

# Mbowa Design Lab™

A CREATIVE DESIGN  
& BRANDING AGENCY

2023


GRAPHIC DESIGN

PORTFOLIO

*You don't build a brand,<sup>™</sup>  
You set your standard*

**Mbowa Design Lab<sup>™</sup>**

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# FOREWORD

As the founder of **Mbowa Design Lab™**, I am thrilled to present to you our company portfolio. I want to express our gratitude to all our clients and partners for their continued collaborative support.

The Mbowa Design Lab™ (MDL) was born out of my passion for design and my desire to help businesses and organizations differentiate themselves in competitive markets and tell their unique stories through powerful and effective design.

Since our inception in 2020, MDL has had the privilege of working with a wide range of clients from various industries. Whether it's designing a brochure, new website, or creating a corporate visual identity, we approach every project with the same level of dedication and creativity.

In these pages, you will learn more about our expertise, our process, and our portfolio of successful projects. You will also get a glimpse into our company culture, which is centered around collaboration, creative agility, innovation, a commitment to excellence, and adding value into your organization.

I hope that this profile will give you a better understanding of who we are and what we do at Mbowa Design Lab™. We are always looking for new opportunities to work with businesses and organizations that share our passion for design, and we hope that you will consider us for your next project.

Thank you for taking the time to learn more about us. If you wish to get with us, kindly email us at [design@mbowa.com](mailto:design@mbowa.com)



 **Mr. ZITO MBOWA**  
CEO & Head of Design

# ABOUT

## Mbowa Design Lab™

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### OPERATIONAL MISSION

“

**We help turn businesses into irresistible brands by creating effective visual identity assets and brand strategies that transform and amplify the work, solutions and value they provide to their market.**



The Mbowa Design Lab™ is an Eswatini-based creative design and branding agency dedicated to helping businesses and organizations tell their unique stories through powerful and effective design. We are committed to helping our customers nourish their brands with creativity, set their standard and differentiate themselves in competitive markets.

Our team of experienced designers and branding experts is passionate about creating impactful and memorable experiences for our clients. We specialize in web and mobile user interface and user experience design, publication and print design, and corporate visual identity design.

Whether you are a small business owner looking to revamp your website or a non-profit organization in need of a new brand identity, we have the skills and expertise to

help you achieve your goals. Our portfolio showcases a range of successful projects for clients from various industries, and we pride ourselves on delivering high-quality work that exceeds our clients' expectations.

At Mbowa Design Lab™, we believe that effective design and branding is about more than just aesthetics – it's about creating meaningful connections with your audience. We take the time to understand your business and your goals, and work closely with you to develop a customized strategy that will help you stand out in the marketplace.

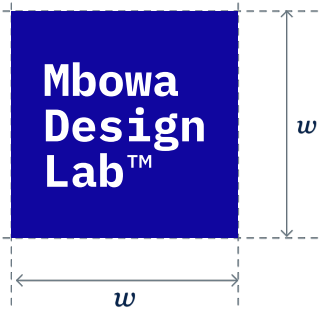
We invite you to explore our portfolio and website and learn more about the services we offer. We are confident that we can help you take your brand to the next level, and we look forward to working with you.



Hhashe'l hambayo  
by Zito Mbowa  
Ceramic - 20cmx30cm

# OUR BRAND

## BRANDMARK



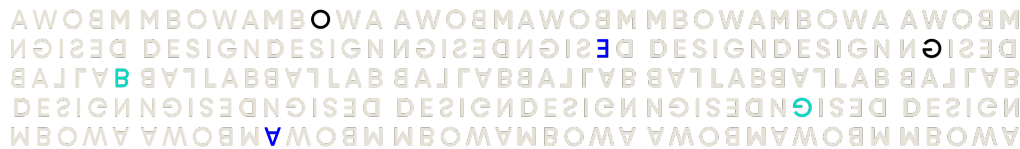
## WORDMARK



## BRAND TAGLINE

*You don't build a brand,<sup>™</sup>  
You set your standard*

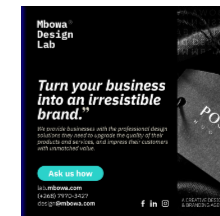
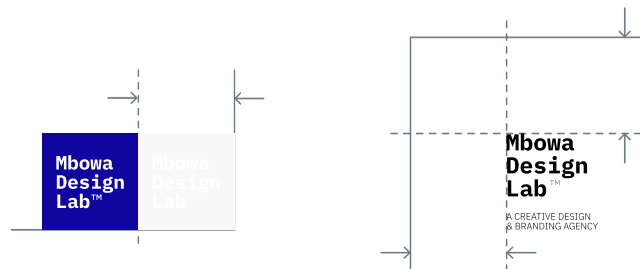
## IDENTITY PATTERNS



## VISUAL IDENTITY COLOUR PALETTE



## IDENTITY ASSETS USES



# SERVICES

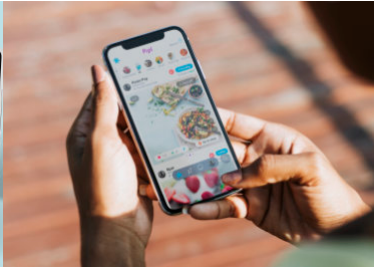
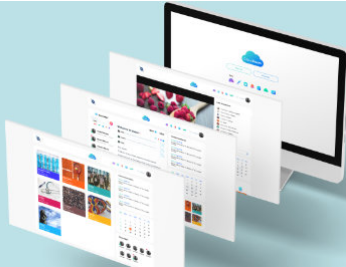
## USER INTERFACE/ EXPERIENCE DESIGN

01



WEBSITE UI  
DESIGN

MOBILE APP  
UI DESIGN



## PUBLICATION DESIGN

02



PRINT MEDIA

DIGITAL MEDIA



## BRAND IDENTITY DESIGN

03



CORPORATE VISUAL  
IDENTITY DESIGN

BRAND ASSURANCE





# Corporate Identity & Brand Assurance

Marketing and Corporate Brand Identity Assurance services diagnose a company’s brand image, effectiveness of its corporate identity assets, and brand position relative to market trends and competition. It also

provides corporate identity design , application guidelines, brand strategy, and effective corporate identity management (CIM) which are essential in defining a consistent company image and growth.

ASSURANCE CONTROL	BRAND IDENTITY DIAGNOSTICS	VISUAL IDENTITY ASSET DESIGN	BRAND-MARKET ALIGNMENT	CORPORATE IDENTITY MANAGEMENT
<b>DESCRIPTION</b>	Assess company-wide brand image and identity health, competence, and value	Creates a full stack professional company visual identity kit for traditional and digital company representation and communication.	Improves brand equity , develops frameworks and guidelines to maximize the revenue value of the brand and identity assets.	Managing all the relevant company visual identity assets and design elements; ensuring that they are used correctly by all employees.
<b>RISK</b>	Market misalignment, reputation damage, internal brand confusion	Loss of business opportunities, poor brand recognition, bad company image among competition, weak employee/ stakeholder morale.	Unrealized revenue gains, bad reputation.	Company misrepresentation, increased customer acquisition costs, devaluation of company ‘s market perception

# PORTFOLIO

# WEB/MOBILE UI/UX DESIGN

At Mbowa Design Lab, we believe that a great user interface (UI) and user experience (UX) are crucial for the success of any web or mobile product. That's why we specialize in designing seamless, intuitive and visually appealing interfaces that enhance the user's experience and drive engagement.

Our experienced team of designers will work closely with you through the initial design discovery phase to understand your business goals and target audience, and develop a customized UI/UX strategy that aligns with your unique value proposition, and needs. With our understanding of user psychology and behavior,

and a range of design tools and techniques, including; wire-framing, prototyping, user testing, and high-fidelity mockups for your review and feedback—we will ensure that your website or app is user-friendly, easy to navigate, and visually appealing and on-brand.

From mobile apps to e-commerce websites, we have the skills and expertise to bring your vision to life.

We invite you to view our portfolio of successful UI/UX projects. We are confident that we can help you create a user interface that engages and delights your users.



Roots, by Zito Mbowa  
Ceramic - 20cmx30cm

# UI/UX DESIGN

Website UI/UX Design: ALCON

## NEW ALCON WEBSITE UI

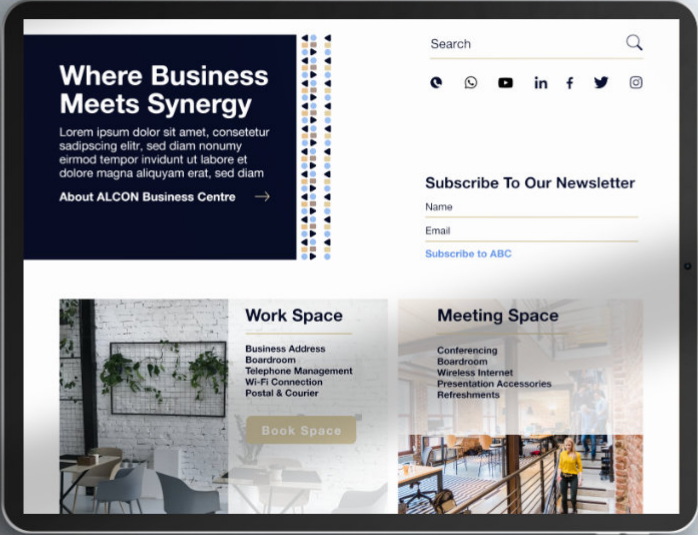
We worked with the ALCON Business Centre to create a corporate visual language assets, including a new logo, brand patterns and colour palette, and used them to design a stunning customer-centric user interface for the new ABC website.

**Client:** ALCON Business Centre

**Designer:** Zito Mbowa



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01



# UI/UX DESIGN

01  
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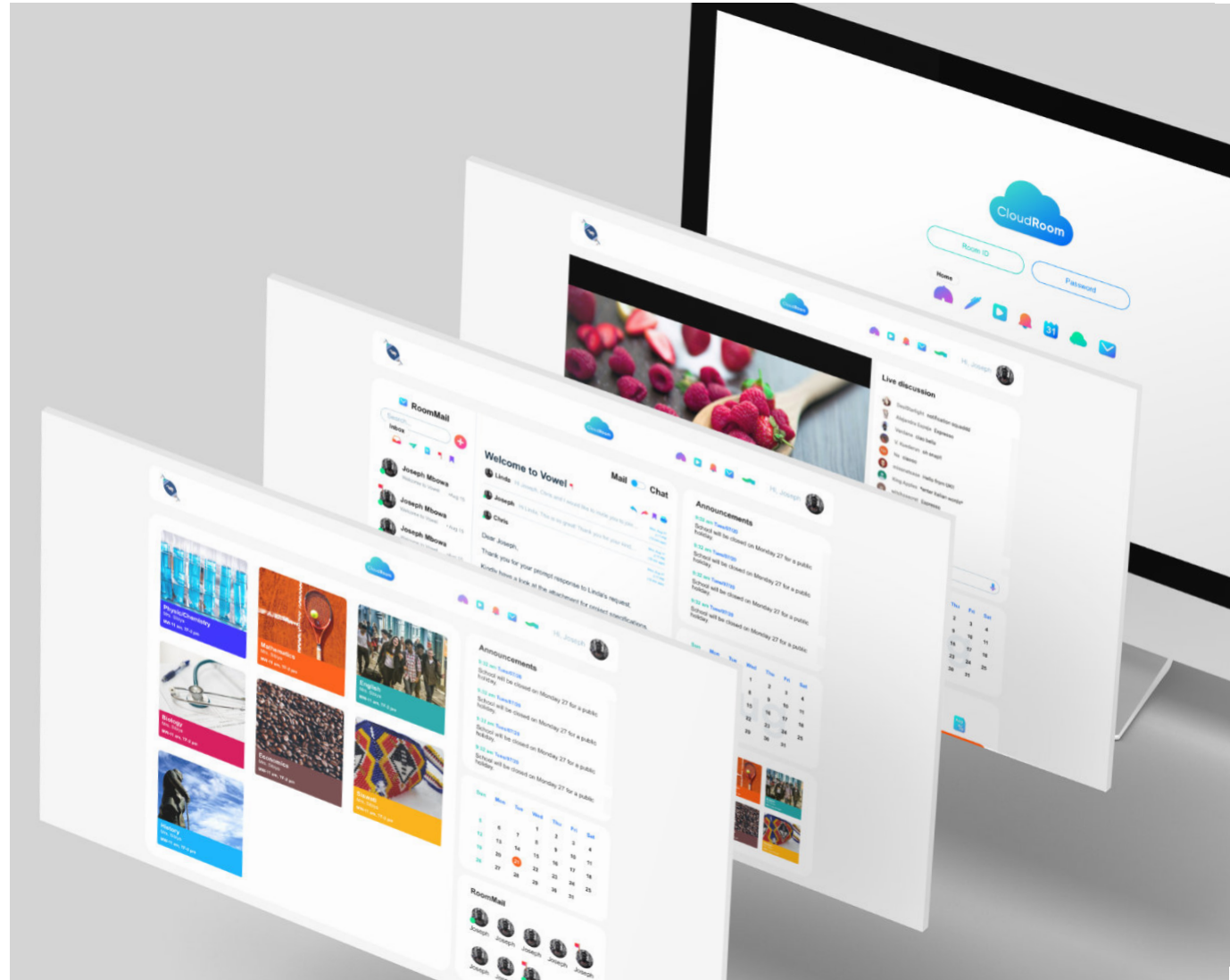
Web App UI/UX Design: CloudRoom

## CLOUDROOM WEB APP UI

CloudRoom is a learning management system for secondary schools. Mbowa Design Lab designed a simple modern user interface that will excite pupils and teachers to use, and work seamlessly across gadgets.

Client: Vowel

Designer: Zito Mbowa



# UI/UX DESIGN

Mobile Application UI/UX Design: Prpl

## PRPL MOBILE APP UI

Prpl is an ecommerce mobile application. We worked with the client to design a contemporary interface fine-tuned for conversion and user retention. The application design for maximum value gain for the user.

**Client:** Prpl

**Designer:** Zito Mbowa



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Legal Information

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1. Famil founded o means the services a individual member. family care

1. socioeconomic status, place of birth or whether they live with a disability, for example. An equity-based approach seeks to understand and address the root causes of inequity so that all children, particularly those who suffer the worst deprivations, can live to their potential.
2. Performance-based management. To be successful, the NPA/C must deliver tangible beneficial outcomes to children in Eswatini. To achieve this, the following steps are necessary: all stakeholders must a) develop and embrace a reasonable level of agreement on their mission, goals and strategies; b) implement performance measurement systems of sufficient quality to document performance and support decision making; and c) use performance information as a basis for decision making at the various organisational levels (Wholey, 1999).

### 3. VISION OF THE NPA

#### 3.1 Thematic areas for the NPA

The NPA is structured along thematic areas that are aligned to the key areas of the child's rights and these are:

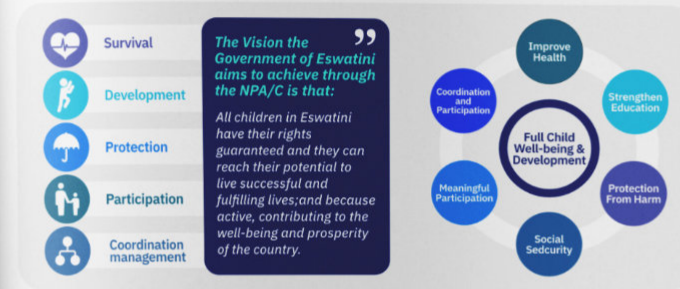


Figure 2: Vision and overall objectives of the NPA/C

#### 3.2 Overall objectives by thematic area.

The NPA has overall objectives for each thematic area as shown below:

Thematic area	Overall objective
Survival	Improved healthy growth and development of all children by providing preventative, promotive, curative, and rehabilitative health and nutrition services that are high quality, relevant, accessible, affordable, and equitable
Development	All children achieve their human growth and developmental milestones
Protection	All children are protected from violence, abuse, neglect and exploitation, and have access to quality social, health and justice services
Participation	Children participate at all levels of the decision-making process that affect them and their voice is heard and taken into account
Coordination management	Stakeholders that intervene for children operate in a coordinated manner to ensure the achievement of the NPA/C results for all children

Table 1: Overall objectives of the NPA thematic area

These overall objectives can be seen as components upon which the vision of this NPA is materialised, and in the same way that human rights are interdependent, indivisible and interrelated (United Nations General Assembly 1948; United Nations

Economic and Social Council 1987; 2000; Whelan 2006), so the thematic areas and the overall objectives talk to each other constantly, and cannot be seen as separated and siloed.

# PORTFOLIO

## PUBLICATION DESIGN

02

At Mbowa Design Lab, we understand that the design of your company's publications are also essential marketing assets that showcase your distinct brand personality and identity.

Whether it's a brochure, annual report, research project or product catalog—your publication inventory is an important representation of your brand. They set first impressions on prospective customers and stakeholders. That's why we offer

a range of publication design services to help you create professional and visually appealing materials that reflect your brand's unique personality.

Our team of experienced designers will work with you to understand your design goals and target audience, and develop a customized publication design solution that aligns with your needs, and those of your audience.

We'll use a range of design tools and techniques, including spread layout design, typography, imagery selection, illustrations, and infographics, to ensure that your publications are professional, cohesive, and impactful.

No matter what type of print materials you need, our team is dedicated helping you create and delivering high-quality design that exceeds your expectations.

# PUBLICATION DESIGN

Print Design: Eswatini Gov NCP Strategic Plan

## NCP STRATEGIC PLAN

We worked in collaboration with The Research Company to redesign and package the Neighborhood Care Point Strategic Plan by Eswatini Government.

The publication design deliverable consisted a print version and an interactive digital document for virtual use.

Client: Treco (Eswatini Gov)

Designer: Zito Mbowa





# PUBLICATION DESIGN

02  
01



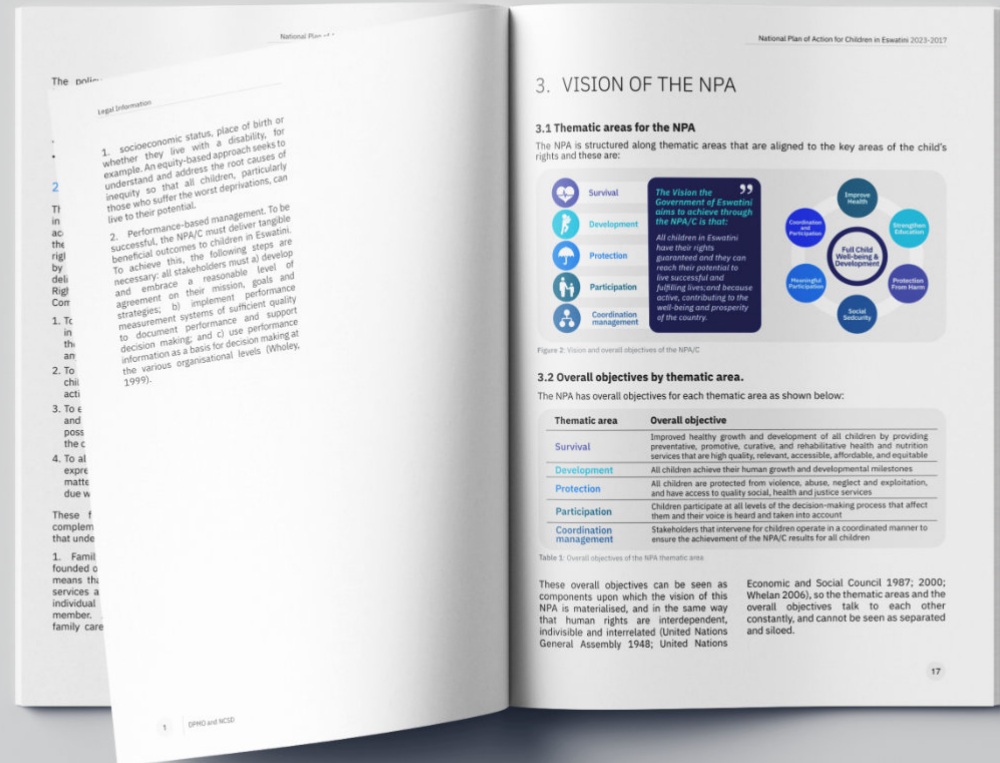
Print Design: Eswatini Gov NPA for Children

## NPA FOR CHILDREN IN ESWATINI 2023-2027

Mbowa Design Lab worked with the Deputy Prime Minister's office and The Research Company and the to design an A4 print publication of the National Plan of Action for Children in Eswatini 2023-2027.

Client: Deputy Prime Minister's Office (Gov)

Designer: Zito Mbowa



# PUBLICATION DESIGN

02  
03

Report Design: TRECO

## HEALTH & SOCIAL PROFILE REPORT

The Piggs Peak Town Council conducted a health focused study on the wellbeing of its constituents and compiled a Health and Social Profile Report.

Mbowa Design Lab was commissioned by the consultant to design a professional template for the report publication.

Client: TRECO (Piggs Peak Town Council)

Designer: Zito Mbowa



# CAMPAIGN DESIGN

Campaign Design: Gov

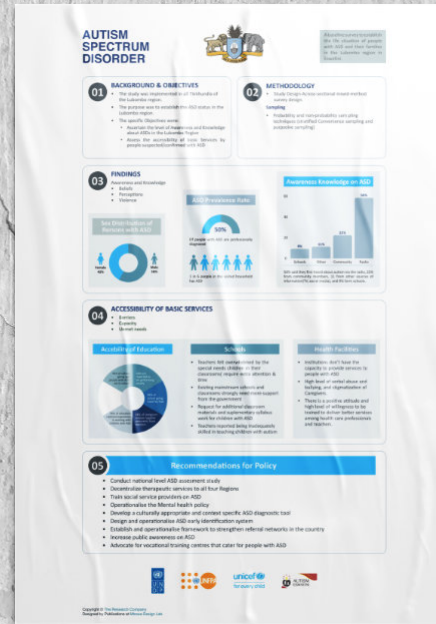
## AUTISM SPECTRUM DISORDER POSTER

We collaborated with The Research Company to compile an info-graphic campaign poster condensing key data points and concepts from an Autism Spectrum Disorder study in Eswatini.

The Publication was design for the both print and digital use; to distribute to the general citizenry on platforms such as Facebook, Twitter, etc.

Client: TRECO (Eswatini Gov)

Designer: Zito Mbowa




02  
04



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SKYLARK 

# PORTFOLIO

# BRAND IDENTITY DESIGN



The Mbowa Design Lab defines *brand identity* as a valued set of consistent; principles, guidelines, and standards that transform how you are perceived; your image. Great identity assets will visually and emotionally express a unique consistent relational and executive acumen to your customers and stakeholders.

Our team of design consultants will work closely with you through the design discovery phase to understand your business goals, ethos and target audience and the value you provide, as well as that foundational passion for your business. Then, we will develop a professional customized identity system that includes all of the elements that make up your brand, including:

- **Logos:** A self-differentiating brand-mark conveying your corporate/personal brand image at the outset; we'll design a unique and memorable logo (system—logotype and logo-mark) that reflects your brand's personality and values with precision.
- **Typography:** We'll choose font styles and sizes that reflect your brand's personality and are easy to read.
- **Visual language and assets:** We'll create a range of visual assets, such as icons and graphics, that can be used across your brand's marketing materials.
- **Brand identity guidelines:** We'll develop a set of comprehensive guidelines that outline how

to use your brand's visual identity elements consistently across all materials to help assist with your communication activities.

- **Collateral:** We'll design a range of collateral materials, such as business cards, brochures, and packaging, that align with your brand's visual identity.

By working with us, you'll be able to create a cohesive and consistent brand image that resonates with your target audience. We are confident that we can help you leverage effective integrative design to elevate your business.

# BRAND IDENTITY DESIGN

03  
01

**Identity Design:** High-end Boutique

## POSSUMENDE BRAND

Inspired by the tranquil majesty spirit of the coast of the Indian Ocean, Possumende is a bespoke African luxury clothier specializing in contemporary high-end men's wear.

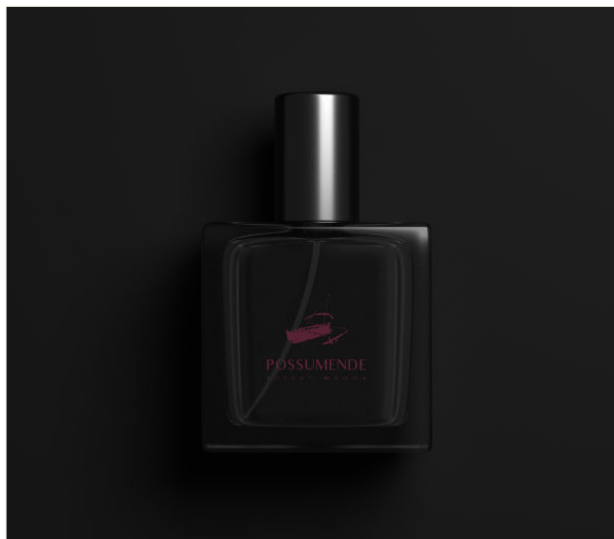
Huó Brothers wanted to build an elegant brand to celebrate the true gentleman's portrait. A masculine brand, however, that strikes a natural balance between the masculine and the feminine energies.

Fundamental to this clothing label is a blend of simplicity, comfort, elegance and luxury. The ultimate display of African luxury and craftsmanship.

**Client:** Huó Brothers

**Designer:** Zito Mbowa

[View online](#) 



# VISUAL IDENTITY DESIGN

03  
02

Identity Design: Apparel

## MBOWA VISUAL IDENTITY

Mbowa.com, an online marketplace for domestic brands, wanted an overarching visual identity and visual language for the main platform.

**Client:** Mbowa Holdings

**Designer:** Zito Mbowa



# CORPORATE LOGO DESIGN

03  
03

Logo Design: Construction Company

## NEW VELEKHAYA LOGO

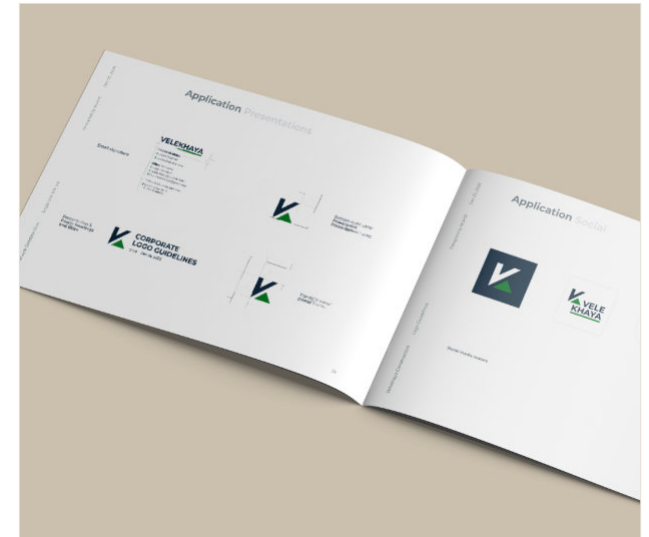
We worked with Velekhaya to design a new simple yet distinct look that set the company apart and highlight tow of their core values of transparency and sustainability.

These new typographic logo assets serve that mission by zooming into the very name of the company, 'Velekhaya'. The design is accompanied by a comprehensive logo guidelines.

Client: Velekhaya Holdings

Designer: Zito Mbowa

[View online](#) 





# LOGO DESIGN

03  
04

Logo Collection: MDL Logo Book 2021-2022

## MDL LOGO COLLECTION

The Logo Book is an exhibition collection of recent brand-marks created by the Mbowa Design Lab, which we are excited to share with to you.

At MDL, our mission is two-fold; first, to help create enduring visual identity assets to transform and amplify brands, and second, we help brands set their standard and differentiate themselves in competitive markets.

Our working definition of a brand identity—is a valued set of consistent; principles, guidelines, and standards that transform how we are perceived; our image. It is also the medium through which we visually and emotionally express our unique ideational, relational, and executive acumen when interacting with stakeholders.

**Designer:** Zito Mbowa

[View online](#) 

