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Kontentigo
CREATIVE

Collected Works.

Chama Mumbi

MyPay

Poster Design and Marketing Collateral

MyPay is an emerging fintech company specializing in digital financial solutions.

I was Tasked with designing marketing collateral and posters, the objective was to create visually compelling materials that effectively communicated MyPay's value proposition, represented it's new focus and encouraged customer adoption.

The resulting designs used a gradient created from the company's brand colors, concise messaging, and intuitive design elements, the materials were optimized for maximum impact in various physical locations and stores.

Role: Brand Design, Graphic Design





Pay your bills with ease



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bibimoney™
Any phone. Any network.

Easily send money Home with **MyPay**



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bibimoney™

Zambeef

Brand Refresh

Since 1994, Zambeef Plc has grown into Zambia's largest vertically integrated food retailing brand. From humble beginnings, Zambeef now produces, processes, distributes, and retails a diverse range of quality meat, dairy, and agricultural products. With a strong brand image, commitment to sustainability, and consumer-centric focus, Zambeef continues to be a favorite among customers.

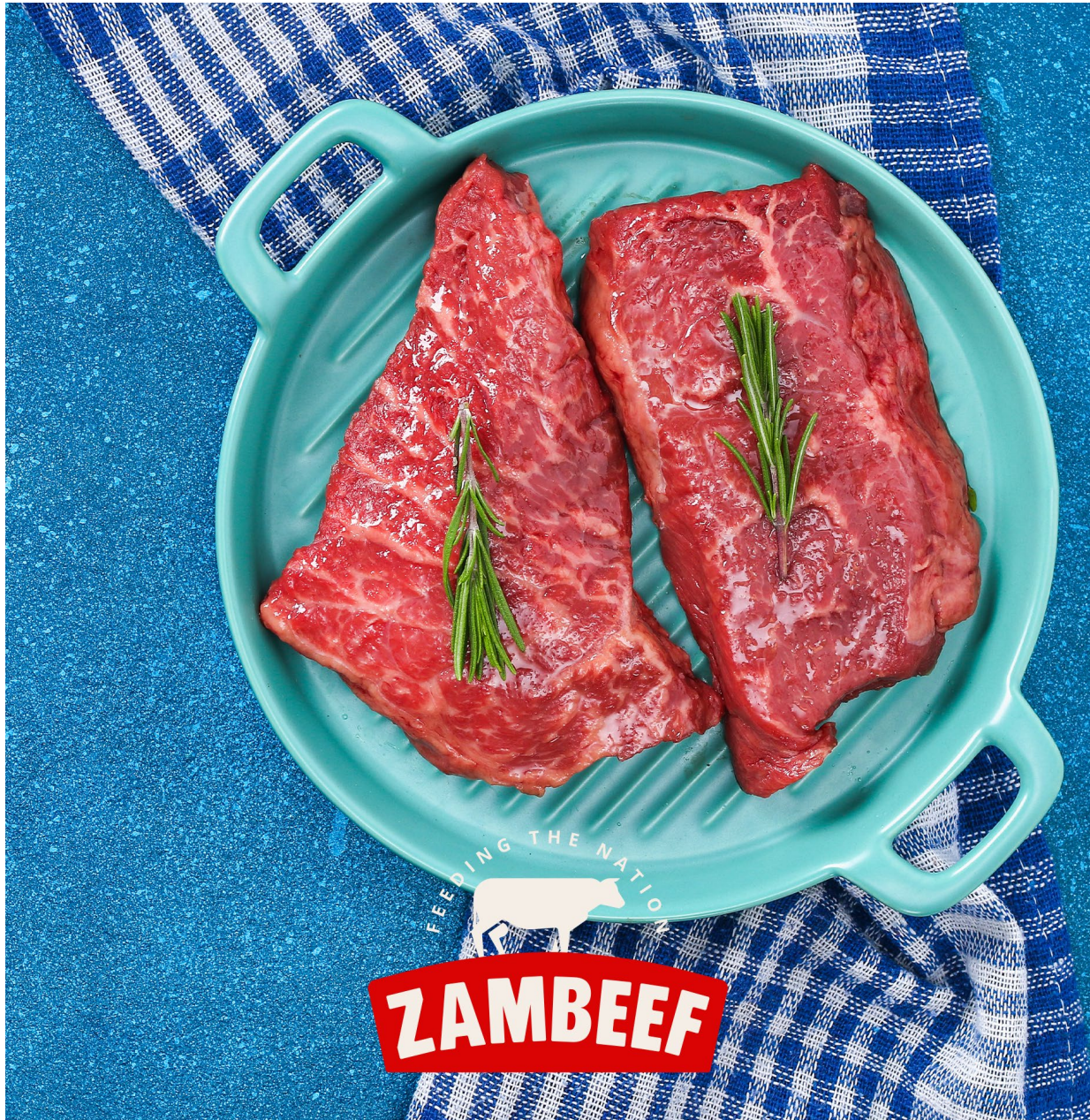
Date: Aug 2015

Role: Brand Design









Chama Mumbi



Collected Works

morey

Morey Online

Branding and UI/UX Design

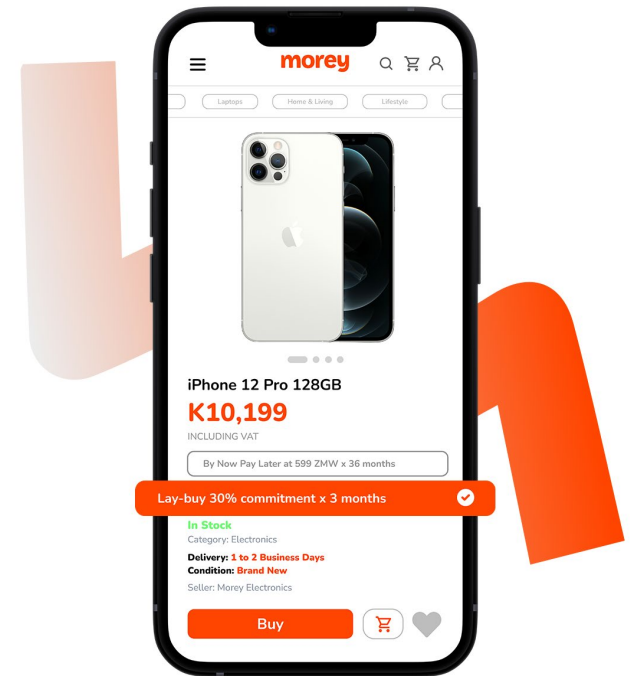
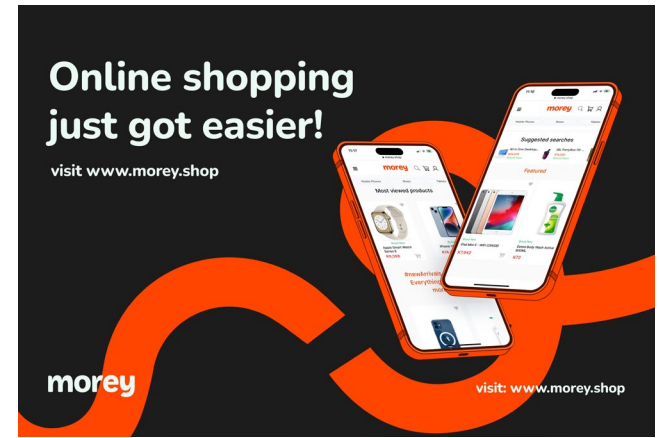
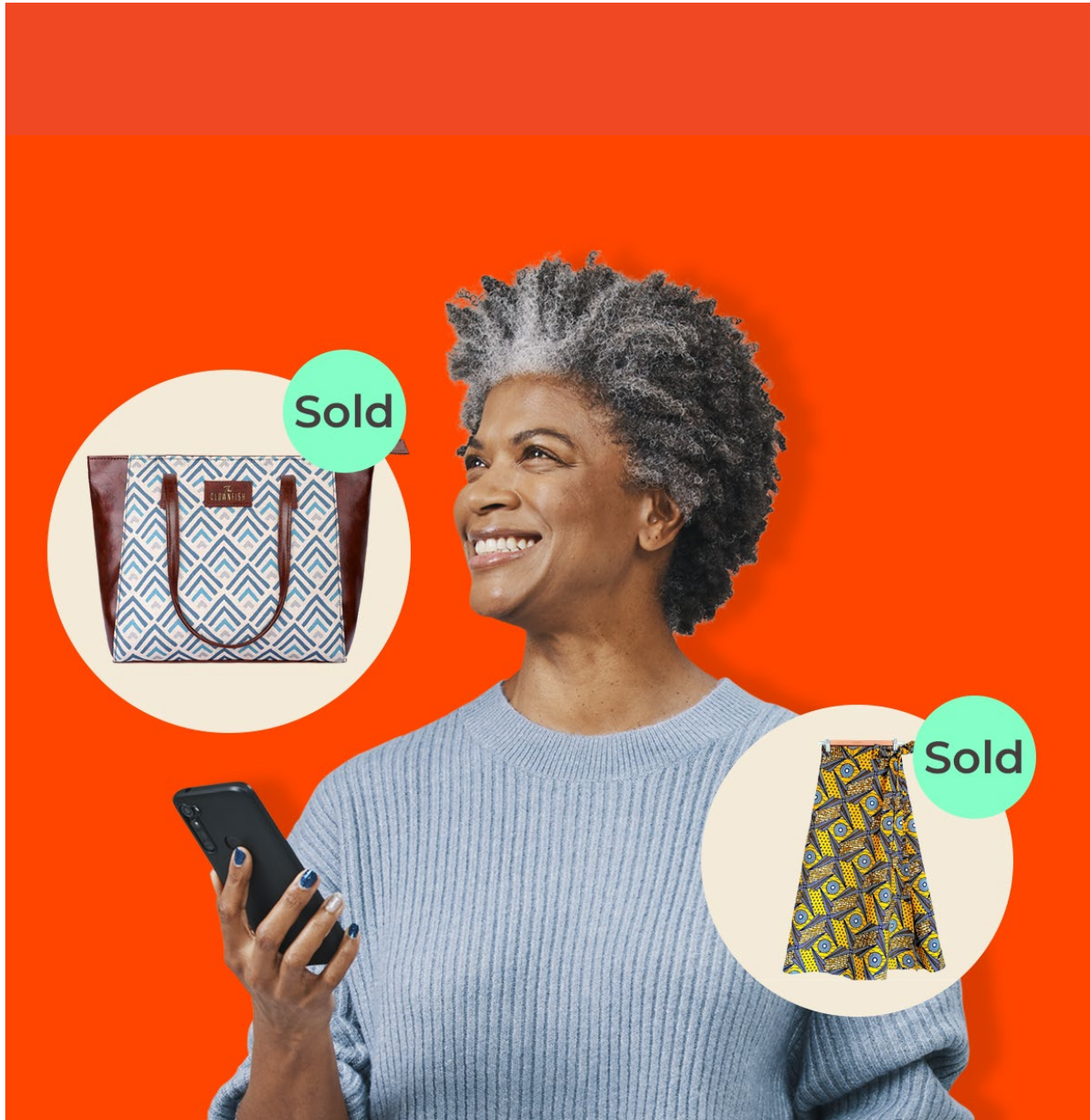
Morey is an e-commerce platform focused on providing access to electronic products in the African market.

I was tasked with Developing a distinctive brand identity and intuitive UI/UX design for the platform. I Crafted a brand identity reflecting Morey's core values, while ensuring the UI/UX design prioritized user-friendliness and seamless navigation.

Morey successfully launched with a strong brand identity and user-centric platform design. The intuitive interface and seamless user experience have contributed to increased engagement and accessibility of electronic products within the African market, positioning Morey as a trusted and convenient e-commerce solution for consumers.



Role: Brand Design, Social Media Design, Ui/UX Design



Apple Watch
Series 8 (45mm)
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K8,950

morey

visit: www.morey.shop

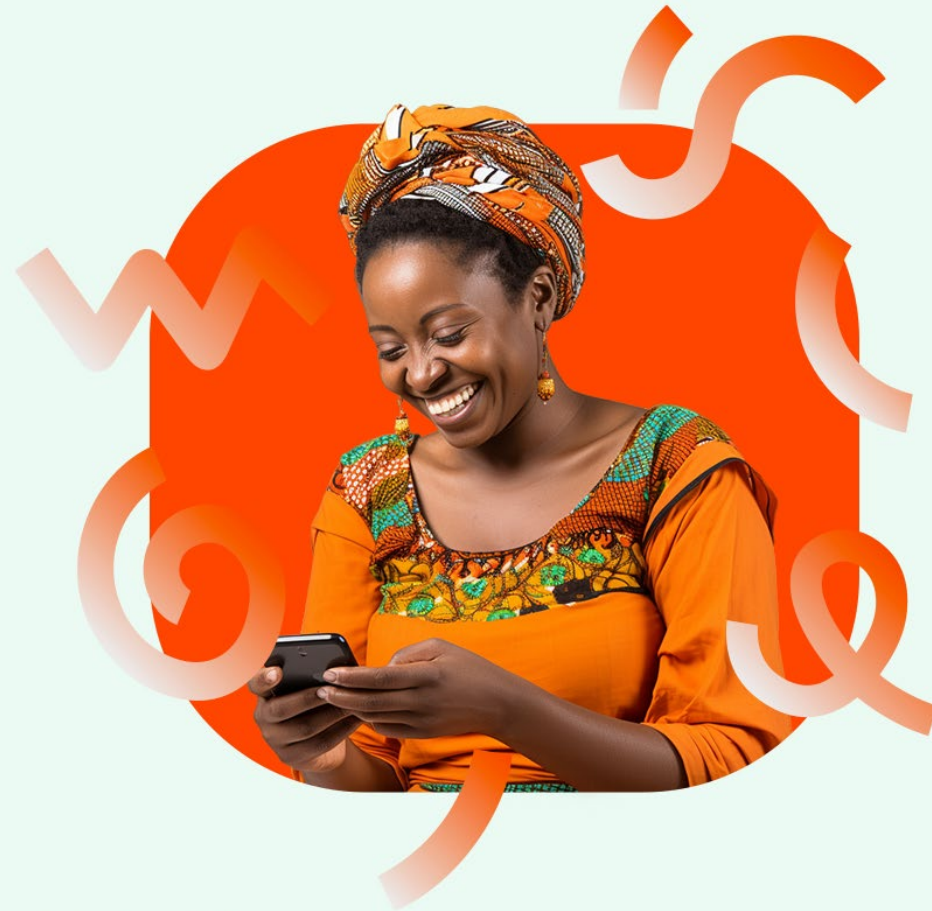
iPad Air 4
64GB



K10,709

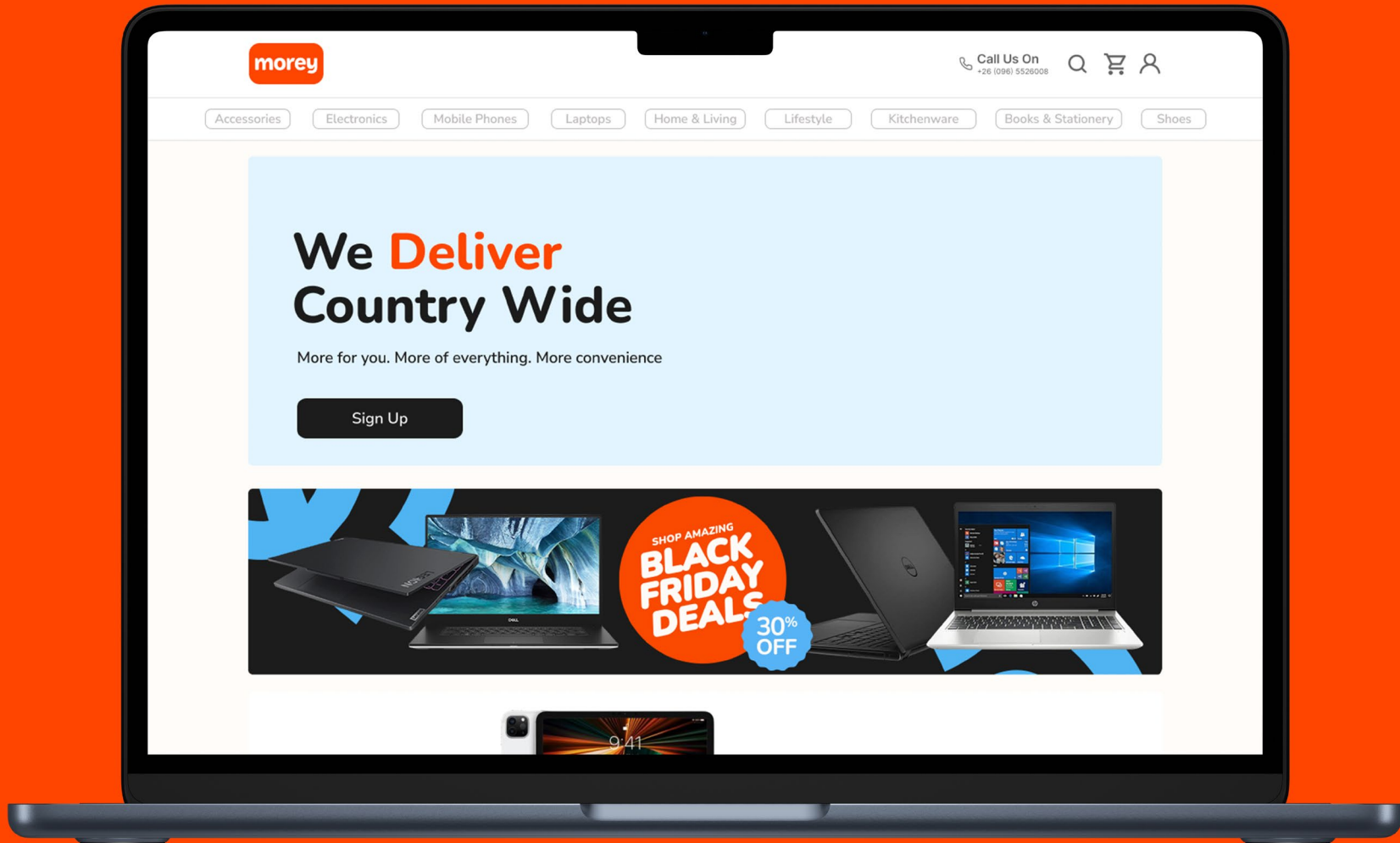
morey

visit: www.morey.shop



morey

visit: www.morey.shop



Zamshu

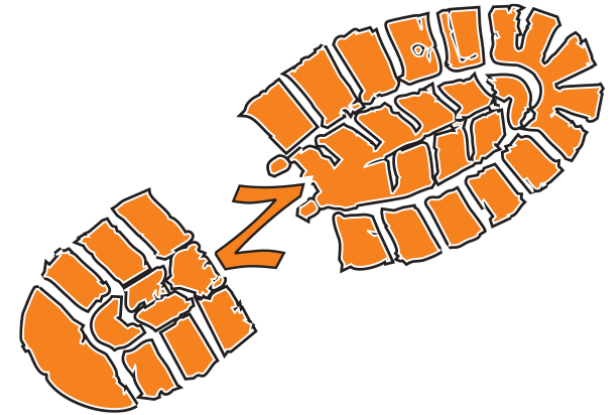
Social Media and Brand Design

Appointed as the brand designer, my task involved refreshing the logo, creating social media templates, and devising a visual style guide for the Zamshu socials. The primary focus was on leveraging Zamshu's logo, specifically the distinctive shoe print, as the cornerstone of the brand identity. This print served as the primary brand element, embodying the essence of Zamshu's craftsmanship and local production ethos.

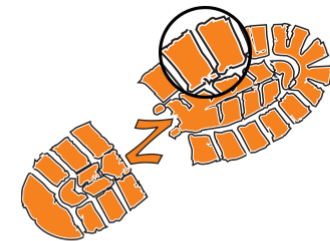
The brand design emphasized the iconic shoe print, infusing it with modern design elements to enhance its appeal and recognizability. The brand style guide derived its inspiration from this central motif, ensuring consistency across all visual elements. Additionally, the secondary brand carrier was developed from the shoe print, providing versatility and expanding the design possibilities.

These efforts have resulted in a cohesive brand identity on Zamshu socials that resonated with Zamshu's values and appealed to a wider online audience. The refreshed logo and accompanying visual assets facilitated a seamless transition into the digital realm, elevating Zamshu's presence on social media platforms.

Role: Brand Designer



Primary Brand Carrier



Secondary Brand Carrier



YOU'LL WEAR THEM FOR LIFE

WORK BOOTS | SAFETY SHOES | SCHOOL SHOES
CASUAL SHOES | FOOTBALL BOOTS | PROTECTIVE CLOTHING



LOREM IPSUM
DOLOR SIT
FACILIS.



Men's worker boots
K2,999



LOREM IPSUM
DOLOR SIT



Code Savanna

Brand Identity Design

Code Savanna is a not-for-profit organization fostering technology and entrepreneurship leadership among Zambia's youth.

I was engaged to Develop a refreshed brand identity to align with Code Savanna's mission of empowering the next generation of leaders in technology and entrepreneurship.

Through out the development process, I collaborated closely with the Code Savanna team to understand their vision and values, ensuring the brand identity reflected their commitment to empowerment and connectivity within Zambia's tech ecosystem.

What was crafted as a result was a dynamic brand identity that combined elements of innovation, growth, and community. I also utilized vibrant colors and modern design elements to convey energy and inclusivity, while maintaining a professional and credible image essential for engaging stakeholders.

Role: Brand Design





