



The Young Women's Christian Association (YWCA) is more than an organization, it's a movement, a beacon of hope for women seeking empowerment, equality, and leadership. As an affiliate of the global YWCA network, Kenya YWCA has spent decades advocating for women's rights, equipping young women with education and skills, and addressing the societal challenges that hinder their progress.

The problem statement

Despite its rich history and impactful work, Kenya YWCA struggled with an outdated visual identity and inconsistent messaging that failed to resonate with today's dynamic, digital-savvy audience. In an increasingly crowded NGO space, their brand lacked the bold presence needed to stand out and attract both beneficiaries and supporters.

Our mission was to breathe new life into Kenya YWCA's brand, aligning it with the vibrant, resilient women it serves. We began by crafting a cohesive visual identity, a modern color palette, carefully selected fonts, and refreshed imagery guidelines that exuded energy, confidence, and inclusivity. Custom templates for newsletters, social media, and marketing materials ensured a professional and consistent look across all platforms.

The solutions offered

Beyond aesthetics, we focused on storytelling. Through compelling campaign materials and digital assets, we brought Kenya YWCA's mission to life. Real-life success stories were woven into designs, fostering deep emotional connections and making the brand not just seen, but felt.

A brand is more than just visuals, it's about connection. Through strategic consultations, we helped Kenya YWCA define its key audiences and tailor messaging that spoke directly to young women looking for empowerment, as well as donors eager to support lasting change. Every element of the new brand voice was designed to inspire action, build trust, and spark meaningful conversations.

The impact

The transformation was undeniable. Kenya YWCA emerged with a bold, fresh identity that turned heads, captured attention, and reignited engagement. Their online platforms saw a surge in interaction, with more likes, shares, and event participation than ever before. Young women felt seen and inspired, eager to join the movement. Donors and partners, impressed by the organization's newfound clarity and professionalism, deepened their commitment, leading to stronger funding opportunities.

Internally, the YWCA team felt empowered. With clear branding guidelines and easy-to-use templates, they could create materials in-house, saving valuable resources while maintaining consistency. The rebrand was more than just a facelift, it was a revitalization of purpose, a renewed energy that ensured Kenya YWCA remained a force for change in the lives of women across the country.

