

YOBRAND

C O M P A N Y
P R O F I L E



YOBRAND

ABOUT YOBRAND

OUR CORE BUSINESS

WHAT SETS US APART
& THREE REASONS TO CALL US?

BRAND IDENTITY

PROMOTIONAL ITEMS PRODUCTION

PRINTING AND PRODUCTION

PPE & SAFETY ITEMS

EXPERIENTIAL MARKETING

DIGITAL MARKETING AND MARKET INSIGHTS

BRANDING AND ADVERTISING

IT & OFFICE ITEMS & EQUIPMENT SUPPLIES

EVENTS MANAGEMENT

OUR CLIENTS

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YOBRAND

The background of the entire image is a monochromatic red. Overlaid on this is a photograph of a staircase and its metal railing, viewed from a low angle looking up. The lines of the railing and steps create a strong geometric pattern of diagonals and horizontals.

ABOUT YOBRAND

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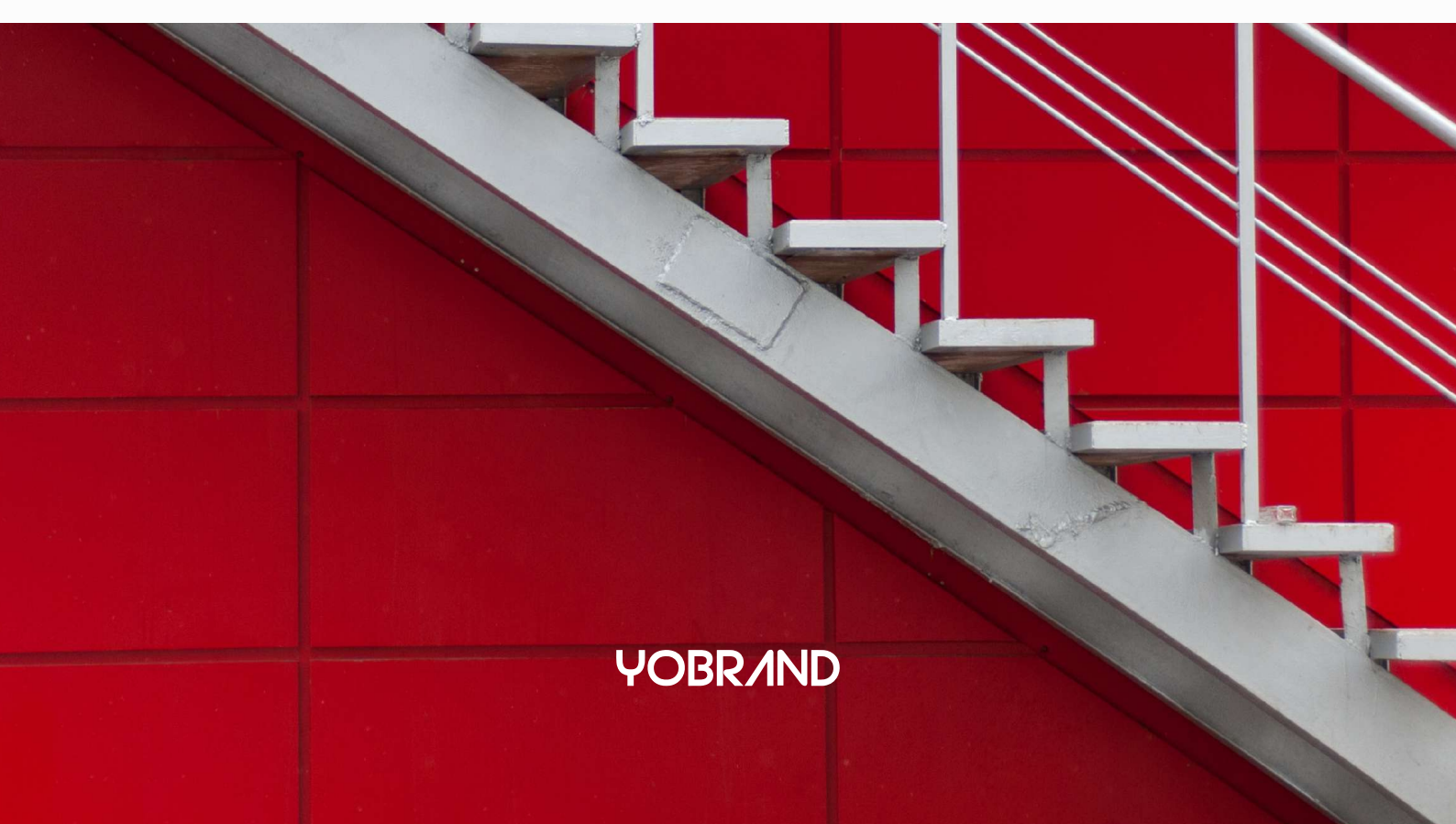
Yobrand a new innovative, iconic, culture-changing marketing, brand, corporate identity and Supplies Company. What we pride ourselves in is a stand up team with an integrated creative network with experience working with Global brands in East Africa and beyond with products and methodologies to develop business-changing and culture-defining ideas for brands.

The company creates experiences, designs, produces and supplies products that shape every aspect of a brand's needs through its core capabilities: Brand identity, digital marketing, branding and advertising, promotional items production and supplies, PPE and safety supplies, IT and office equipment and events management.

Our intention is to do things differently from the outset. We at Yobrand come up with ideas, rather than just products, to provide solutions for our clients and ultimately enhance their bottom lines and increase their revenues.

Yobrand Limited is a fully registered Ugandan company that boasts experienced staff in various marketing and supplies novelties, capable of producing results of huge magnitude and with this wealth of expertise, our clients are always assured that the master minds in there fields are working together to deliver effective and measurable results.

In a market place rife with competing brands all jostling for attention, our make our clients stand out from the rest and appeal to their target market, with minimum money spent.



YOBAND

OUR CORE BUSINESS

Yobrand Limited in general offers 360° corporate business solutions that mainly include:

- | | |
|--|---|
| 01 Brand identity, experiential market, digital marketing, branding and advertising | 05 Building and construction material supplies |
| 02 Promotional items production and give away supplies | 06 IT and office equipment supplies |
| 03 Printing services | 07 Transport and logistical supplies |
| 04 PPE and safety supplies | 08 Events management |

We are enthusiastic and have a "can do" attitude which helps us to create innovative ideas within your budget to achieve the best results.

YOBAND

01

Our Core Values

- Integrity
- Time delivery
- Commitment
- Distinction
- Honesty

02

Our Mission Statement

To be the preferred out of home brand, marketing and corporate supplies company that provides unique, innovative, effective and affordable brands or messages that will reach the largest audiences and with solutions that help clients share their vision with the world and achieve the company objectives.

03

Vision Statement

Yobrand seeks to spearhead a revolution in the brands industry in Uganda by providing completely unique and comprehensive solutions to the business needs of our clients.

04

Commitment

To build close and enduring relationships with our customers based on the commonly recognized goal of customer satisfaction.

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A close-up, vertical shot of a fountain pen nib. The pen is dark, possibly black or dark brown, with a textured, metallic appearance. The nib is pointed downwards, and a small, dark red ink blot is visible at the tip. The background is a solid, vibrant red. The text "What sets us apart and three reasons to call us?" is overlaid in white, bold, sans-serif font, centered horizontally and partially overlapping the pen nib.

**What sets us
apart and
three reasons
to call us?**

YOBRAID

**We make
the cash
register ring**

Our results are
your results – if the
work does not
work, it's no use

**No industry
moves faster
than retail**

Because we
know, in the world
of retail, tomorrow
is often too late

**Finally, an
agency that
understands
the internet**

In the time you take to
read this, technology will
have changed in some
significant way



Brand identity

Creative, still and motion graphics

YOBRAND

We are **creative;** we
get your **customers**
to love your brand!

Naming

Brand strategy:

Strategy is the backbone of any plan, our team will work with you to understand your business and position your brand online with creative content and design.

logo

Creative design:

Our creative team understand the power of design and Art information; we keep doing it better, Inventing and visualizing through shape, form, type and color.

Our focus here is to
create brand value
through **contextual**
and relevant
distribution of content.

tagline

brand
guidelines

launch

YOBRAND

design



Promotional items production, office supplies and Give aways

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Yobrand provides one of the most extensive catalogue of Promotional Products in Africa, with over 3000 unique items you are guaranteed to find the perfect product to connect your brand to your customer. In today's competitive landscape, Promotional Products offer an excellent choice to advertisers, they allow your customers to interact with your brand.

**wide
range of
categories**

**With over
30 branding
techniques**

**extensive
catalogue**

**3000
unique
items**

We cater for a wide range of categories that include: Head wear, corporate wear, protective wear, electronics and technology, food and drink, health and living, golf items, home and living, work space items, clothing and apparel, wine and bar, home and gifts, lifestyle and beauty, outdoor and recreation, exhibition, promotional items, events and give ways, travel and many more. With over 30 branding techniques

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Printing and Production

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Product range

YoBrand Limited specializes in the volume production of large format digital printing.

Our comprehensive product range, which continues to grow through research and development initiatives, includes:

- Posters
- Flyers
- Brochures
- Banners
- Street furniture
- Transit advertising (bus and taxi)
- Window decals
- Point of sale displays
- Floor graphics
- Lightbox prints
- Digital wallpaper
- Fabrics and textiles
- Display systems
- Rigid/textured substrate prints.

Production capability

No matter how big the job, we have the technology, expertise and capacity to deliver. With a comprehensive range of print technologies we are able to manage your entire promotional campaign, ensuring colour consistency across the board.



Quality control

How does YoBrand Limited ensure that I am completely satisfied with the products and services I receive?

When doing business, quality and reliability are paramount. YoBrand Limited are considered amongst our supplier peers to be the industry standard for reliability in quality printing and print management systems.

We achieve this with certain standards, examples of which follow:

Project Teams:

YoBrand Limited has recently introduced independent Project Teams, consisting of a pre-press operator, a print operator and a finishing assistant. Your personal Project Team will look after your job from start to finish, ensuring efficient workflow in order to produce the highest quality product. Teams continuously adhere to strict quality controls prior to sign offs.

Preferred supplier arrangements:

Preferred supplier arrangements ensure our clients are receiving the highest quality and best value materials and services the market has to offer.

Guaranteed Deliverability:

We realise your order has to be there on time, and our reputation is built upon that promise. We're so confident of our proven track record that we're the only large format printer in Australia to guarantee it will be ready on time!

Colour Management:

We have installed a fully integrated state-of-the-art colour management system, guaranteeing colour consistency across the broad range of materials that your campaign may require. We are also introducing a new off-line proofing system giving you fast, economical proofing.

Customer Satisfaction Surveys:

At YoBrand Limited we are constantly looking for feedback on ways to improve our processes. Customers are surveyed regularly to ensure they are completely satisfied with our product and service offerings.

That something extra

What are these exclusive benefits I can have simply by printing with YoBrand Limited rather than my current supplier?

At YoBrand Limited we know that to

remain number one you need to continually offer bigger, better and more value than the competition. This is through research & development.

A close-up photograph of a person wearing personal protective equipment (PPE). They are wearing clear safety goggles, a white surgical mask covering their nose and mouth, and white nitrile gloves. Their hands are raised, adjusting the top of the goggles. The entire image is overlaid with a semi-transparent red filter. The background is blurred, suggesting an indoor setting like a laboratory or hospital.

PPE & SAFETY ITEMS

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PPE & safety items

Yobrand is a leading PPE and site equipment supplier, boasting over a decade of trading to numerous sectors of business. We are well established in providing businesses and tradesmen across the Uganda with market leading products and service through our multiple nationwide locations.

Our high quality products comprise of leading industry brands such as JSP, Bollé Safety, 3M, Polycos and many more.

Our range is not only limited to industry leading brands, but also a specialist range of more economically viable options; all guaranteed to provide our customers with total satisfaction.

Our partners are ISO9001, ISO14001 and ISO18001 certified companies. They also have RISQS and UVDB accreditations and actively support trading initiatives and sustainability programs.

With the latest technical innovation and professional protection products in stock, we can provide a range of equipment to suit diverse requirements, ensuring businesses and employees are safe and catered for. Our products are designed and tested to meet and exceed international standards for safety.

Our product range:

COVID19 PPE

Disposable and reusable face masks, disinfectants, sanitizers, sanitizing and disinfectant walk through machines/booths, self-dispensing sanitizer machines, plastic Shields, temperature guns and gloves

INDUSTRY PPE

Head Protection, Eye Protection, Ear Protection, Respiratory Equipment, Hand Protection, Protective Footwear, Fall Arrest Equipment, High Visibility Clothing & High Visibility Rail

WORKWEAR

General Workwear, Corporate Clothing, Thermal Clothing, Wet Weather Clothing, Disposable Clothing

HEALTH & SAFETY

First Aid Equipment, Fire Safety Equipment

JANITORIAL SUPPLIES

Industrial Skin Care, Paper Products, Cleaning, Floor care, Canteen Equipment

SAFETY SIGNAGE

Safe Condition Signs, Fire Equipment Signs, Mandatory Signs, Prohibition Signs, Hazard Signs, Multi Purpose Signs, Site Safety Notice Boards, Health and Safety Literature, General Signs, Peel Signs, Recycling Signs, Temporary Traffic Signs, Fixed Road Signs, Sign Fixings

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Experiential marketing

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brand strategy

WE GENERATE: consumer interest by allowing consumers to use a product or experience a service. A single brand activation done by our branding experts will instigate a whopping number of brand trials and could raise the awareness quotient largely.

01 We design and conceptualize events that turn stakeholders to brand loyalists and loyalists to brand evangelists through events through exhibition

02 Our teams exhibit your brand and its products in such a way that it exudes and exuberates a completely new experience that stands in line with your brand.

03 We Brand any ambience with your brand's presence is a forte our prowess lies in. We make the 'intrusive' advertisements exclusive to the stakeholders through space branding

04 We make sure that these interactions create a long lasting space in the minds of the customers through customer experience

05 We make our analysts and planners work with you and give you the 'where, when, and how to be' powered by profound insights through touch point analysis

The background is a dark red gradient with a digital theme. It features vertical lines of binary code (0s and 1s) in a lighter red color. At the bottom, there is a stylized representation of a circuit board with various components and lines. A large, glowing red sphere or wave-like shape is positioned behind the main text.

Digital marketing and market insights

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Did you know that the **future** of your **business** depends on your ability to get to your customers **online?**

From setting up market campaigns, valuable content and design to implementing it across different types of digital platforms, Market Yobrand will help you expand your presence online and generate quality leads. Our services here include;

SOCIAL MEDIA PR;

Social media PR isn't just about setting up pages, we take time to understand your business objectives so as to develop the right strategy and digital channel to reach your customers. Our team of Creative team will put together engaging content & design that your customers will find captivating.

ONLINE MARKETING CAMPAIGNS

With Research as one of our cores, we study multiple markets so as to develop a much better approach, strategy & advertising channels to get to your customers.

WEB DESIGN

We want to make your experience online simple and amazing. It's one way to get your customers to love your brand. We create visually stunning websites which are technically advanced and mobile optimized for all our clients.

MOBILE APPLICATIONS & CMS INTEGRATION

Businesses are selling online like never before, infact; Mobile Apps are a much better way to build loyal customers. What we do; we'll simply build your business into the mobile phone. Our Developers understand the language perfectly.



Branding & Advertising

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Branding and advertising is pretty much the same around the world. It's the uniqueness of what **yobrand** offers that creates a lasting impression.

We create engaging narratives and visual systems that can connect, inspire, and grow audience participation. We believe that brands are constantly evolving, which requires a contextual approach to communication, visualization, and audience representation. Branding is about creating experiences and a reflection of the unique expertise, aspirations, and interactions that bring a vision to life. We build brands that are functional, exciting, and agile.

Creative concept development

Web, TV and Print commercials, Outdoor advertising, Retail and workspace branding, Commercials advertising (corporate photography, architecture & interior, commercial vehicle, industrial production photography, billboard ad shooting, product photography, branded content, e-commerce photograph), Marketing collateral design and production



IT & OFFICE ITEMS & EQUIPMENT SUPPLIES

YOBRAND

IT & office items & equipment supplies

With over 3 years' experience and accomplishments in the office automation and reprographic industry, the company values commitment, loyalty and honesty. These qualities ensure a winning recipe which is still of strong value today.

Yobrand provides tailor-made cost analysis and document management consulting, starting from individuals to very large organizations. We provide our clients with the most reliable, cost-effective and technologically advanced printing, copying, scanning and faxing equipment. For the past few years, we have helped several organizations to understand and implement cost-effective solutions for their information output needs.

We also supply a large proportion of our client base with original toners and inks for various Printing devices. This in turn enables us to increase our client base and propose equipment that will be more cost-efficient. Our goal is to ensure a long, satisfactory relationship between us and our clients.

Our business always seems to prosper during difficult economic times, due to our passion for cost savings, shown in consulting with our customers. Our expertise counts in our favour, as proven by our retention of the many satisfied customers who have been with us for the last 30 years and are still making use of our services today.

Product range:

Copiers, Printers, Faxes and Multifunction devices

Personal computers, Notebooks, Network devices and peripherals

Guillotines, Binders, Laminators

Shredders, Projectors

Toners and cartridges for various printing devices

Office supplies, Paper, Bulk stationery

Services:

For more sophisticated equipment, we also have an in-house certified network specialist who is fully trained on all hardware and software. Our technicians continually update their knowledge through extensive certification courses and technical training.

There is still one tool more powerful than all the new technology combined... word of mouth. As our client, we will work to win your continued satisfaction and praise. Our clients are our most important partners.

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A DJ is performing at a nightclub, illuminated by vibrant red stage lights. The DJ's hands are visible, manipulating the controls of a professional DJ mixer. The background is dark, with the red light creating a high-contrast, energetic atmosphere. The overall scene suggests a dynamic and modern event environment.

Events management

YOBAND

We craft unforgettable experiences for global brands and discerning private clients. Our firm offers high-end quality services in Event Planning, Executive events, brings to the consortium, specific skills in meticulous events planning, execution and evaluation as well as hands-on experience.

Mobile Marketing Tours

Foundation Support

Corporate Events

Trade Shows

Street Teams

Photography & Videography

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Our clients

YOBRAND

SOME OF OUR CLIENTS



A hired gun, with a loaded mission – we are here to create and develop meaningful brand experiences.

Thank you

YOBRAND

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AHA TOWERS, LOURDEL
ROAD, Nakesoro. Kampala,
Ugand

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