

# DESIGN PORTFOLIO

2026



CREATIVE DESIGN

MBOWA  
DESIGN  
LAB

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



“

*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.*

MISSION — MBOWA DESIGN LAB<sup>™</sup>

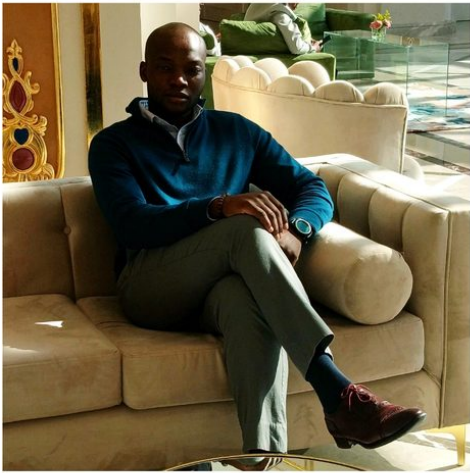
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**Trading Name:** Mbowa Design Lab® • Licence No. 6787/2023  
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# FOREWORD



JOSEPH ZITO MBOWA  
*CEO & Head of Design*

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)

# ABOUT

“

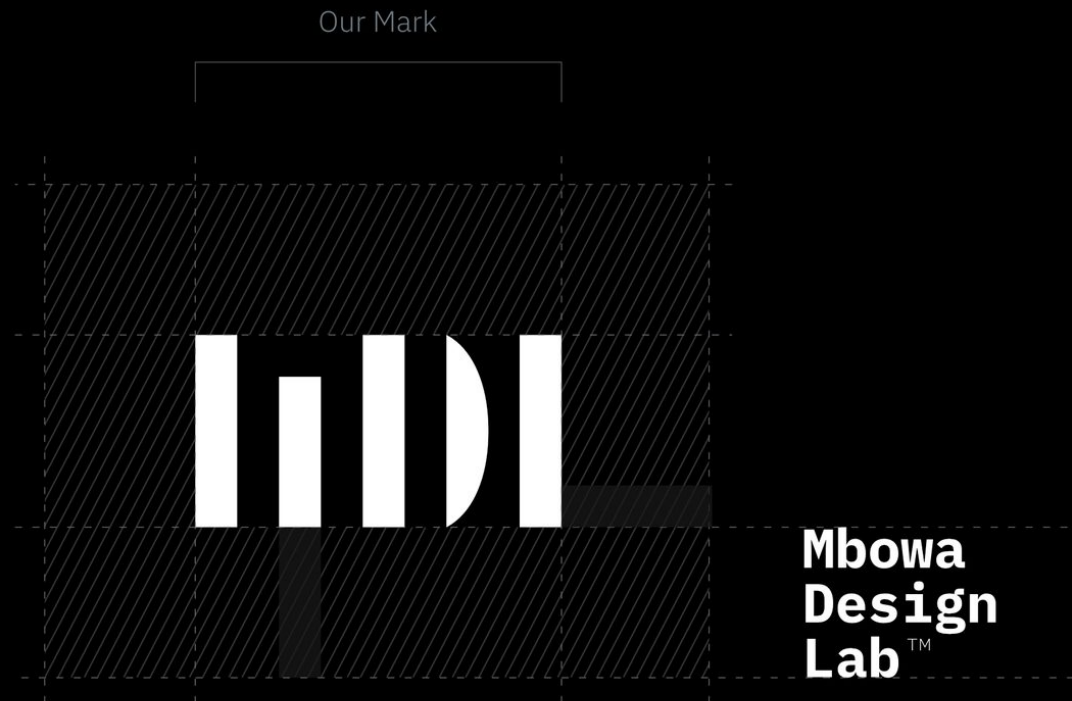
*We help turn businesses into irresistible brands by creating effective visual identity assets and brand strategies that transform and amplify the work, solutions and value they provide to their market.*

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.

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.



# OUR BRAND



## Mark

The horizontal combination logo on the left is Vitala's default logo for all uses. If the space or display condition do not permit, then either one of the other two combination can be used as appropriate.



# SERVICES

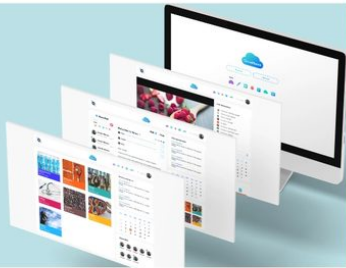
## USER INTERFACE/ EXPERIENCE DESIGN

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



# IDENTITY & BRAND ASSURANCE

| Assurance Control  | Brand Identity Diagnostics                                                 | Visual Identity Asset Design                                                                                                        | Brand-Market Alignment                                                                                                     | 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                          |

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.



# UI/UX

## SERVICE PORTFOLIO

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.

Roots, by Zito Mbowa  
Ceramic - 20cmx30cm

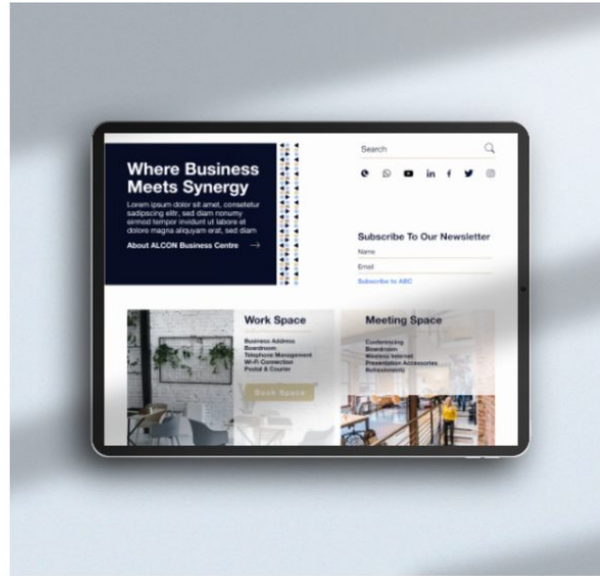
# UI/UX DESIGN

## 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



# UI/UX DESIGN

## Web App UI/UX Design: CloudRoom

### CLOUDROOM APP UI

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

**Client:** Client Name



# 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.

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# PUBLICATION DESIGN

## Service Portfolio

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.

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.



## The policy

## Legal Information

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).

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### 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.

# PUBLICATION DESIGN

**Print:** Eswatini Gov NCP Strategic Plan

## CLOUDROOM APP UI

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:** Client Name



# PUBLICATION DESIGN

**Design:** Eswatini Gov NCP Strategic Plan

## PRPL MOBILE APP UI

owa 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:** Client Name



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# LOGO DESIGN

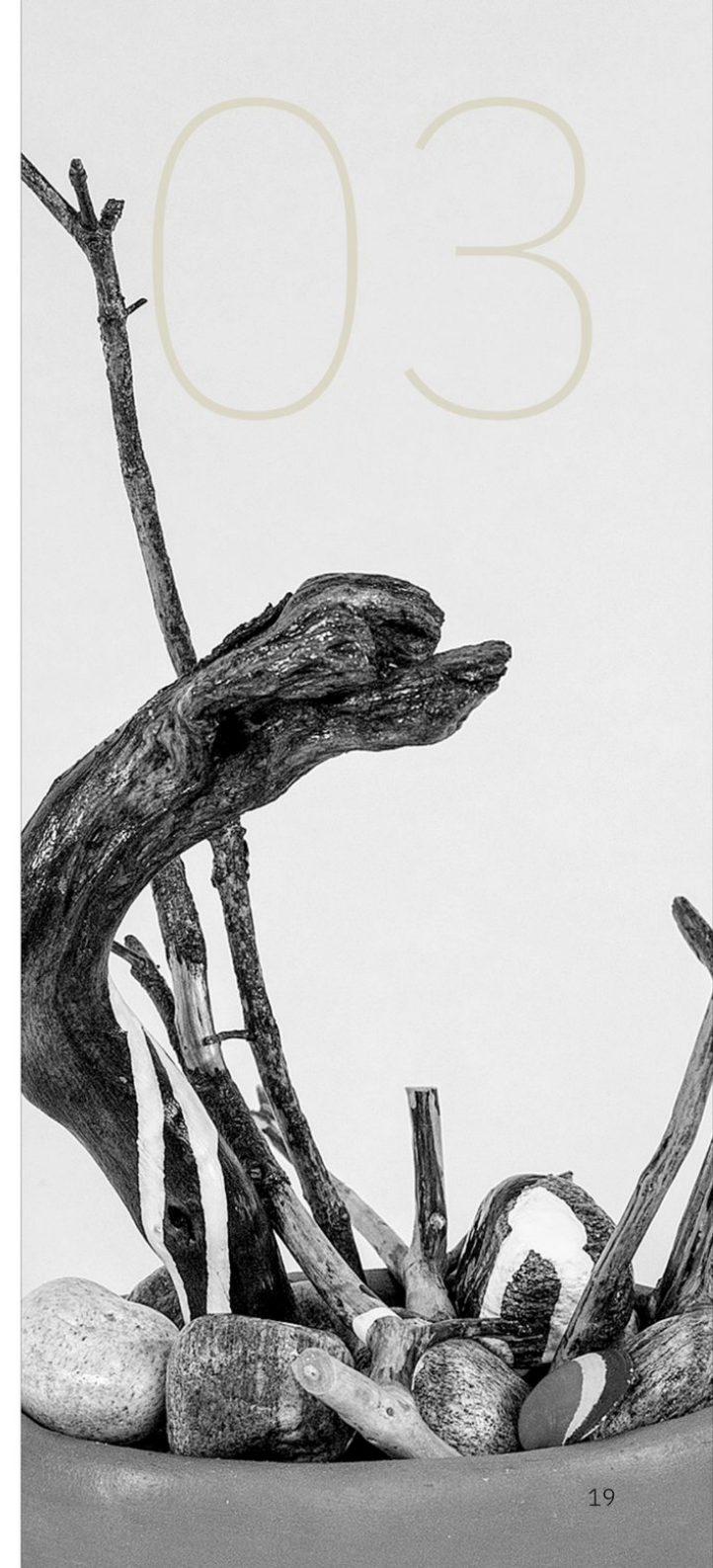
## Service Portfolio

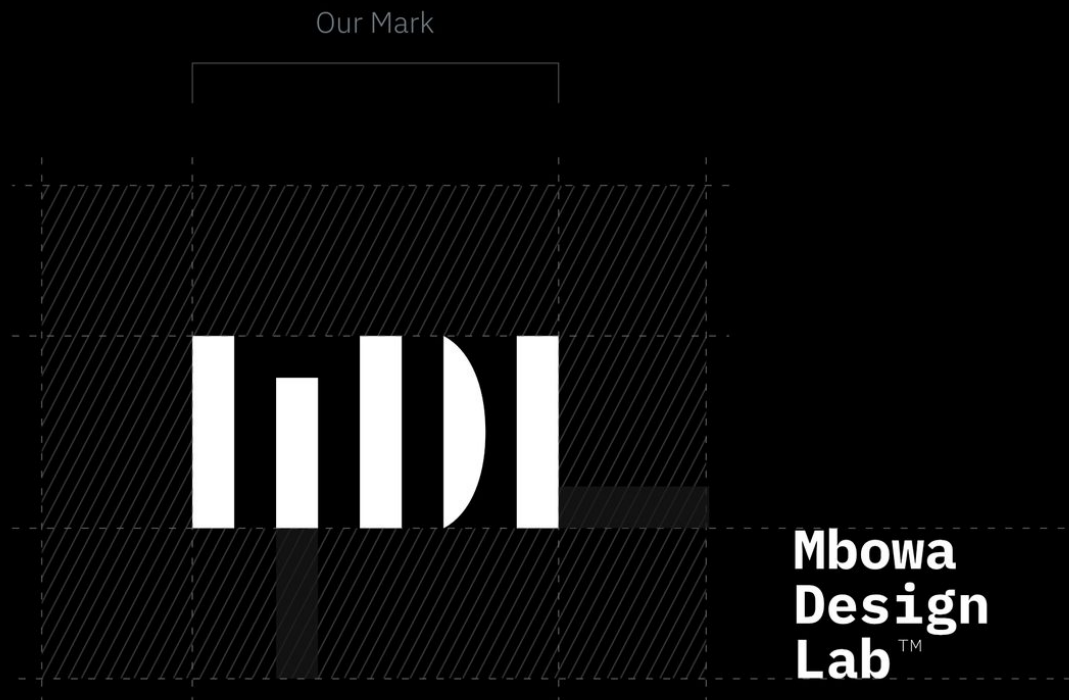
The Mbowa Design Lab defines *brand identity* as a valued set of consistent; principles, guidelines, and standards that transform how you are perceived; your image. Great identity assets will visually and emotionally express a unique consistent relational and executive acumen to your customers and stakeholders.

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:

- 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.



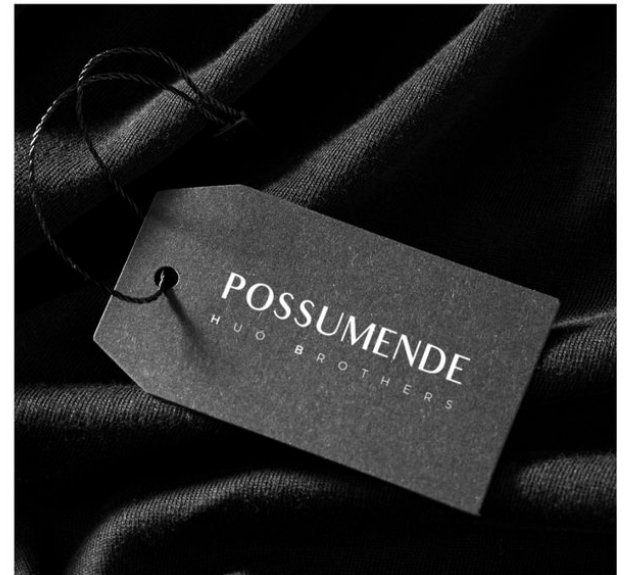


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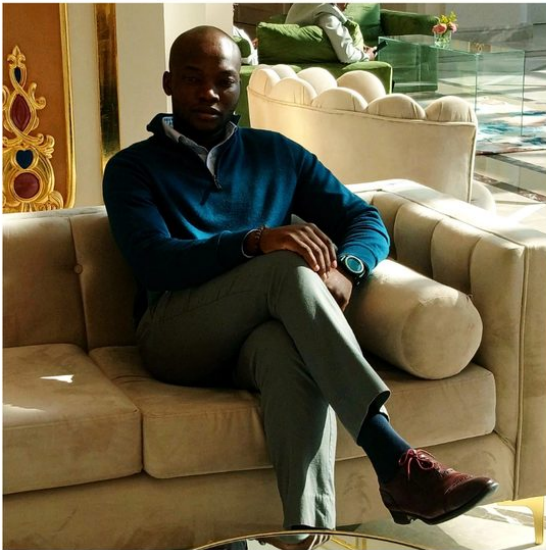
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# CONCLUSION



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