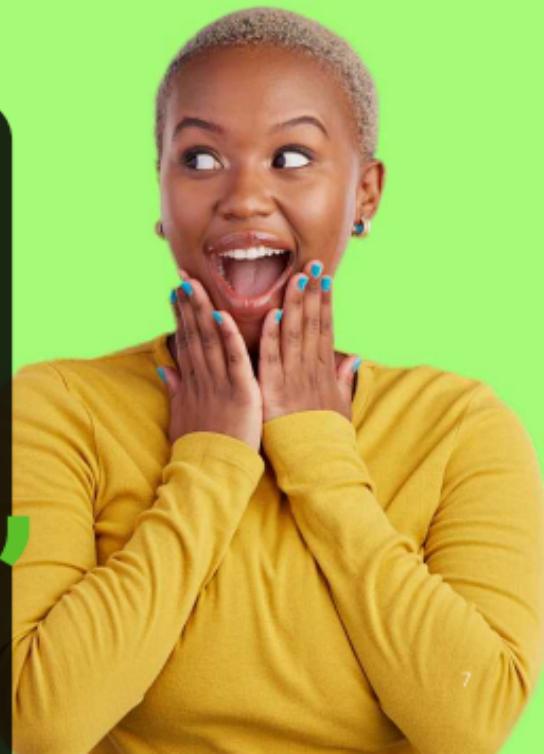
Empowerment & Growth

We invest in our team's development and well-being, because empowered creatives produce exceptional results that fuel client success.

Brand Message

Colorteam is your creative partner for solutions that break the mold. In a world of templates and predictable systems, we deliver seamless design-and-marketing experiences that surprise, inspire, and make people say,

**I've never
seen anything
like this before.**



Our Approach to Creativity and Strategy: Integration of Design and Marketing

At Colorteam, we don't see design and marketing as separate disciplines, we see them as two halves of the same conversation. Design gives marketing its soul, while marketing gives design its purpose.

At our core, we believe that design is an essential part of marketing. It's the visual and emotional language that makes strategy tangible and memorable. But we're equally aware that marketing itself is a vast, multifaceted ecosystem, one that spans storytelling, analytics, customer experience, and growth. When infused with the polish, precision, and empathy that great design brings, marketing transforms from a series of tactics into a connected experience that moves people and drives results.



Our Services



Branding & Identity Design

Brand Strategy, Visual Identity Design,
Brand Guidelines & Systems



Creative Production

Video & Podcast Production,
Motion Graphics & Visual Storytelling



Marketing & Growth

Campaign Strategy, Content
Creation / Marketing, Social Media
Management, Ads management



Digital Experiences

Web Design & Development, App Design
& UX/UI, SEO, Analytics & Optimization

Our Process

How We Work

At Colorteam, our approach is built on a foundation of collaboration, transparency, and strategic integration. We believe that the most impactful solutions arise when we work hand-in-hand with our clients, transforming initial concepts into powerful, market-ready experiences. Our process is designed to be agile and responsive, ensuring that every step, from initial discovery to final delivery, is aligned with your vision and business objectives. We don't just execute tasks; we immerse ourselves in your brand's world, becoming an extension of your team, dedicated to crafting solutions that resonate and deliver measurable results.

The Colorteam Project Lifecycle

- Discover
- Strategy
- Design
- Launch
- Growth

This is where we dive deep into your brand, your goals, and your audience. Through comprehensive research, brainstorming sessions, and open dialogue, we uncover the core challenges and opportunities, laying the groundwork for a truly impactful project. We listen, we learn, and we define the scope and vision together.

Discovery

With a clear understanding in hand, we craft a bespoke strategy tailored to your objectives. This involves defining key messages, target demographics, competitive positioning, and a roadmap for achieving measurable success. Our strategists ensure every design and marketing decision serves a clear purpose, guiding the entire project towards optimal outcomes.

Strategy

Here, creativity meets execution. Our team of designers transforms strategic insights into compelling visual and interactive experiences. From wireframes and prototypes to polished brand identities and user interfaces, we meticulously craft every element to resonate with your audience, ensuring aesthetic appeal and functional excellence.

Design

The moment of truth arrives as your vision goes live. We meticulously prepare for deployment, ensuring seamless integration across all platforms and channels. Our launch process is precise and controlled, designed to maximize impact and reach your target audience effectively from day one.

Launch

Our commitment doesn't end at launch. We continuously monitor performance, analyze data, and gather feedback to refine and optimize your solutions. Through iterative improvements and data-driven adjustments, we ensure your brand continues to evolve, adapt, and achieve sustained growth in an ever-changing market.

Growth & Optimisation

Collaboration Tools & Workflow

We utilize a suite of industry-leading collaboration tools to ensure seamless communication and efficient project management. With shared digital workspaces and creating spaces that promote client feedback, our workflow is designed for transparency, agility, and continuous client involvement, keeping you informed and empowered at every stage.

Our Work

Featured Case Studies

NETFLIX

AFROSTRATA

DESIGN
EXECUTIVE
COUNCIL

PHONAK

Hillview

aspayr

NETFLIX

Graphic Design & Video Editing

**KING
OF
BOYS**

**BLOOD
VESSEL**

ANÍKÚSLÁPO

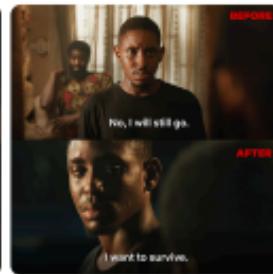
**THE
BLACK
BOOK**

**SHANTY
TOWN**

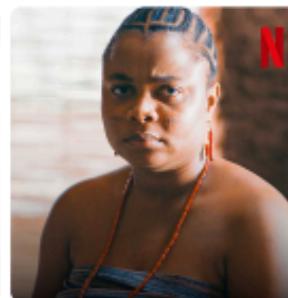
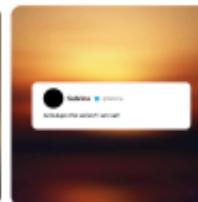
NETFLIX KING OF BOYS



NETFLIX BLOOD VESSEL



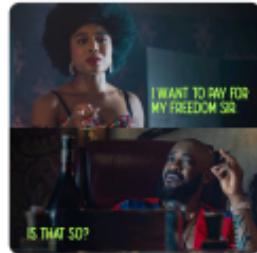
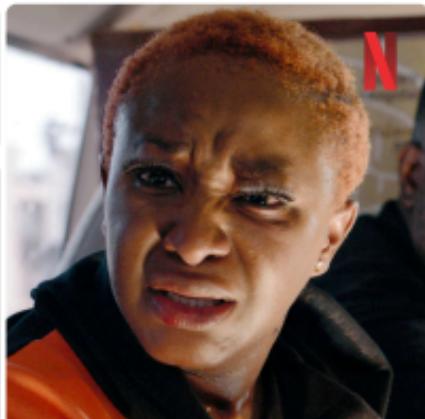
NETFLIX ANÍKÚLÁPÓ



NETFLIX THE BLACK BOOK



NETFLIX SHANTY TOWN



AFROSTRANA

Social Media Management

AFROSTRAYA

What tools do we deploy

Design tools

Figma, Photoshop (for visuals)

Comms tools

Slack, Google Sheets, and Docs (for coordination and approvals)

Social media management tools

Meta Business Suite, Later, Buffer (for scheduling and analytics)

Metrics we prioritize

- Engagement rate (likes, comments, shares, saves)
- Follower growth
- Reach and impressions
- Link clicks/conversions
- Content performance (by post type)

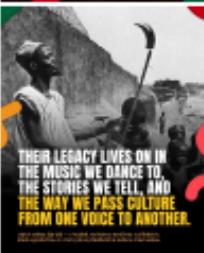
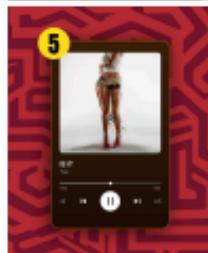
AFROSTRANA

What the process is like

- Content planning (based on event calendar or theme)
- Content creation (copy + visuals)
- Review and approval
- Scheduling and posting
- Community engagement (replying to comments, DMs)
- Analytics and reporting

AFROSTRAVA

Designs made for socials



DESIGN EXECUTIVE COUNCIL

Podcast Management

End-to-end flow



- Recording (by the DXC team)
- Asset transfer
(raw audio/video sent to us)
- Editing and production
- Review and approval
- Upload and post on designated platforms (YouTube, Spotify, etc.)
- Social snippets or promo content

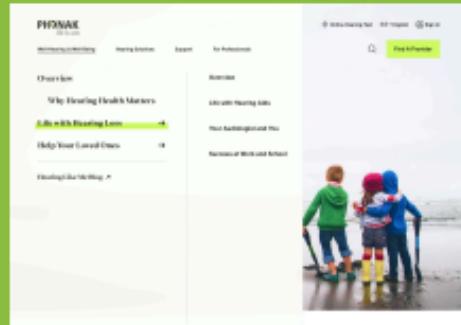


UX/UI (Phonak.com)

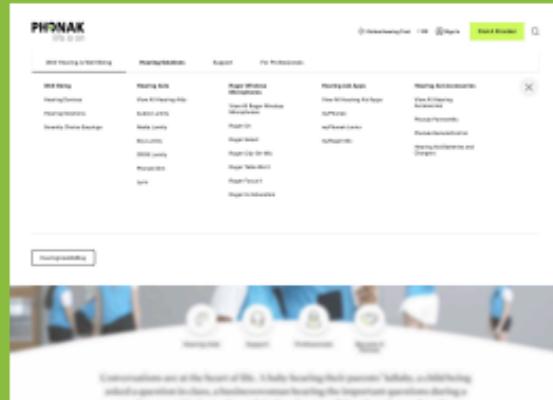
Navigation

The old version of the navigation had several levels to click and drill into until you found what you were looking for, we spotted this and came up with the idea of making the entire navigation visible at a glance. See the revised version below (after)

Before



After



See changes here > www.phonak.com/en-int

Quick buttons

One of the issues we spotted in the feedback from the users is that when they land on the homepage they are usually not sure where to go to find what they are looking for, which is why we came up with the idea of adding the quick links for users to easily find what they are looking for by clicking the circled buttons that takes them straight to the pages they intend to visit.



Hearing Aids



Support



Professional sign in



Become A Partner

Back to top button

Adding a back to top button on the website was due to the fact that users were complaining about having to scroll back to the top. They are also used to a certain way of navigating a website by being able to scroll back to the top with a button which was absent on the website.



Carousel scroll

Prior to proposing the solution of introducing a button, the UX was about swiping the cards on the screen to move to the next card. While this worked for mobile, it did not necessarily work well on desktop. So, introducing a button to move the cards along became necessary.

Phonak Naida L-SP
For mild to severe hearing loss
Universal Connectivity
Telecoil

Infinio Ultra R
For mild to severe hearing loss
Universal Connectivity
Telecoil

Infinio Ultra Sphere
For mild to severe hearing loss
Universal Connectivity
Telecoil



Branding



Our Symbol



Symbol Colour Variations



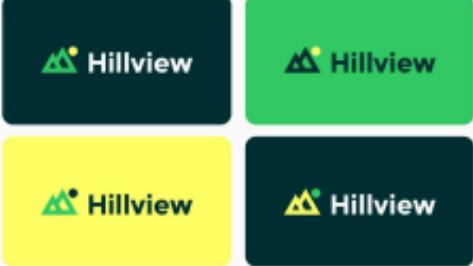
Our Logo



App Icon



Logo Color Variations



Primary Color



Secondary Colors



Typeface

Primary

Chesna Grotesk
0123



Website Development
& Explainer Video

aspayr

View Website and Explainer Video > www.aspayr.com

The image displays four screenshots of the Aspayr platform, arranged in a 2x2 grid. The top-left screenshot shows the 'Admin Login' interface with fields for 'Email' and 'Password', and a 'Forgot Password?' link. The top-right screenshot shows the 'Data Center' interface with a 'Select Data Center' dropdown and a list of centers. The bottom-left screenshot shows a 'Data Center Detail' interface for 'Data Center 1'. The bottom-right screenshot shows the 'Home' dashboard with sections for 'Welcome to Aspayr', 'Data Center', 'Email Authentication', and 'Authenticator App'.

Admin Login
Enter your credentials to access the system.

Email
Enter your email address.

Password
Enter your password.

Forgot Password?

Welcome to Aspayr
Where you can automate financial well-being.

Select Data Center
Choose the data center you want to manage.

Data Center

Data Center 1

DATA CENTER
Data Center 1 is currently active. It has 100 users and 100 requests.
Change to Data Center 2

DATA CENTER
Data Center 2 is currently inactive.

Welcome to Aspayr
Where you can automate financial well-being.

DATA CENTER

Email Authentication
Get started with our new feature right now! Manage your user's email address for them.

Authenticator App
Manage your user's authenticator app for them.

The Team Behind the Work

Leadership



Subomi

Creative Team



Farouq

Marketing & Strategy Team



Abimbola

Tech team



Tayo



Funmibl



Sam

Our Extended Network



Industries We Serve

At Colorteam, we pride ourselves on a diverse portfolio of industries we serve, offering specialized creative solutions tailored to the unique demands of each sector. From the fast-paced innovation of Tech & SaaS to the dynamic aesthetics of Fashion & Lifestyle, and the precision-driven world of Finance & Fintech, our expertise bridges various landscapes. We also passionately support the mission-driven work of Faith-Based & Nonprofit organizations, empower learning in Education & Professional Services, and navigate the complexities of the Government & Public Sector. Our ability to adapt our integrated design and marketing approach ensures that every client, regardless of their industry, receives impactful, custom-fit strategies that resonate with their specific audience and objectives.



Tech & SaaS



**Education &
Professional Services**



**Fashion
& Lifestyle**



**Finance
& Fintech**



**Government
& Public Sector**



**Faith-Based
& Nonprofit**

Clientele & Partnerships

NETFLIX

DESIGN
EXECUTIVE
COUNCIL

aspayr ▶

PHONAK

 idafrica

necliffe

AFROSTRANA

bhm

 Electrolux

Case Study Spotlight

DESIGN
EXECUTIVE
COUNCIL

Design Executive Council: AI for Design Podcast series

Problem → Approach → Solution → Results



Problem

Design leaders lacked a consistent platform to explore the role of AI in design and decision-making.

Approach

Created a structured podcast series featuring expert conversations on AI adoption and design innovation.

Solution

Developed and managed the entire production flow, from topic curation and guest coordination to audio editing, design assets, and publishing.

Results

Increased engagement and visibility for the **Design Executive Council**, positioning it as a thought leader on AI and design topics.

colorteam

in Numbers

Key Metrics >>>

Websites
Completed

500+

Logos
Delivered

100+

Satisfied
Clients

200+

Industries
Served

10+

Social Proof & Media

Testimonials & Reviews

Happy to work with you, and looking forward to working with you, again!

Jens Marions

Electrolux



Thank you for the work you did for me. I really commend your work ethic.

Mrs. Bea Hodgson

Mary Kay

MARY KAY

Thanks for all your work on this. I really do appreciate it, especially considering the time frame of the request.

Enitan Kehinde

BHM

bhm

Let's Work Together

How to Get Started

Visit our website to see more information about the products we offer on their individual landing pages and then proceed to book a call for us to discuss your needs and requirements.

Branding
& Identity

\$1,500

Website
Development

\$2,500

Social Media
Management

\$3,000

Podcast
Management

\$2,500

Contact Us

Headquarters & Offices

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Contact Information

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