



Building Great African Brands



COMPANY PORTFOLIO **2026**

branding africa.

www.wearebrandingafrica.com

We Are Branding Africa.

Branding Africa is an African branding agency specialising in brand strategy and identity.

We deliver people-centered experiences designed to meet your unique strategic business goals.



Strategy

Creating strategic brand experience that will help reach your brand goals.



Development

Developing authentic brand stories that engage and inspire.



Distribution

Making sure your brand gets seen and heard.



Education

Guidance on how to build a successful brand for your business

Friends we've made along the way.

Some of the brands we're privileged to have worked with.



What we do

A strategic studio with growth focused, data-driven execution.

01. Strategy

Brand Research & Industry Expertise

Our research methodology & process helps us develop an insightful strategy with growth and effectiveness in mind.

We currently work with a team of online & on-site brand specialists across the continent.

02. Development

Full-Stack Graphic Design & Brand Development

This requires a mindset and skill set to effectively navigate the development of brand visuals that are a direct representation of your brand strategy.

03. Distribution

Brand Distribution & Content Creation

Knowing how to market your brand is one thing, but making sure you're marketing it right, to the right people, at the right time is another. Our brand development process makes that job easier & more effective.

04. Education

Brand Maintenance And Training

Equipping you with the tools to maintain and continue to build your brand is our favourite part.

Using a blended learning approach, we are able to deliver immersive and impactful learning experiences and training.

Portfolio

Some of the work we've done for happy clients:

Design Capabilities



Branding &
Design



Annual Report
Design



Infographic
Design



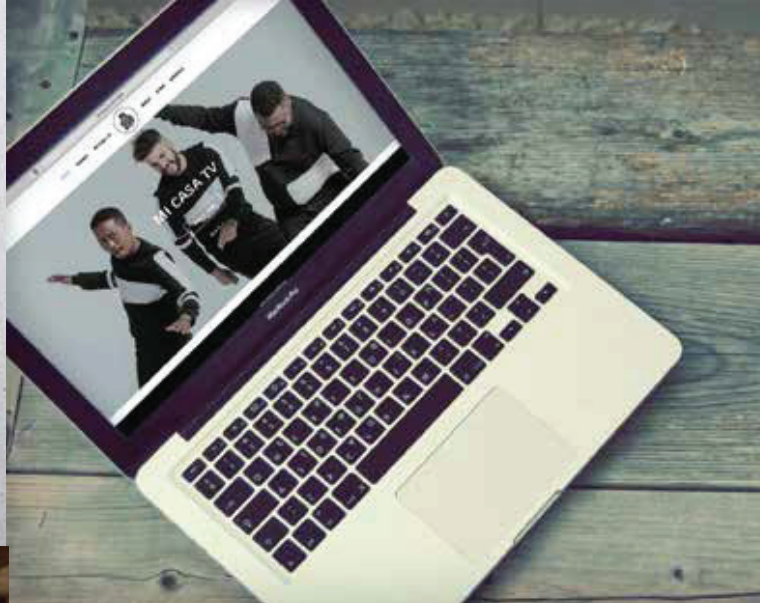
Presentation
Design



Web Design
and
Development



Marketing
Collateral



Brand CI/Logo Designs



BRAND STRATEGY & IMPLEMENTATION

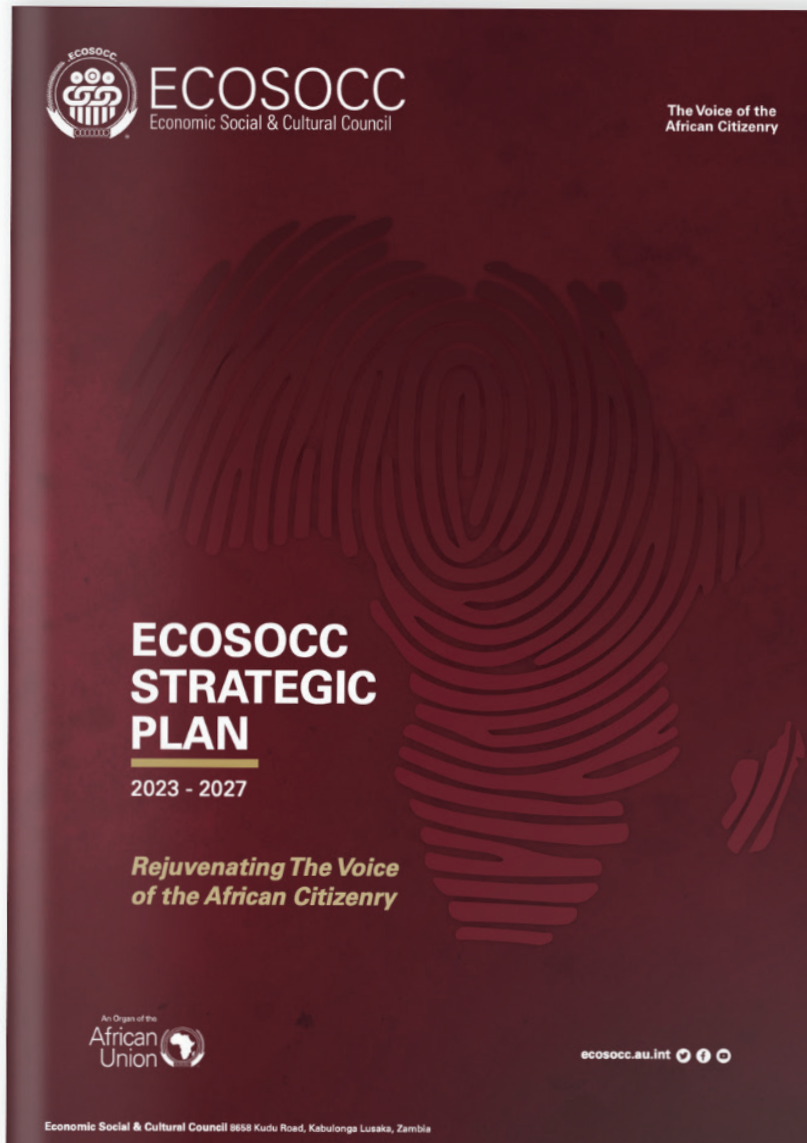




Product Design









1. INTRODUCTION

The recent resurgence of unconstitutional changes of government (UCG) in Africa has been met with some alarm within regional and continental political institutions, partly out of apprehension about the potential for a contagion effect in a sub-region and continent confronting some of the gravest threats to stability and social cohesion in a generation. This upsurge in UCG incidents, once thought to have been consigned to the pages of history on the continent, pose a renewed and profound challenge to the realization of the AU Agenda 2063, and to the peace, security, democracy, and prosperity, envisaged in its Aspirations. It further represents a worrisome reversal of significant gains recorded over the last few decades in democratic governance across the continent.

At the same time, it has coincided with the emergence of grave and unprecedented challenges to territorial integrity and national cohesion in an increasing number of AU member states, in the form of insecurity driven by violent extremist groups in the Sahel, the Lake Chad Basin, the Horn of Africa and the Indian Ocean Coast. Increased insecurity within communities, coupled with economic and political systems increasingly perceived to be designed to serve a privileged few at the expense of the disempowered many, have created conditions within many countries where military takeovers are perceived by a large percentage of the population as not only an acceptable but necessary antidote to societal ills.

2. BACKGROUND AND CONTEXT

2.1 Challenges of the developmental state in Africa

While significant progress has been recorded across the continent in the years following independence, there remains a constant effort at the level of many governments to ensure an adequate provision of public goods, particularly security, education, and health. These inadequacies, particularly at the level of public security, have sometimes been interpreted by sections of the citizenry as a dereliction of obligation and created conditions favouring contestation of the relevance and legitimacy of some governing authorities. These developmental challenges, coupled with structural frailties including under-developed institutions, stagnant economic growth, and public-sector corruption, have been symptomatic of the social grievances surround the incidence of UCG events on the continent.

In recent times, demographic changes associated with rapidly expanding populations have exerted additional pressure on the resources of countries on the continent. This increased demand occasioned by the so-called youth bulge continues to stretch the capacities of some governments to the limit, especially with regard to youth employment. The youth bulge should represent a major structural asset by which young people are able to bring their energies and skills to the building of the continent. Rather than this anticipated demographic dividend, however, population growth is instead manifesting as a source of volatility on the continent, with many young people unable to access opportunities to create and sustain livelihoods within their national economies. Invariably, a proportion of them fall prey to violent extremist radicalisation, which, oftentimes, remain their most viable path to earning an income. Climate change has further compounded this already complex scenario on the continent.

2.2 The agency of the citizenry

A consequence of the societal challenges outlined above is a tendency for the citizenry to feel relegated to the periphery of democratic processes, except when their votes are being solicited by the political elites. With a glut of unemployed youth feeling disillusioned and excluded from the commonwealth of their countries, such contexts become fertile for popular uprisings and support for ideologies and regimes that may favour UCG. In some cases, governments have leaned towards over-policing in response to popular agitation, especially when driven by the youth, leading to a perceived curtailing of the civil liberties of the citizenry. The perception and regulation of social media represents a particular paradox. With social media platforms now readily available to vast segments of the population, ordinary citizens now have an unprecedented ability to provide instant and sustained feedback to political and policy decisions in a manner that was inconceivable only two decades ago.



This social media feedback loop provides a tremendous opportunity for governments to engage, sensitize and interact with citizens and thereby entrench citizen participation in governance in a way that has never been possible. Regrettably, some governing authorities have sometimes tended to regard social media as a tool for agitation or subversion, and have instituted measures to constrain it, instead of deploying it foster closer engagement with their constituents.

2.3 Historiography of UCG in Africa

In the years following political independence, the continent of Africa has experienced in excess of 200 military coups, counting both successful and failed coup attempts¹. Between 1952 and 2014 there were 91 successful coups in Africa, and prior to 1990s, coups had become the main mode of political contestation and leadership change in the majority of African states². Notably, the number and frequency of coup d'états on the continent have been on a sharply downward trajectory in the last few decades. Regrettably, since the start of 2021, a string of military takeovers in West and Central Africa, in Chad, Mali, Guinea and Burkina Faso, as well as a recent attempted coup in Guinea-Bissau, has seemingly turned back the clock³.



2.4 Typologies of UCG in Africa

The Lomé Declaration of 2000 defines the following situations that could be considered as unconstitutional changes of government (UCG):

- military coup d'état against a democratically elected Government;
- intervention by mercenaries to replace a democratically elected Government;
- replacement of democratically elected Governments by armed dissident groups and rebel movements;
- and the refusal by an incumbent government to relinquish power to the winning party after free, fair and regular elections.

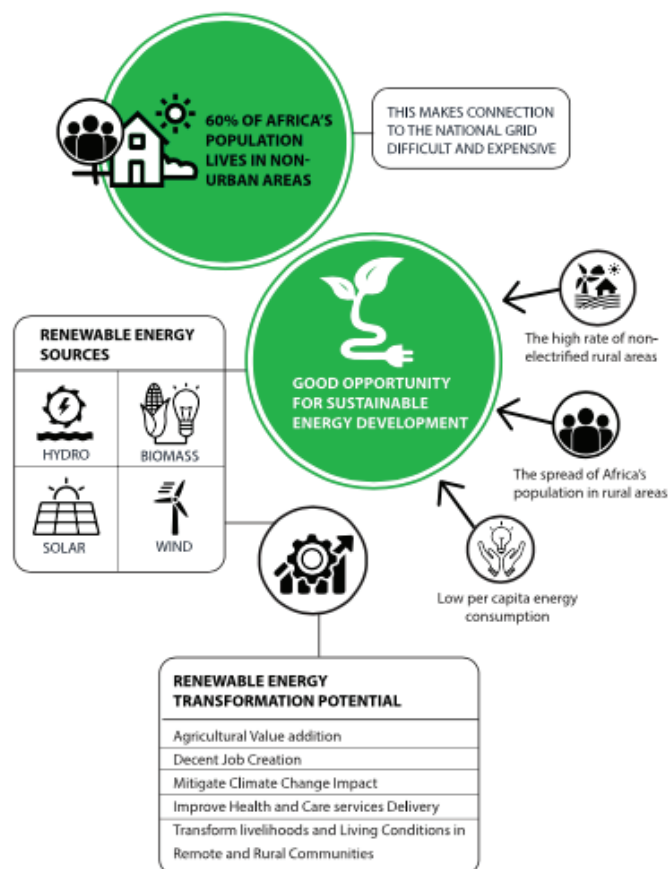
There are however other categories not covered in the Lomé Declaration. Examples of such include popular risings against regimes that would have been voted out but subsequently reneged on their commitments to hold elections, as well as manipulation of constitutions by incumbent leaders to award themselves more terms than previously prescribed in the country's national constitution. In January 2007, this omission in the Lomé Declaration was addressed through the enactment of the African Charter on Democracy, Elections and Governance (ACDEG), to include term limits. Article 23 (5) of ACDEG prohibits the 'manipulation of constitutions and legal instruments for prolongation of tenure of office by incumbent regimes'.

¹ A coup d'état is a sudden (lasting from a few hours to at least one week), often violent overthrow of a government by a small group of military, police, or security forces. It results in the illegal replacement of the existing government personnel or constitutional relationships, and may radically alter the state's fundamental social and economic policies.
² Deraso, S. A. (2016). Unconstitutional Changes of Government and Unconstitutional Practices in Africa. Summary paper from the program on African Peace Missions, World Peace Foundation, Paper, (2).
³ Institute of Security Studies, <https://issafrica.org/issareport/psic-report/exorcising-the-demons-of-coups-detat> (Accessed 16 May 2022).

10. Energy Solutions in Rural Africa

Almost 60% of Africa's population lives in non-urban areas which are sparsely populated. This makes connection to the national grid difficult and expensive. The spread of Africa's population in rural areas together with the low per capita energy consumption and the high rate of non-electrified rural areas, creates a good opportunity for a sustainable energy development based on decentralized renewable energy sources. Renewable sources of energy, including hydro, solar, biomass and wind, can meet Africa's energy demands well. A well-designed financial and support mechanism is needed to cater to the high up-front cost of most renewable energy technologies.

Renewable energy offers the potential to quickly transform agricultural value addition, create decent jobs, mitigate the impact of climate change, improve the delivery of education and health care services, as well as transform livelihoods and living conditions in remote and rural communities. If access increases sufficiently, it will provide affordable, reliable and sustainable energy for all, thus helping to address poverty and leaving no one behind in the energy revolution.



SPECIAL OFFER

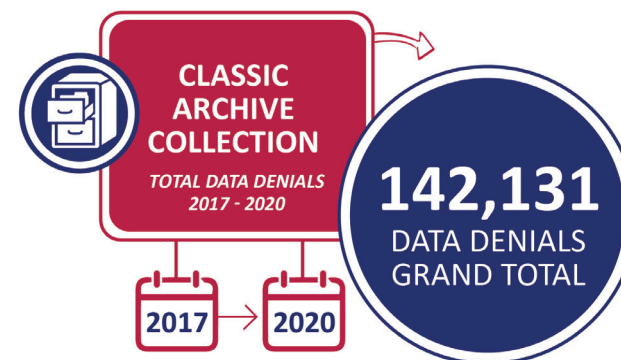


DISCOUNT ON ALL ARCHIVE SUBJECT COLLECTIONS



This special discount offer is valid for our Classic Archives, only until the end of 2020.

The access to title list for all subjects will be perpetual from the start year, until 1996.



The Annual maintenance fees will be charged, from the 1st anniversary of the archive purchase, from then onwards, every year.

REBRANDING PROJECT

Before



Brief

Objective: Modernize logo to reflect global presence innovatively.

Design Elements: Elevate and infuse movement; retain globe motif.

Additional Notes: Add vibrancy for corporate appeal.

Outcome: Dynamic logo with strategic considerations showcased in portfolio.

After





www.wwis.co.za



INFORMATION STEPPED UP

A dominant player in the South African
Information Management Solutions industry

www.wwis.co.za

REBRANDING PROJECT

Before



Brief

Objective: Reflect pioneering strategic direction; enhance corporate image.

Design Elements: Convey professionalism, innovation; evoke trust and authority.

Competitive Landscape: Align with industry standards; stand out among law firms.

Slogan Development: Craft compelling tagline to reinforce brand message.

Outcome: Distinctive logo and slogan tailored for Mataboge Inc's redefined identity.

After



Slogan:

"Pioneering
Possibilities"



Brief

Objective: Achieve Strategic Brand Alignment; redefine corporate identity, rebrand the name to enhance market appeal and develop a slogan for the new brand direction.

Logo Redesign: Create modern, versatile logo aligning with strategic direction and redefined customer profile.

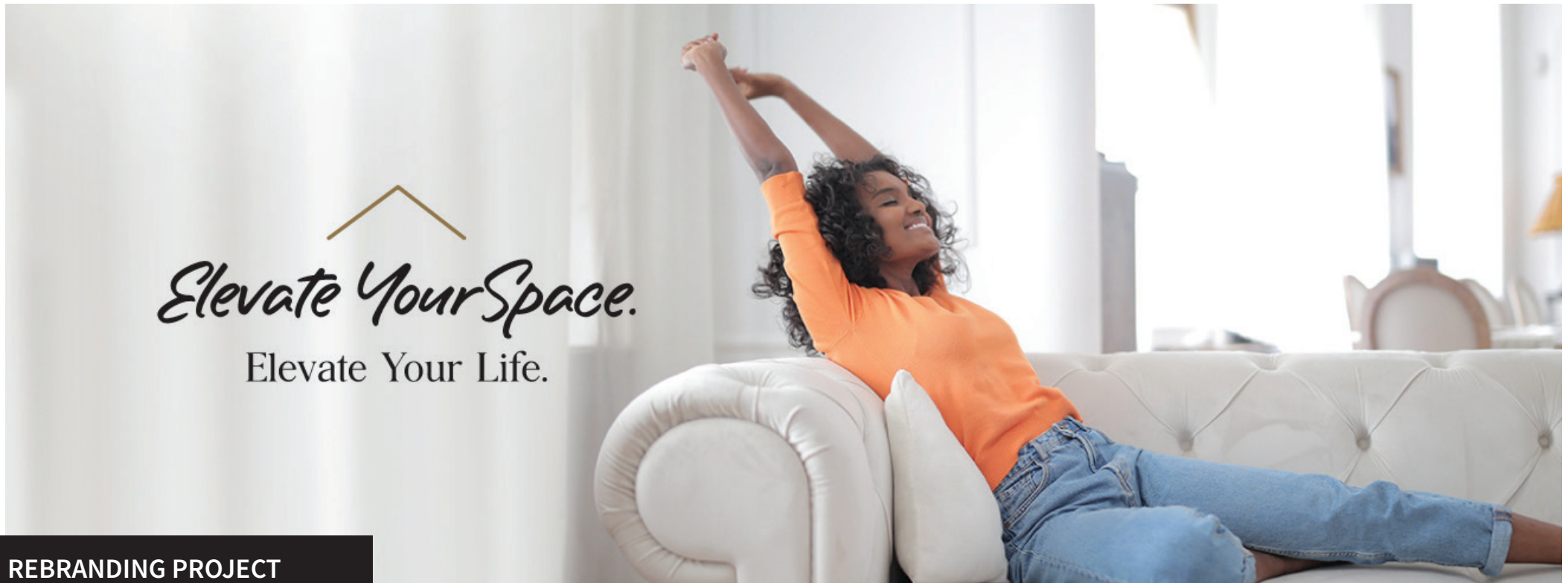
Strategic Direction: Position BudgetSpaces for growth, innovation, and success.

Outcome: Comprehensive rebranding solution, with slogan development, brand visual development & new name

Before



After



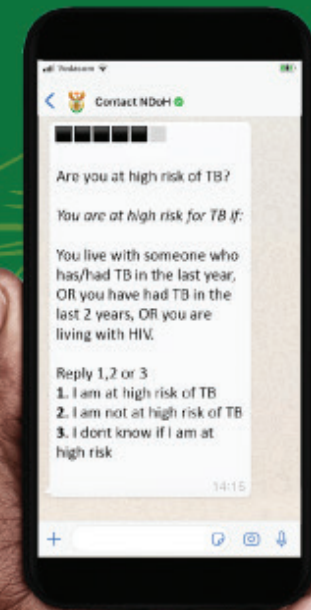
Be Part Of Making South Africa TB Free!

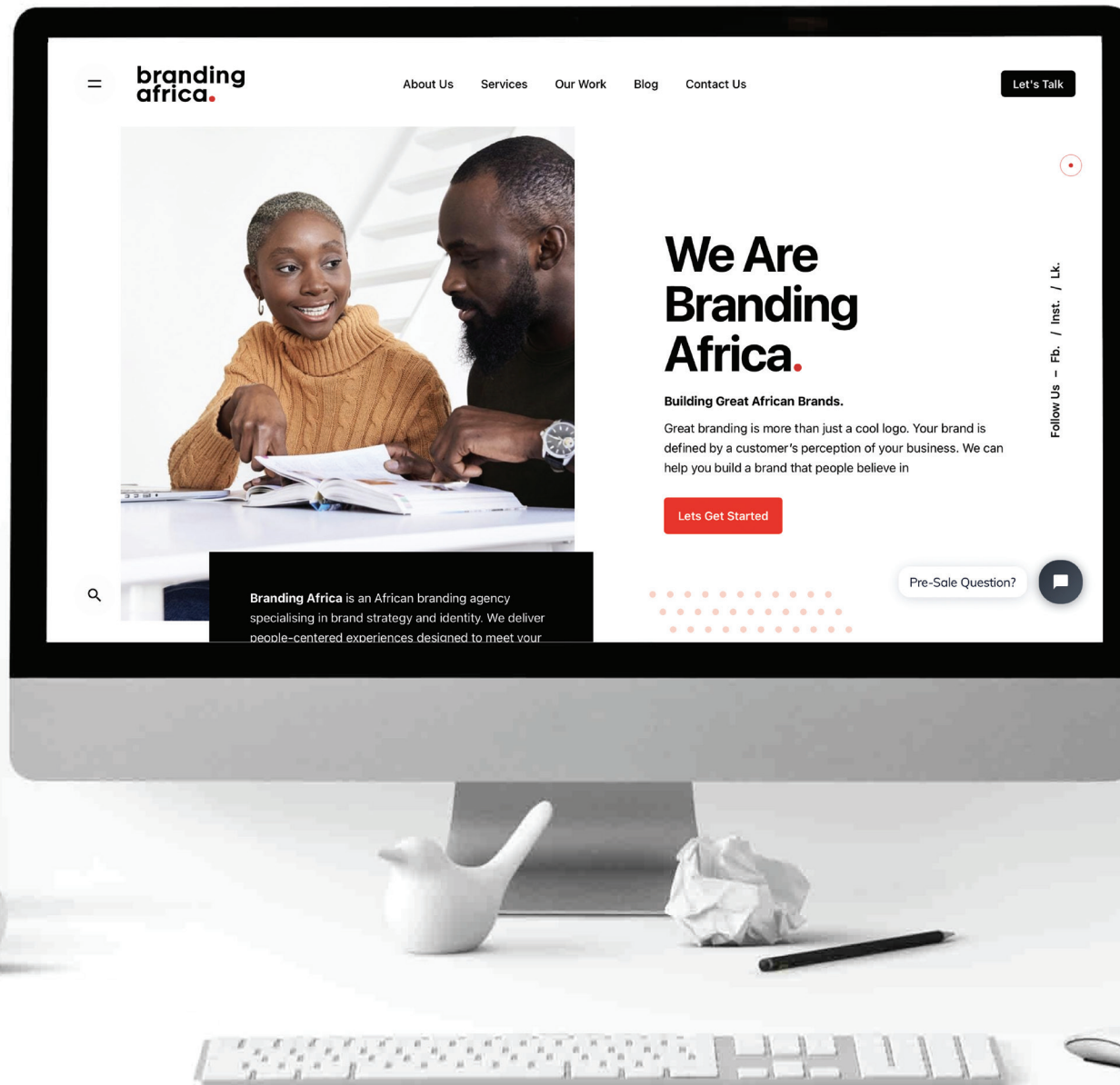
Do your TB HealthCheck on WhatsApp today.

Send “**TB**” to
0600 123 456



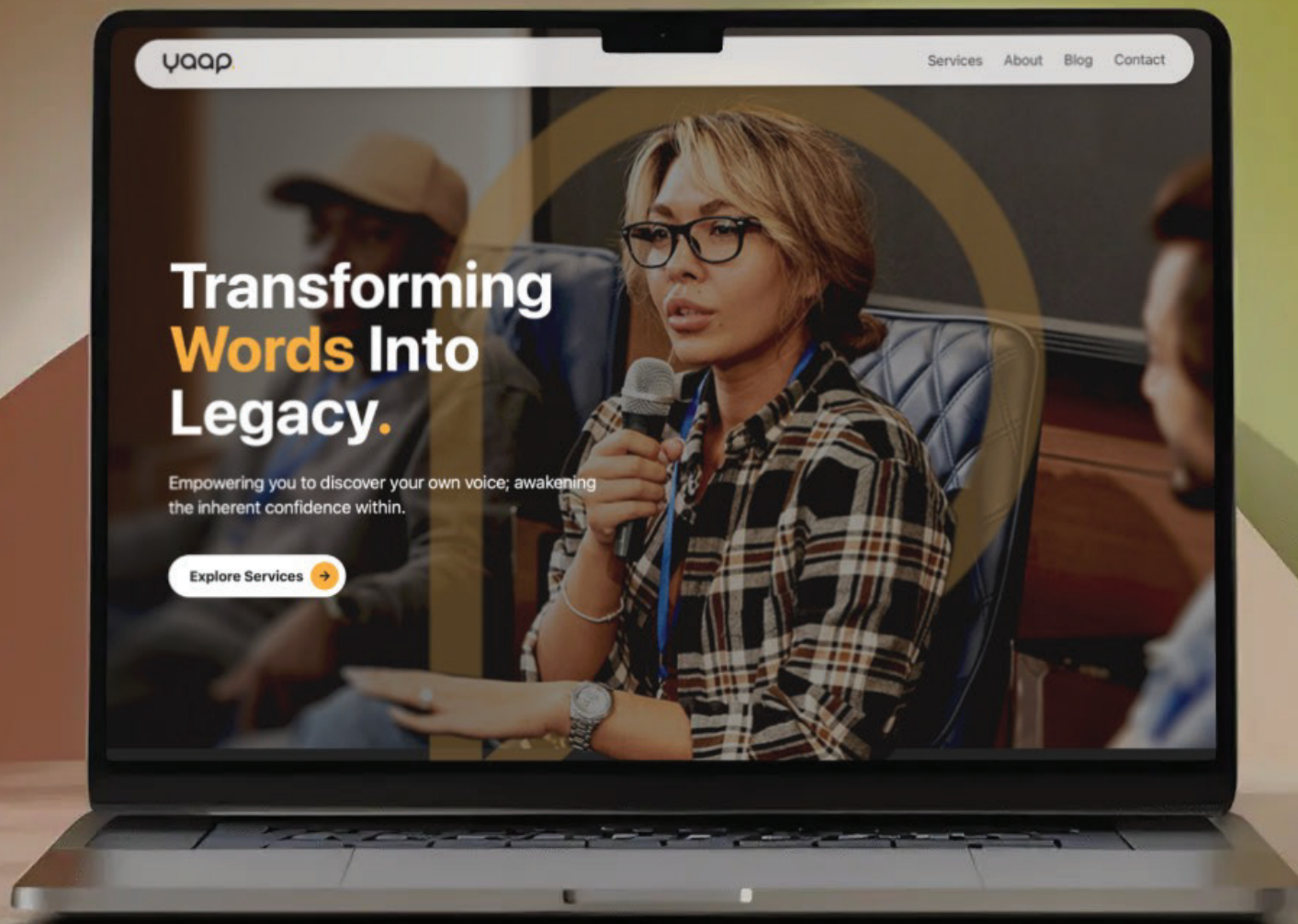
Committed to
a **#TBFreeSA**





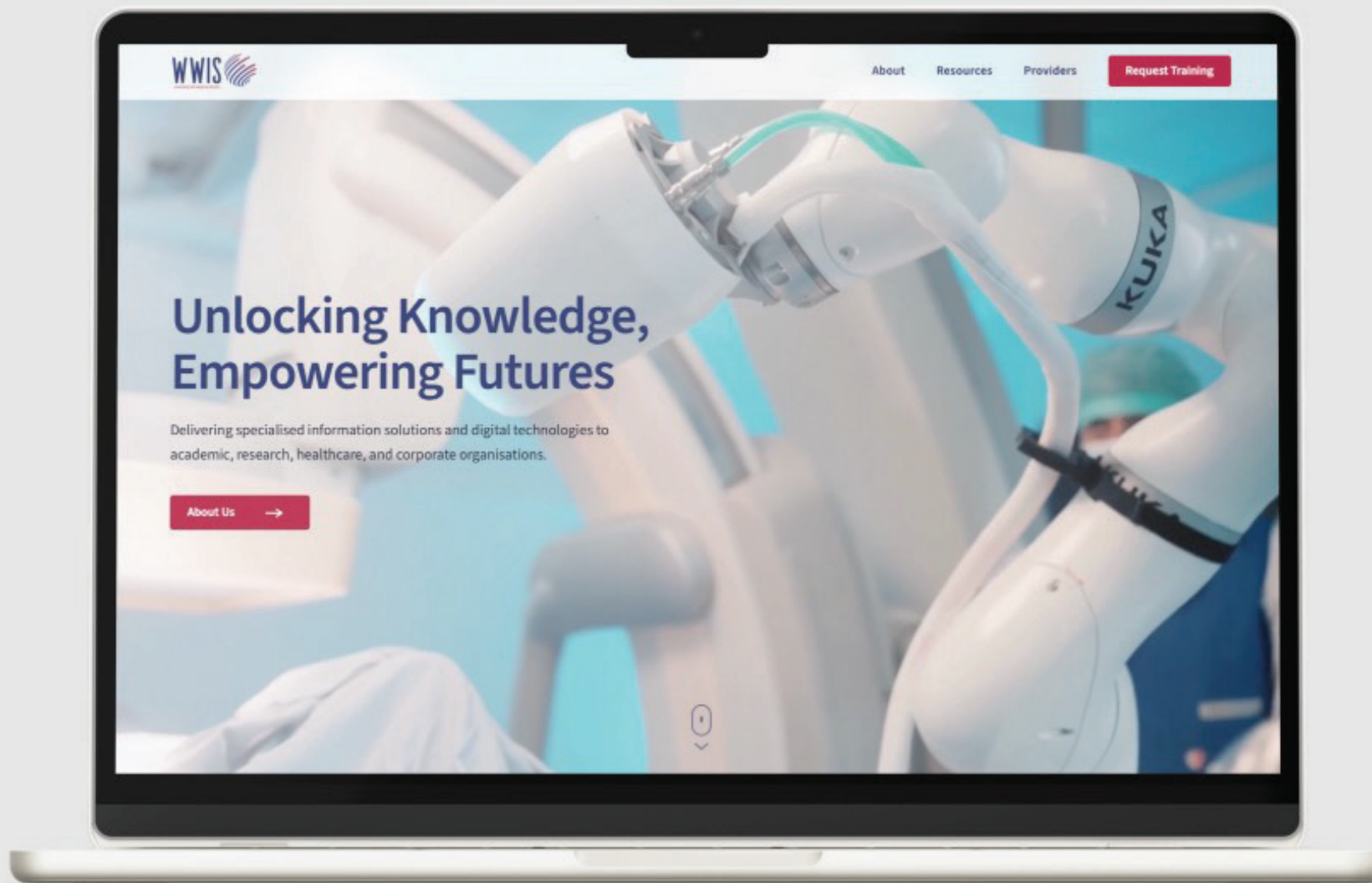
[View Website](#)

YAAP



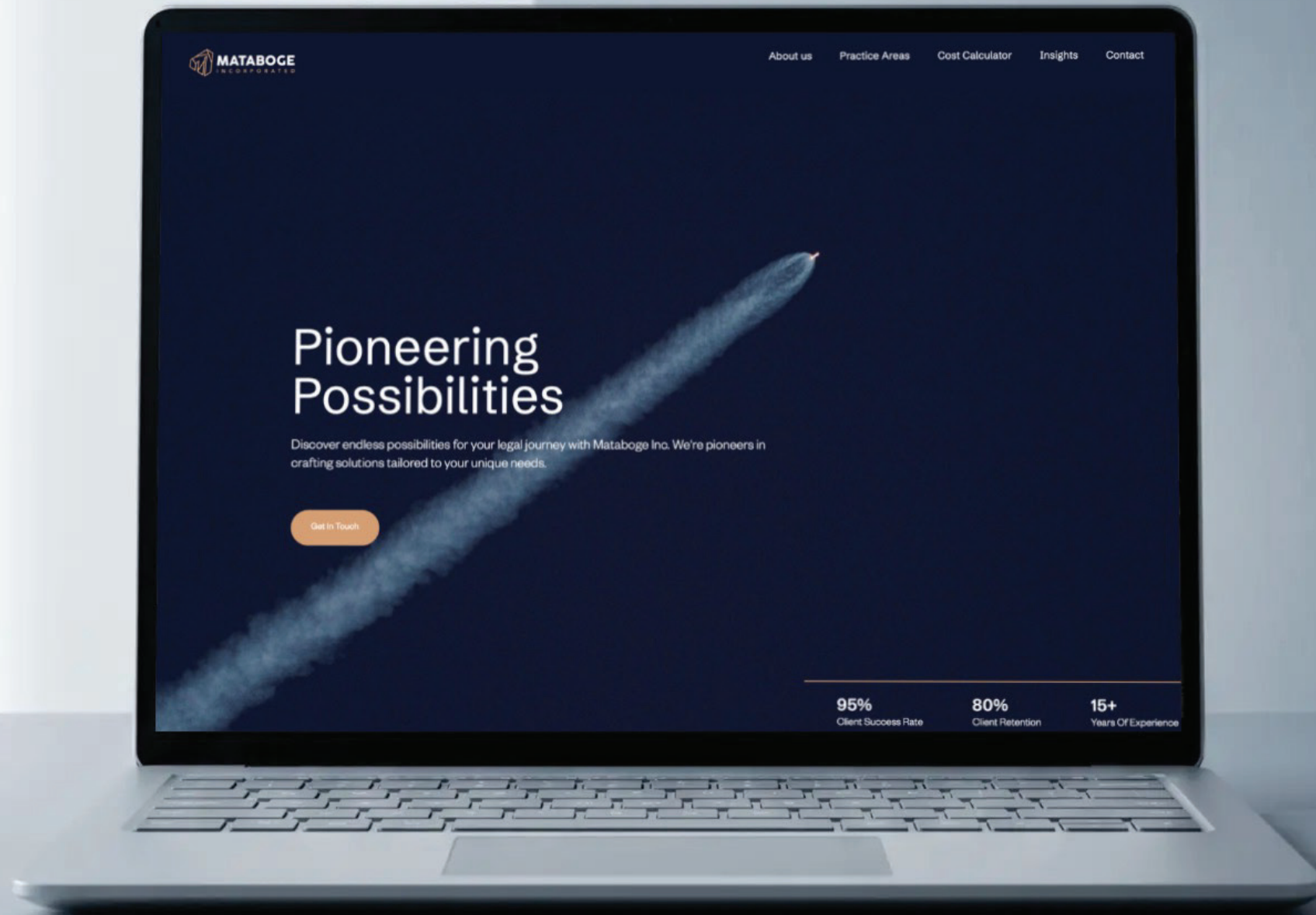
[View Website](#)

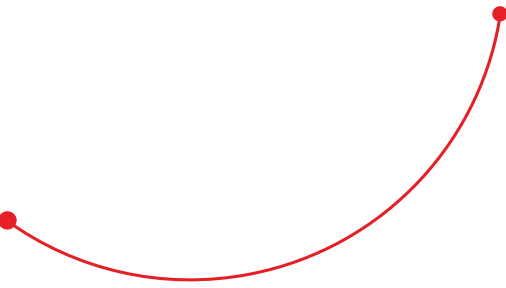
WWIS



[View Website](#)

Mataboge Inc





Get in Touch.

We are committed to developing clear brand stories through effective design & strategy and we'd love to help you with your next project.

Location

Northriding, Johanensburg

Phone Number

+2772 679 4132

General Enquiries

hi@wearebrandingafrica.com

wearebrandingafrica.com