

We work with organizations and entrepreneurs with the audacity to insist on ushering in a better future for all.

Embark on a creative journey with us.

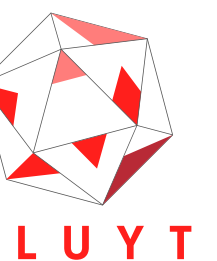
A stylized illustration of a mountain range with a large red sun rising behind the peaks. The mountains are rendered with fine, parallel lines to create a sense of depth and texture. The sun is a solid red circle with a thin white outline, positioned centrally behind the mountain range.

www.fluytdesign.com

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 16 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.



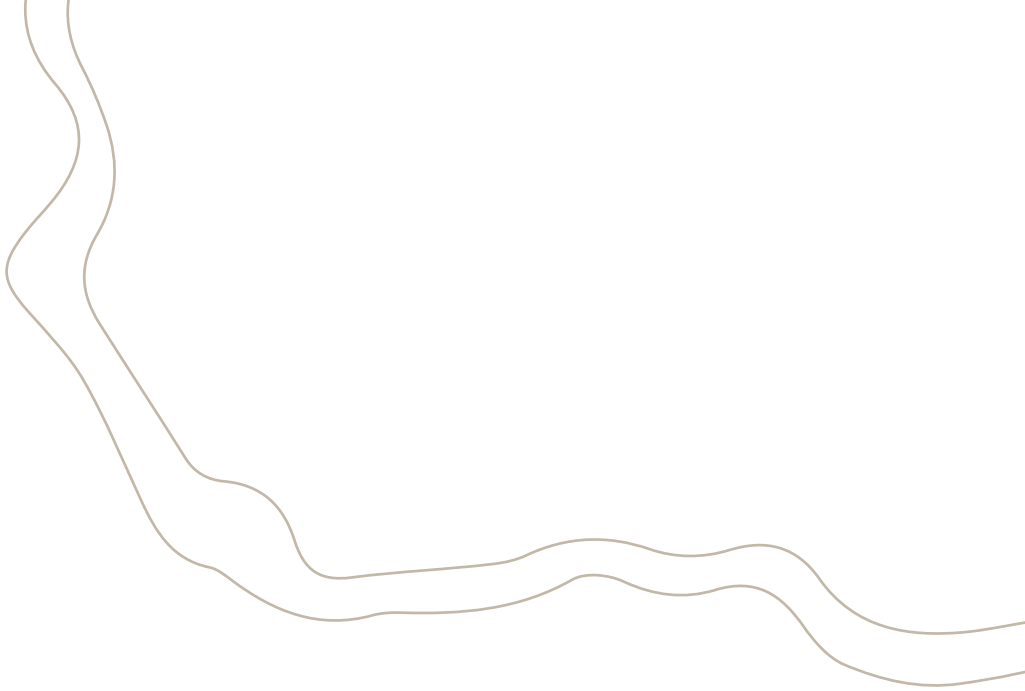


Legacy

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.

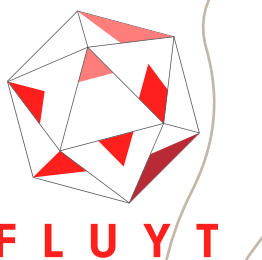
What was the secret behind the fluyt’s invention? Collaboration. The fluyt’s design grew out of close cooperation between merchants, sailors and guilds who shared their mutual knowledge and experience to change the game.



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

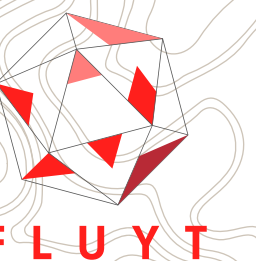
- Branding
- Web Design
- Graphic Design
- Illustration

MULTIMEDIA

- Animation & Video Production
- Podcast
- Digital Marketing & Social Media Campaigns

LEARNING

- Micro-learning Experiences
- Online Training
- Case Study Writing
- Knowledge Sharing Strategies





Global change-makers
trust us with their brands



CHANGEABLE

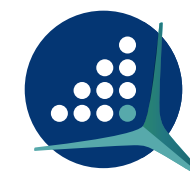
databoom



FIFARMA



KraftHeinz



Mann Global Health



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



Liliana Parra

**Founder
& Strategist**

MA communications.
The Johns Hopkins University



Katie Aung Din Taylor

**Branding &
Communications Strategist**

MA communications.
The Johns Hopkins University



Germán Espejo

**Strategist & New Business
Developer**

Government and International Relations.
Externado University



Alvaro Salgado

**Public Affairs
Lead**

Lawyer.
Los Andes University

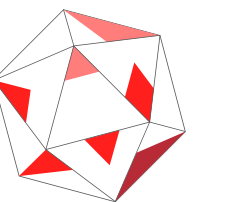


Nicolás Espejo

Creative Director

Advertising.
Jorge Tadeo Lozano
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
& Illustrator**

Graphic Design.
IU Barranquilla



Susana Díaz

**Graphic Designer
& Illustrator**

Graphic Design.
Javeriana University

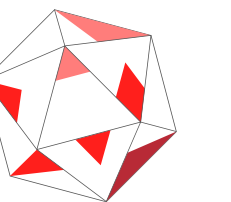


Gabriel Pérez

Web Developer

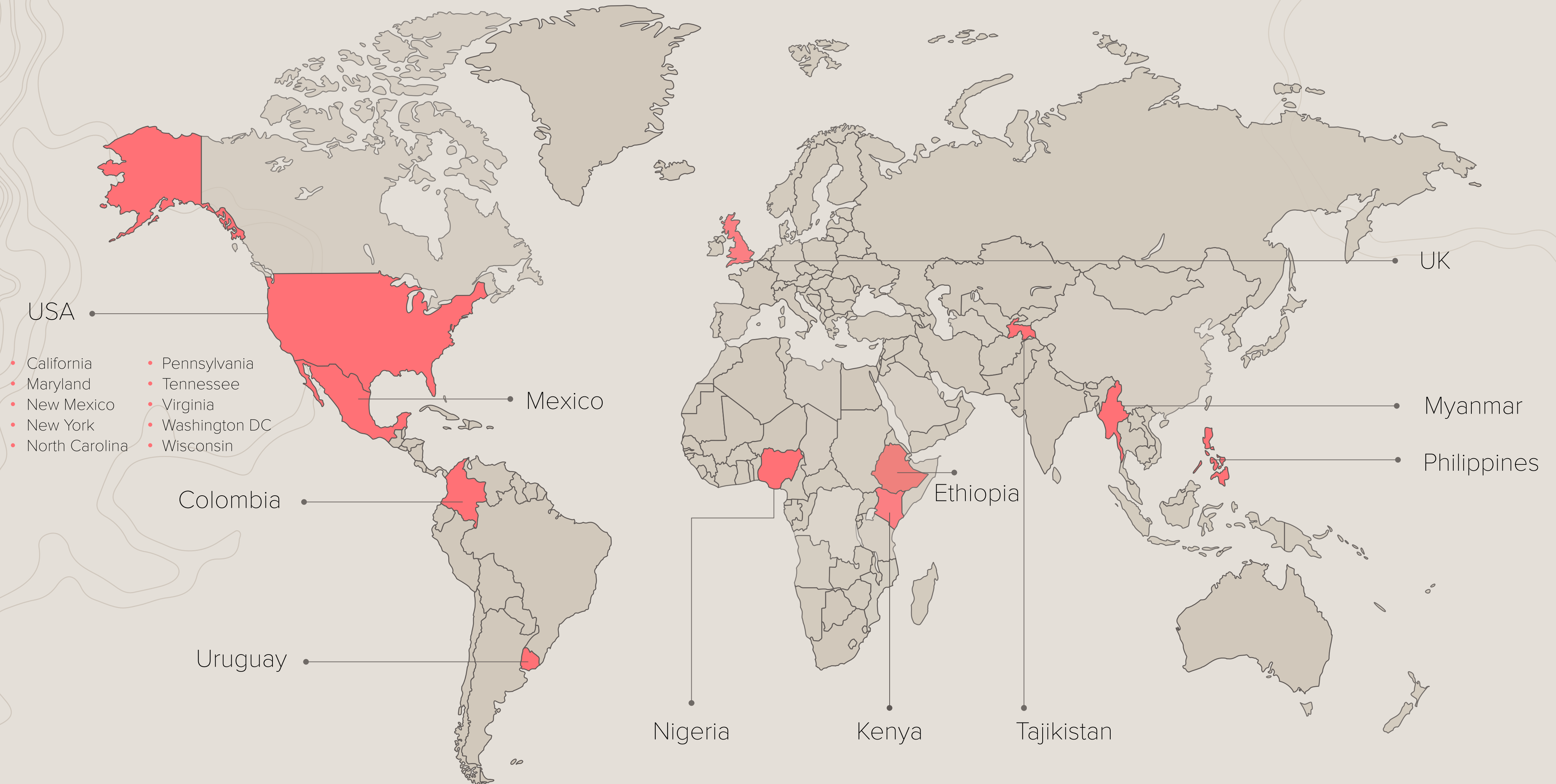
Graphic Design.
University of Nariño

DESIGN TEAM



FLUYT

Countries and US States we have worked in



Testimonials

“

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

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

CHANGEABLE

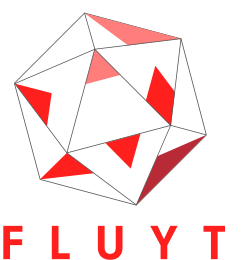
“

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


EngenderHealth





SHOW DON'T TELL

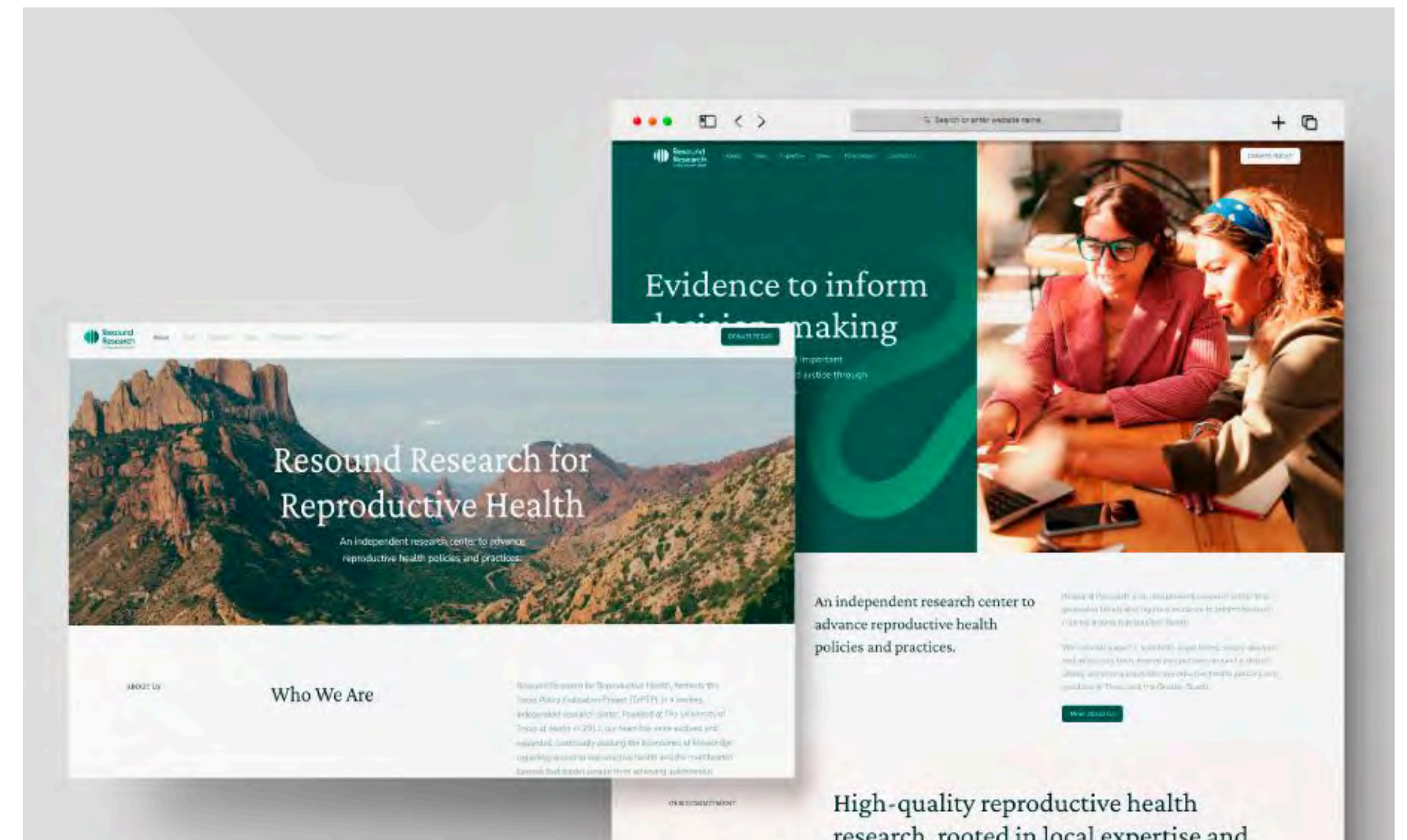
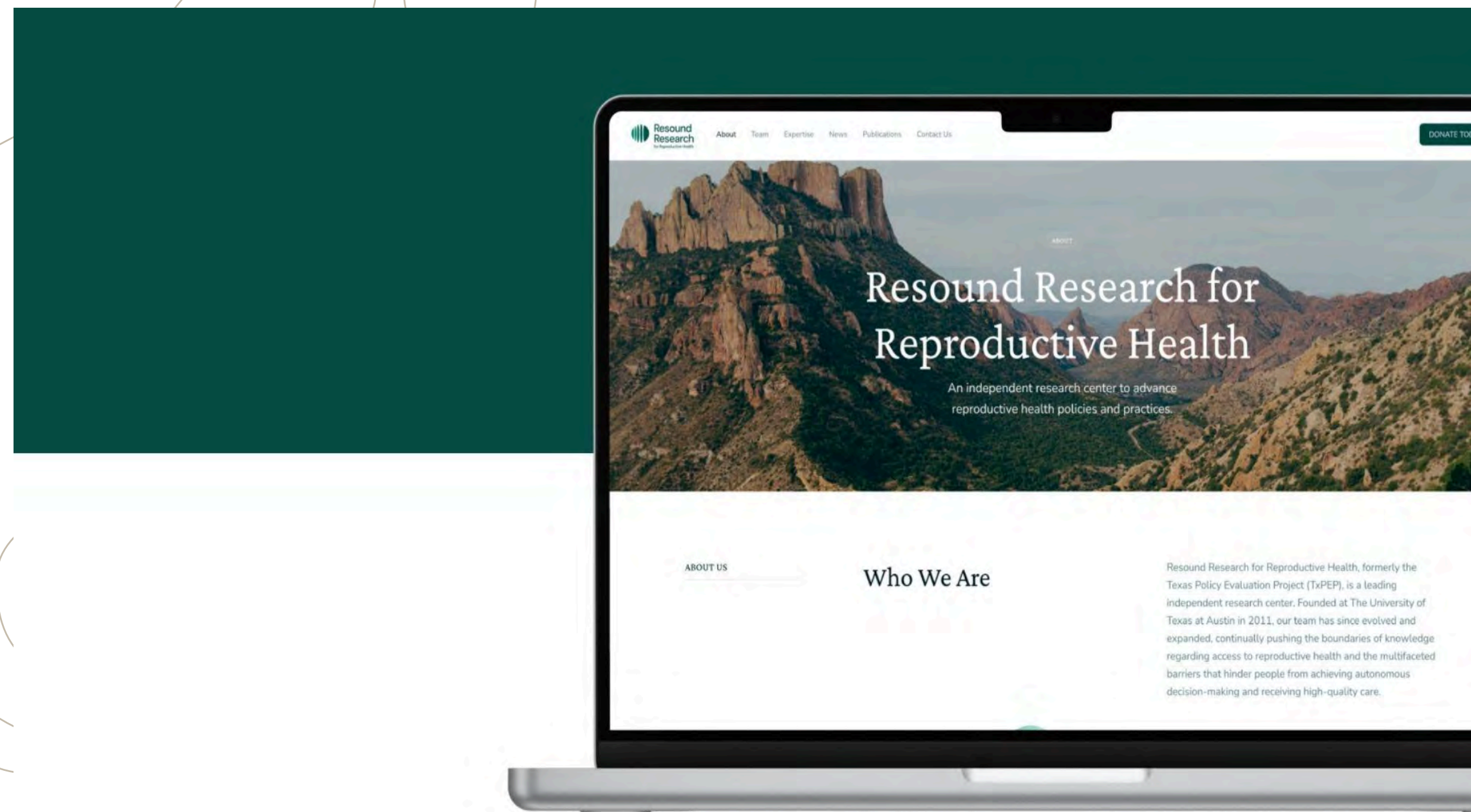
Branding

AFIDRO - ECC - EngenderHealth



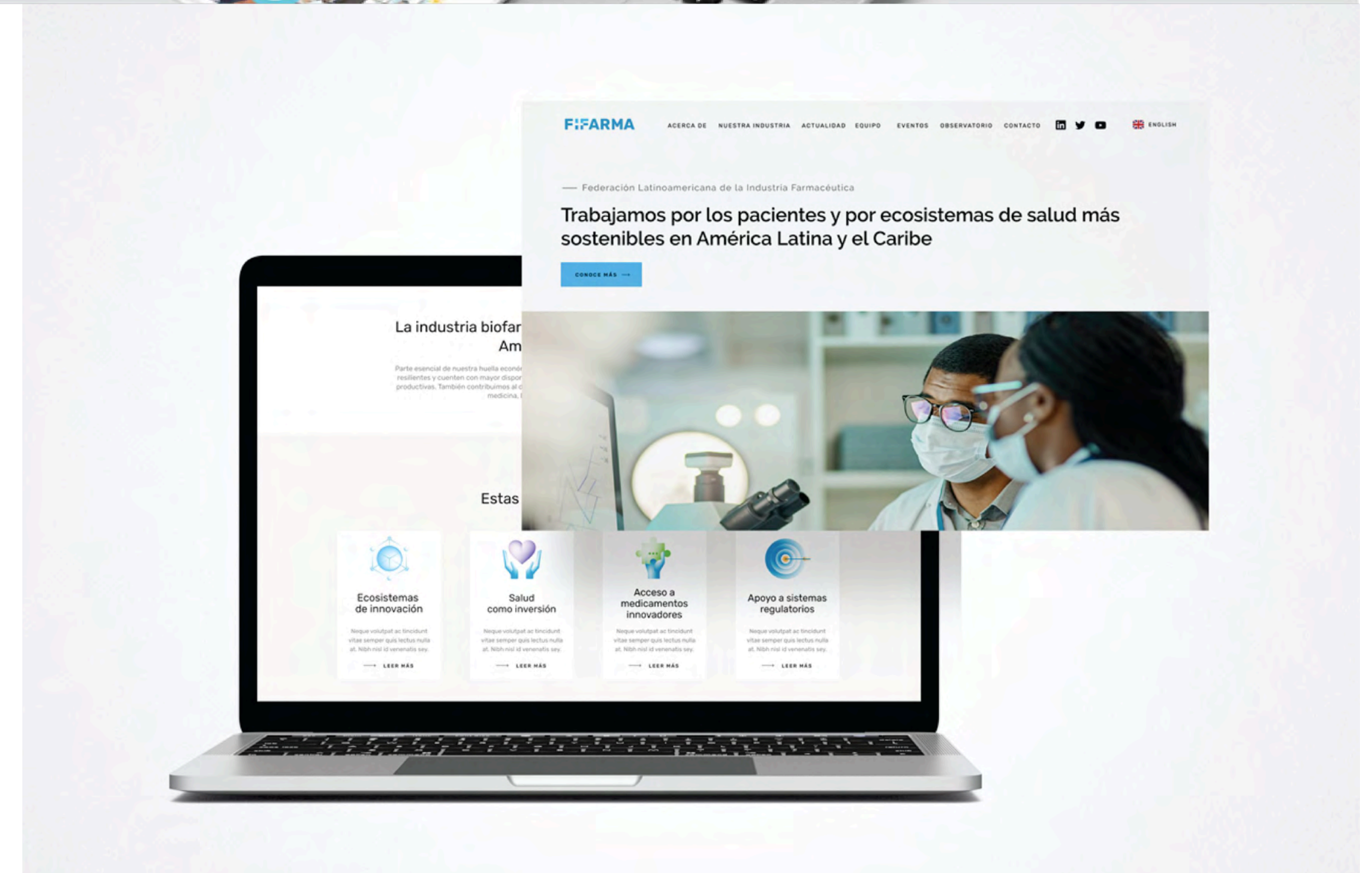
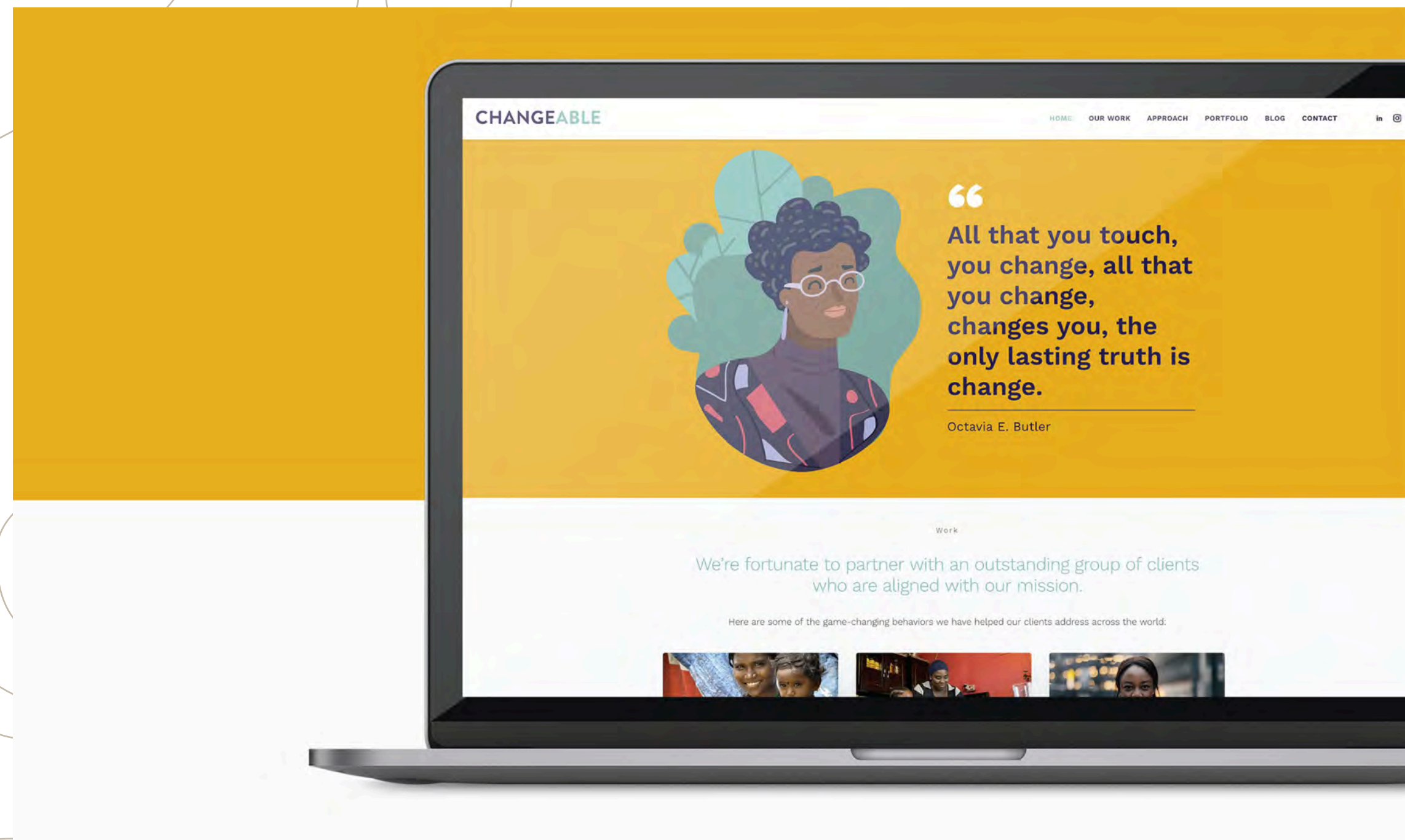
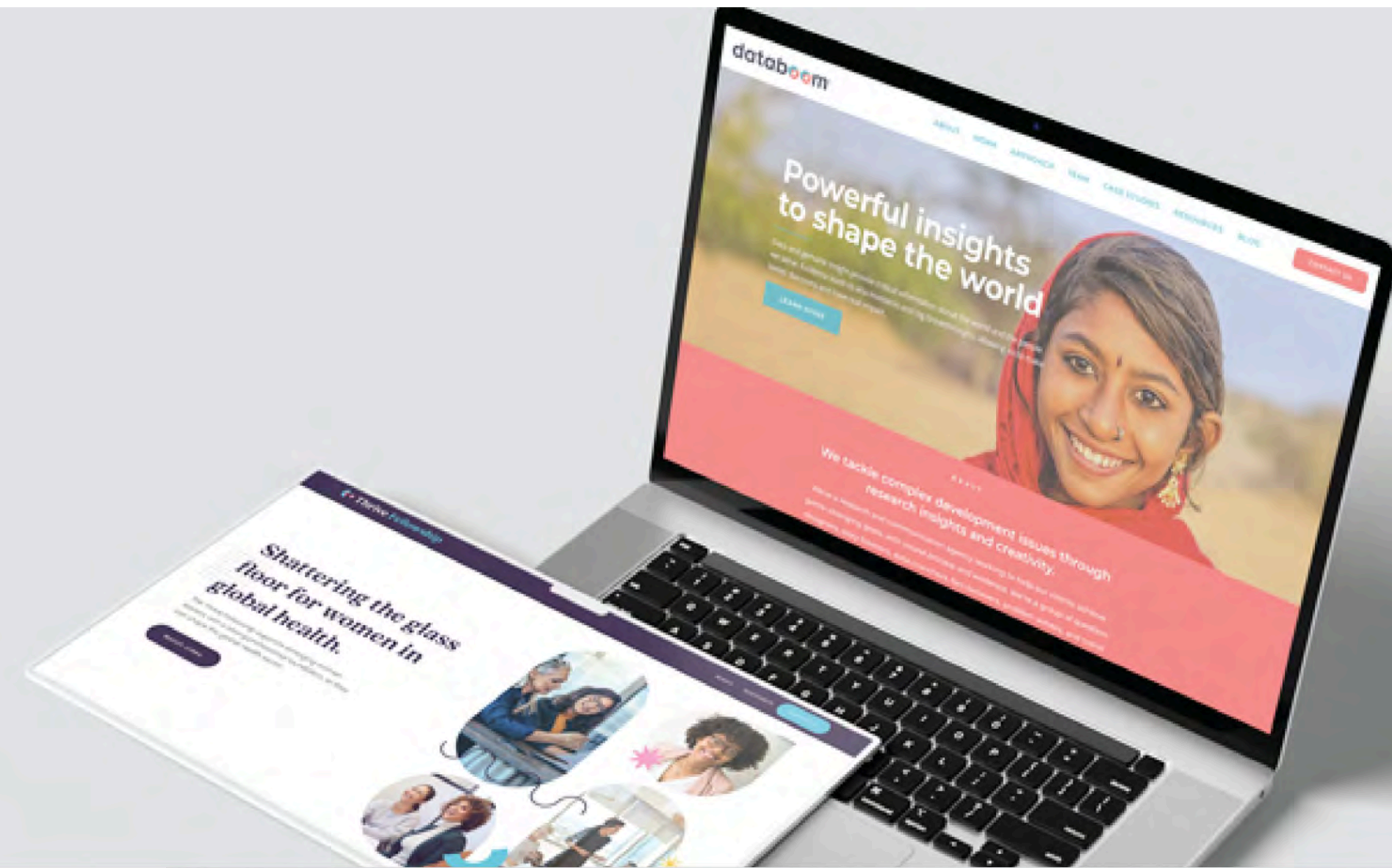
Web Design

Resound Research



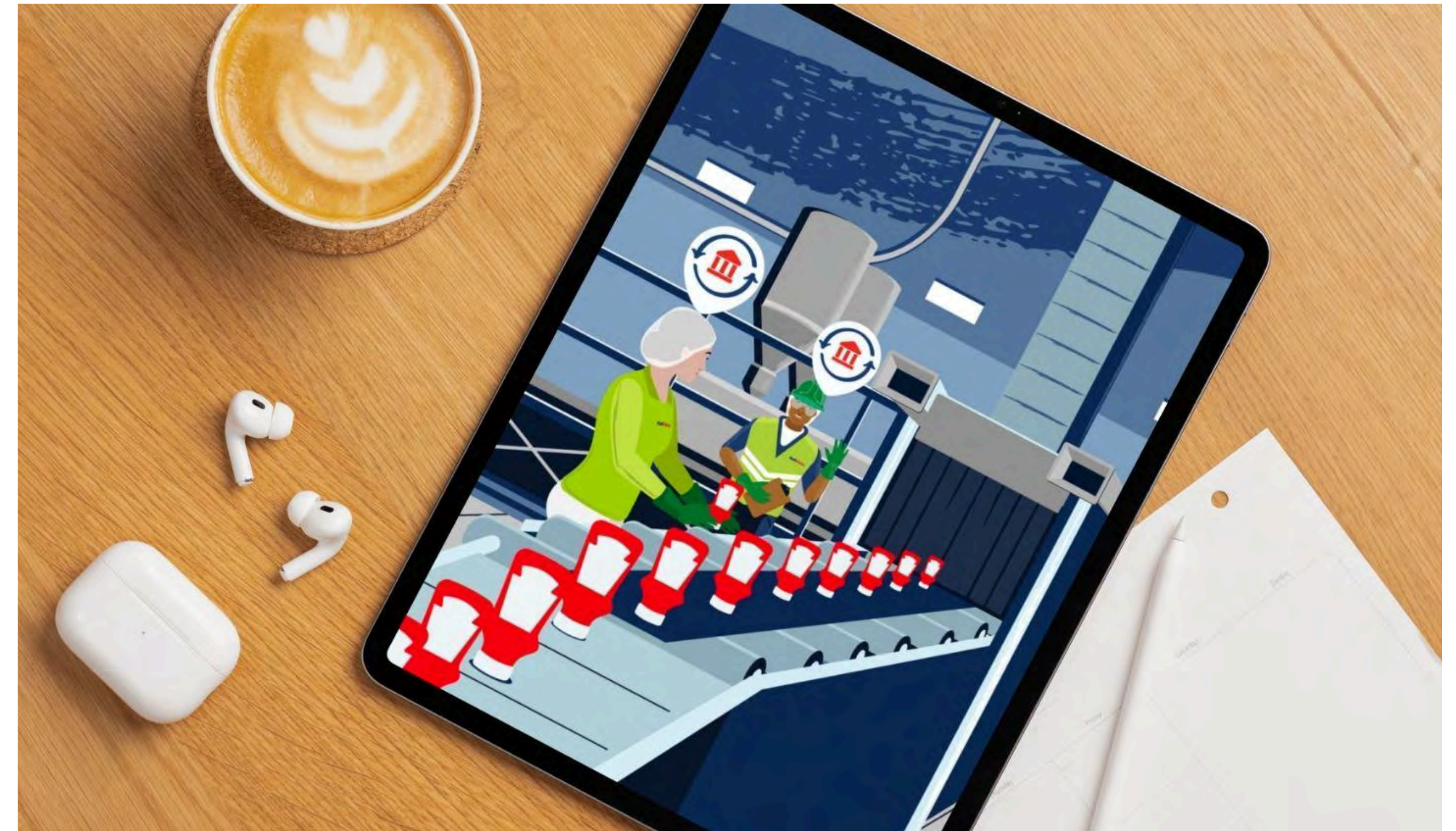
Web Design

FIFARMA - Changeable - Databoom



Internal Communications

Kraft Heinz Company

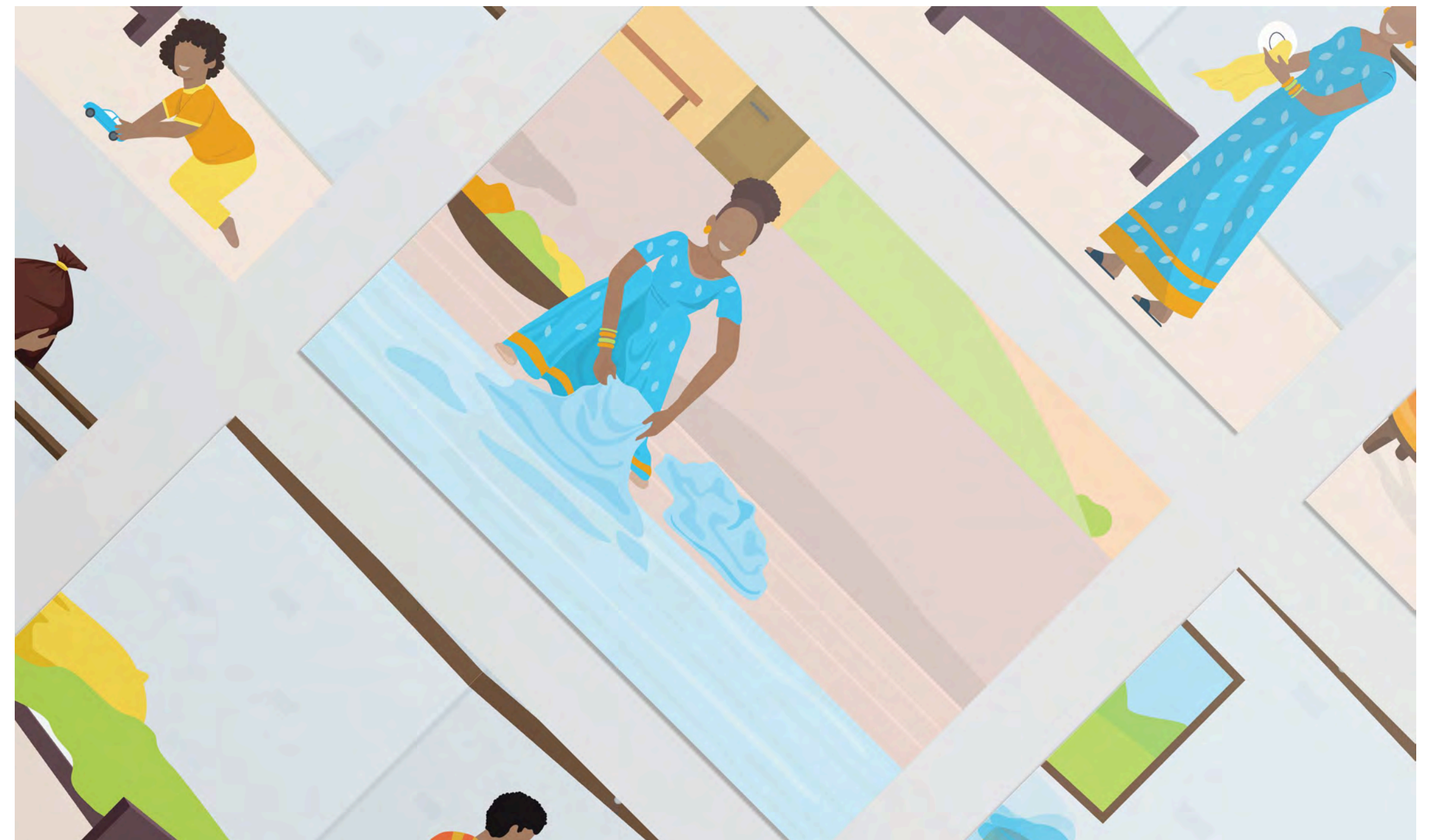
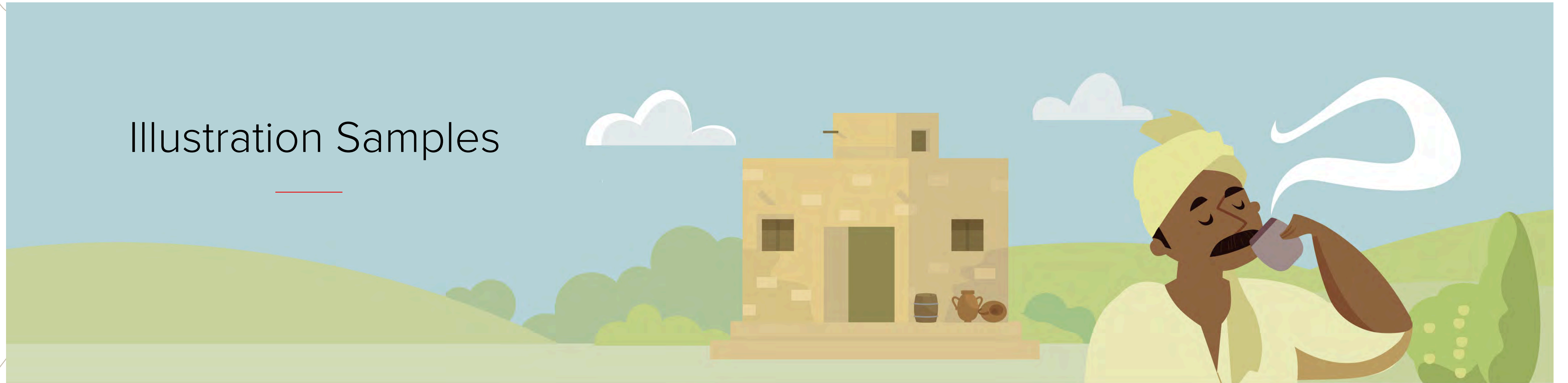


Internal Communications

Workday



Illustration Samples



Illustration

International Rescue Committee (IRC)



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.

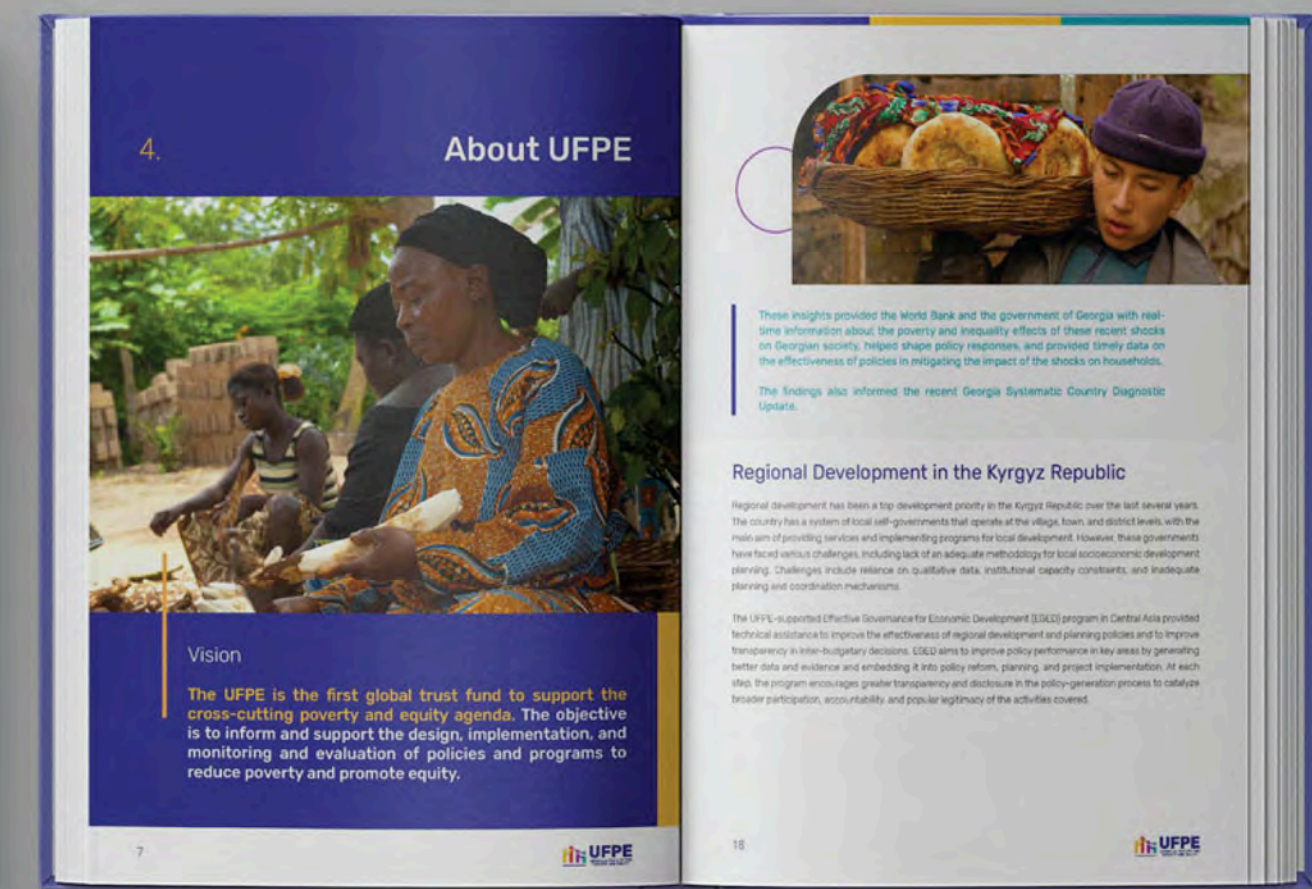
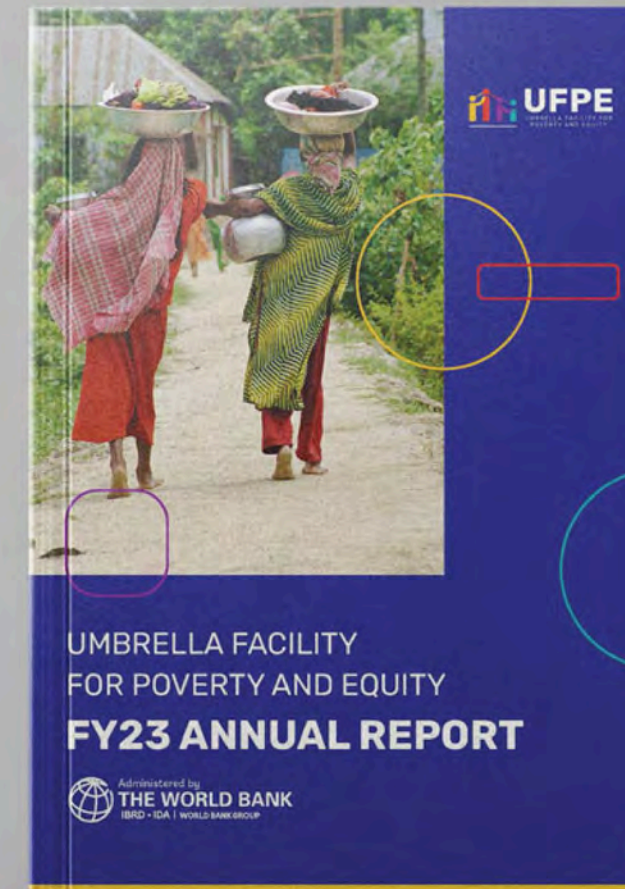


آدم يحبّ التعلّم واللعب، ولكنه غير قادر
على الالتحاق بالتعليم ما قبل الابتدائي.



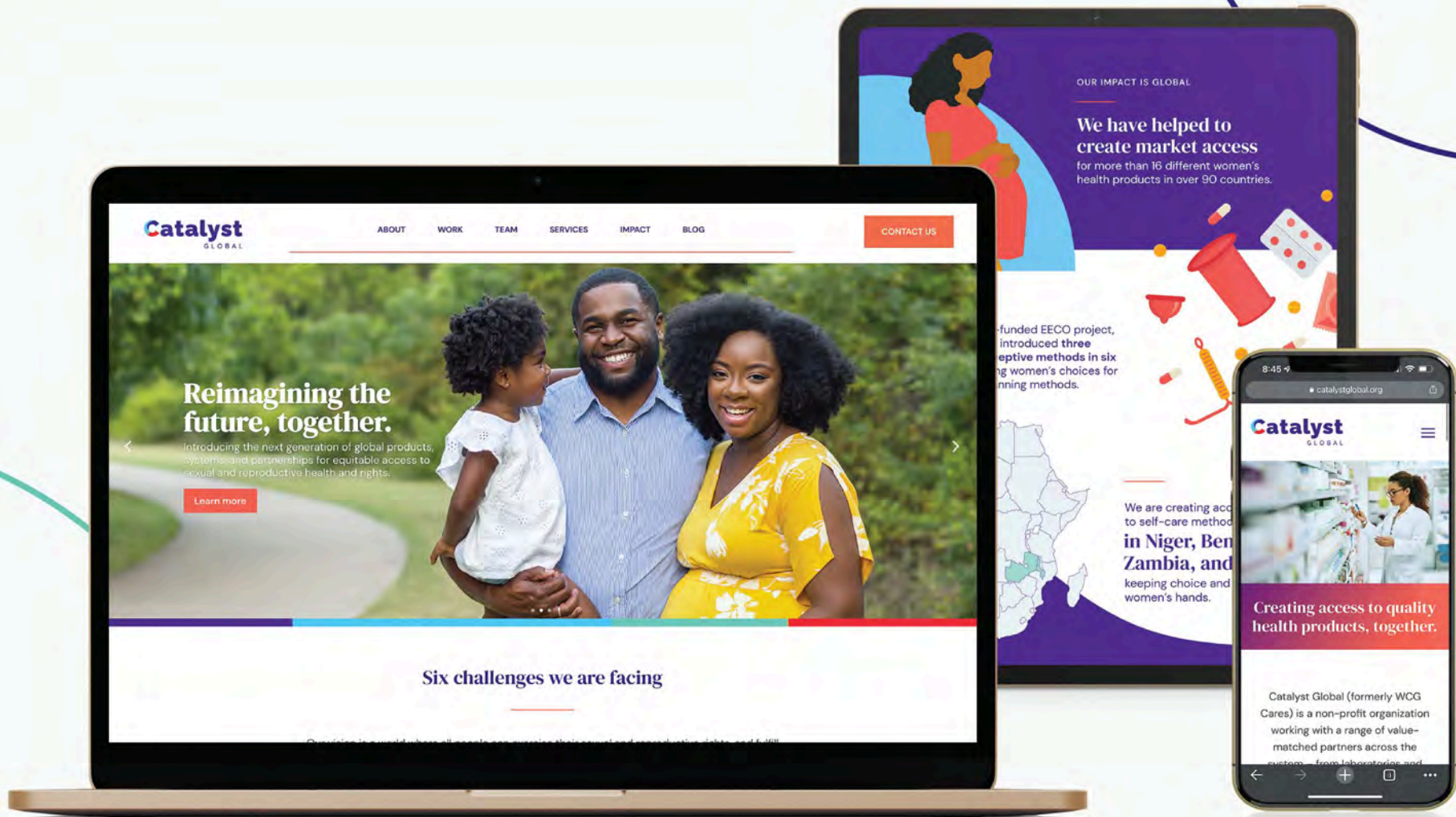
Editorial Design

The World Bank (UFPE) - International Rescue Committee



Brand Strategy

Catalyst Global



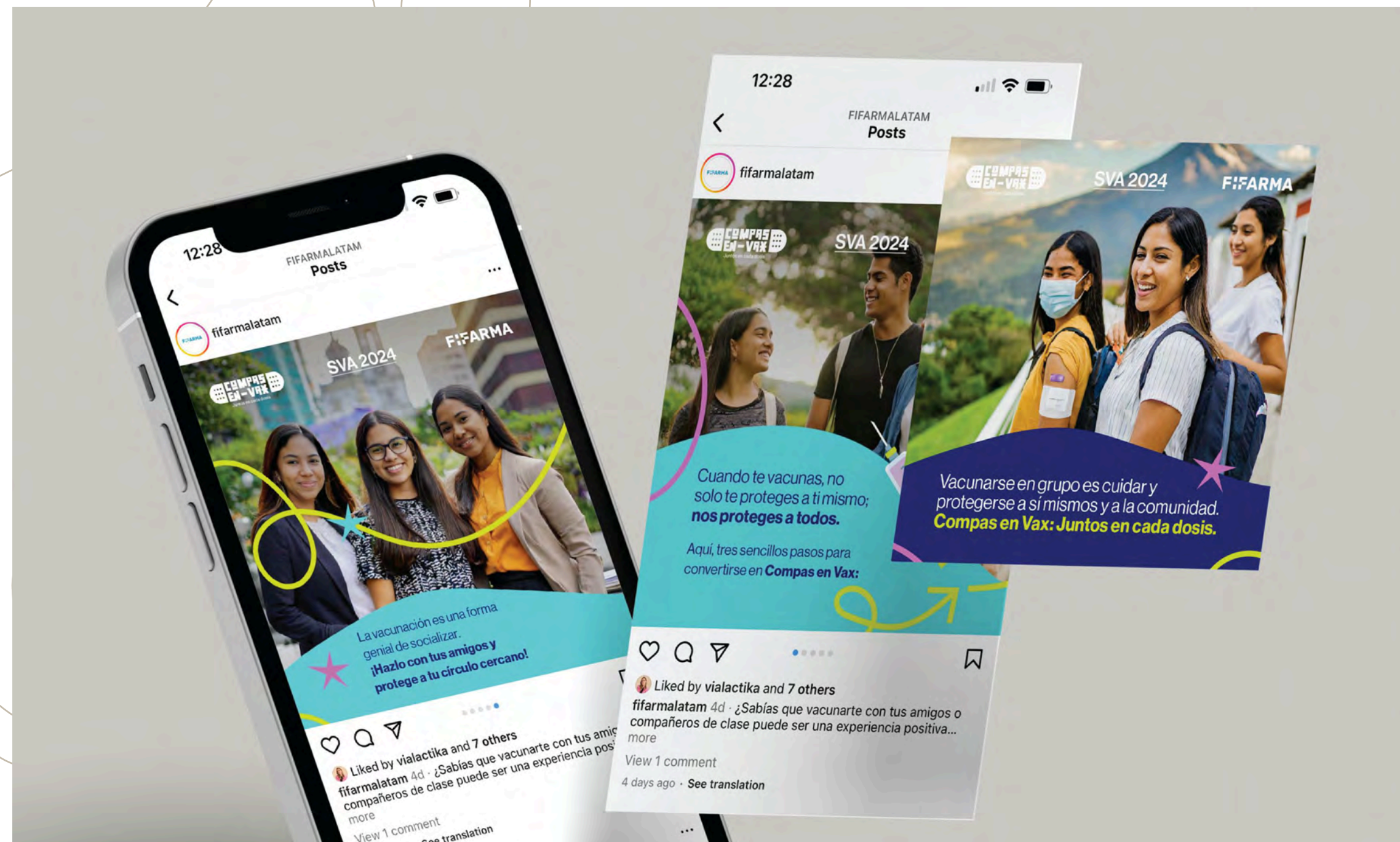
Brand Strategy

EngenderHealth



Digital Marketing

FIFARMA

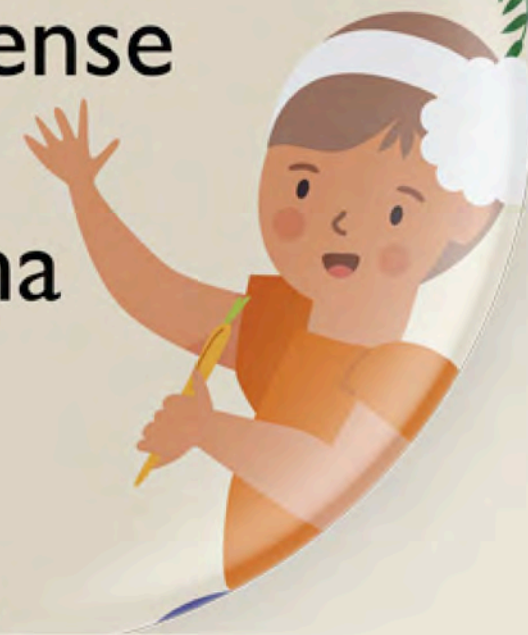


Behavior Change Communication Campaigns

USAID Tajikistan



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



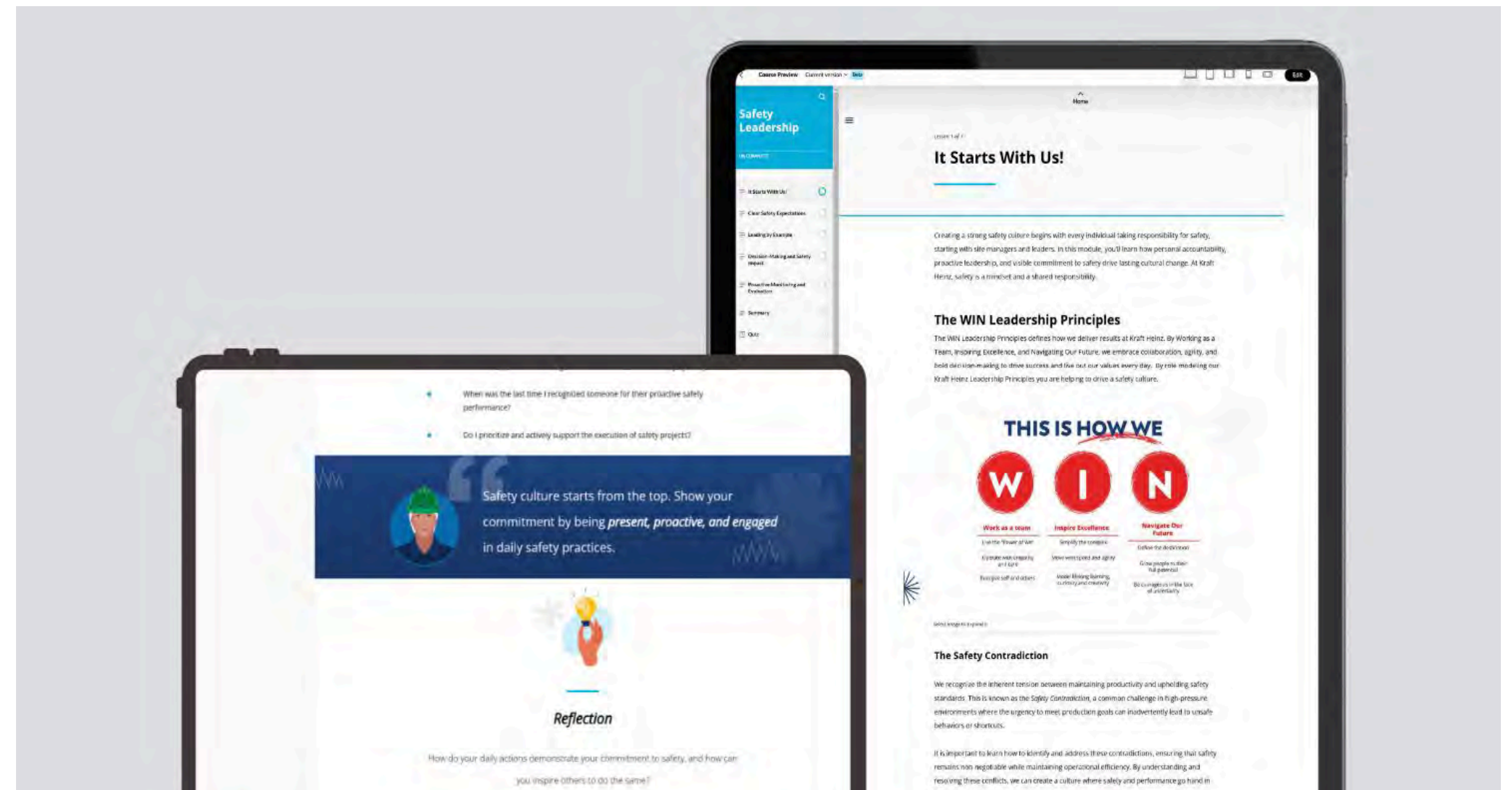
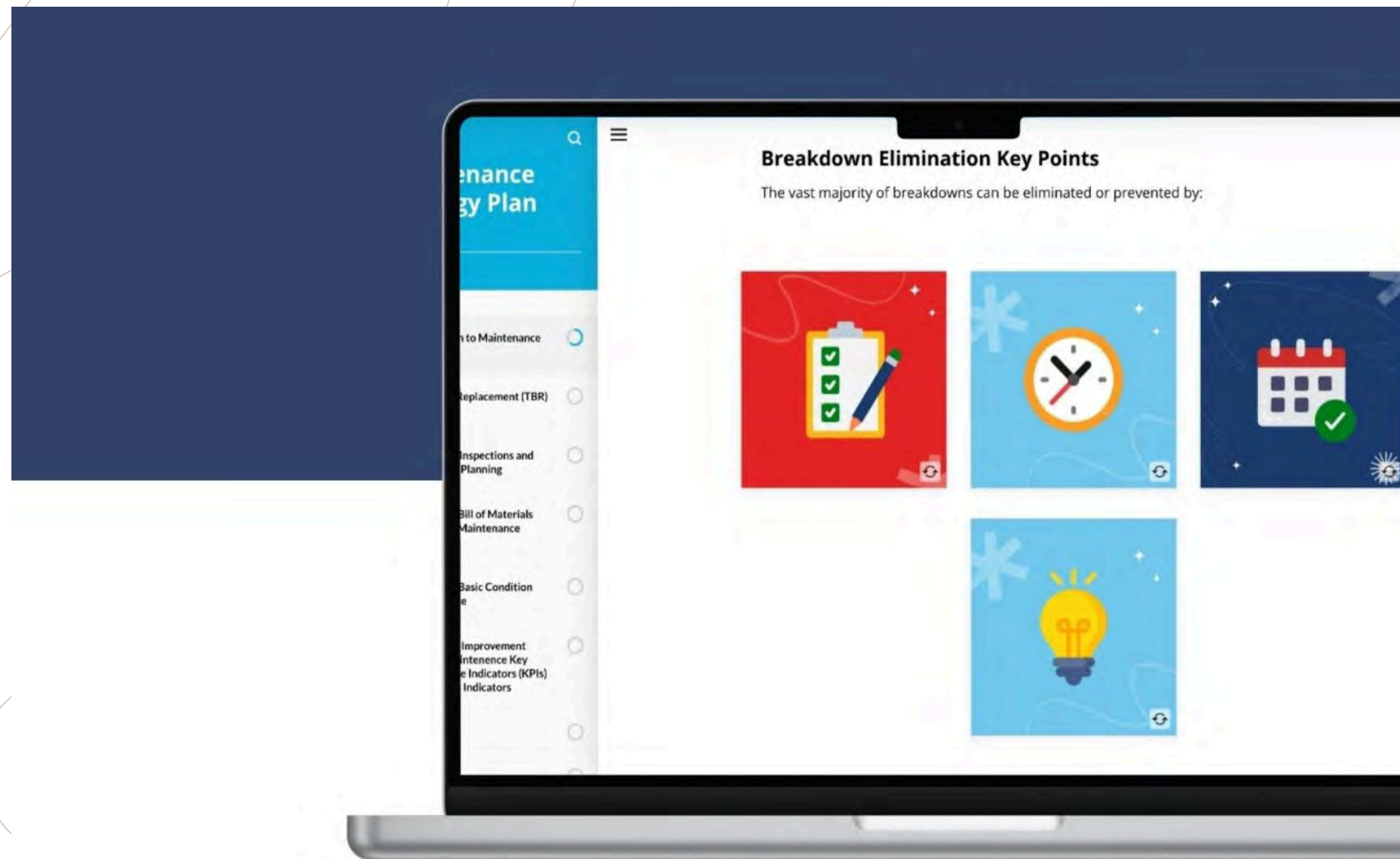
**Healthy Kulchas
thrive here!**

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



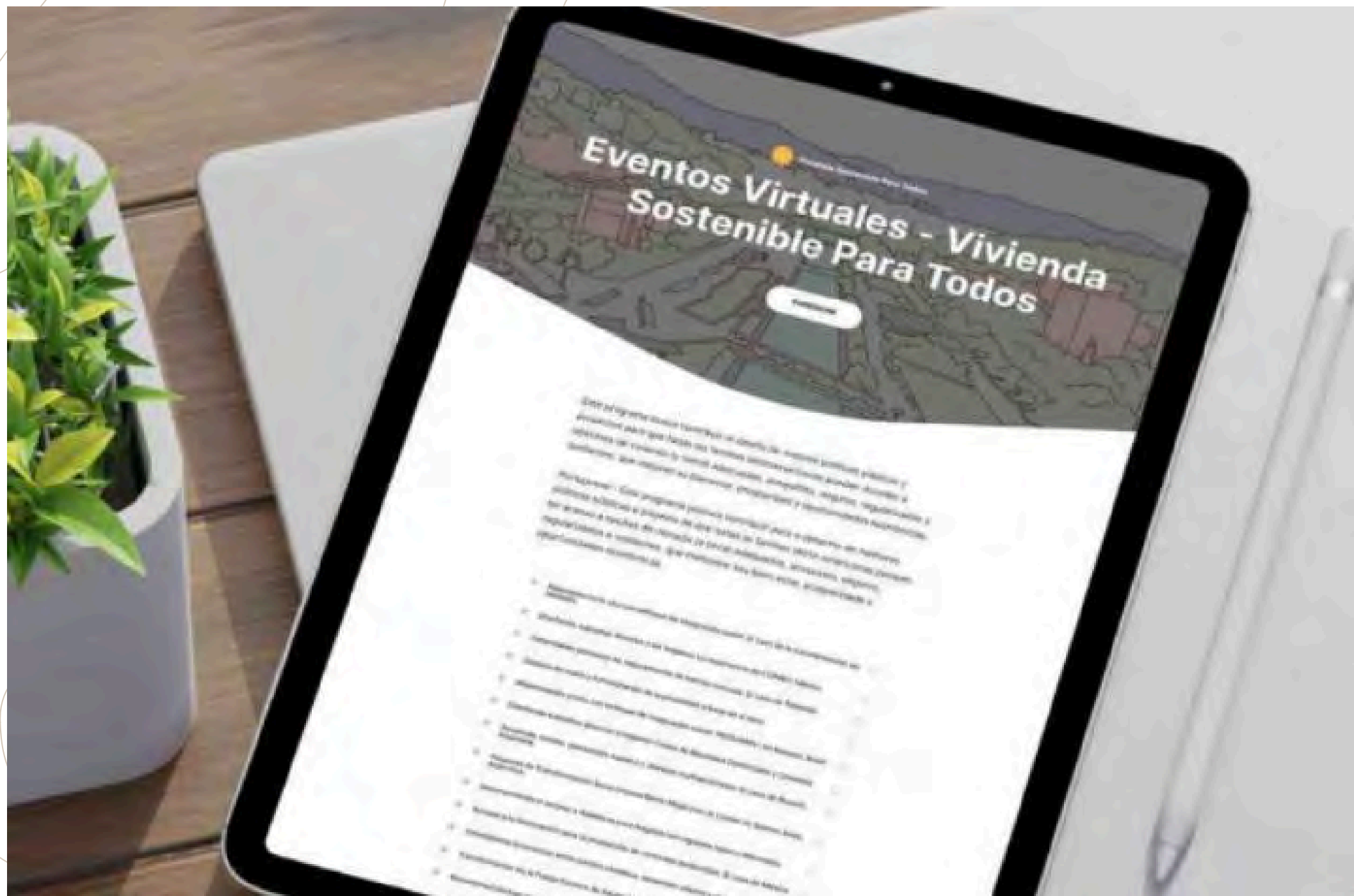
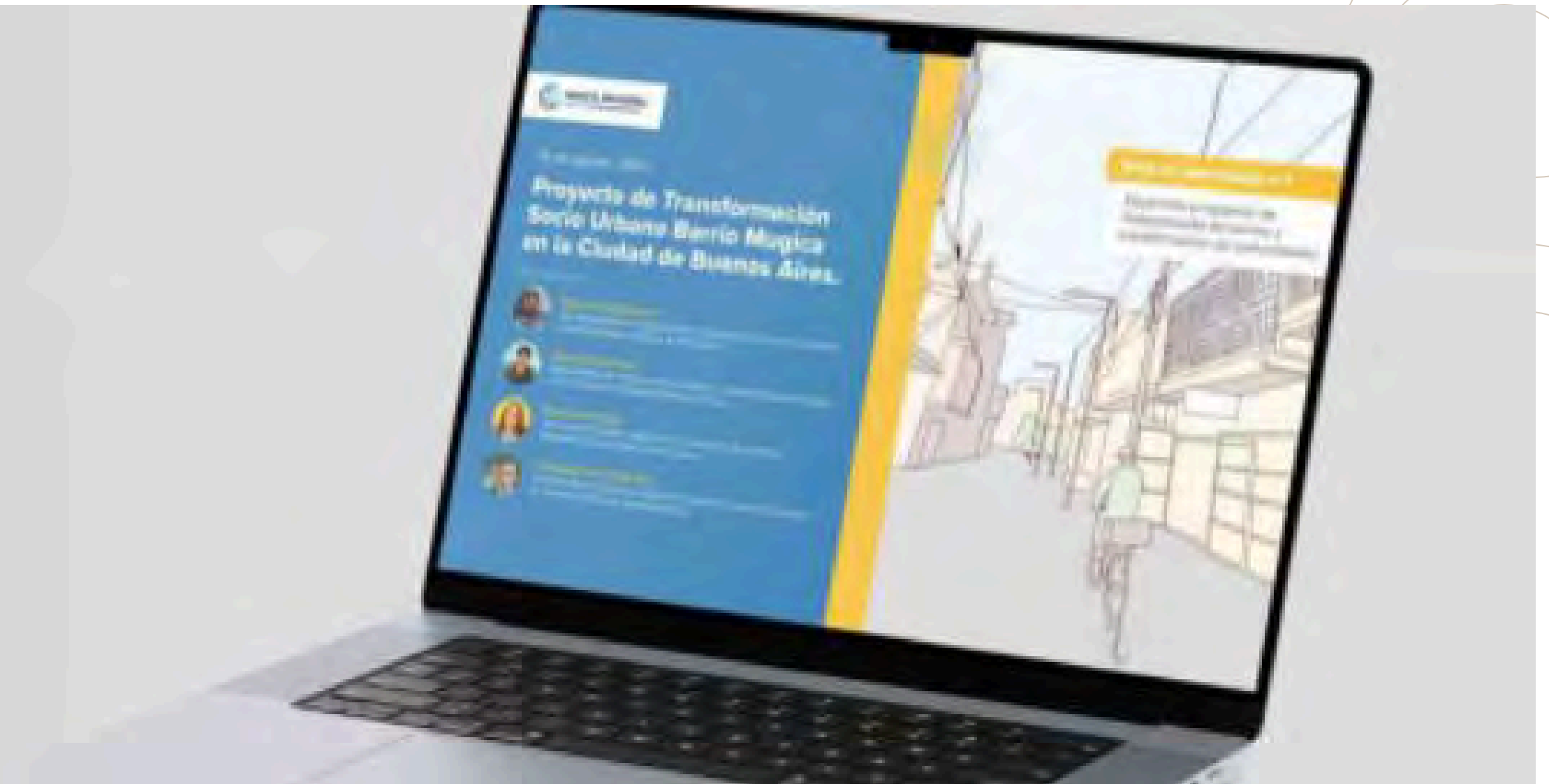
E-Learning

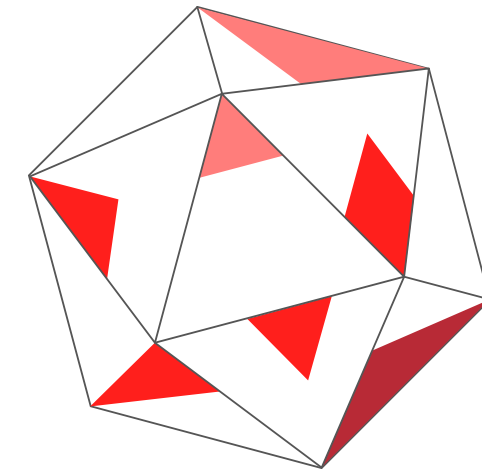
KHMS - Kraft Heinz Company



E-Learning

FIFARMA - World Bank Group





FLUYT

Embark on a creative journey with us



| hello@fluyt.org



| www.fluytdesign.com



| www.linkedin.com/company/fluytdesign/



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