



Info

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32 Clients
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Social

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Portfolio.

viewpoint

/ˈvjʊːpɔɪnt/

noun

1. A position giving a good view.
2. A person's opinion or point of view.

similar

way of thinking

point of view

frame of reference

**Some of the work
we've done**
.....



Appload

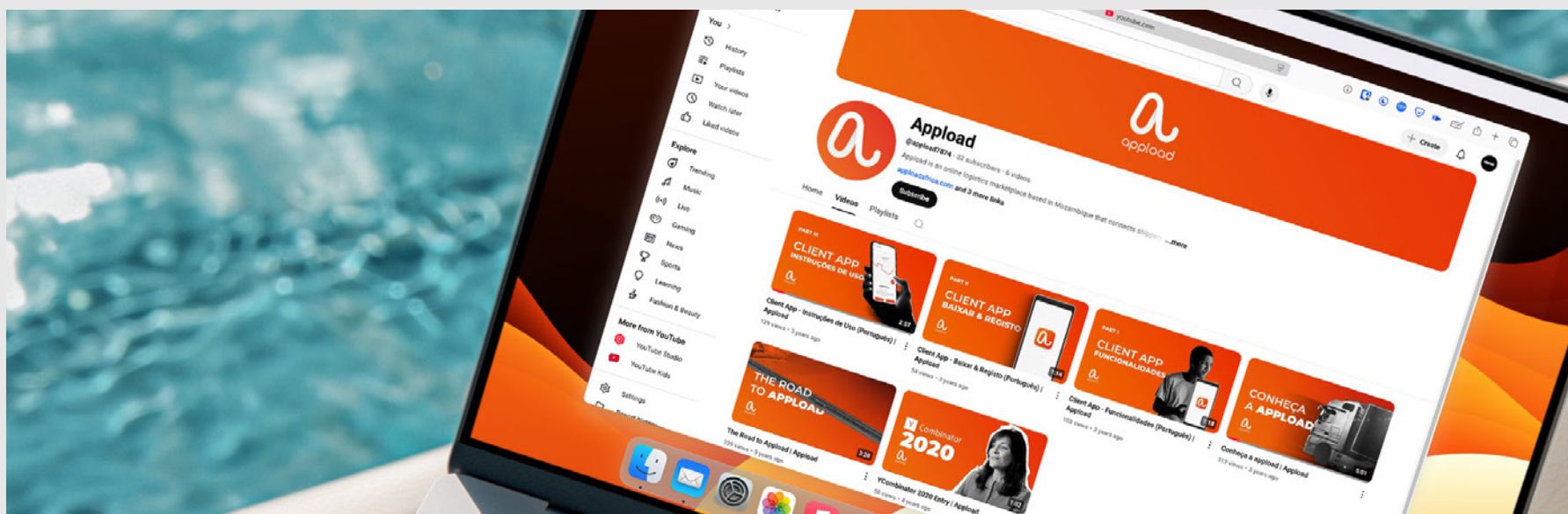
Logistics & Technology

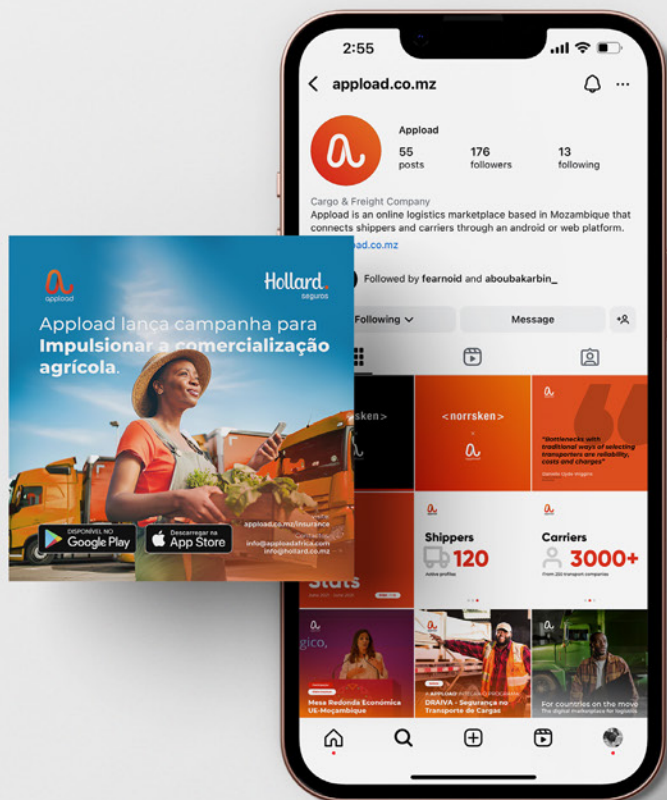
Appload is a digital logistics marketplace revolutionizing cargo transport across Southern Africa. Based in Maputo, Mozambique, the platform connects shippers and carriers through a user-friendly mobile and web application, streamlining the process of planning, booking, and monitoring cargo shipments.

By offering secure bookings, electronic payments, and third-party cargo insurance, Appload enhances transparency and efficiency in the supply chain. Its customer review system fosters trust among users, ensuring reliable and professional service delivery.

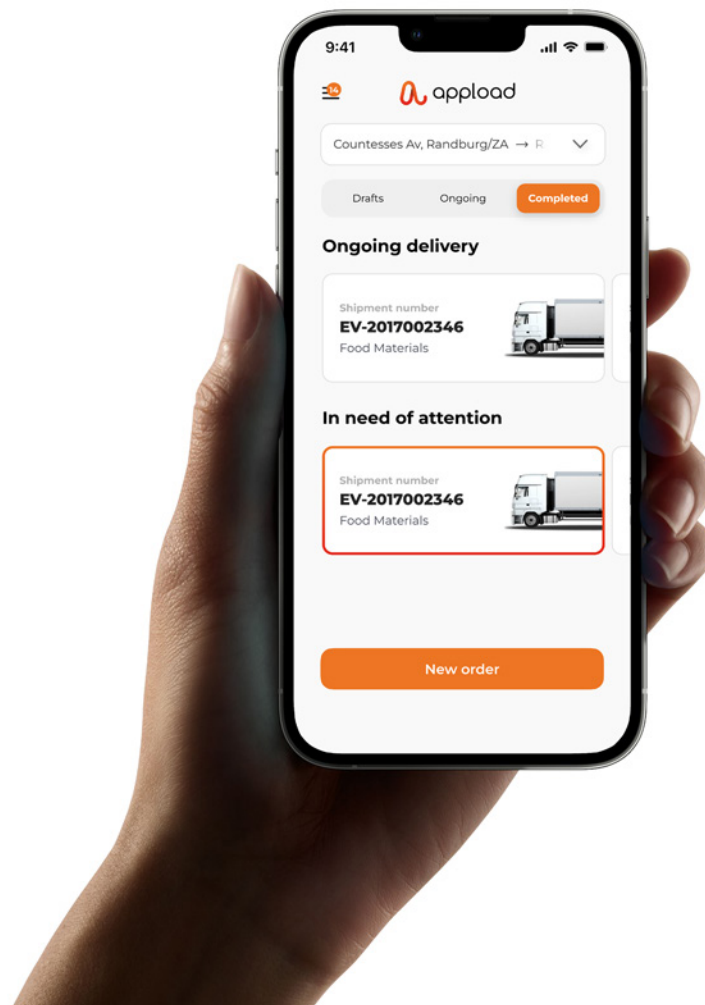
INFO

Date	3 June 2019 - Present
Project	Branding Digital Product Design Video Production Marketing Materials
Location	Maputo, Mozambique
Scope	Visual Identity: Developed the logo and brand kit, establishing a clean, tech-forward aesthetic aligned with the company's logistics mission. Digital Product Design: Designed the full mobile app experience and the platform's web-based logistics dashboard for managing shipments, carriers, and real-time tracking. Video Production: Created branded video content to explain Appload's services and support user onboarding. Marketing Materials: Produced brochures, social media visuals, and event collateral to support outreach and sales. Internal Communication Tools: Delivered branded document templates, pitch decks, and internal assets for team use and partner engagement.











AMER

Renewable Energy & Advocacy

AMER (Associação Moçambicana de Energias Renováveis) is a non-profit organization dedicated to accelerating the adoption and development of renewable energy in Mozambique. As a national platform for advocacy, knowledge sharing, and collaboration, AMER brings together key stakeholders in the public and private sectors to foster a more sustainable, inclusive, and energy-resilient future.

With a strong focus on capacity building, policy dialogue, and industry visibility, AMER actively promotes clean energy solutions that can support the country's socio-economic development and help achieve its climate and energy access goals.

INFO

Date 22 September 2020 - Present

Project Social Media & Event Management

Location Maputo, Mozambique

Scope **MER Sub-Brand (Mulheres nas Energias Renováveis):** Created the brand identity and campaign visuals for MER, a platform spotlighting women leaders in Mozambique's renewable energy sector.

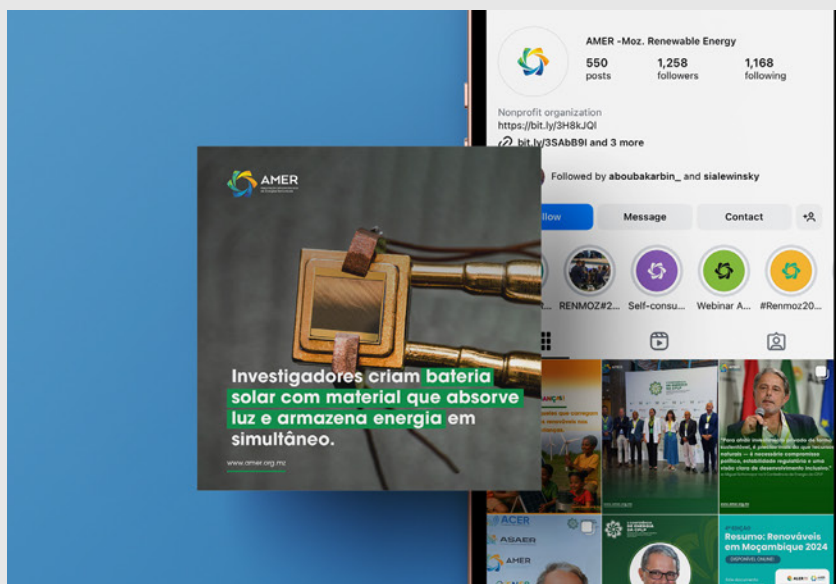
Event Design & Support: Designed and helped manage AMER's digital conference platforms during COVID-19, and later produced print and digital assets for in-person events — including banners, invites, and presentations.

Institutional Video Production: Produced branded videos to promote AMER's mission, showcase impact, and support fundraising and stakeholder engagement.

Social Media Content: Delivered branded post templates and campaign visuals to support AMER's growing online presence and community outreach.

Print & Stationery Design: Developed business cards, digital brochures, roll-ups, and official stationery to ensure a cohesive and professional visual identity.









Brilho

Renewable Energy & Market Development

BRILHO is a market-driven program accelerating access to off-grid energy solutions across Mozambique. Funded by the UK Government's Foreign, Commonwealth & Development Office (FCDO) and the Swedish International Development Cooperation Agency (Sida), and implemented by SNV Netherlands Development Organisation, BRILHO supports the growth of the off-grid energy sector by providing technical assistance, market development support, and results-based financing to businesses and stakeholders.

INFO

Date 28 October 2022

Project Social Media | Event Management

Location Maputo, Mozambique

Scope **Event Branding & Print Materials:** Helped designed the visual identity for the regional conference "Quadro Regulatório para o Sector de Energia Fora da Rede: Uma Perspectiva Regional", including roll-ups, stage backdrops, panel stands, and on-site event signage.

Participant Collateral: Created custom badges and branded lanyards, along with décor elements and environmental graphics to enhance the in-person attendee experience.

Digital Event Support: For the virtual edition of the conference, we designed digital schedules, Zoom backgrounds, branded slide decks, and supporting visual assets for a seamless online event experience.

Social Media Campaign: Produced a cohesive set of social media visuals to promote the event, drive registration, and share highlights before, during, and after the conference.







ALER

Renewable Energy & Policy Advocacy

ALER is a non-profit association dedicated to promoting renewable energy across Portuguese-speaking countries. By fostering enabling environments through policy dialogue, private sector engagement, and knowledge sharing, ALER plays a critical role in accelerating the energy transition in Lusophone Africa. The association acts as a bridge between stakeholders, governments, businesses, financiers, and development partners, to strengthen renewable energy markets and expand access to clean, sustainable energy.

In Mozambique, ALER is a leading voice and convener in the renewable energy sector, actively shaping discussions around policy, investment, and innovation. One of its flagship initiatives is RENMOZ, the country's primary business conference on renewables, bringing together key stakeholders to drive dialogue and action in the sector.

INFO

Date 21 February 2025

Project Branding | Social Media | Physical Material

Location Maputo, Mozambique

Scope **Event Branding & Materials:** Created the conference, RENMOZ 2025 – 4th Business Conference Renewables in Mozambique's visual identity and designed accompanying digital and print materials, including the roll ups, stage, panels, backdrops and internal documentation.

Visual Communication Support: Ensured consistent branding across all touchpoints, contributing to a professional and unified presentation of the event's communications, such as social media posts, newsletters, and event brochure.







Ascending

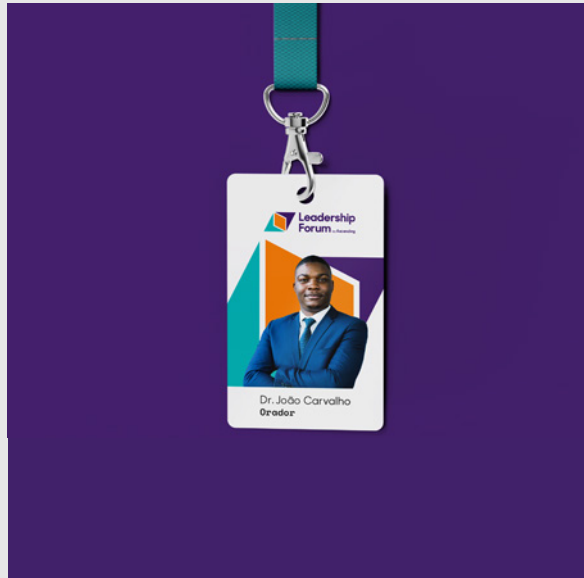
Workforce Management, Technical Training & Marine Services

Ascending Ltd. is a dynamic workforce and technical services company operating across Mozambique, Angola, Portugal, and Guyana. Specializing in workforce management, technical training, and marine services, Ascending Ltd. is committed to enhancing lives and organizations through comprehensive solutions. Their services encompass recruitment, payroll, staff logistics, and certified training programs, addressing the diverse needs of various industries.

With a forward-thinking approach, Ascending Ltd. integrates local talent with international standards, fostering sustainable development and operational excellence. Their presence in key regions underscores their dedication to delivering impactful services that drive growth and efficiency.

INFO

Date	5 December 2023 - Present
Project	Branding Social Media Web Design
Location	Maputo, Mozambique (with operations across Angola, Mozambique, Portugal, and Guyana)
Scope	Visual Identity & Brand Assets: We created social media templates, internal documents, and large-format visuals like roll-ups and conference panels for consistent branding. Merchandise & Promotional Materials: Designed branded items including tote bags, notebooks, water bottles, and calendars to boost brand visibility. Vehicle Branding: Applied the brand identity to company vehicles, enhancing brand presence on the move. Training & Support: Provided templates, trained the social media curator, and offered ongoing design support to maintain brand consistency.







Evolve

Business Advisory & Investment Facilitation

Evolve is a Mozambican business advisory firm operating at the intersection of strategy, capital, and impact. With work spanning agribusiness, FMCG, logistics, infrastructure, and finance, the firm partners with investors and local operators to unlock regional growth.

Backed by decades of industry experience, Evolve is known for its pragmatic, results-driven approach and deep understanding of Mozambique's business landscape. From supply chain transformation to investment structuring, the firm brings clarity to complexity.

Its brand voice is grounded and strategic, with a visual identity that reflects trust, long-term value creation, and regional insight.

INFO

Date 16 May 2024 - Present

Project Branding | Social Media | Web Design

Location Maputo, Mozambique

Scope **Brand Identity:** Logo redesign and full visual system including typography, color palette, and usage guidelines, creating a modern and credible brand language.

Website Design: Complete design of Evolve's new website, including homepage, service pages, and sector-specific layouts — optimized for clarity, responsiveness, and professional appeal.

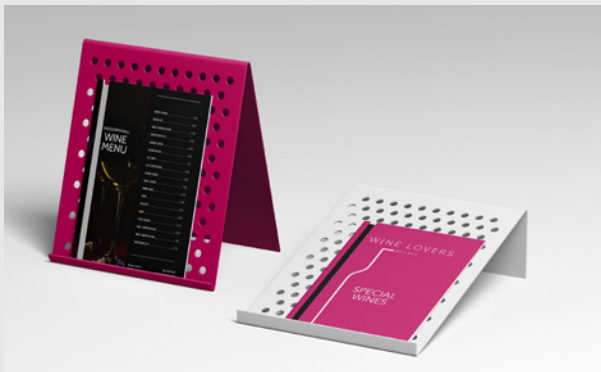
Corporate Presentation & Brochure: Design of the company's master presentation and a capabilities brochure to support business development and investor engagement.

Internal & Promotional Materials: Branded stationery, business cards, letterheads, roll-ups, and other core corporate collateral for both internal and external use.









WINE LOVERS

EST • 2013

Wine Lovers

Hospitality & F&B

Wine Lovers is a refined restaurant and wine bar located in the heart of Maputo, celebrating the art of wine through a curated culinary experience. Known for its warm ambiance and premium wine selection, the establishment caters to both locals and tourists seeking elevated yet welcoming food and wine pairings. With a commitment to quality and storytelling through flavor, Wine Lovers positions itself as a unique destination for enthusiasts of good taste and memorable evenings.

INFO

Date 29 January 2024

Project Branding | Social Media | Physical Material

Location Maputo, Mozambique

Scope **Brand Identity & Collateral:** Led the redesign of the logo and developed all printed materials, including placemats, menus, aprons, and cutlery holders.

Visual Communication Management: Ongoing responsibility for brand-aligned communications, ensuring consistency in tone and aesthetics across digital and physical channels.

Kreishandwerkerschaft Steinfurt-Warendorf

Vocational Training & Skilled Trades



Kreishandwerkerschaft Steinfurt-Warendorf is a regional organization representing skilled trade businesses and vocational training centers in the districts of Steinfurt and Warendorf, Germany. The association plays a pivotal role in supporting craftsmanship through advocacy, apprenticeships, technical education, and continuous professional development. It serves as a bridge between tradition and innovation, ensuring that tradespeople receive the guidance, resources, and visibility they need to thrive in a changing economic landscape.

view.

INFO

Date 17 September 2020

Project Physical Media | Instruction Manual Booklet

Location Maputo, Mozambique

Scope **Print Design:** Created a concise and user-friendly mini-guide/brochure to support training and orientation initiatives.

Event & Promotional Materials: Designed a series of roll-up banners for conferences and public-facing events, aligning with the association's educational mission and professional tone.



Portfolio / Ascending





TRANSFORUM

Transforum

Transport & Logistics

TransForum is Mozambique's leading transport and logistics conference, designed to bring together investors, companies, and thought leaders to accelerate sector growth through dialogue, innovation, and partnership.

Launched in 2023 with a focus on agro-logistics, TransForum provides a high-level platform to address infrastructure gaps, explore sustainable technologies, and unpack policy and financing solutions. The conference is structured around three core pillars: infrastructure, innovation, and regulation, all critical levers for unlocking the sector's potential and competitiveness.

Through curated panels, roundtables, and guided networking, TransForum fosters actionable insights and cross-sector collaboration, shaping a more connected and resilient logistics landscape for Mozambique and the region.

INFO

Date 27 February 2023

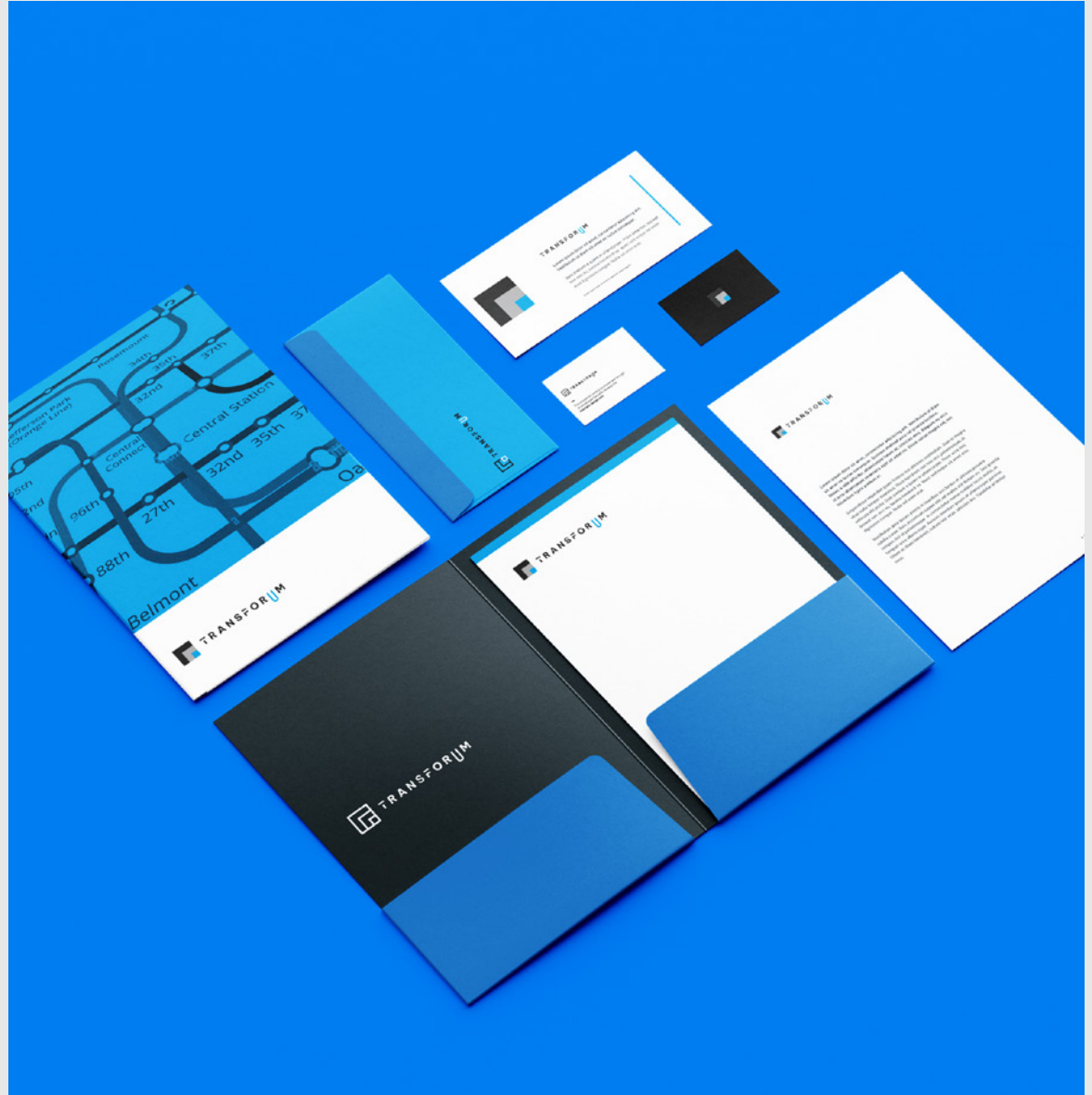
Project Branding Identity | Digital & Physical Material

Location Maputo, Mozambique

Scope **Brand Identity:** Logo design, color palette, typography, and brand guidelines tailored to reflect the event's professional yet forward-thinking tone.

Print & Internal Materials: Design of letterheads, business cards, event roll-ups, and other branded collateral.

Promotional Brochure: Layout and design of a conference brochure, capturing the mission, structure, and themes of TransForum 2023.



Logists,
Geo-statistics,
Simplified.





Welcome

Real Estate & Hospitality

Welcome Apartments is a forward-thinking real estate brand based in Maputo, Mozambique, offering boutique short- and medium-term accommodation, comprehensive property management solutions, and real estate investment services.

Positioned at the intersection of hospitality and real estate, Welcome serves both travelers seeking high-comfort stays and property owners aiming to monetize or elevate their assets. With offerings ranging from fully serviced apartments in gated communities to curated investment projects in high-value urban zones, the brand speaks to a modern, mobile, and investment-minded audience.

INFO

Date 27 September 2020

Project Branding | Social Media | Web Design

Location Maputo, Mozambique

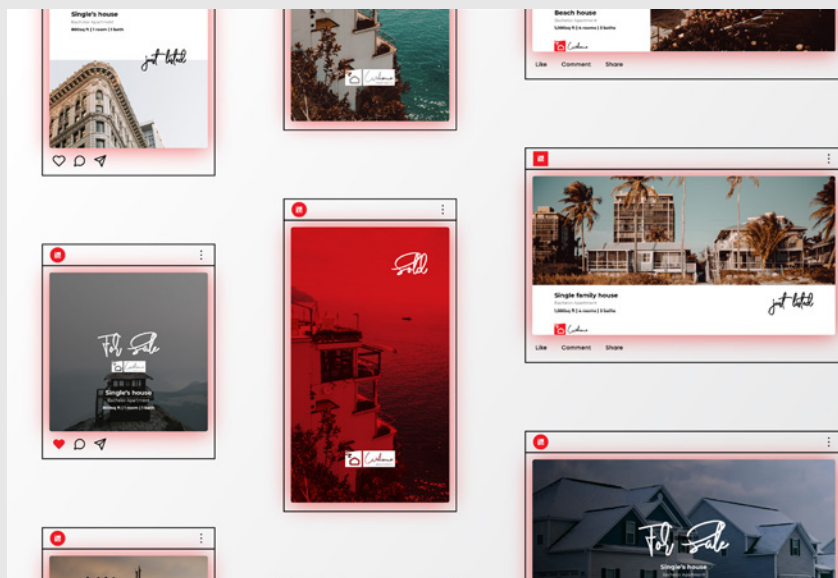
Scope **Visual Identity:** Logo design and complete brand kit (colors, typefaces, usage guidelines).

Print Collateral: Stationery (letterheads, business cards, envelopes), branded folders, and signage.

Digital Presence: Website design and layout for desktop and mobile (UX/UI), social media templates, and visual assets.

Marketing Materials: Design of service brochures for accommodation, property management, and investment services.

Brand Messaging Support: Visual storytelling and layout systems that reflect Welcome's mission of turning a community into a home.





**Some of the brands
we've collaborated
.....
with...**



let's create something...

VIEW.



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