

gua africa 



A global brand born out of a vision to change a continent. To inspire, innovate and enable communities to shape their own destinies.

A charity like no other, GUA Africa's core values encompass peace, empowerment and self-sustainability. Collaborating with Sperm has put GUA Africa in a strong position to achieve its single-minded goal, to help a continent to help itself.

Key skills used in project

- philosophy
- brand strategy
- brand language
- identity creation
- copy writing
- art direction
- web design
- tactical design and marketing

