

Proposal | Shopfront Branding Services



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TWO
RIVERS

Submitted to: Two Rivers Lifestyle Center Ltd

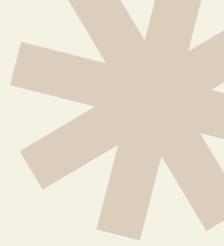
Date: 28th May 2025

Submitted by: Tribal Animation

Contact: +254 700 157 145 | +254 726 622 349

tribal.animation@gmail.com

Nairobi, Kenya



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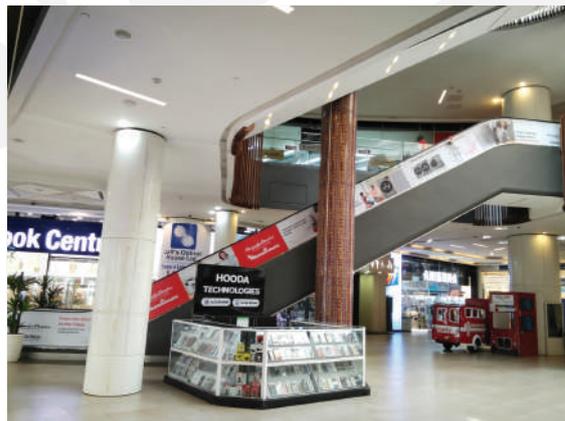
Tribal Animation is a Nairobi-based creative agency specializing in high-impact branding, signage, motion graphics, and space transformation.

With over 7 years of experience delivering branding solutions across retail, hospitality, and corporate spaces, we pride ourselves on merging creativity with function.

Our portfolio includes retail branding at Two Rivers Mall, custom signage for boutique coffee houses, and nationwide campaigns involving window graphics, hoardings and wayfinding signage.

Core Services:

- Shopfront & Retail Branding
- Signage Design & Fabrication
- Vinyl Graphics & Hoardings
- 3D Installations
- Motion Graphics & Digital Media



04 Creative Approach & Design

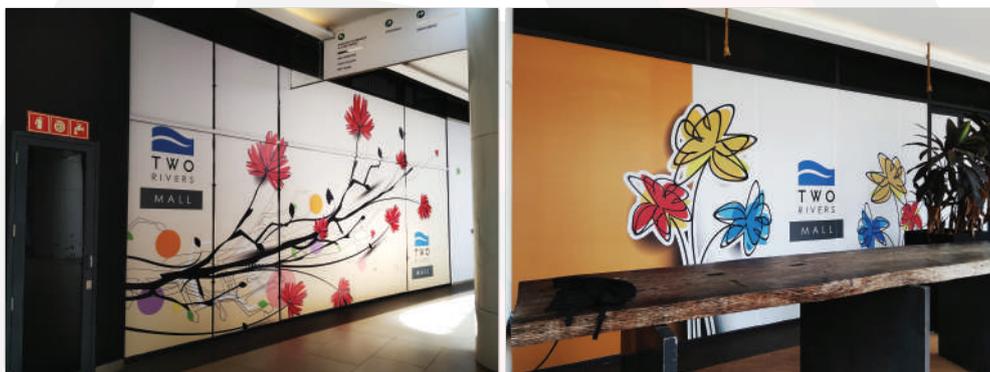
We understand that Two Rivers Mall aims to maintain a vibrant and premium visual identity even in transition phases.

Our approach focuses on turning empty storefronts into branded storytelling canvases.

Our Creative Goals:

- Design concepts aligned with the mall's lifestyle and aspirational tone
- Cohesive, elegant layouts adaptable across multiple units
- Use of bold yet refined color schemes and patterns to attract foot traffic
- Integration of "Coming Soon" or leasing messages in a visually engaging manner

Optional Design Preview: We're happy to share a preliminary design board upon request.



05

Proposed Work Plan & Timeline

Task	Duration
Site Assessment & Measurements	1 day
Design Development	2 – 3 days
Client Approval & Adjustments	1 day
Production & Printing	2 – 3 days
Installation (per unit)	2 days (per site team)
Update/Removal (if required)	1 day notice

Cost Breakdown (Rate Per sqm)

Item	Rate (KES/sqm)	Notes
Design Concept & Layout	3,000	Flat rate if across multiple units
Removable Vinyl (Printed, Laminated)	1,300	High-tack or low-tack, depending on surface
UV-Printed Opaque Film	3,000	Fade-resistant, crisp finish
Installation	700	Includes labor, tools, and cleanup
Removal / Update (when needed)	600	Per sqm, on demand
Signages		Dependent on the particular signage

Optional Add-ons:

- 3D cut acrylic logos or letters: KES 6,500 per sqm
- Illuminated branding (LED): Quoted upon scope review

Payment Terms

- 75% deposit upon confirmation of award
- 25% upon completion of installation
- Payment via bank transfer or M-Pesa Paybill (details available on invoice)

06. Warranty & Maintenance

- All installed branding is covered under a 6-month workmanship warranty
- Materials are rated for 12-18 months (indoor), fade-resistant
- We offer a free one-time touch-up within 30 days of installation

○ Past Work & References



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07. Why Tribal Animation?

- Proven mall branding experience
- Local production = quick turnaround
- Flexible and client-focused team
- Eco-conscious material options
- Creative + strategic = stronger retail presence

○ Contact Information

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We look forward to the opportunity to partner with **Two Rivers Mall** in transforming spaces into engaging brand moments.

Warm regards,

Tribal Animation Team.



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