

FLUYT

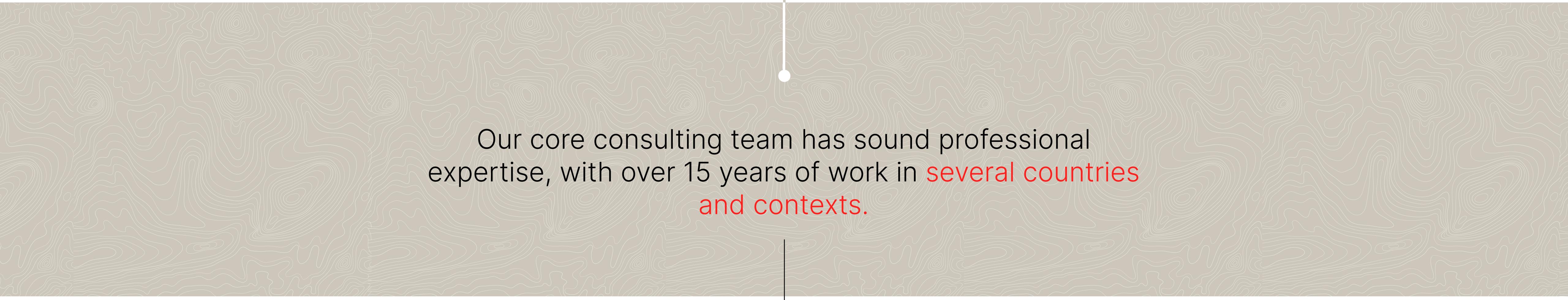
Think differently, find your voice, and bring big ideas to life. We're a strategic communications, learning, and creative design studio with a bias for social change. We work with exciting organizations and entrepreneurs who have uncommon courage and the audacity to insist on ushering a better future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

Embark on a creative journey with us.



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 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

Life is about the journey, not the destination.

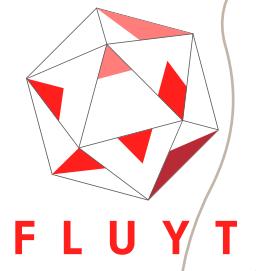
We believe the same goes for making an impact.

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 rooted in evidence, leveraging contemporary communication frameworks and behavioral insights.

We'll speak your language

Understanding your industry, competitive landscape, and culture is our priority. We adapt quickly, ensuring we communicate in a way that resonates with you and your audience.

The F L U Y T way

We make it work

Our design solutions are crafted to be functional, visually striking, and perfectly aligned with your goals. We avoid clichés and aim for work that stands out and leaves a great impression.

We are small and that's good

As a small, woman-owned business, we build meaningful relationships based on mutual respect, knowledge sharing, and shared value.

We never miss a deadline

Deadlines matter, and we meet them—every single time.



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



CHANGEABLE



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



Liliana Parra

**Founder
and Strategist**

MA communications.
The Johns Hopkins University.



Nicolás Espejo

Creative Director

Advertising.
Jorge Tadeo Lozano
University.



Germán Espejo

**Communications
Specialist**

Communications and Journalism.
Javeriana University.

DESIGN TEAM

**Carlos Ribero****Creative Director**

Marketing and Advertising
Santander University.

**Ma. Camila Farfán****Art Director**

Industrial Design.
Javeriana University.

**Felipe Bohórquez****Motion Designer**

Graphic Design.
Jorge Tadeo Lozano University.

**Susana Díaz****Graphic Designer
and Illustrator**

Visual Arts.
Javeriana University.

**Gabriel Pérez****Web Developer**

Graphic Design.
University of Nariño.

PARTNERS



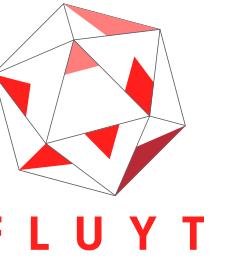
**JUAN
CUEVAS**

Audio and Sound Design Partners

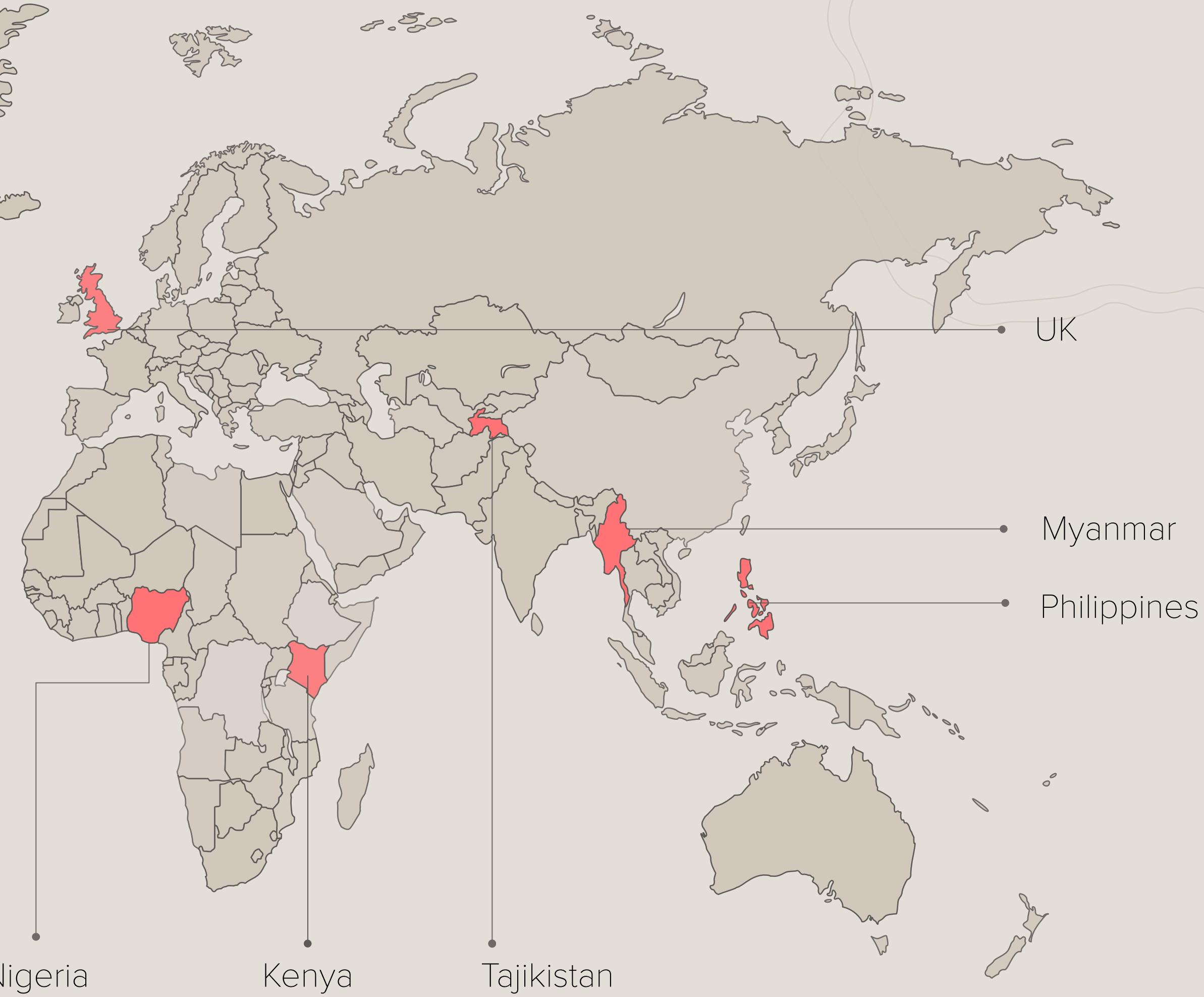


Centribal®

Customer Relations Partner



Countries and US States we have worked in



Testimonials

“

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!

Alexa Frincu

CAD/CAM Engineer |
Kraft Heinz Company

KraftHeinz

“

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

Motion Graphics & Character Animation



Watch video



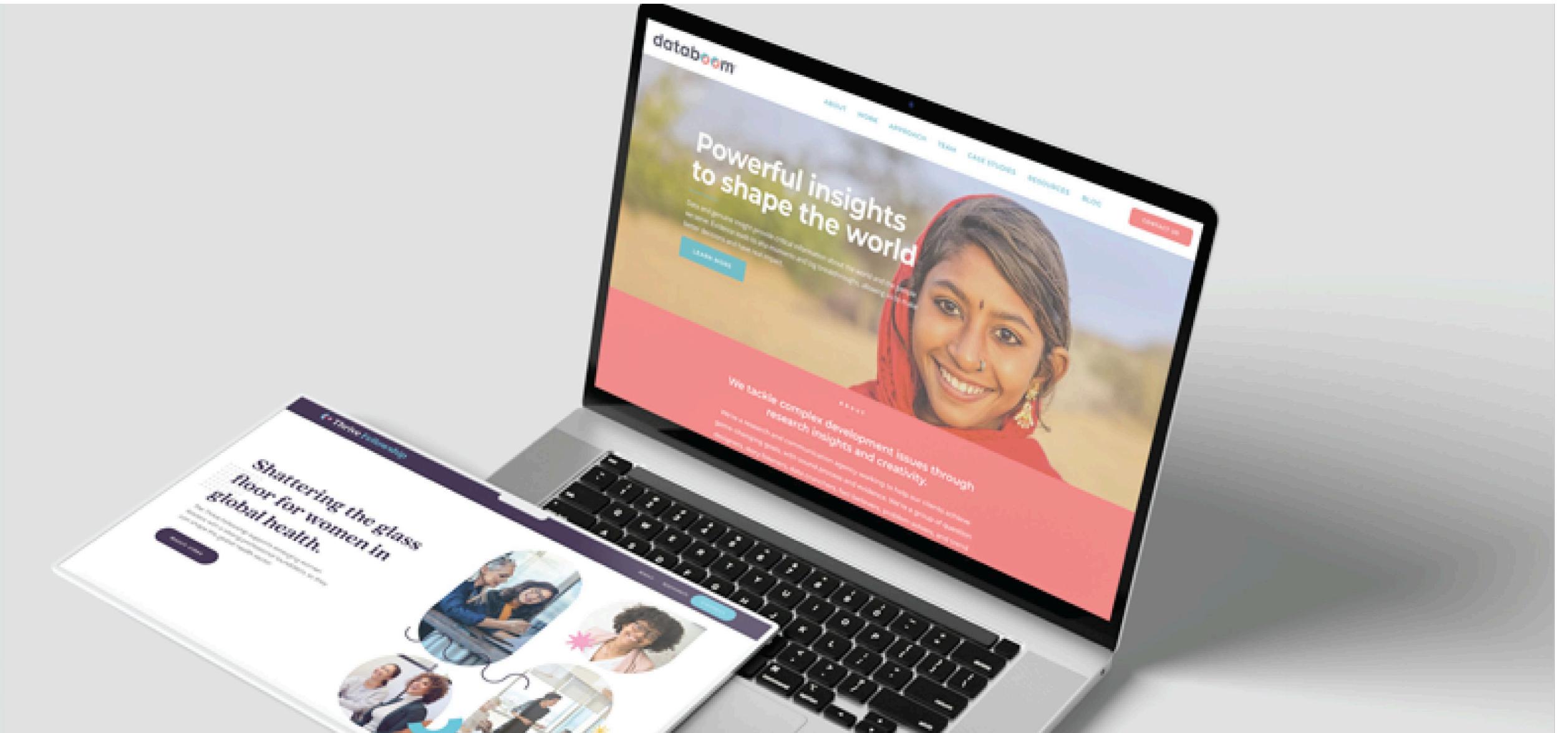
Branding

AFIDRO - ECC - EngenderHealth



Web Design

FIFARMA - Changeable - Databoom



A laptop screen showing the Changeable website. The background is yellow. On the left, there is a stylized illustration of a person with curly hair. A quote by Octavia E. Butler is displayed: "All that you touch, you change, all that you change, changes you, the only lasting truth is change." Below the quote is the name "Octavia E. Butler". The navigation bar at the top includes links for HOME, OUR WORK, APPROACH, PORTFOLIO, BLOG, and CONTACT. The main content area features a "Work" section with a sub-section for "We're fortunate to partner with an outstanding group of clients who are aligned with our mission." Below this is a section with a grid of small images.

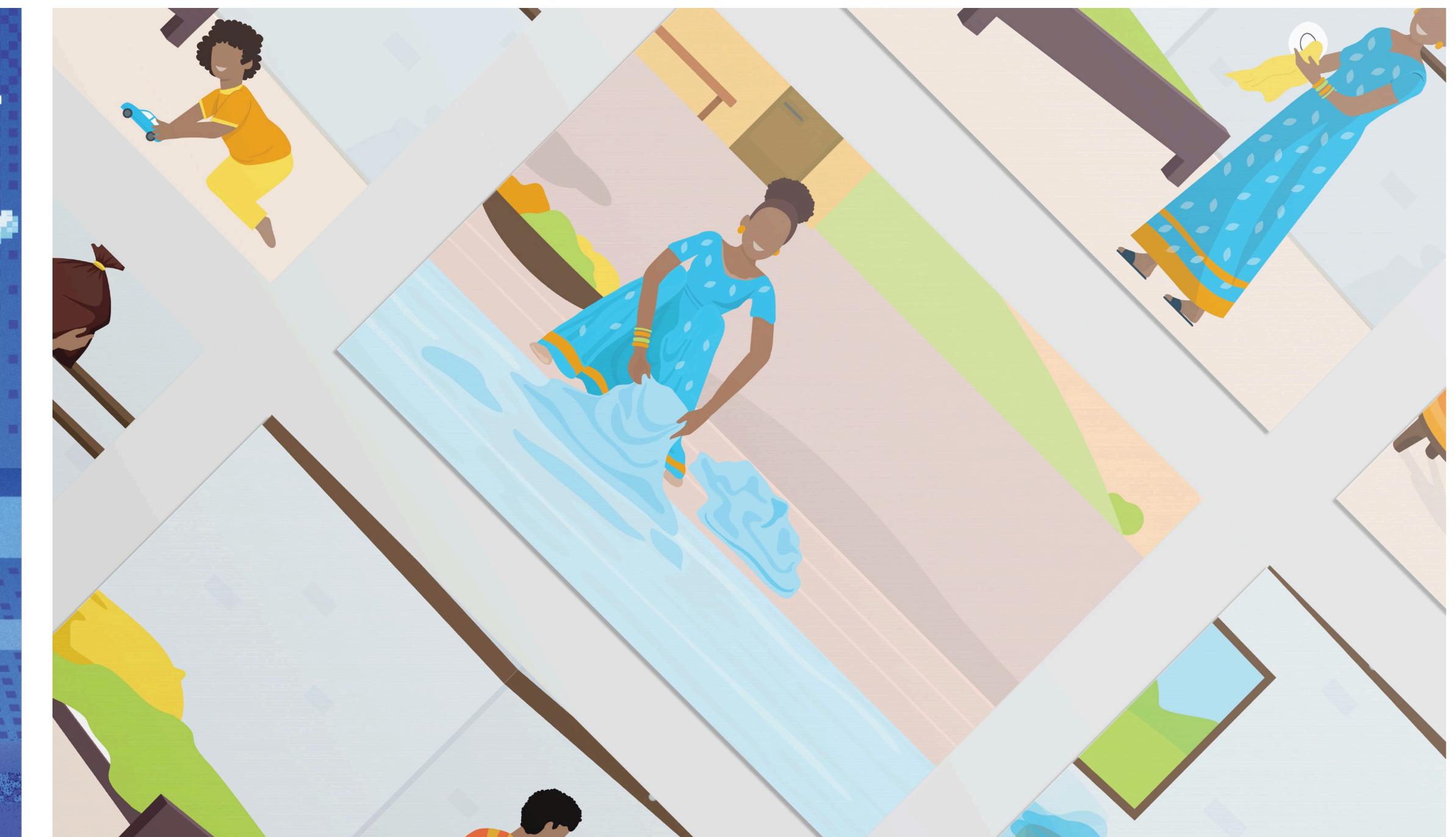
A laptop screen showing the FIFARMA website. The header features the FIFARMA logo and links for ACERCA DE, NUESTRA INDUSTRIA, ACTUALIDAD, EQUIPO, EVENTOS, OBSERVATORIO, and CONTACTO. Below the header, there is a section with text and a "CONOCE MÁS" button. The main content area features a large image of two medical professionals in a lab setting. Below the image are four sections with icons and text: "La industria biofarmacéutica", "Estas", "Ecosistemas de innovación", "Salud como inversión", "Acceso a medicamentos innovadores", and "Apoyo a sistemas reguladores". Each section has a "LEER MÁS" button.

Internal Communications

Workday



Illustration Samples



Illustration

International Rescue Committee



Adam's Journey of Learning

The Ahlan Simsim Remote Early Learning Program

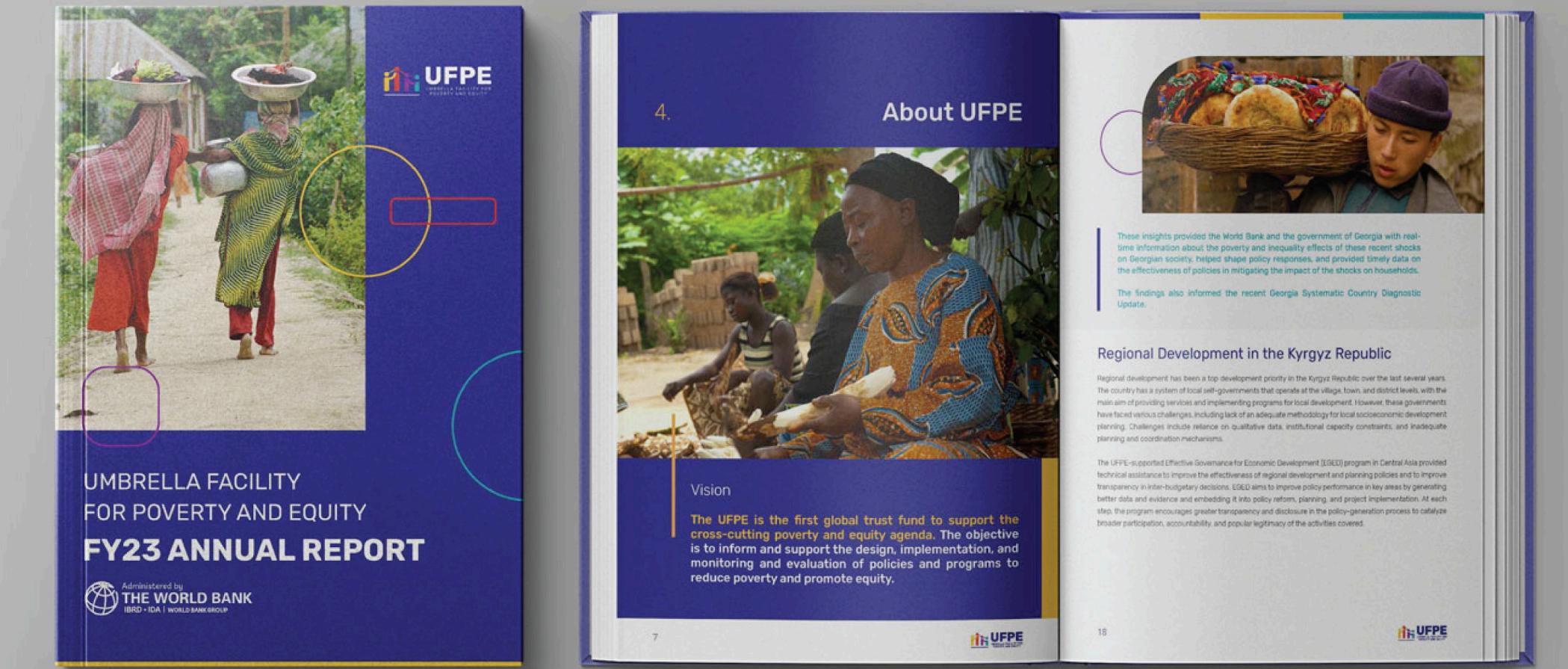


هذه قصّة آدم الذي أُجبر على ترك
بيته بسبب الأزمات والنزاعات.

آدم يحب التعلّم واللّعب، ولكنه غير قادر
على الالتحاق بالتعلّم ما قبل الابتدائي.

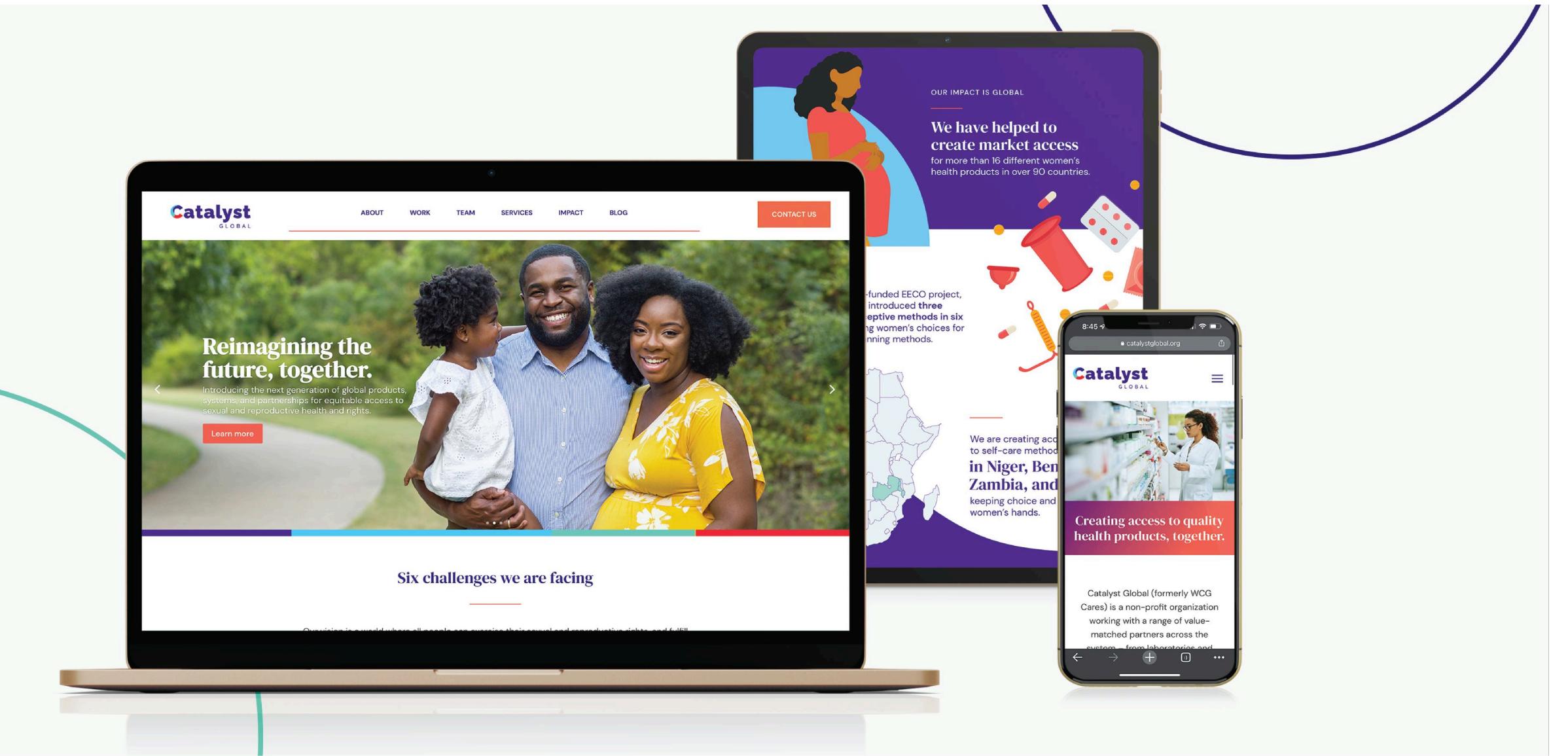
Editorial Design

World Bank - International Rescue Committee



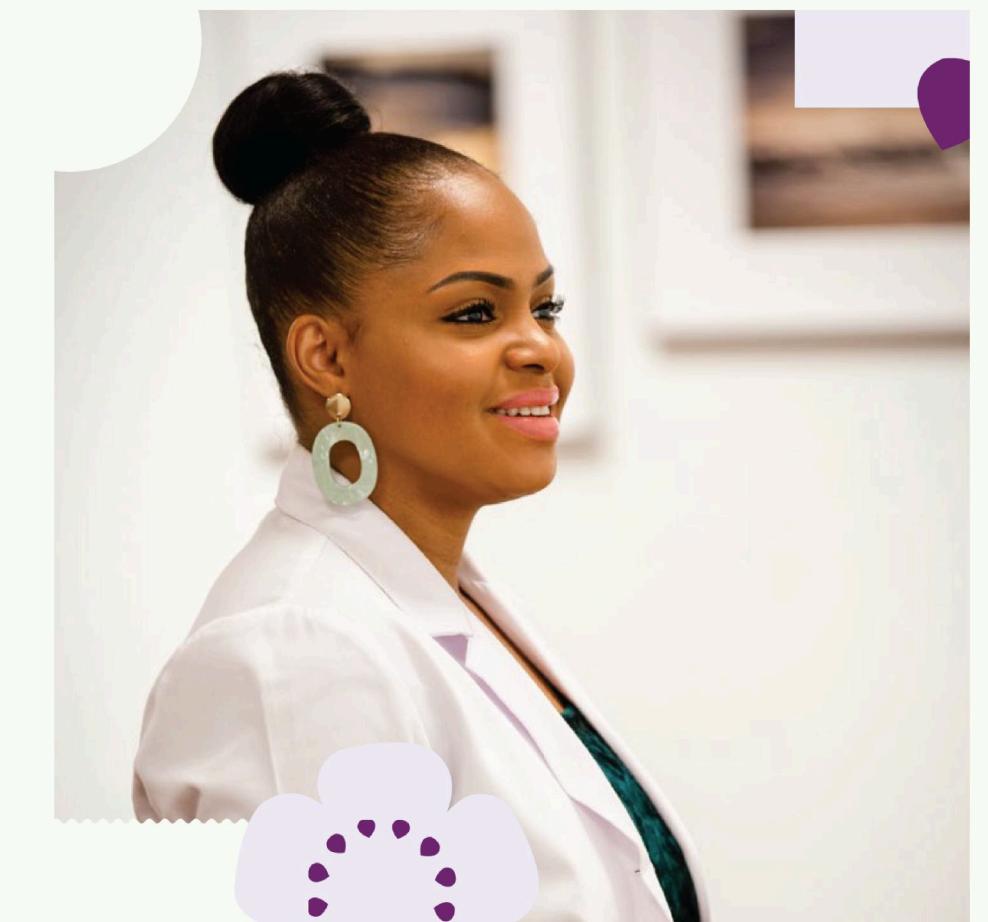
Brand Strategy

Catalyst Global



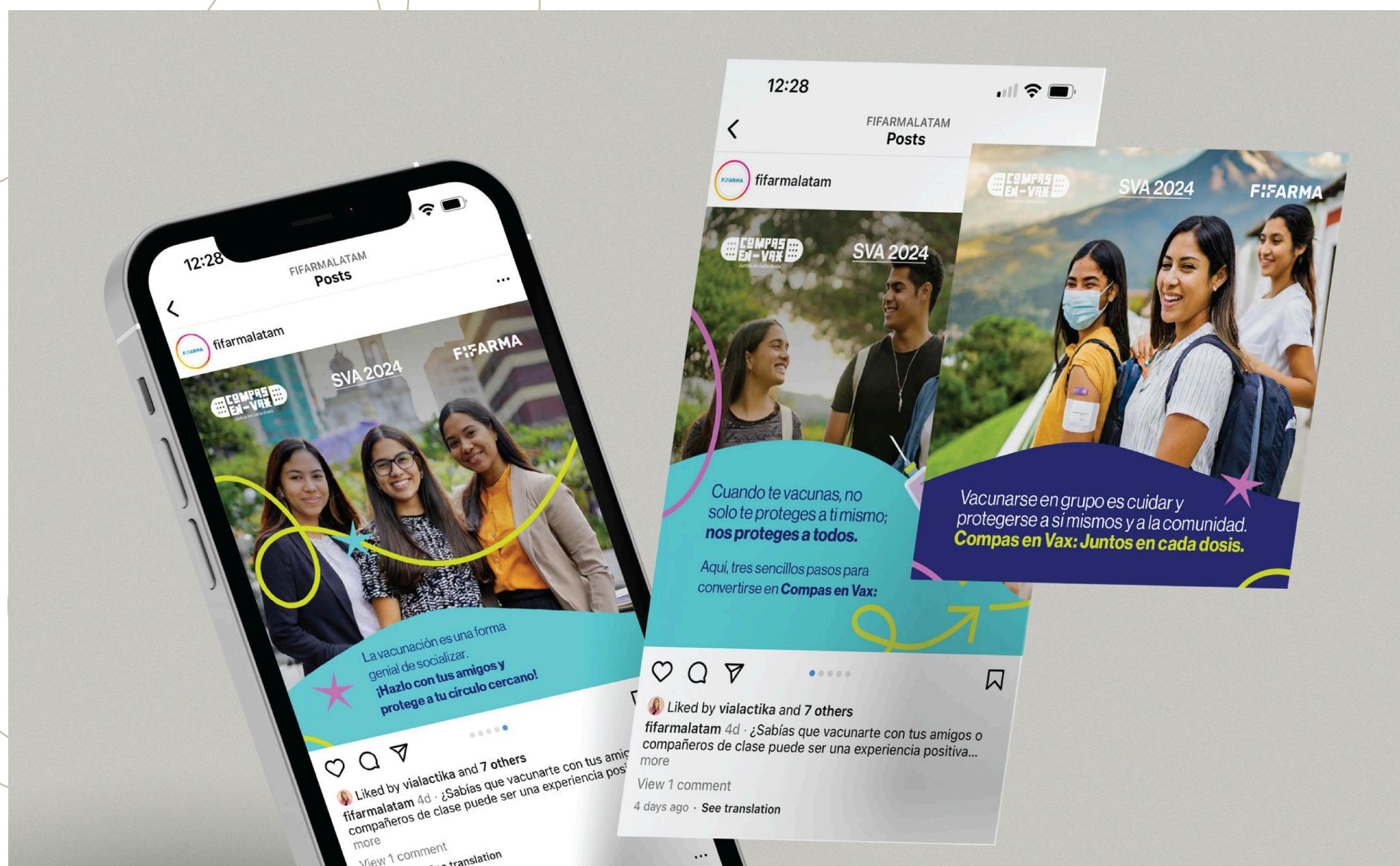
Brand Strategy

EngenderHealth



Brand Strategy

FIFARMA



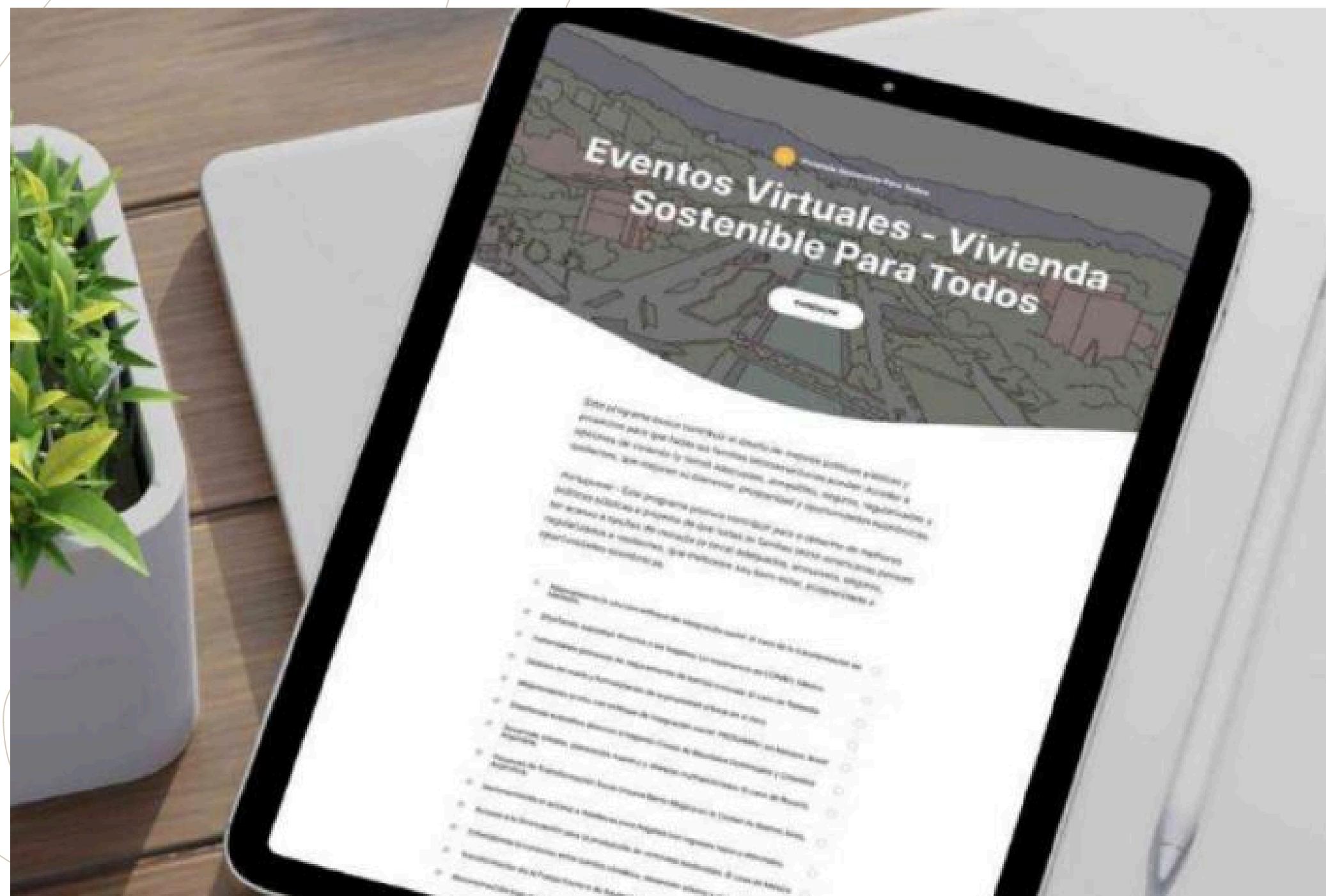
Behavior Change Communication Campaign

USAID Tajikistan



E-Learning

FIFARMA - World Bank Group



E-Learning

KraftHeinz Company

Engineering of the Future (EoF)

0% COMPLETE

- 1. 360 Scanning – NavVis platform
- 2. Equipment Specification Development Program
- 3. Equipment Supplier Development Program
- 4. Conceptual Layout Development Program
- 5. Summary
- 6. Quiz

OPERATIONAL
CONSISTENCY

IMPROVED
EQUIPMENT
QUALITY

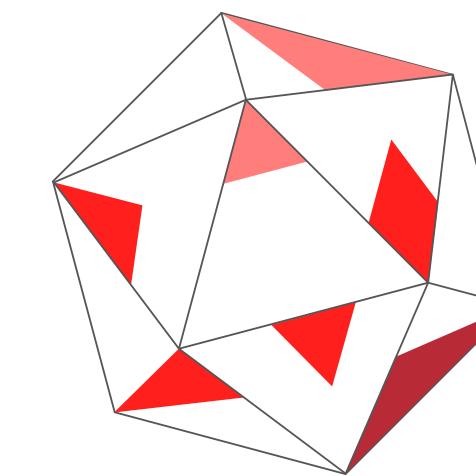
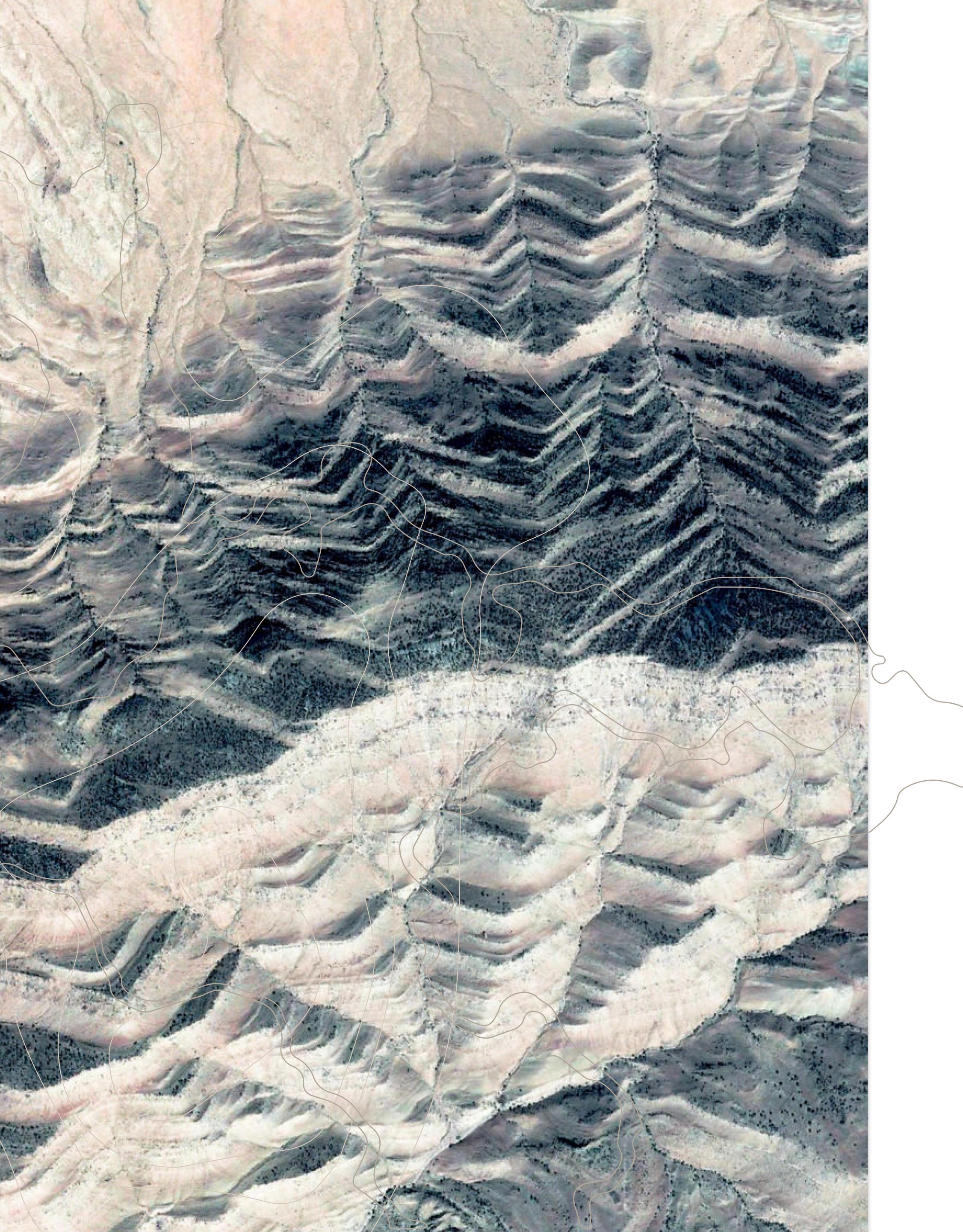
FUTURE-
READINESS

SUSTAINABILITY
ALIGNMENT

RISK

- Consistent specifications across facilities ensure uniformity in production quality and processes, irrespective of geographic location.
- Facilitates easier training and knowledge transfer for operators and technical staff.

Global Specification Program standardizes equipment specs across all zones, and they are mandatory to be used on all projects, where applicable.



FLUYT

Embark on a creative journey with us

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 | www.fluytdesign.com

 | www.linkedin.com/company/fluytdesign/

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