



Africa
CONTÉ

www.conteafrica.com

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Introduction.

Founded in 2018, Conté Africa is the creative pillar and leader in the field of brand strategy and social impact.



Conte Africa.

Founded in 2018, Conté Africa is the creative pillar and leader in the field of brand strategy and social impact. Our mission is to keep emerging businesses and non-profit organisations alive and thriving. We understand the challenges faced by young organisations and ensure that the heart of your organisation keeps beating. We do this by strengthening your brand, advocating for your mission and nurturing relationships between organisations and stakeholders.

Our focus is on helping social impact organisations create change in their communities by strengthening their brand awareness. We help them capture the core of their impact story and inspire action through carefully crafted brand experiences. As a brand and strategy agency, we provide designers, creative thinkers and experts to work with non-profit organisations, foundations and philanthropists. Our goal is to help them refine their mission and strengthen their organisation's branding to achieve and enforce their social goals. By focusing on the area of social impact, we ensure that targeted and sustainable solutions to local community needs are at the forefront.

Conté strives to be the creative pillar and leader in brand strategy and social impact. Our aim is to strongly influence and revitalise the creative sector by providing more opportunities for artists, designers and creative thinkers in Africa and around the world.

Legacy.

The legacy Conté Africa strives for is one that empowers creatives to be both productive and intentional with their output.

2

*Empower creatives to be productive
and intentional.”*

The legacy Conté Africa strives for is one that empowers creatives to be both productive and intentional with their work. We do this by promoting and producing work that is focused on the community at large. We believe that creatives should not just create, but create with a purpose. In our ideal world, there is no divide between creatives and businesses, leading to more diverse and socially beneficial partnerships.

3

Services.

An unparalleled blend of non-profit brand strategy expertise and real-world change design experience.

Brand development.

We develop clear and effective frameworks and systems for your non-profit organisation and provide professional ways to manage your brand perceptions, experiences and messages.



Business & Brand Consultancy.

We offer solutions and create customised, holistic packages enriched with business assessments, planning, communication, art direction and strategic brand positioning that guarantee successful brand management.



Business & Brand Collaboration.

We provide expertise to effectively express your nonprofit's ethos, foster valuable stakeholder partnerships, ensure effective collaboration, engage brand consultants, brand sponsorships and campaign activations to create a call to action.

Brand visualisation & messaging.

We use our extensive reach in the creative industry to connect organisations with the best creatives who can interpret and deliver your nonprofit's core vision. In this way, we create tangible experiences for your audience and ensure messaging that expresses your vision and opens you up to the right networks.



Brand Creation.

We develop customised designs, branding and marketing materials to effectively express the purpose and personality of your non-profit organisation.



Brand Production.

From concept to execution, we develop strategies and design experiences that include producing shoots, campaign shows, gala dinners, exhibitions, parties and events to promote a brand culture rooted in your nonprofit's goals.

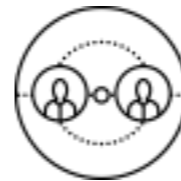
Content creation.

We focus on using both brand development and brand visualisation processes to develop bespoke content tailored to our clients' needs. In this way, we help social impact organisations create an environment where messages are clear and practical and resources are accessible.



Content & Copy Writing.

Art direction, strategy, tone of voice and messaging to best position your non-profit's brand and engage audiences through design, photography, animation, infographics, videos, press materials, websites and more.



Creative Partnerships.

Creative support and placement of creative teams such as photographers, designers, PR for non-profits, foundations and corporations. Social media consultants for strategic analysis to strengthen content creation for your brand and enhance campaigns, events and social media presence.

Success Story.

We have built our reputation on the art of storytelling and communicating a brands vision.

4

Creative assistance to strengthen brand's social footprint.”

To understand our multi-layered journey, let us begin at the beginning. Our name comes from two sources: the first is the Conté crayons, a drawing medium invented by Nicolas-Jacques Conte. Conte crayons are made of pigments and a clay-like substance and are popular for formal sketches and drawings. Conte is said to derive from the French word conter, which means “to relate” and is also a French word for "short literary compositions". Secondly, our name is inspired by our love of the African continent.

This shows that we have built our reputation not only by focusing on the creative areas of content creation and brand development, or fostering relationships between brand owners and creatives, but also through the art of storytelling and communicating a brand's vision.

Our *Success* Story

Conté Africa started as a publishing company. We were founded in 2015 and published our first Conté Magazine that same year. We built relationships and partnerships with numerous designers, animators, illustrators, painters, jewellery designers, architects, draughtsmen, creative writers, photographers and many more. In the early years, we worked with and showcased creatives across Africa. So we quickly became the mobile creative hub for Africa, focusing on the African creative scene. Conté Magazine is now distributed in South Africa, Kenya, Ghana, New York, Los Angeles, Central London and Brighton and Hove, UK. We have partnered with brands such as 1:54 Contemporary African Art Fair, Gallery of African Art (GAFRA), O.N.K.A gallery, Sony Mobile, Hollard Insurance, Business and Arts South Africa, BASA and finally Parsons the New School for Design.

Over time, we made a name for ourselves in the social impact and NPO space and quickly turned to our strengths by shifting our focus to brand development. Today we are a thriving brand strategy agency. We have actively mentored about 40% of the creatives we have featured, strategically partnering them with industry leaders and global brands like Rolls Royce and Global Citizen. These partnerships have led to paid opportunities such as campaigns, projects, jobs and commissioned work. All this has led to the creation of a database of 800 people hosting creatives, teams, non-profits and foundations across the African region.



5

Founder.

Khensani Charmaine Siwedi a dynamic and innovative professional with more than 9 years of invaluable hands-on experience.

Khensani Charmaine Siwedi.

Khensani Charmaine Siwedi is a dynamic and innovative professional with more than 9 years of invaluable hands-on experience in handling multiple simultaneous creative design projects, brand building and graphic and website design. Equipped with the ability to raise brand awareness by leveraging her skills acquired in the social and creative sectors, identifying opportunities, building long-term mutually beneficial relationships with colleagues, vendors and clients and eventually starting her own business.

Having gained her qualifications at Parsons, The New School for Design in New York, she has developed a keen understanding of the needs of the creative culture through working with business owners, industry leaders, creative thinkers and artists.

Khensani's ability to bridge the gap between business and art is also evident in her founding of a publishing house (Conté Magazine), which became a brand strategy agency (Conté Africa), working with brands, organisations and creatives such as Josh Woods Production, Enhle Mbali Mlotshwa, Micasa Music, Khuli Chana, Altivex, Creative Nestlings and others, as well as with a number of foundations such as the Enhle Cares Foundation, the House of Mandela Foundation, the Africa Rising Foundation, the Open Society Initiative for Southern Africa (Osisa), the Centre on African Philanthropy and Social Investment (CAPSI) and Global Citizen, to name a few.





Her passion for giving back to the community has led her help organisations reach their full potential and social goals.”

Khensani also encompasses various roles in her capacity. She is co-director of the Durant Sihlali Foundation and co-director and creative director of the Enhle Cares Foundation. Her contributions range from assisting with administration to coordinating events such as the Forever Young Gala, an annual event focused on recognising social impact work. Charmaine advocates for social issues that are most prevalent in South Africa today, such as narrowing the financial gap between classes, combating gender-based violence and promoting girls' education. Through Charmaine, Conté has donated its time, resources and services to support this and other foundations.

In addition, through the Durant Sihlali Foundation, Khensani has developed programmes for young African artists to help them find their voice and become more profitable as a result. By providing platforms and working with various partners, the organisation advocates for African artists to globalise and share their talents and narratives with the world.



CSI.

Conté Africa places great emphasis on the social impact of its work and is actively involved in a number of community development projects.

Championing and assisting the mission of Non-Profits.”

Conté Africa places great emphasis on the social impact of its work and is actively involved in a number of community development projects. We have worked with a number of organisations who have entrusted us with the creative direction and management of their branding, event planning, marketing and messaging.

Below are some examples of these organisations:

Enhle Cares Foundation

A multi-faceted organisation that reaches out to girls and women in disadvantaged communities. Aiming to identify gaps in services through collaborative work, it provides solutions to specific problems. Through compassionate mentorship, Enhle Cares Foundation provides support to beneficiaries in need of ongoing assistance and promotes intergenerational action to ensure sustainability. Community projects include mentoring young women and girls, skills development and capacity building. In this way, the Enhle Cares Foundation highlights what is needed to address these social and economic challenges. In this way, the Foundation is able to continuously work towards the vision of an Africa where women from all walks of life are respected, protected and empowered in South Africa and across the African continent. Future plans include the construction of community centres and a school to support areas in need.

The catalyst of social initiatives and movements aimed at helping the greater community.”



Forever Young Ball

A charity gala held annually and aimed at decision makers and future leaders. An experience that includes incredible African art, food and entertainment. The event celebrates and honours individuals who have made a notable contribution to a community cause in any calendar year.

Durant Sihlali Foundation

The Durant Sihlali Foundation is a non-profit organisation that promotes artistic experimentation and dialogue between different art disciplines through residencies, workshops and mentoring of young artists. It helps artists market themselves more efficiently and effectively so they can sell more art and get back to creating.

The Team.

7

An amazing Creative Professionals of Brand Designers, Web developers, Brand Strategist, Copy writers and Copy editors.

*Empower creatives to be
productive and purposeful.”*

Wandile Mashaba

Head Graphic Design

Mohau Ngobeni

Project Manager and Graphic Design

Amogelang Ngobeni

Junior Graphic Design

Kudzai Chikombero

UI/UX Designer

Kate Ngobeni

Brand Strategist

Oboitshepo Tladi

Freelance Copy writer and Editor

Malehlohonolo Kasa

Freelance Copy writer and Editor

Thabu Siwedi

Legal Advisor

Clients & Friends.



Our Work.

An unparalleled blend of non-profit brand strategy expertise and real-world change experience design.



Reimagining Reparative Justice:

Global Solidarity Dialogues on Anti-Black Racism: Webinar Series Concept Note EN/FR/PT

Client:

The Open Society Initiative for Southern Africa (OSISA)

Overview:

OSISA is a growing African institution working to deepen democracy, protect human rights and improve good governance in the region. Conté Africa has been a partner of Osisa for 4 years. We have worked together on their website redesign, branding and strategy for their events and event materials.

Project Description:

For this project, we were asked to design a brand identity around the webinar event, which focused on a reimagined reparative justice for slavery, apartheid and structural racism. Together with the Osisa team, our strategy was to recreate the style of old Africa-themed literature book covers, also as a symbol of the importance of information and knowledge to the people who need it. We chose patterns illustrating African symbols such as the African mask, the African spear and the African shield, as well as colours typical of many of these literary books we used as reference.



Re-Imagining Reparative Justice for Slavery, Colonialism, Apartheid & Structural Racism



4 December 2020
14:30-17:30 GMT

Agenda

TIME	SESSION	PANELIST	MODERATOR
14:30-14:45	Setting the scene: Overall objective of the convening		
14:45-15:00	Solidarity Remarks		
15:00-15:10	Curated content on anti-black racism	<p>H.E. Ambassador Hilda Suka-Mafudze Permanent Representative, African Union Mission to the USA</p> <p>H.E. Amira Elfadil Mohammed Elfadil, Com- missioner for Social Affairs</p>	Carine Kaneza Nantulya
		Levi Kabwato, Commu- nications Manager, Open Society Initiative for Southern Africa (OSISA)	

Re-Imagining Reparative Justice for Slavery, Colonialism, Aparth

PANELIST	MODERATOR
Sabalo Gumedze, Member of the UN Working Group of Experts on People of African Descent	Brian Kagoro, Program Support Director OSF Africa Regional Office
World Strategy Latin American	
Byenkya, Advocacy OSF Human Rights	

Role of creatives in advancing the repara- tive justice and anti-racism agenda	Prof. Emeritus Rupert Lewis, Research Fellow PJ Patterns Centre for Afri- ca-Caribbean Advocacy	Carine Kaneza Nantulya
Addressing the gap between movements and institutions in effectively mobilizing for social change on racial justice.	Anne Wetsi Mpcima, EAMAO Belgium Center for reflection and action on anti-black racism	
Open Discussion	Sungu Oyoo, Coordinator #ReRightHistory campaign, Africans Rising	
Way forward and vote of thanks	William Carew, Head of Secretariat, AU Economic, Social & Cultural Council (ECOSOCC)	
	Muthoni Wanyeki, Regional Director OSF Africa Regional Office	
	Aime Fraser, Program Officer OSF Latin America Program	

15:00-15:10	Curated content on anti-black racism	<p>H.E. Ambassador Hilda Suka-Mafudze Permanent Representative, African Union Mission to the USA</p> <p>H.E. Amira Elfadil Mohammed Elfadil, Com- missioner for Social Affairs</p>	Carine Kaneza Nantulya
		Levi Kabwato, Commu- nications Manager, Open Society Initiative for Southern Africa (OSISA)	

TIME	SESSION	PANELIST
15:10-15:30	The Global and Multilateral Responses to Racial Injustices: Systemic racism and the legacies of colonialism: Challenges and Opportunities	Dr. Sabalo Gumedze, Member of the UN Working Group of Experts on People of African Descent
15:30-15:40	Opportunities at the UN Working Group level to build on transnational solidarity to address racial justice through the IDPAD: Highlight of the working group's experiences, challenges and opportunities to leverage racial justice movement efforts.	Dr. Sabalo Gumedze, Member of the UN Working Group of Experts on People of African Descent
15:45-16:45	Development approaches to addressing systemic anti-black racism in Latin America: Key highlights of the World Bank Initiative	Seynabou Sankoh, Bank Director of Operations and Operations Manager for Latin America and the Caribbean
15:30-15:40	Opportunities at the ACHPR to build transnational solidarity to address racial justice through the IDPAD and identification of AU policy gaps with a specific focus on the AU Transitional Justice Policy	Dr. Solomon Dersso, Chairperson of the Commission on Human Rights (ACHPR)
15:45-16:45	Open Discussion	
14:30-14:45	Reparative/Restorative Justice: Global Reparations Movement Panel discussion and experience sharing on the impact of civil society movements in the struggle for reparative justice	
	Closing the wealth gap and addressing compensation for descendants of enslaved Black Americans, educational barriers, home ownership and business. Milestones and challenges for reparative justice including CARICOM Slavery Commission	

CONTÉ



Forever Young Ball 2018

Client:

Enhle Cares Foundation, House of Mandela Foundation, Africa Rising Foundation

Overview:

A charity gala held annually and aimed at decision makers and future leaders. An experience that includes incredible African art, food and entertainment. The event celebrates and honours individuals who have made a notable contribution to a community cause in any calendar year.

Project Description:

This was the first joint gala event where we as Conté Africa supported the organisations to define what this event meant to them as a collective. We worked on branding and strategy to bring to life an idea that each foundation would represent. The logo and corporate collective were designed to reflect the legacy and centenary of our former president Nelson Mandela. We chose a regal, black, white and gold aesthetic to represent the brand.

EVENT OVERVIEW

As part of the 100th anniversary celebration of the United Negro College Fund (UNCF), the organization is pleased to announce the 2024 Gala Dinner. This event is a significant milestone for the organization, which has been a leading force in providing educational opportunities for African American students since 1944. The gala dinner will be a night of elegance and celebration, featuring a live performance by the UNCF Chorus and a special presentation of the 2024 award for the organization's outstanding achievements. The event will be held at the iconic Waldorf Astoria New York, a venue that has hosted many of the organization's most memorable events. The gala dinner is a testament to the organization's commitment to excellence and its dedication to providing a bright future for every child. The event will be a night of celebration and inspiration, as we honor the past and look forward to the future. The gala dinner is a testament to the organization's commitment to excellence and its dedication to providing a bright future for every child. The event will be a night of celebration and inspiration, as we honor the past and look forward to the future.

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01



What to Expect

THE EVENT PLAN

Date: 10th November 2024
Location: Waldorf Astoria New York
Time: 7:00 PM - 11:00 PM
The gala dinner will be a night of celebration and inspiration, as we honor the past and look forward to the future. The event will be a night of celebration and inspiration, as we honor the past and look forward to the future. The gala dinner is a testament to the organization's commitment to excellence and its dedication to providing a bright future for every child. The event will be a night of celebration and inspiration, as we honor the past and look forward to the future.



CODESRIA Strategic Plan and Website UX:

2017-2021 EN/FR

Client:

The Council for the Development of Social Science Research in Africa (CODESRIA)

Overview:

The Council for the Development of Social Science Research in Africa (CODESRIA) is an independent organisation whose main objectives are to facilitate research, promote research-based publications and create numerous forums for the exchange of views and information among African researchers. All this aims to reduce the fragmentation of research on the continent by creating thematic research networks that cross linguistic and regional boundaries.

Project Description:

We worked with CODESRIA to update the user experience of the corporate website and accompanying elements such as the 2017-2021 strategic plan. Our strategy was to highlight all the important elements that make up the research centre without overloading the content. There was no existing brand guide, but the focus was on the colours orange and black. The original orange was not ideal for the digital space, so we darkened it with a reddish tone and complemented it with different shades of grey and black.



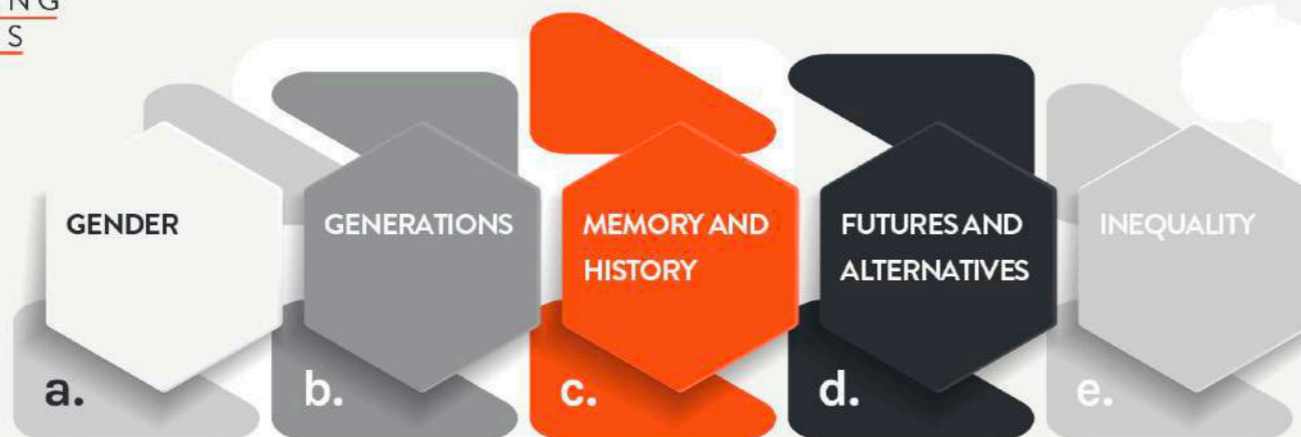


STRATEGIC PLAN 2017-2021

The current CODESRIA Strategic Plan runs from 2017 to 2021. It is conceived as a five year plan and titled Reaching New Frontiers in Social Science Research and Knowledge Production for African Transformation. This Plan is distinctive in a number of ways. First, it introduced the Mean-Making Research Initiative (MRI) as a new vehicle for mobilising research in the social sciences across the continent and replaced the multiple vehicle previously used to mobilise research in the Council. Second, it radically reduced the core thematic areas the Council will focus on in this strategic planning period and gave voice to cross-cutting themes.

[VIEW DOCUMENT](#)

CROSS-CUTTING ISSUES



EMBLY

highest decision-making organ of CODESRIA. It is a Charter organ and scientific theme. Discussions held during the Assembly constitute the intellectual agenda of the Council is developed.

Assembly elects the President, the Vice-President and Members of the

forms adopted at the 14th General Assembly, the Assembly will receive a elections and adopt the names of the new Executive Committee.

he appoints the Scientific Committee whose composition is proposed by at.

eral Assembly is open to all CODESRIA members but only institutional s who have paid up their membership dues and are in good standing are

COMMITTEE

COMMITTEE

SECRETARIAT

EXECUTIVE SECRETARY (ES)

ADMINISTRATION AND FINANCES

and events from CODESRIA

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ESRIA has been headquartered in Dakar, Senegal
with full diplomatic immunities.



Our Bulletins

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→ VIEW

Letter

from CODESRIA



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conceived as a five year plan and titled
Production for African Transformation. This
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to cross-cutting themes.

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cent reports

rch and Knowledge
12-2018"

...the name of the Council.

THE SECOND REFORM

Formally opened the doors to individual membership
alongside institutional membership, also approved the
modification for a second time the name of the Council
and established the position of the President of the
Council both as chair of the Executive Committee and
leader of the institution.

Spotlight

The CODESRIA Publications Program has been designed to disseminate the results and ideas
generated by networks of research institutions, seminars, conferences and other scientific activities.



Latest News

CODESRIA 2019 Session of the
Gender Institute: Informal
Economies and the Financialization
of Micro-Credit in Africa

→ READ MORE

News & Events

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Gender and Fundamentalisms



AFRICA IN THE NEW MILLENNIUM SERIES

Published in collaboration with Zed Books in London, this
series is an initiative by CODESRIA to influence debates
globally by strategically positioning pacesetter research
selected from the networks it supports, thereby ensuring
visibility for African researchers and perspectives wh-
these are usually not recognised or ren-
also meant to encourage
multiple i-

Puk

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ews & Events

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July 17th, 2019
CODESRIA 2019 Democratic
Governance Institute: "Digital ...



July 10th, ...
Vacancy An
position of M

VIEW

Publicat

Does CODESRIA finance the p
activities?
CONTE

How can...



NMCF Annual Report Publication:

2018 EN



Client:

Nelson Mandela Children's Fund

Overview:

The Nelson Mandela Children's Fund is committed to changing the way society treats its children and young people. This long-term vision highlights the central role society plays in shaping the lives of children. We worked with Altivex Digital Agency to produce the Nelson Mandela Children's Fund Annual Report 2018.



Project Description:

We worked with the Nelson Mandela Children's Fund to produce its 2018 Annual Report. The title of the report is Our Children Today, Our Leaders tomorrow. Our challenge was that the Fund is dedicated to the welfare of children, so we wanted to convey that young, childlike feel without it seeming childish. We focused on bright colours, taken from the Fund's logo, and highlighted key elements through illustrations and infographics.



Kisima Website UX and Branding Collateral:

Client:

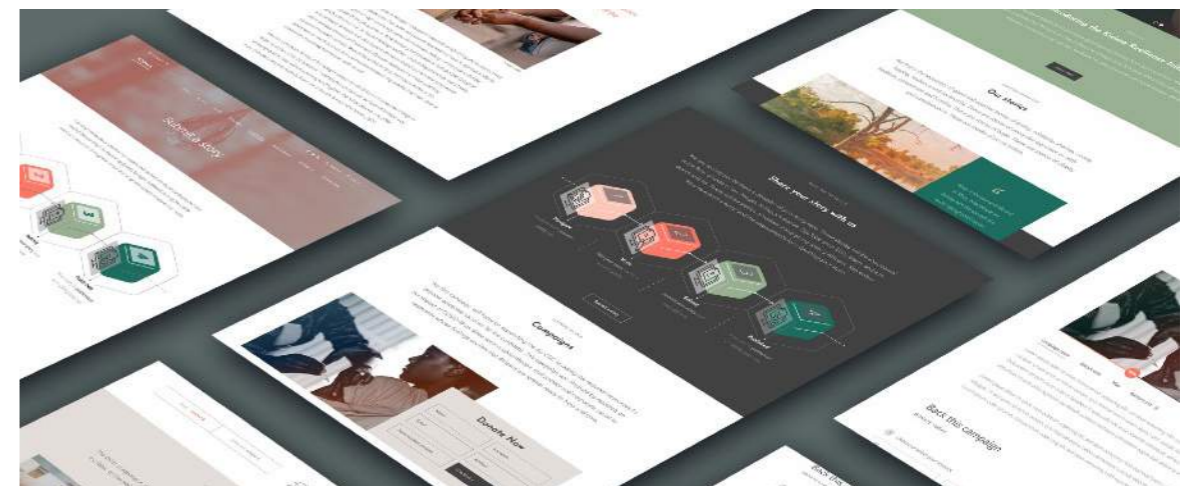
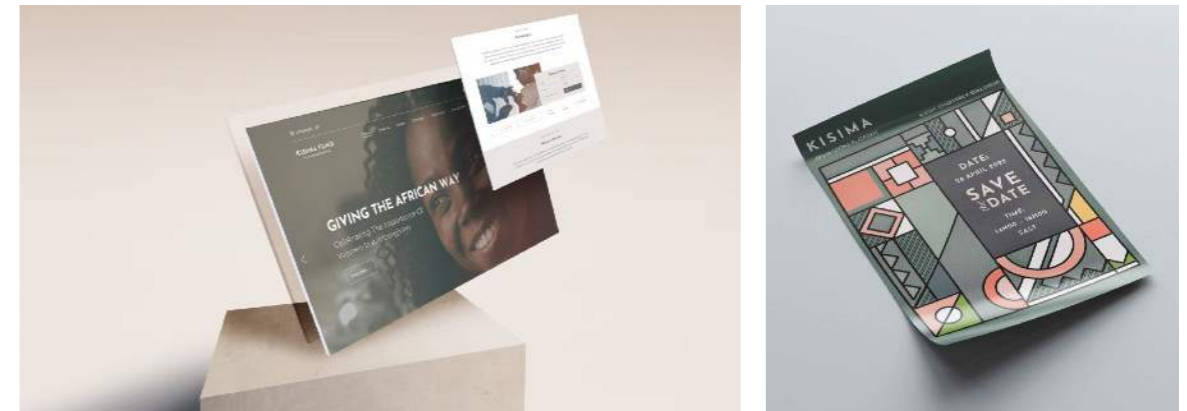
The Centre on African Philanthropy and Social Investment (CAPSI) - KISIMA African Giving Platform

Overview:

The Centre on African Philanthropy and Social Investment (CAPSI), the first of its kind in Africa, was established to promote social change by building a culture of effective giving and corporate social and civic responsibility.

Project Description:

Kisima is a by-product of the CAPSI initiatives. Kisima is a platform to promote good fundraising stories from across Africa. They try to show that Africans as a whole always donate for the common good. They also mobilise resources that can be used for any purpose, just as they have always done. We designed the Kisima logo, social media material and helped create a basic UX, which the developers can use when creating the website.



WITSIM

African GIVING PLATFORM

DATE:
26 APRIL 2022

TIME:
14H00 - 16H00 SAST

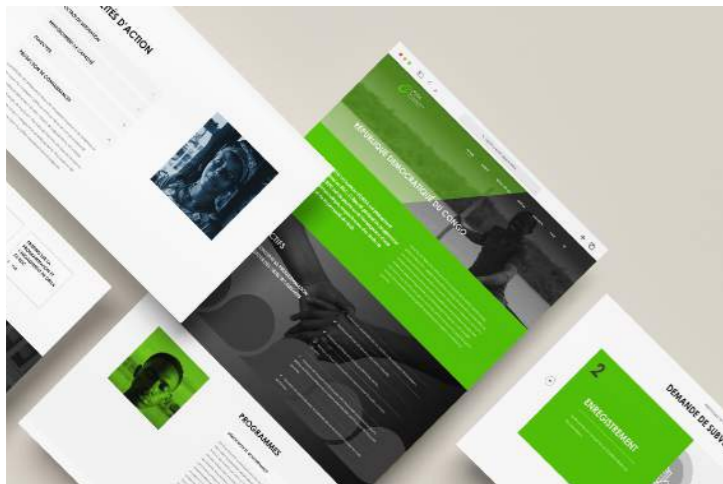
VENUE:
WITS BUSINESS SCHOOL

VIRTUAL REGISTRATION:
<https://wits-za.zoom.us/j/84452590000>



OSISA 2022 Archive Website Design:

2012 EN/FR/PT



Client:

The Open Society Initiative for Southern Africa (**OSISA**)

Overview:

OSISA is a growing African institution working to deepen democracy, protect human rights and improve good governance in the region. Conté Africa has been a partner of Osisa for 4 years. We have worked together on their website redesign, branding and strategy for their events and event materials.

Project Description:

In 2018, we created OSISA's first website. The website we were using before was outdated, there was no clear navigation or direction on the website, the website had many errors and buttons that did not work. This problem had a negative impact on the organisation's mission as the website caused the viewer to click away immediately. This meant that their campaigns were not reaching the people who needed them. Our redesign focused on highlighting the organisation and its grant and cluster programmes to showcase their goals. Osisa did not have a brand style guide, so we took inspiration from their logo colours and added two secondary colours to pick up the green highlight style of the logo.

OSISA WEBSITE REVAMP

STRATEGIC ANALYSIS AND RESEARCH
Flow chart & wireframes
Graph 2

- Forward
- Back
- Members/similar pages
- External link



Flow chart and wireframes

OSISA WEBSITE REVAMP



GRANTS MANAGEMENT UNIT

STRATEGIC OBJECTIVES

CLUSTERS

EVENTS

GRANTS MANAGEMENT UNIT

THE OPEN SOCIETY INITIATIVE FOR SOUTHERN AFRICA

STRATEGIC OBJECTIVES

CLUSTERS

GRANTS MANAGEMENT UNIT

STRATEGIC OBJECTIVES

CLUSTERS

STRATEGIC OBJECTIVES

CLUSTERS

GRANTS MANAGEMENT UNIT

GRANTS MANAGEMENT UNIT

GRANTS MANAGEMENT UNIT

Programme Cluster 1
Economic & Social Justice

Programme Cluster 2
Democracy & Governance

Programme Cluster 3
Human Rights

Learn from donor-led events, connective addressing all, and learn from community risk reduction feedback of feedback options

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Conté Africa Rebrand and Website UX/UI:

Client:

Conté Africa

Project Description:

Conté Africa is currently undergoing a rebranding exercise, and part of this rebranding will include an updated mission and purpose, which must be reflected in our new website. We are developing a new brand identity that reflects the evolution of our company and better embodies its purpose, strategy and values

The website maintains a creative corporate style and conveys confidence. Visually, it stands for modernity and innovation.

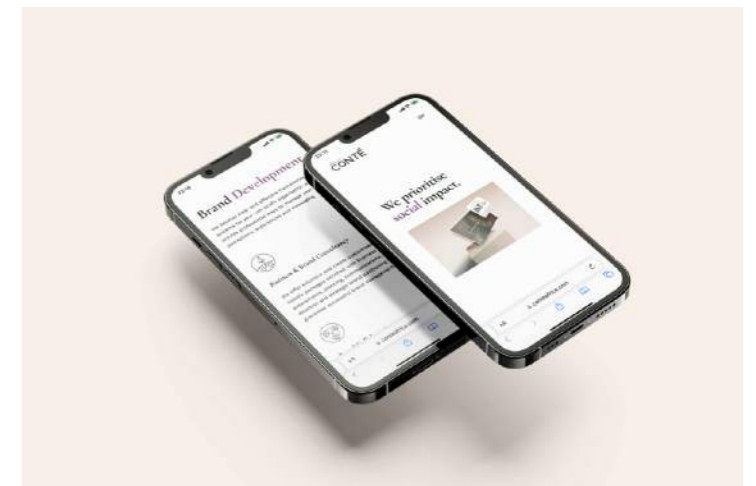
Our new brand colours are black, white and purple

These colours stand for:

Black: mystery, power, elegance and sophistication

White: purity, simplicity and cleanliness

Purple: royalty, nobility, luxury, power and ambition





Create with a Purpose.

Let us help you refine your mission and strengthen your organisation's branding to achieve and enforce your social goals.