

*Branding and design for  
businesses with a vision.*

# sanfa

Sanfa Studio  
2025

# contents

3-4

**Who we are**

---

5-8

**What we do**

---

- 6 New Brands
- 7 Existing Brands
- 8 Employer Branding

**More about us**

---

10

9

**Partnerships**

---

**Say hello!**

---

11



# who we are

Two friends, a marketer and a graphic designer, who decided to join forces in doing what they enjoy the most: **creating brands that have something to say.**

We believe that to know where you're going, you must first understand where you come from, and this applies both to branding as well as our personal lives. We are proud of our respective heritage, which is reflected in our name: **Sanfa.**



# Who we are



## Sawa

According to the founding legend of Warsaw, Julia's hometown, a mermaid called Sawa fell in love with a fisherman called Wars. Their combined names - Warszawa - is the Polish name of the city.

The mermaid is also the symbol of Warsaw.

## Anfa

Before 15th century, the Moroccan city of Casablanca, which is where Martha's family comes from, was called Anfa. Researchers argue on the etymology of the word, with theories including anâphâh (a type of bird) or anaph (face, figure).

+



4

sanfa

Sanfa combines our different journeys, both professional and personal, creating a branding and design studio led from a unique shared perspective.

Sanfa Studio  
2023



# What we do

With our combined 15 years of experience in marketing, branding and design, we are not afraid of any challenge.

Here are our service packages.

# New Brands

For brand new businesses or established companies in need of a full rebrand.



6

Brand guidelines

---

Tone of voice

---

Straplines

---

Logo

---

Colour scheme

---

Social media banners

---

Print templates

---

Social media style guide

---

Sales deck template

---

Editable social templates

---

Blog articles

What we do

# Existing Brands

For businesses with established branding that need a refresh.



7

Insight & strategy

---

Brand guidelines refresh

---

Tone of voice

---

Social media banners

---

Print templates

---

Social media style guide

---

Editable sales deck template

---

Editable social templates

---

Blog articles

Sanfa Studio  
2023

What we do

# Employer Branding

For any business wanting to shine in the ever-competitive job market.

EVP insight and strategy

---

Workshops

---

Employee surveys

---

Tailored content strategy

---

Training





**We're big on  
*long-term*  
partnerships.**



9

Good branding is never achieved just through having a .pdf with brand guidelines, it's all about consistency.

Once we finalise a project, we like to stay in touch, keep your branding fresh and consistent and assist in any ad-hoc ways you might require. Here are some of our additional services that you can purchase as and when you need them.

Ad-hoc brand & design surgery

---

Photography

---

Blog articles

---

Social media assets (media + copy)

---

Optimised social scheduling

---

Social media training for your team

Sanfa Studio  
2023

# More about us

## Julia Krawcewicz

Julia is a Marketing Manager with experience of developing brand and marketing strategies for predominantly the Recruitment industry, as well as Fintech and Telecommunications.

Originally from Warsaw, Poland, she studied Filmmaking (BA) at Manchester School of Art, before embarking on a career in marketing with focus on branding, brand management, marketing and content strategy, employer branding, and EVP strategy.

With her background in filmmaking and creative writing, Julia loves learning about the unique stories of businesses and finding new ways of telling them.



## Martha Wood-Saanaoui

Martha is a Graphic Designer with nearly a decade of experience creating brands and assets for sectors including Arts, Culture & Heritage, Charity & Non-Profit, Education, and Hospitality.

She grew up in York, where she completed her Extended Diploma in Graphic Design before moving on to studying Graphic Design and Visual Communication (BA) at The University of Brighton.

Her bold design style and a broad range of references has resulted in well-recognised work for institutions such as English Heritage and British Council amongst others. Exploring heritage and untold stories through design has been a common thread in Martha's work.



Say hello

We'd love to hear from you & discover how Sanfa can help your business tell its unique story.

hello@sanfa.studio  
sanfa.studio  
Linkedin  
Instagram

*This is the beginning of a beautiful friendship.*

