

*Book of
brands®

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Comms and digital marketing design for <senior engineers>

THEME: GENERATION NEXT



Generation
NEXT

CHALLENGE: CREATE A MARKETING CAMPAIGN TO TARGET SENIOR ENGINEERS WITH HIGH PRO-EFFICIENCY IN JAVASCRIPT.

GOAL: TO INCREASE THE NUMBER OF APPLICATIONS OF SENIOR ENGINEERS INTERESTED IN JOINING ANDELA AS FULL-TIME STAFF.



Generation Next: A3 Wall Posters

Andela is recruiting senior engineers in 2019, as part of a new 'Generation Next' campaign, as it looks to scale its operations and meet growing demand. This comes as more companies seek to enhance their technology teams via distributed workforces.

By investing in Africa's most talented software developers, Andela is building a generation of technologists who will solve some of the world's biggest challenges with code.

Solve some of **Africa's Biggest Challenges**

Apply at www.andela.com/gen-next

For additional queries and interview requests with Andela or its Generation Next campaign, contact comms@andela.com



Lagos · Nairobi · Kampala · Kigali · New York
San Francisco · Austin

Generation Next

The future starts now



Generation
NEXT

Generation Next: Editorial tri-fold (Side A)

The company building distributed engineering teams

Since its launch in 2014, Andela has received over 140,000+ applications to its Technical Leadership Program and has trained 1,000+ software engineers, who have worked with global companies including Safaricom, Invision, Viacom, and Skillshare.

Andela now accepts applications from experienced software engineers who are proficient in Ruby, Javascript (React, Node, ES6+, Angular), Python (Django or Flask) and Native Mobile Technologies for iOS or Android. The move to recruit more senior technologists is an expansion of the company's business model.

“Collaboration is a key factor for thriving in the African software industry

At Andela, we challenge our software engineers to experiment as well as build new complex technologies whilst working with the best of the best. We also encourage engineers to work on diverse and complex projects and to interact with teams across the globe.

Lead the next generation of technology talent

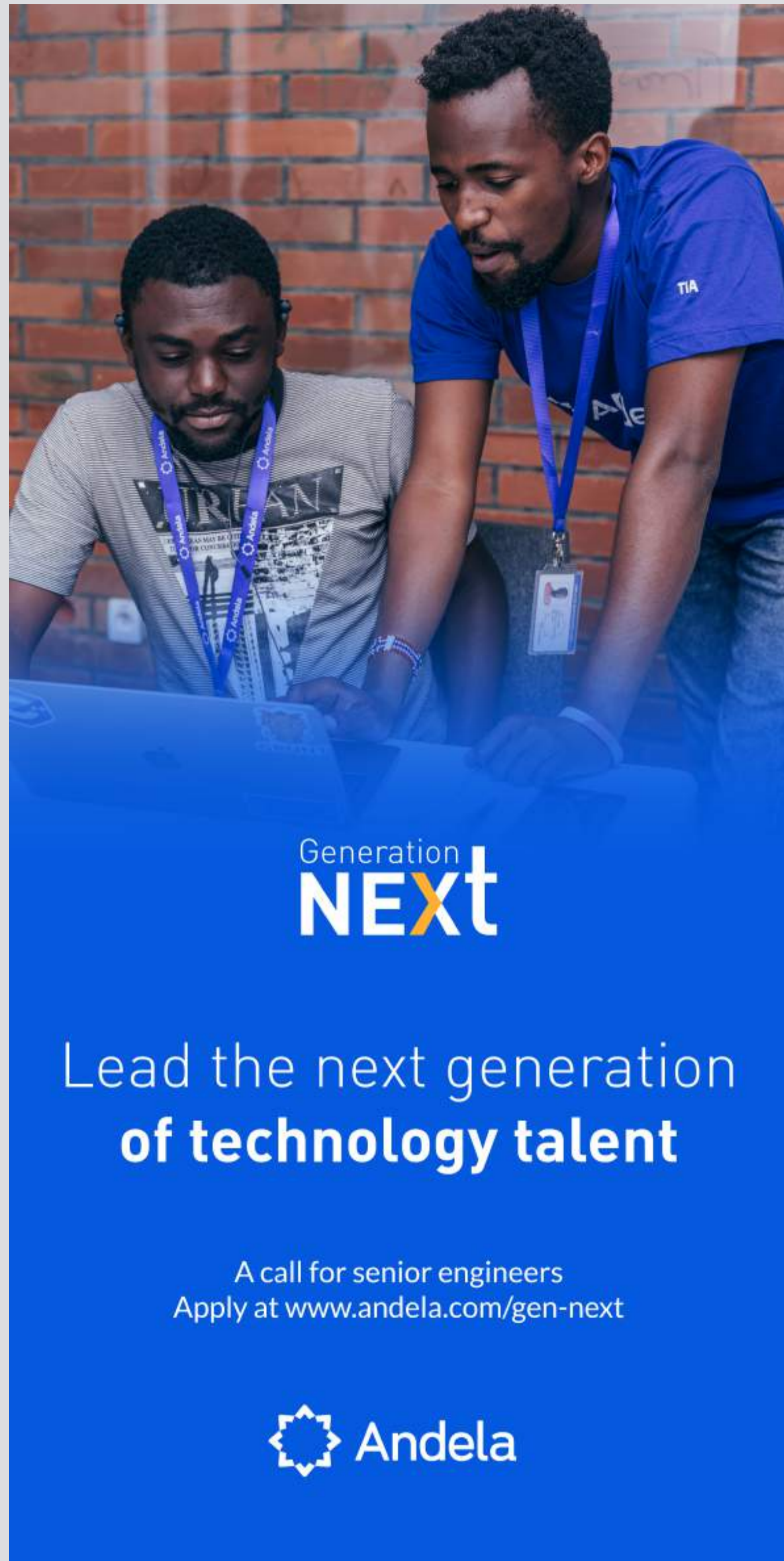


This brings its own learning opportunities, thus making it easier for our software engineers to take the leap to a higher skill level and progress in their careers.” says Janet Maingi, Country Director, Andela Kenya.

Andela engineers work on global challenges, within global engineering teams, yet play an important role in their local ecosystems. The 1,000+ Andela Software Engineers are central to Africa's growing tech community, and are leaders or members of forLoop Africa, Teencode, Startup Grind, Progate, Facebook Developer Circles, to mention a few. Andela is a gateway for experienced and talented engineers to become part of Africa's most expansive network of technologists.

Ranked as the most innovative company in Africa.

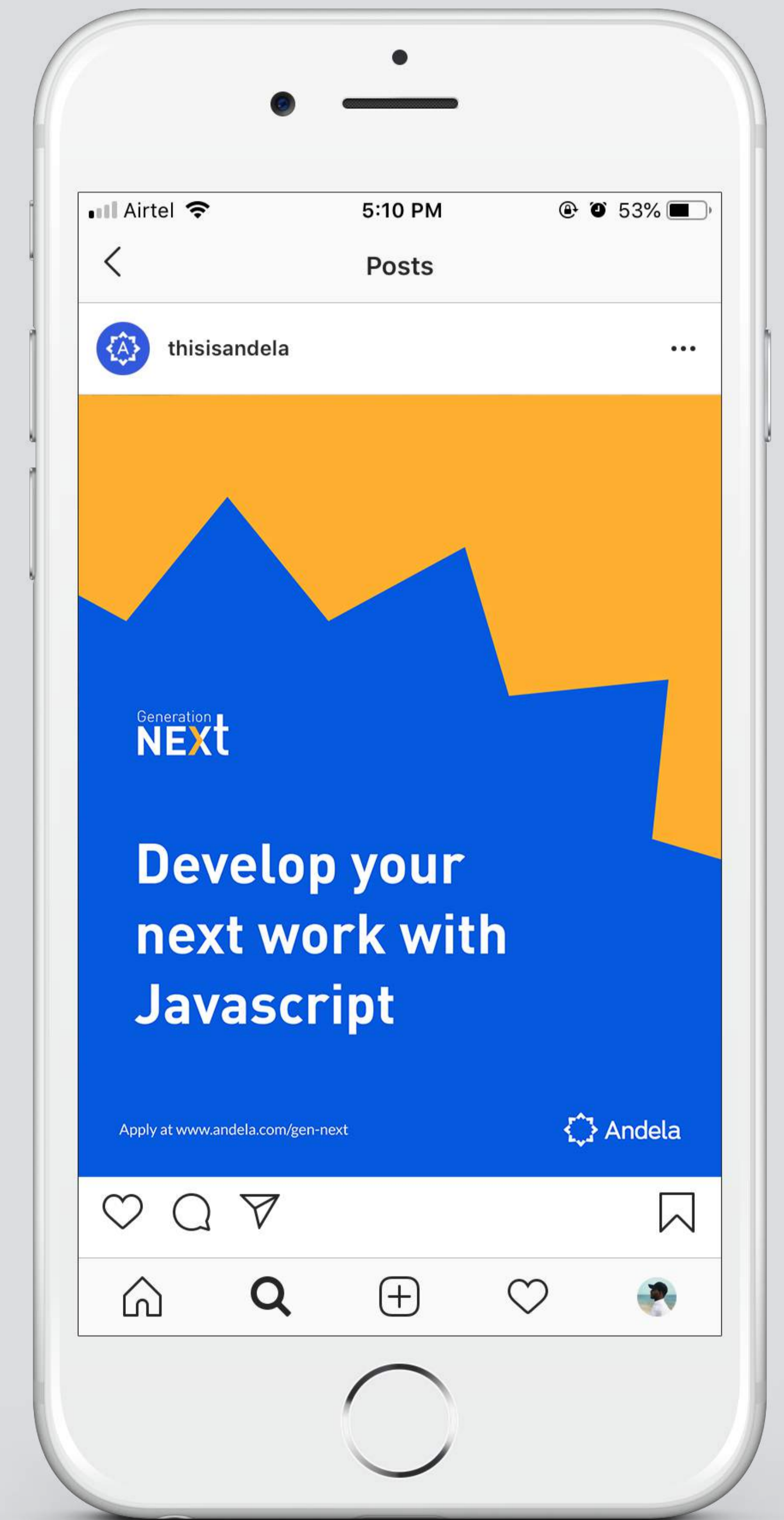
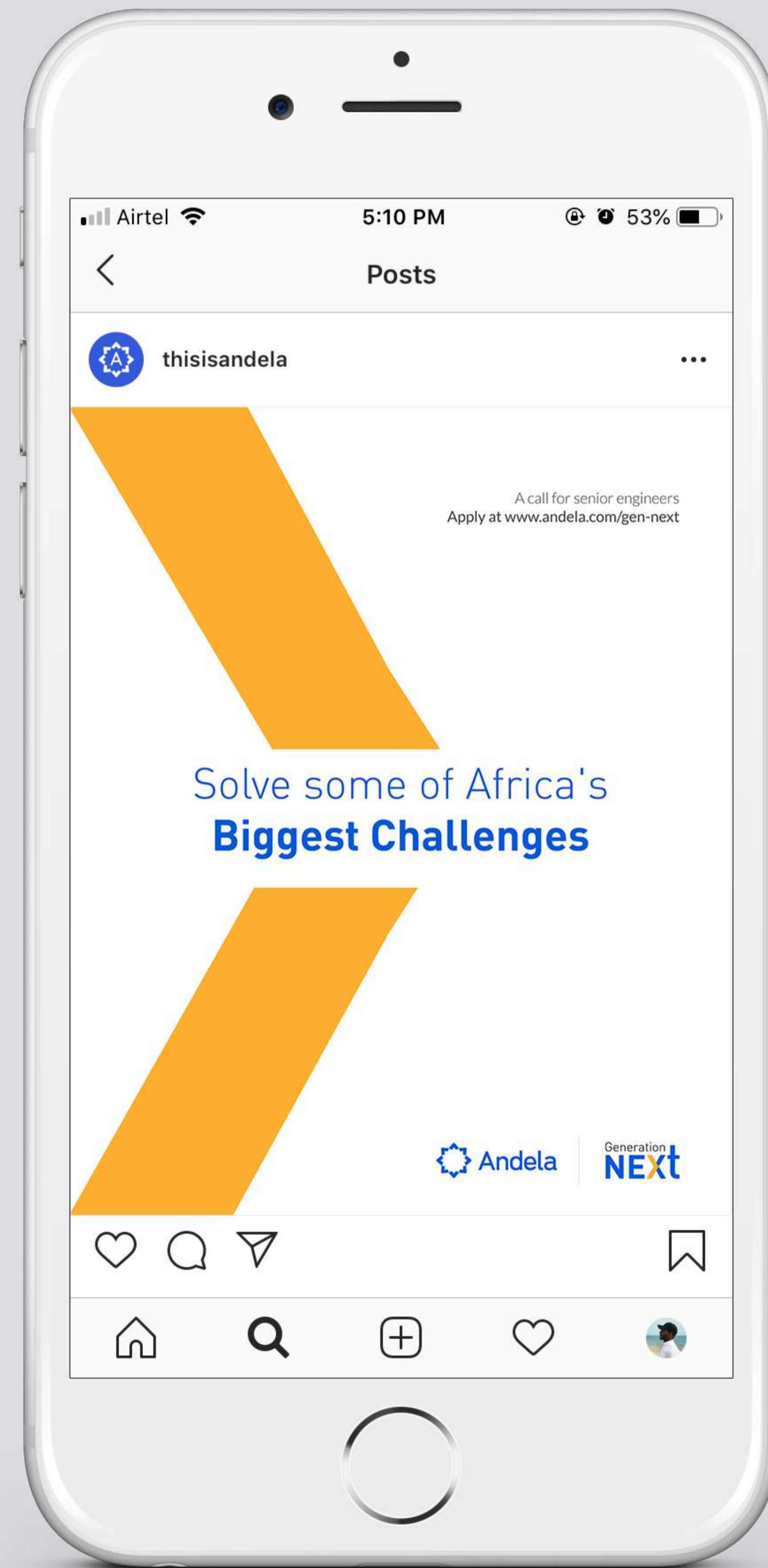
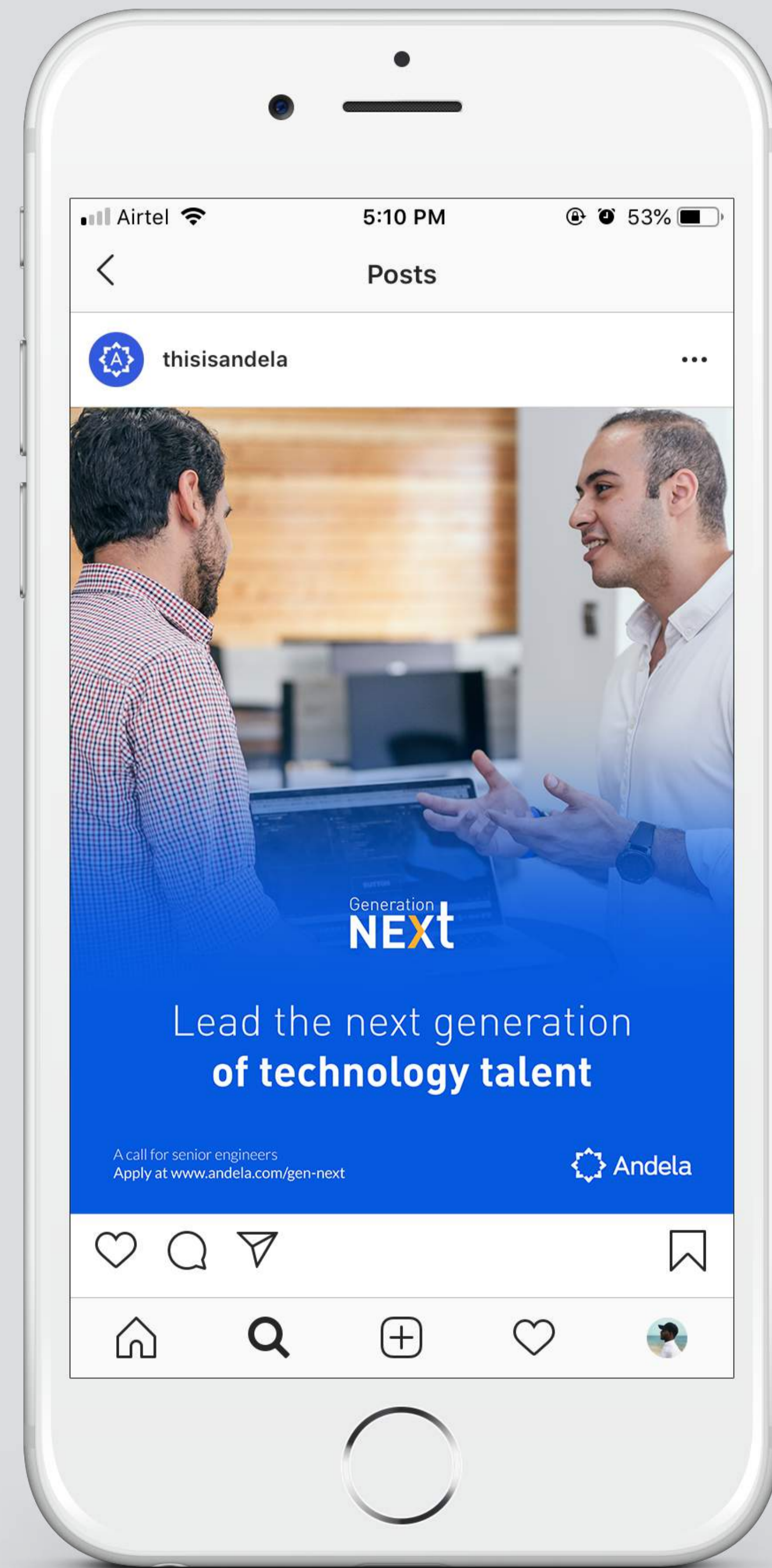
At Andela, we expect our Software Engineers to gain the skills, experiences, and networks that will enable them to become innovators and tech leaders in Africa and we are excited to now open up our recruitment funnel to diversify and enhance our talent pool”.



300 x 600



728 x 90



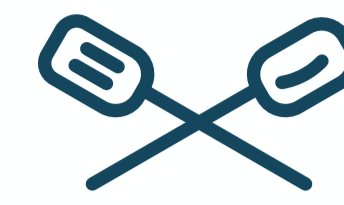
Google AD and Social media banners



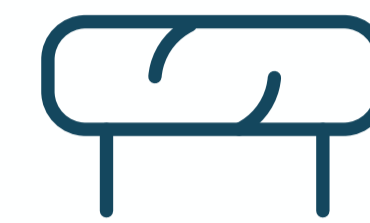
PHOTO
/ CREDIT
CK YEO

©
YEAR
/ 2022

SEA DINING / MADE PREMIUM



Varuna - god of sky and ocean



VARUNA

varuna



VARUNA

varuna



varuna



Art board of early logo iterations



VARUNA
LAGOS



Sample 1 of final 3 logos


varuna
LAGOS



Sample 2 of final 3 logos



Sample 3 of final 3 logos



Varuna: refined and official logo

DRINKS

VODKA	
GREY GOOSE	1000
CIROC	4500
CIROC COCONUT	3000
BELVEDERE	4500
BELUGA REG	00

WHISKEY	
JOHNNY WALKER GOLD	70,000
JOHNNY WALKER GREEN	95,000
JOHNNY WALKER 18YRS	120,000
JOHNNY WALKER BLUE	280,000
CHIVAS REGAL 15YRS	70,000

SINGLE MALTS	
MACALLAN 12YRS	75,000
GLENFIDICH 15YRS	90,000
GLENFIDICH 18YRS	120,000
SINGLETON	65,000
G'MORENGIE QUANTA RUBAN	60,000
GLENMORENGIE NECTAR D'OR	90,000
GLENMORENGIE SIGNET	290,000
MACALLAN 18YRS	120,000

LIQUOR	
BAILEYS	45,000
GRAPPA BAROLO	65,000
FERNET BRANCA	35,000
LIMENOCELLO	20,000
JOGERMEISTER	85,000



VARUNA
LAGOS

VARUNALAGOS.COM

MENU

PREMIUM RESTAURANT

**We
got the
BOOZE**

Varuna: food menu design



Varuna: flyer design

Electrifying the Africa Magic Viewer's Choice Awards

{* AMVCA *}

* Art / Direction





Event and after party access card designs



COCKTAIL PARTY

YOU ARE CORDIALLY INVITED TO THE NOMINEES & SPONSORS' COCKTAIL PARTY

DATE: FRIDAY AUGUST 10, 2018

VENUE: INTERCONTINENTAL HOTEL VI, LAGOS **TIME:** 5PM

RSVP: AFRICAMAGICEVENTS@NG.MULTICHOICE.COM | 08170144661



#AMVCA2018





WATCH THE GLAMOUROUS AWARDS

LIVE ON ALL AFRICA MAGIC CHANNELS ON SEPTEMBER 1ST, 2018

RED CARPET 4:00PM AWARDS SHOW 7:00PM
WWW.AFRICAMAGIC.TV



AFRICA MAGIC

konga

airtel

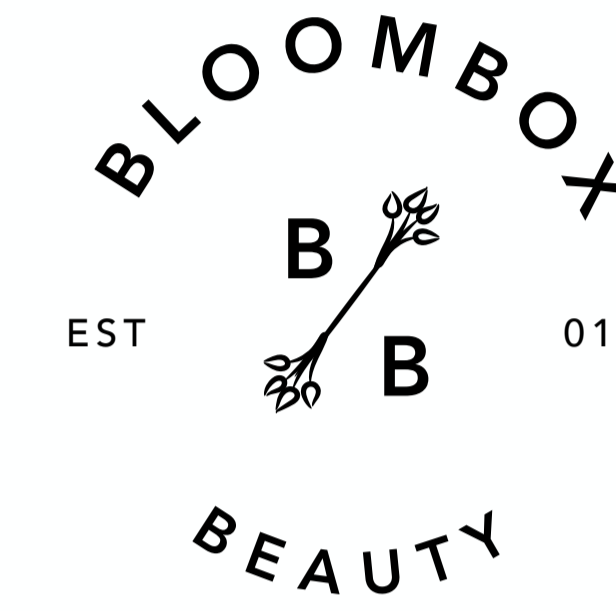


#AMVCA2018



AMVCA 2018: billboard design

4. LOGO COLLECTION



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Merci
Gracias
Thank you

www.habeebsan.com