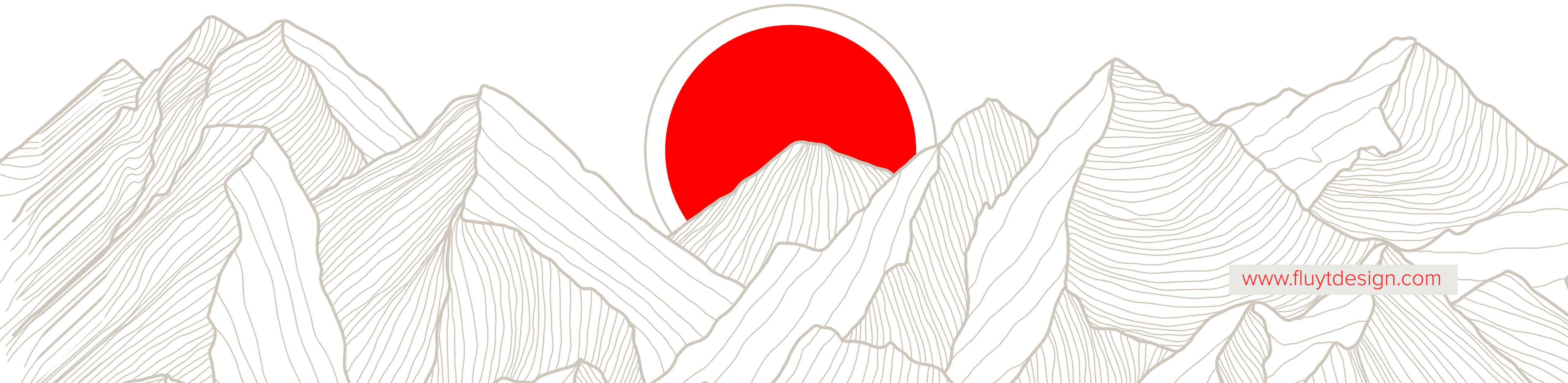


Think differently, find your voice, and bring big ideas to life. We're a strategic communications, learning, and creative design studio with a bias for social change. We work with exciting organizations and entrepreneurs who have uncommon courage and the audacity to insist on ushering a better future for all.

**Embark on a creative journey with us.**



FLUYT is a strategic communication, learning and creative design studio—providing client-centered consulting services for public sector institutions, international organizations, non-profits and businesses.

Our core consulting team has sound professional expertise, with over 15 years of work in several countries and contexts.

Our approach is simple, yet effective, delivering insightful, change-making and simple solutions to a wide array of communications and design challenges.



# Legacy

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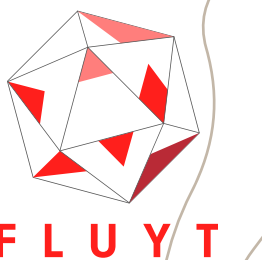
Life is about the journey, not the destination.  
We believe the same goes for making an impact.

Our creative design studio, FLUYT, was founded in 2015. Our name was inspired by the “fluyt” -- one of the most successful innovations disrupting international trade and travel in the 17th century. Designed for efficient transoceanic transport with maximum capacity and optimal crew size, the fluyt’s speed, low cost and top-notch design allowed the Dutch East India Company to conquer world trade and outpace its competitors.

What was the secret behind the fluyt’s invention? Collaboration. The fluyt’s design grew out of close cooperation between merchants, sailors and guilds who shared their mutual knowledge and experience to change the game.

Today, we reflect on the science, art and practice of our own craft and continue to draw essential lessons from these 17th century innovators. Our design studio is founded on the principles of agility, elegant and functional design, knowledge-sharing, and performance. We partner with change-makers and leaders to shape brands, initiatives and campaigns in the global health, education, technology, philanthropy and social impact sectors. We are curious, bold, and persistent in finding the best solutions to making a positive and lasting impact in our world.

We would be happy to join you as you embark on your creative journey.



## **We do our homework**

Our strategies and tactics are evidence-based, using contemporary communication frameworks and behavioral insights. This means, we'll advise on what, and will tell you why.



## **We'll speak your language**

We pride ourselves on our ability to rapidly get and learn the language, competitive landscape and culture of our clients. In other words, we will be speaking your language in no time.



The

**F L U Y T**

————— way

## **We make it work**

Our design solutions must be functional, beautiful and spot on to pass the test. We try hard to avoid boring and common places.



## **We are small and that's good**

We are a small woman-owned business and like to build meaningful work relationships based on respect, mutual learning and shared value.



## **We never miss a deadline**

So you can have that peace of mind.



# Services

Our clients often tell us that they choose to work with us not only because of what we do, but how we do it. Throughout each project, clients become true collaborators. Our shared curiosity, drive, and imagination get us to a common goal: Creating projects that matter.

**From strategy, to content creation, and everything in between, we've got you covered.**

## STRATEGY

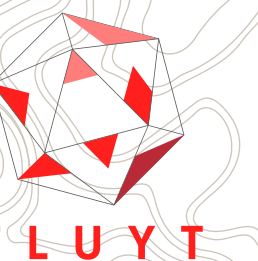
- Communication Strategy
- Brand Strategy
- UX Design and Strategy
- Copywriting
- UX Copy

## VISUAL & BRAND

- Branding
- Web Design
- Graphic Design
- Illustration

## MULTIMEDIA

- Animation
- Podcast
- E-learning





Global change-makers  
**trust us** with their brands

---

asset+map

bill

Catalyst  
GLOBAL

CHANGEABLE

databoom

  
EngenderHealth

FIFARMA



KraftHeinz



Mann Global Health

OXYGEN  
HUB 

 THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP

  
workday

 Naciones  
Unidas

Sectors: Global Health | Education | Technology | Philanthropy | Social Impact



**Liliana Parra**

**Founder  
and Strategist**

MA communications.  
The Johns Hopkins University.



**Katie Taylor**

**Branding &  
Communications Strategist**

MA communications.  
The Johns Hopkins University.



**Nicolás Espejo**

**Creative Director**

Advertising.  
Jorge Tadeo Lozano  
University.



**Alvaro Salgado**

**Public Affairs  
Lead**

Lawyer.  
Los Andes University.

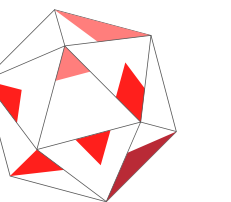


**María José Guzmán**

**Communications  
Specialist**

Communications and Journalism.  
Javeriana University.

**STRATEGY TEAM**



**FLUYT**



**Carlos Ribero**

**Creative Director**

Marketing and Advertising  
Santander University.



**Ma. Camila Farfán**

**Art Director**

Industrial Design.  
Javeriana University.



**Andrés Bolívar**

**Graphic Designer**

Graphic Design.  
IU Barranquilla.



**Susana Díaz**

**Graphic Designer  
and Illustrator**

Javeriana University.

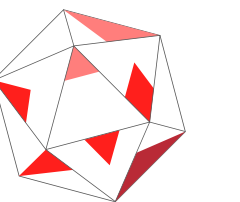


**Gabriel Pérez**

**Web Developer**

Graphic Design.  
University of Nariño.

**DESIGN TEAM**



**FLUYT**





Audio and Sound Design Partners



Customer Relations Partner

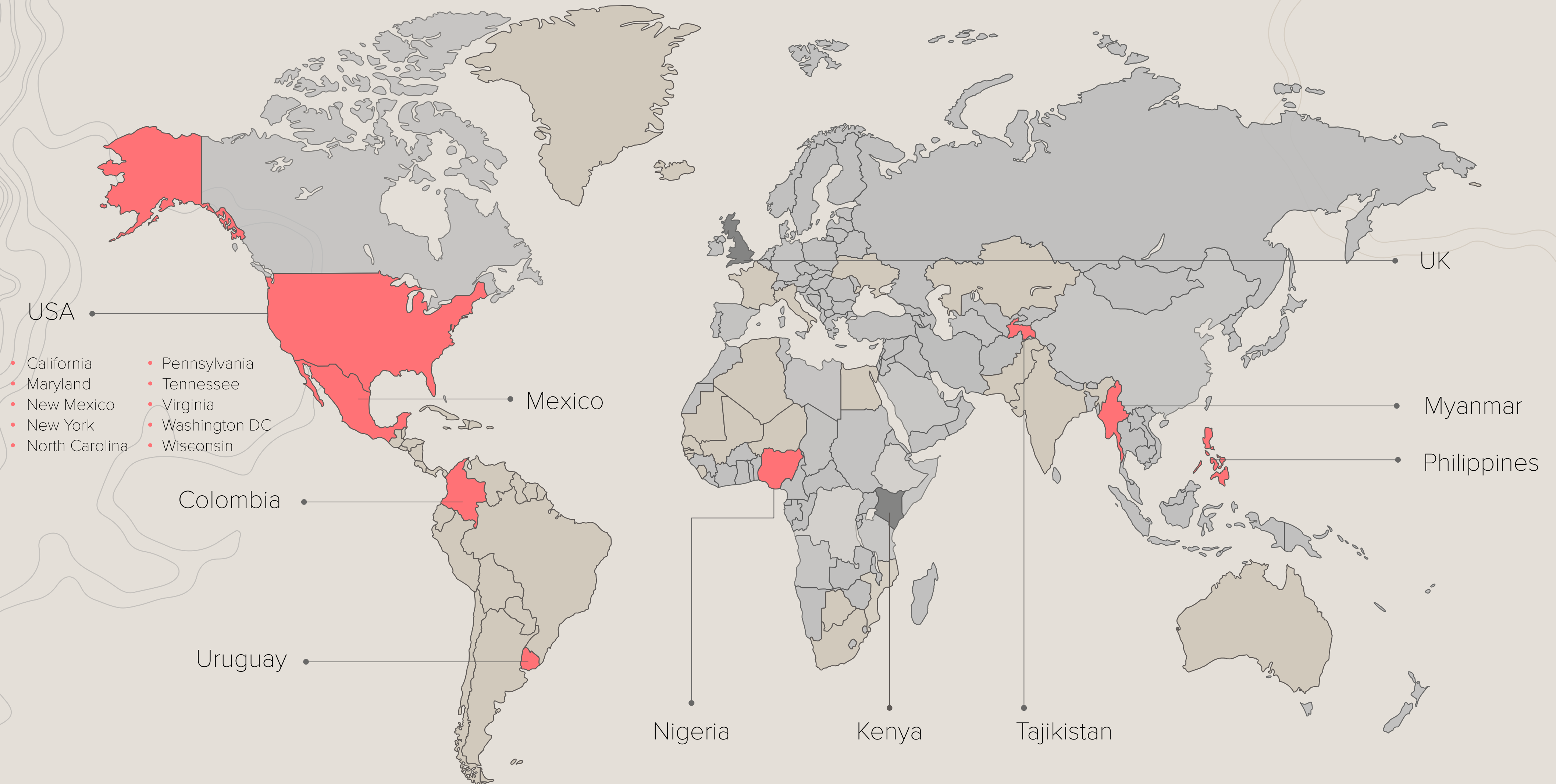


Animation Partner

PARTNERS



# Countries and US States we have worked in



# Testimonials

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“

Fluyt helped rebrand my agency, including creating the new name and storyline, and I hired them again to redesign my website.

The team is simply fantastic, top notch. Their background in development, social marketing, and design is unique and gives them an insightful “edge” that I haven’t seen in other agencies.

**Kim Longfield**

Founder and Principal  
[www.databoom.us](http://www.databoom.us)

**databoom**

“

I have been working with Fluyt for more than three years and they are phenomenal business partners. As we’ve evolved, Fluyt has evolved with us. They are an extension of our team in so many ways, making informed recommendations that are thoughtful and always in line with who we are as a company. We are thrilled to have Fluyt at our side!

**Donna Sherard**

Owner and principal  
[www.changeableworld.com](http://www.changeableworld.com)

**CHANGEABLE**

“

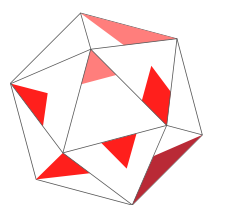
Fluyt has provided design support for a variety of corporate/marketing, project, and technical documents. I have found the aesthetic of Fluyt’s work products to be excitingly and refreshingly current and, in my position as their liaison, I have received numerous compliments on Fluyt’s design work.

**Amy Agarwal**

Senior Editor  
[www.engenderhealth.org](http://www.engenderhealth.org)



EngenderHealth



FLUYT



**S H O W D O N ' T T E L L**

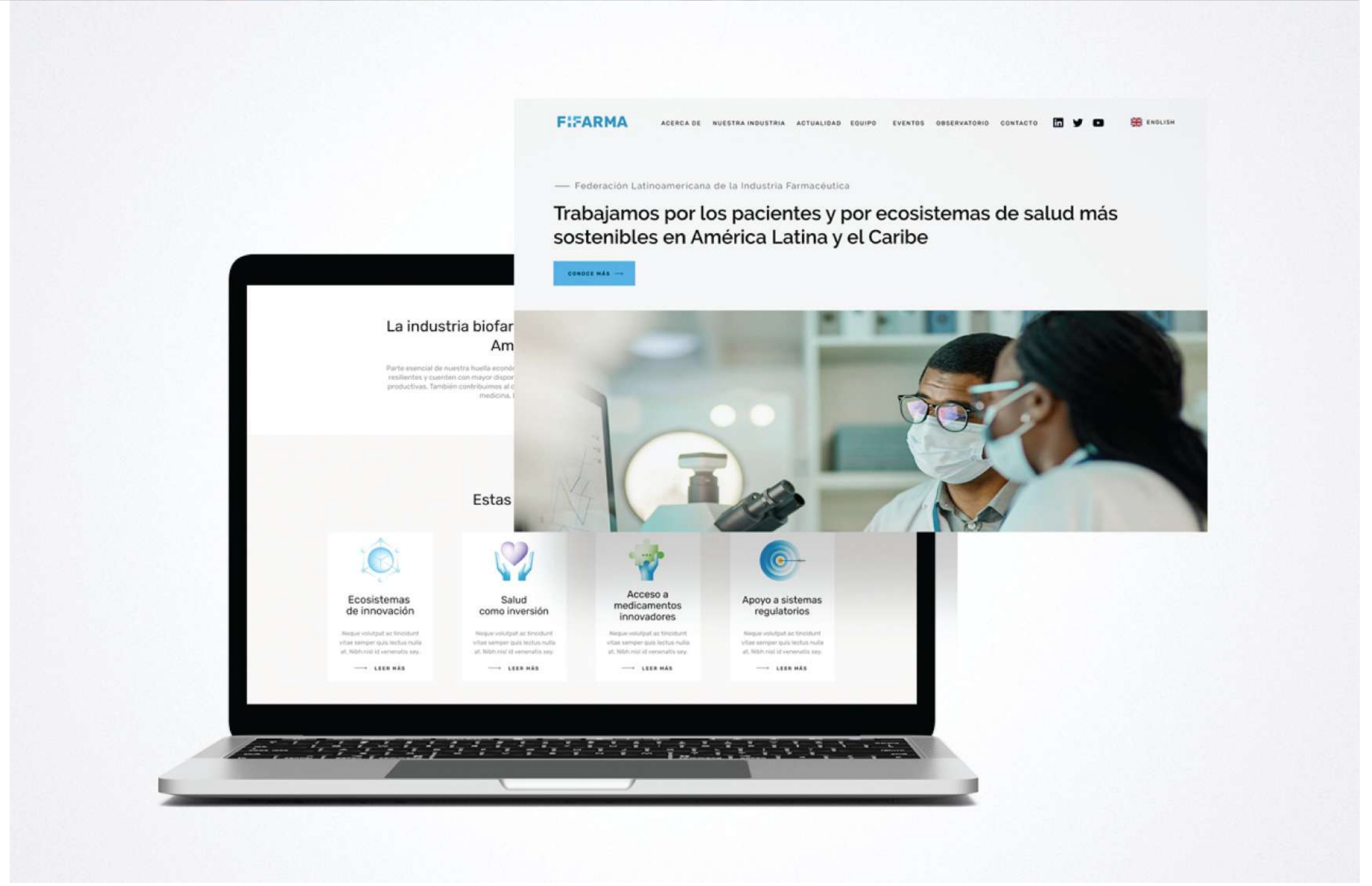
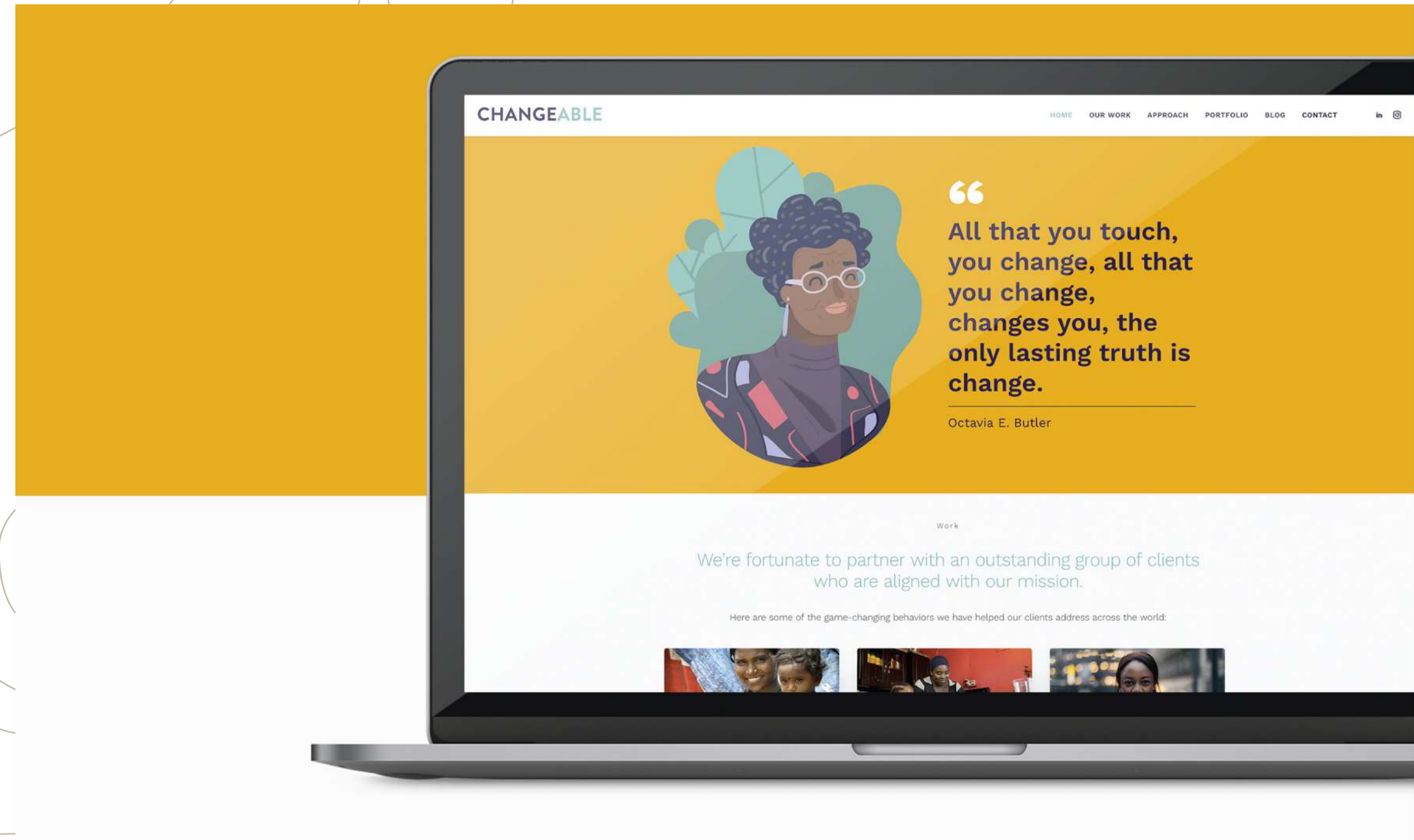
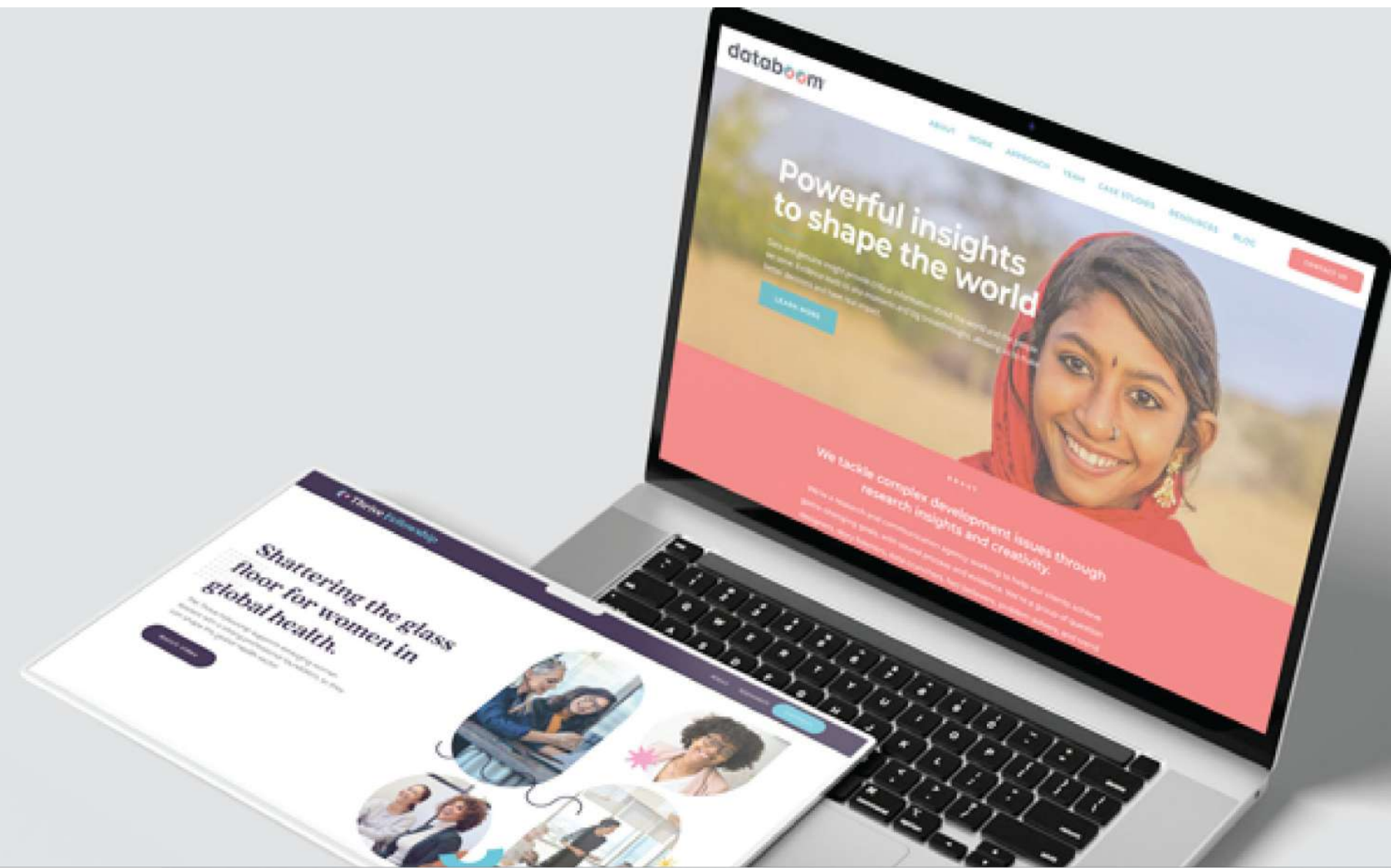
# Branding

AFIDRO - ECC - EngenderHealth



# Web Design

FIFARMA - Changeable - Databoom

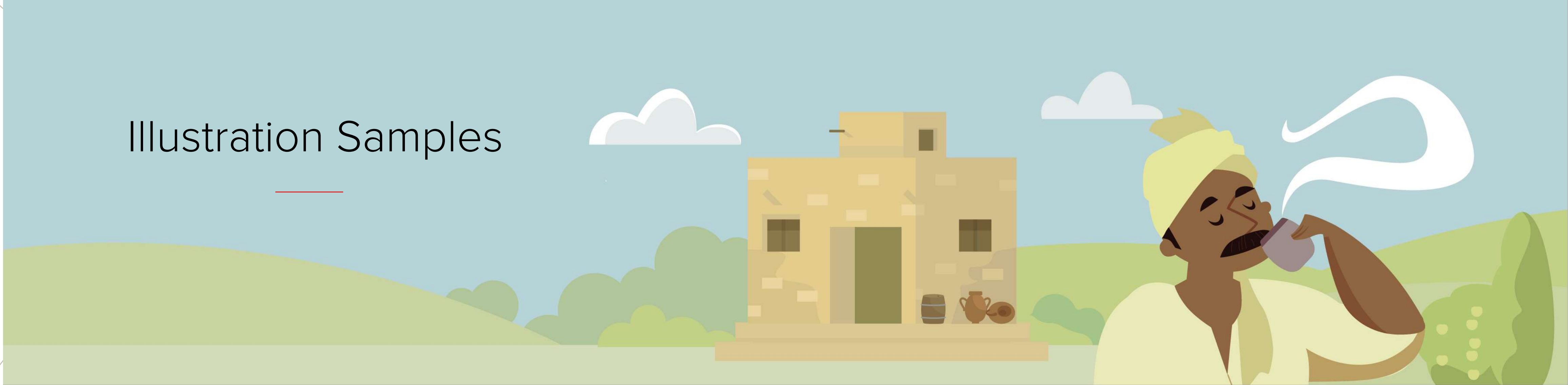


# Internal Communications

Workday



Illustration Samples





# Illustration

International Rescue Committee



## Adam's Journey of Learning The Ahlan Simsim Remote Early Learning Program



رحلة آدم في التعلّم  
أنشطة التعلّم المبكر عن بُعد  
لبرنامج "أهلاً سمسم"



هذه قصة آدم الذي أُجبر على ترك  
بيته بسبب الأزمات والنزاعات.

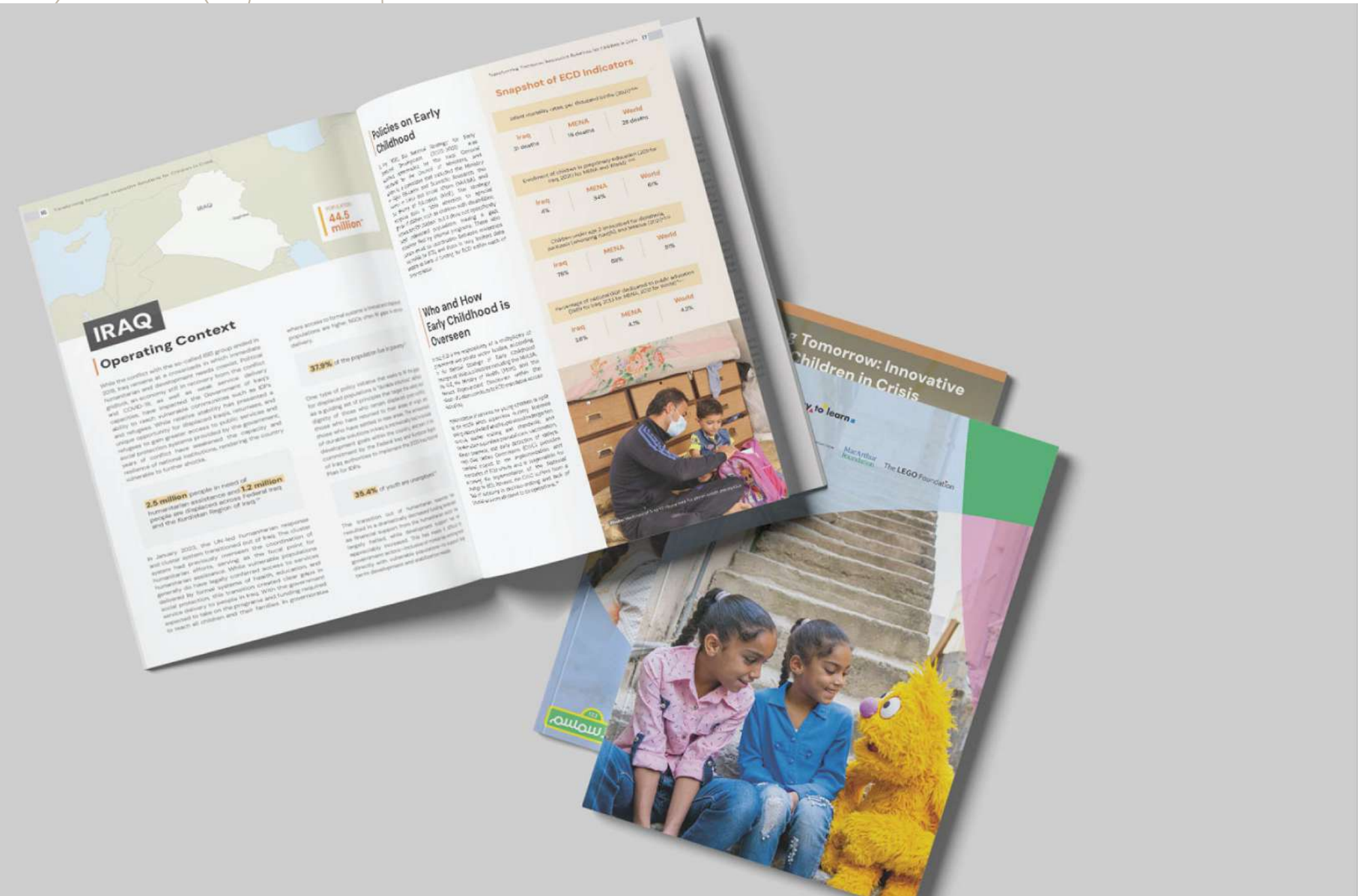
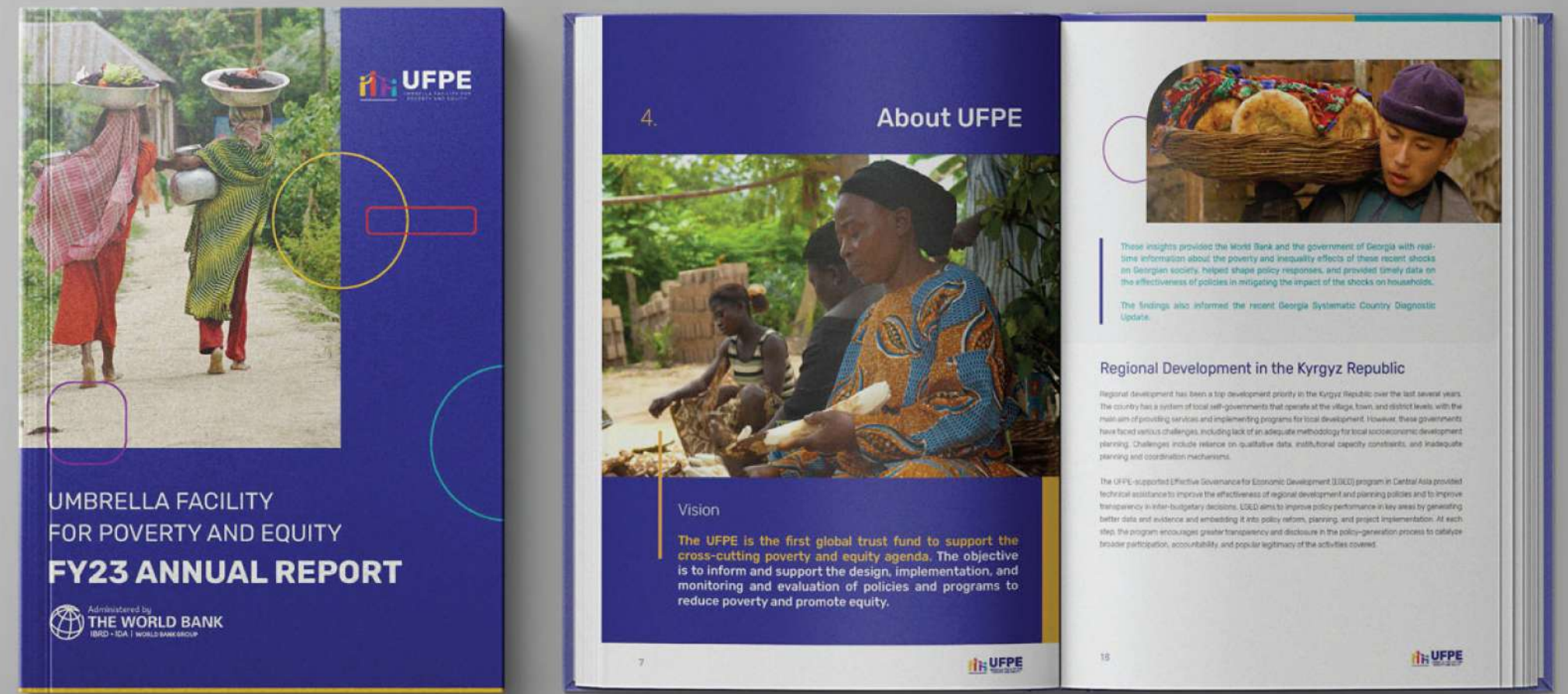


آدم يحبّ التعلّم واللعب، ولكنه غير قادر  
على الالتحاق بالتعليم ما قبل الابتدائي.



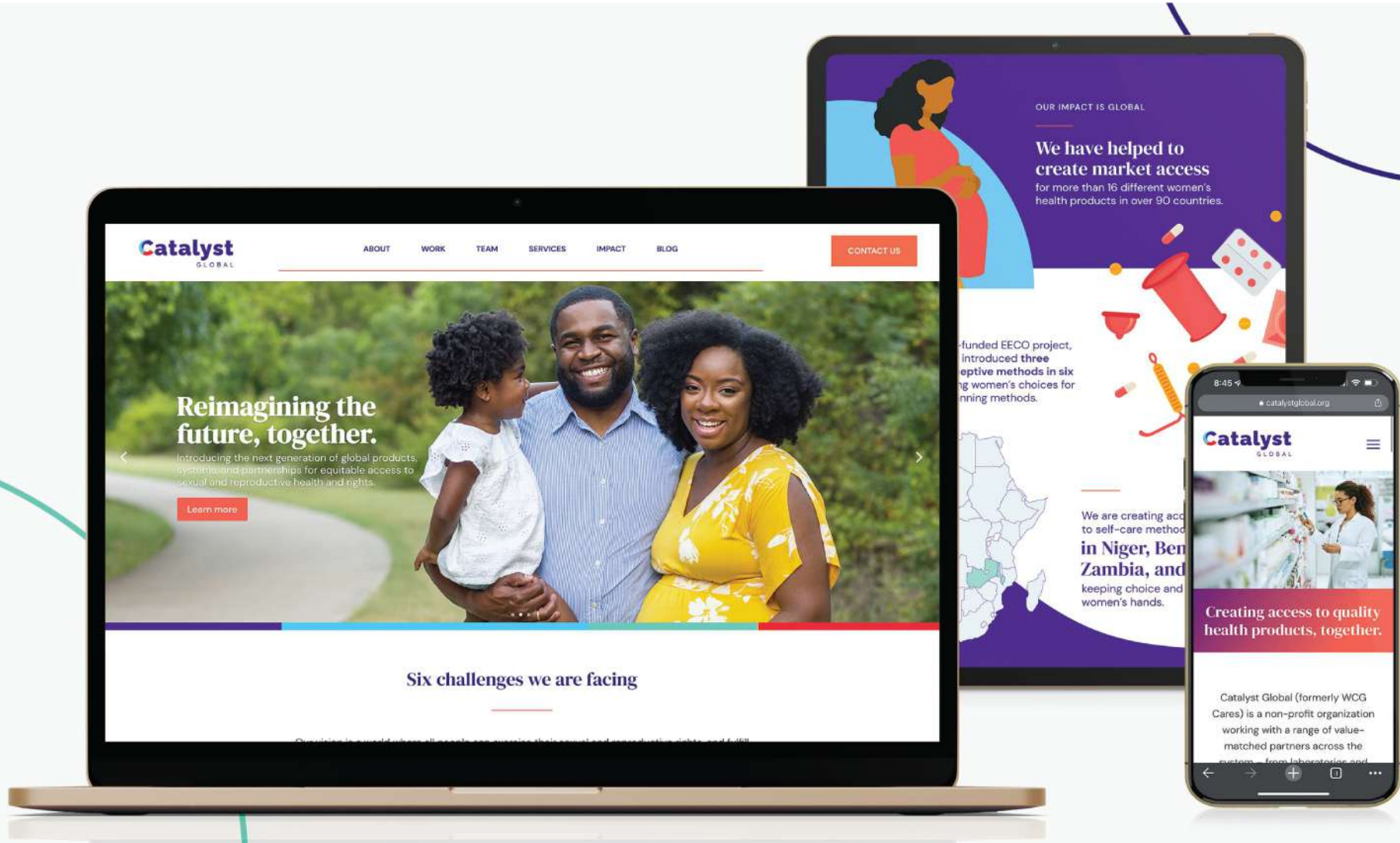
# Editorial Design

World Bank - International Rescue Committee



# Brand Strategy

Catalyst Global



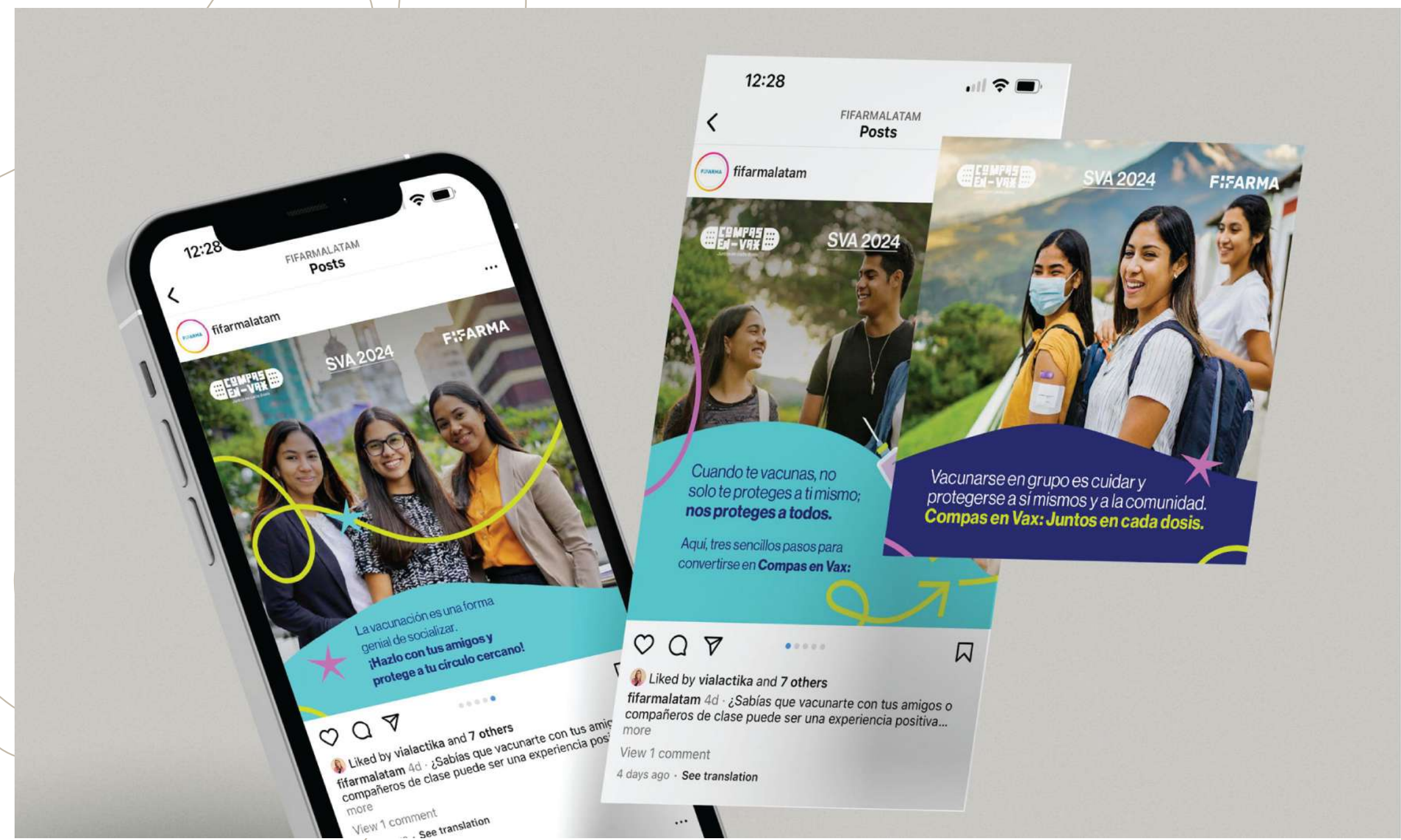
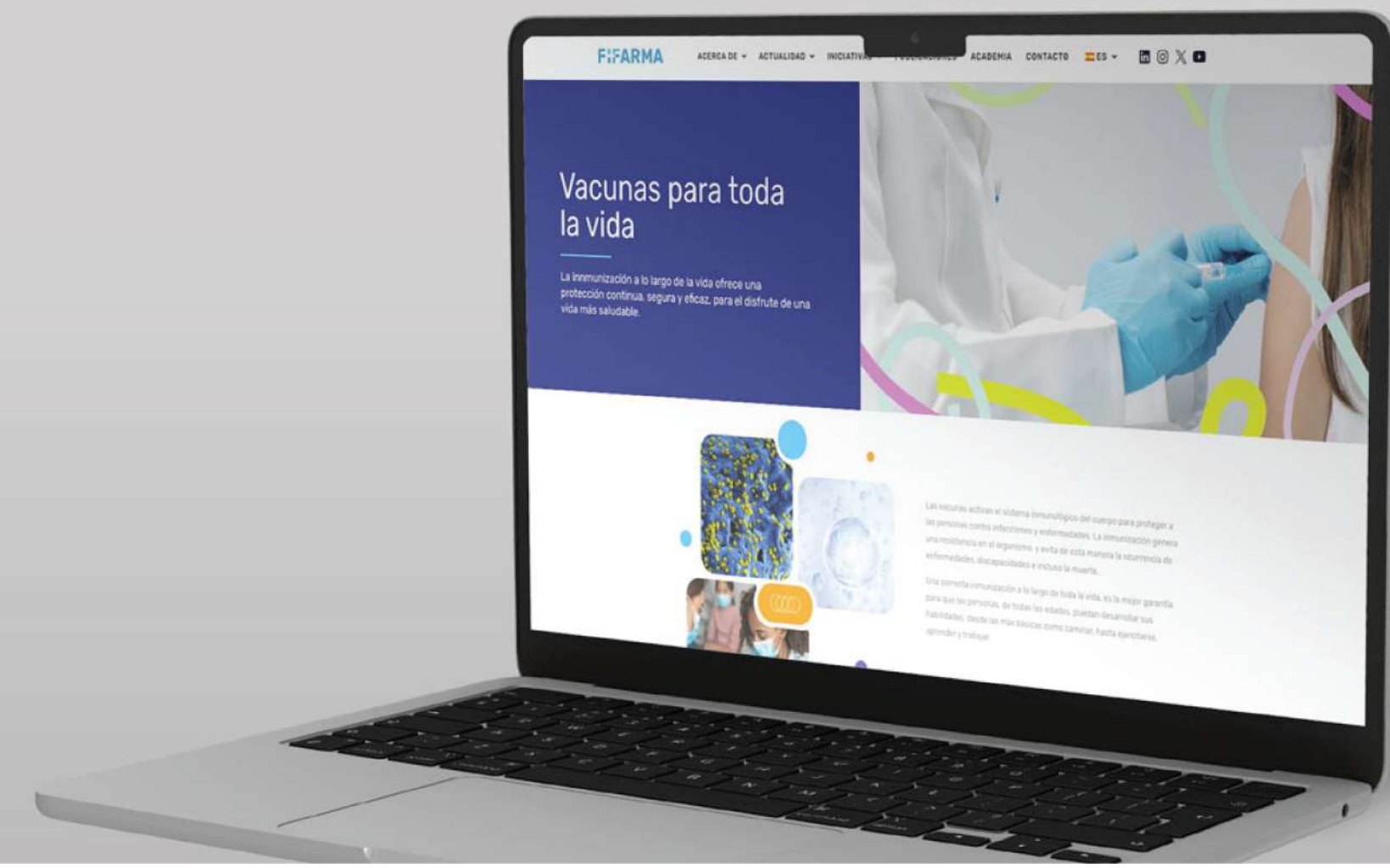
# Brand Strategy

EngenderHealth



# Brand Strategy

FIFARMA



# Behavior Change Communication Campaign

USAID Tajikistan



**Ask me  
where to find  
nutrient dense  
food for  
your Kulcha**



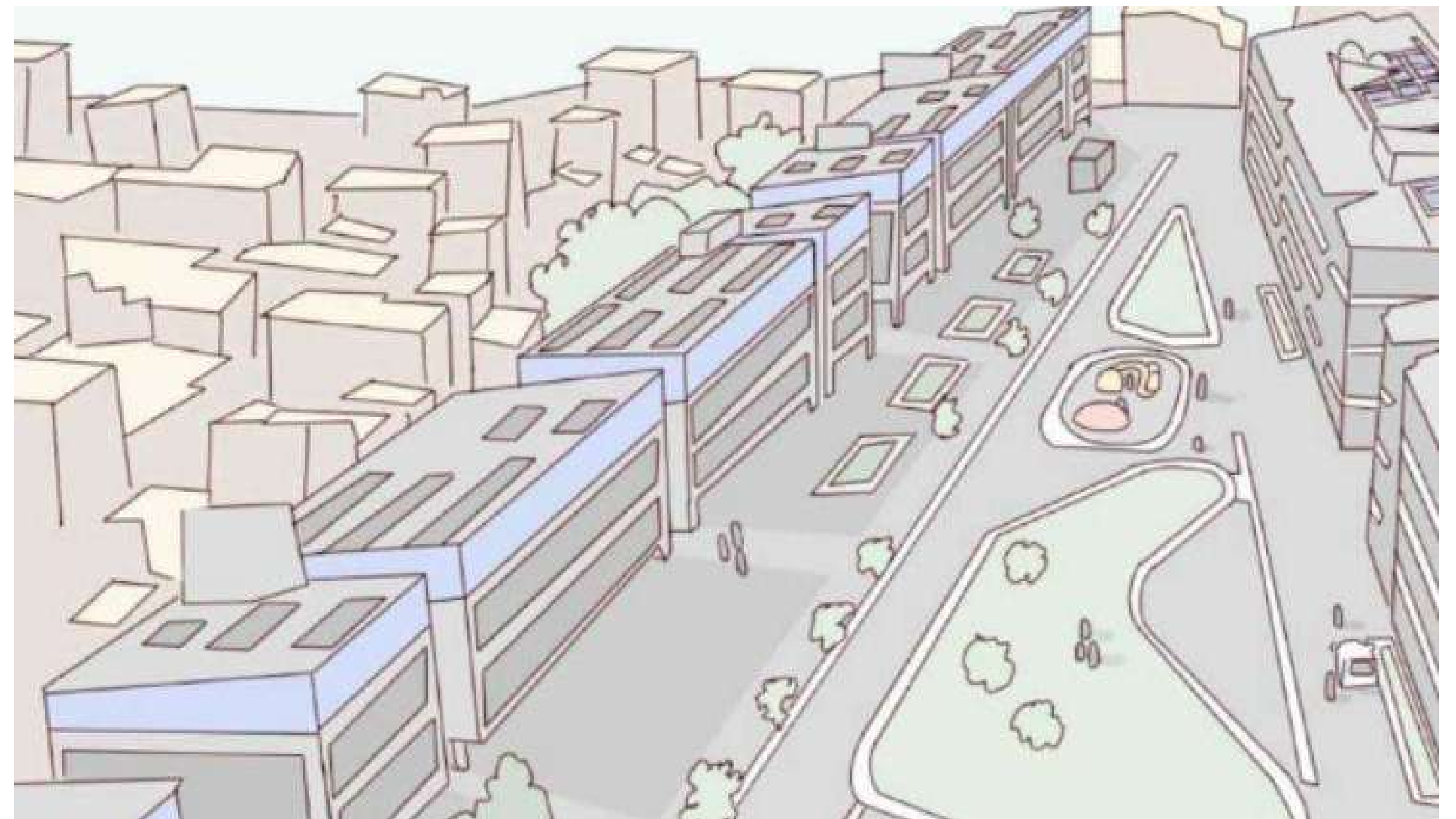
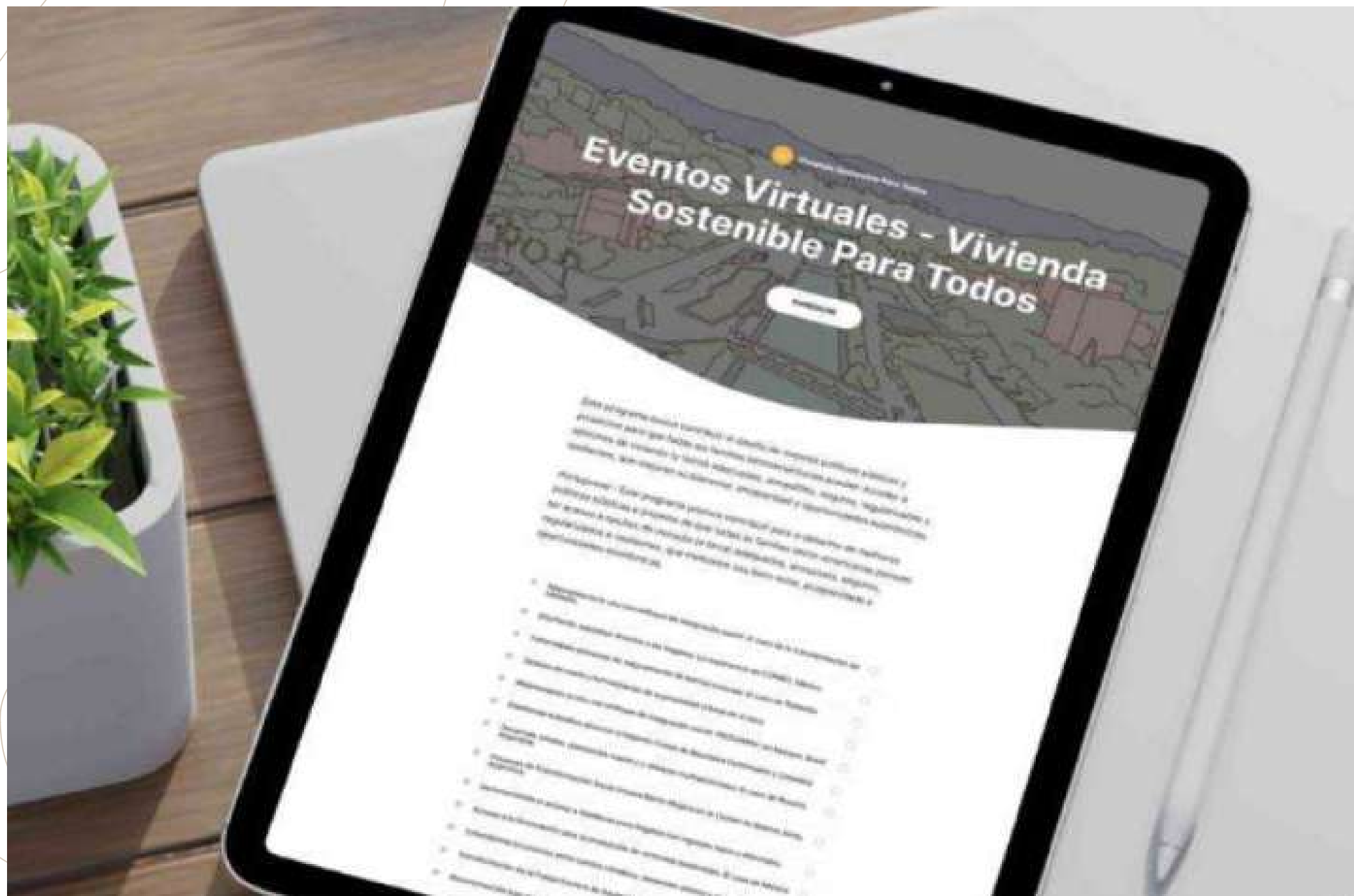
**Healthy Kulchas  
thrive here!**

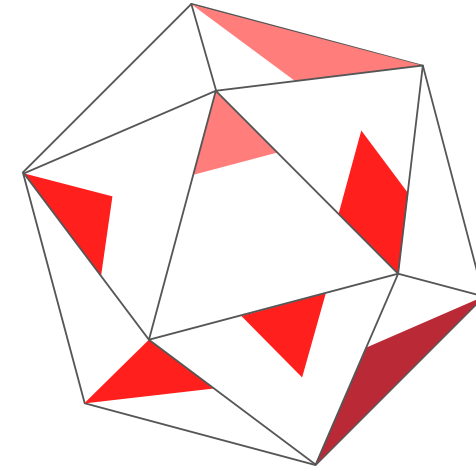
Feed pregnant moms and babies  
healthy foods to ensure your child  
reaches their full potential!



# E-Learning

FIFARMA - World Bank Group

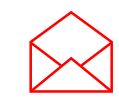




**FLUYT**

**Embark on a creative journey with us**

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| [hello@fluyt.org](mailto:hello@fluyt.org)



| [www.fluytdesign.com](http://www.fluytdesign.com)



| [www.linkedin.com/company/fluytdesign/](https://www.linkedin.com/company/fluytdesign/)



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Wilmington NC 28411

