

JabuAfrica

Branding & Web Design

A homegrown non-profit organization providing encouragement and financial support to orphaned children in Africa.

The founders of JabuAfrica have spent years serving several African nations, including adopting children of their own. JabuAfrica strives to improve the care and capacity of orphanages in South Africa, Ethiopia, and the Democratic Republic of Congo by sharing their stories and introducing caring people to worthy grassroots efforts in Africa.

JabuAfrica partnered with ka+a to build a brand and website that could serve as the foundation for their outreach. The word Jabu means celebration, and the emphasis of the brand, its story, and its landmark all have to do not with need, but with a celebration of the positive impact individuals can make by lending their support to loving organizations that serve orphans.

Building on the brand's foundation and identity ka+a designed and develop a website focused on sharing the personal history of the founders including their experience of adoption, interaction with African organizations, and goals for the future. To support the future growth of JabuAfrica the website allows for advocates of the cause to donate and participate in fundraising events. The developed brand and website have given JabuAfrica the necessary tools to grow and accomplish their goals.

WEBSITE



FINAL LOGO



LOGO VARIATIONS

