

# The Creative Edge Experience

Where Creativity Meets Strategy

*Gain an Edge at Every Step of Your Journey*





# ABOUT EFS & CREATIVE EDGE

## About EFS

### Who We Are

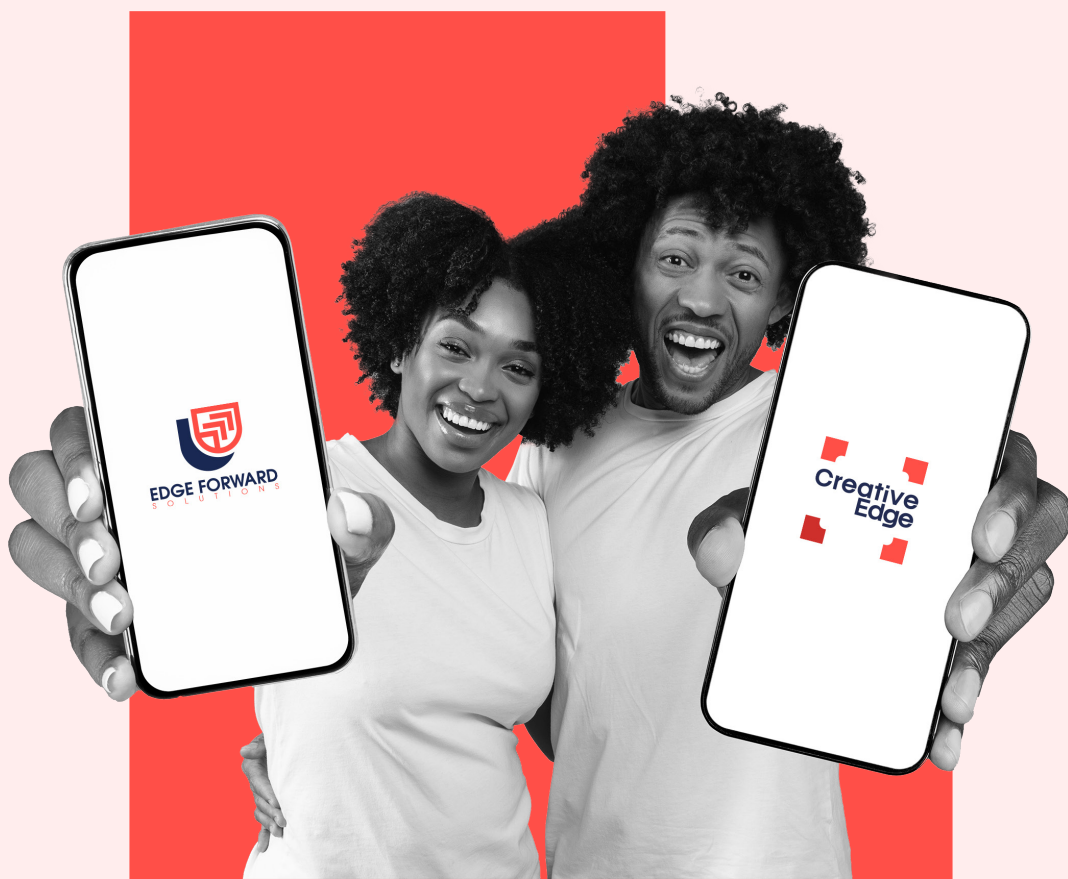
At EFS, we believe real growth happens when innovation meets purpose. We're on a mission to create sustainable solutions and lead our industry through bold thinking and collaborative excellence.

### What We Stand For

Our core values—Excellence, Sustainability, and Collaboration—are more than words; they're our promise. By embracing these values, we empower clients around the world to reach new heights, one project at a time.

### Why Creative Edge?

Creative Edge was born from our desire to transform ideas into impactful designs. It's the specialized arm of EFS, turning our broader vision into tangible solutions that shape brands, spark conversations, and inspire meaningful change.





# CREATIVE EDGE

## Our Role in EFS

Creative Edge bridges strategy and design within EFS, tapping into frameworks like the Elevate Framework to align creative direction with your business goals. Think of us as the pulse of innovation, ensuring every brand expression is purposeful and memorable.

## Our Purpose

We're here to transform brands into stories that connect. Every design, every message, and every campaign is rooted in one goal: helping you stand out while staying true to who you are.

## Transition to the Four Edge Process

Our unique Four Edge Process embodies EFS's drive for excellence and Creative Edge's flair for innovation. It's how we help you discover your brand's core, design with impact, strategize for results, and ultimately transform your vision into reality.



Discover  
the Power of our  
**Four Edge  
Process**





# The Four Edge Process



Where **Big**  
**Ideas** Become  
**Bigger**  
**Realities**



## 1. Discovery Edge: Understanding Your Identity

*"The edge of self-discovery:  
Know yourself to shape your vision."*

We start by uncovering the heart of your brand—your why. Through in-depth exploration of your core values, mission, and target audience, we clarify your unique identity so every next step resonates with authenticity.

## 2. Design Edge: Crafting Your Vision

*"The edge of creativity: Design that speaks volumes."*

Once your foundation is clear, we shape your brand's visual world. From a powerful logo to a captivating color palette, every design element speaks directly to your audience and leaves a lasting impression.

## 3. Strategic Edge: Aligning with Purpose

*"The edge of insight: Strategy that powers success."*

Armed with data and market insights, we map out a plan to propel your brand forward. Each decision—from marketing channels to messaging—drives measurable results and aligns perfectly with your long-term goals.

## 4. Transformation Edge: Elevating Your Vision

*"The edge of transformation: Elevating potential  
into greatness."*

Here's where it all comes together. We finalize and polish your brand for a bold launch, ensuring every detail—online and offline—reflects your vision. The result? A brand that's ready to thrive, inspire, and make its mark.





## Starter Package

**Ideal For:** New or solo entrepreneurs needing a minimalist brand presence and a basic pitch deck.

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- 1 Logo Concept (Up to 2 revisions)
  - BasicBrandguide
    - Color palette (primary + secondary)
    - Simple typography guidelines

**Price: GH¢ 2,000**



## 02

# Basic Package

**Ideal For:** Small businesses ready to stand out in their market.

- 2 Logo Concepts (Up to 2 revisions total, select 1 final logo)
- Brand Style Guide (Light)
  - Defined color palette
  - Primary + secondary fonts
  - Basic logo usage guidelines
- Optional Add-On (Choose 1)
  - Social media banner
  - 1 Basic Stationery Item (e.g., business card or letterhead)

**Price: GH¢ 3,000**



## O3

# Business Package

**Ideal For:** Companies seeking expanded brand deliverables, a more robust pitch deck, and a touch of marketing collateral.

- 2 Logo Concepts (Up to 2 revisions total, choose 1 final logo)
- ComprehensiveBrandStyleGuide
  - Extended colour palette
  - Font hierarchy and usage examples
  - Logo usage and restrictions
- Marketing Material (Choose 2)
  - Social Media Banner
  - Flyer or promotional leaflet design
- One Stationery Item (e.g., letterhead, envelope, invoice, receipt, business card)
- 3D signage Mock-up
- T-shirt Design.
- Polo Shirts Design

**Price: GH¢ 5,000**



# O4

## Premium Package

**Ideal For:** Businesses looking to elevate brand storytelling with deeper visuals, a polished pitch deck, and multiple marketing assets.

- 3 Logo Concepts (Up to 3 revisions total, select 1 final logo)
- ComprehensiveBrandStyleGuide
  - Full colour palette (primary, secondary, accent)
  - Detailed typography system (headings, subheadings, body)
  - Logo usage, do's & don'ts, brand imagery guidelines
- Marketing & Collateral
  - 2 Social Media Banner Sets
  - 2 Promotional items (flyer, brochure cover, roll-up banner, etc.)
  - 2 stationary items (Email signature design, call card, invoice, receipt, letterhead, envelop, pen)
- 3D signage mock-up
- Car branding mock- up
- T-shirtDesign
- Polo Shirts Design

**Price: GH¢ 7,000**



# O5

## Deluxe Package

**Ideal For:** Larger brands needing a full-scale brand rollout, a highly customized pitch deck, and extensive brand applications.

- 4 Logo Concepts (Up to 3 revisions total, select 1 final logo)
- In-Depth Brand Style Guide
  - Advanced colour systems for print & digital (CMYK, RGB, HEX)
  - Typography pairings & usage rules
  - Logo variations, sub marks, icon sets
  - Detailed brand messaging guidelines
- Marketing & Brand Application
  - Up to 3 promotional item designs (bifold, flyer, roll-up)
  - 3 stationary items (Email signature design, call card, invoice, receipt, letterhead)
  - Social Media Branding Kit (5 banners + profile templates)
- 3D signage mock-up
- Car branding mock- up
- T-shirtDesign
- Polo Shirts Design
- Bonus feature (logo animation)

**Price: GH¢ 10,000**





“

Your vision  
deserves  
greatness -  
this is how  
we deliver

“

When  
others stop  
at design,  
this is how  
we deliver

“

Not just  
a brand  
A legacy

## The Creative Edge Promise

We don't just design - we redefine. This is where strategy and innovation collide to create brands that command attention. By blending bold creativity with data - driven solutions, we help you stand out in a busy world.

## Why EFS + Creative Edge?

- **Global Reach:** Our worldwide perspective ensures your brand resonates across markets.
- **Sustainable Growth Focus:** We merge creativity with ethical, forward-thinking strategies to foster long-term success.
- **Strategic Frameworks:** By harnessing EFS's proven models—like our Elevate Framework—we position your brand for industry-leading impact.



# Your Brand Deserves the Edge

## The future of your brand starts here

Let Creative Edge, the creative arm of EFS, take your vision to places you never imagined. We don't follow trends – we create them

## Ready to Elevate Your Brand?

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Get in touch today to begin  
your Creative Edge Experience

### Contact Us:

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