mnvdesign.co.za

PORTFOLIO

Michael
Northcote
Vinen



Hi, I’m Mike!

A passionate creative who dreams to be a professional golfer but is horribly bad.

Welcome to my portfolio.

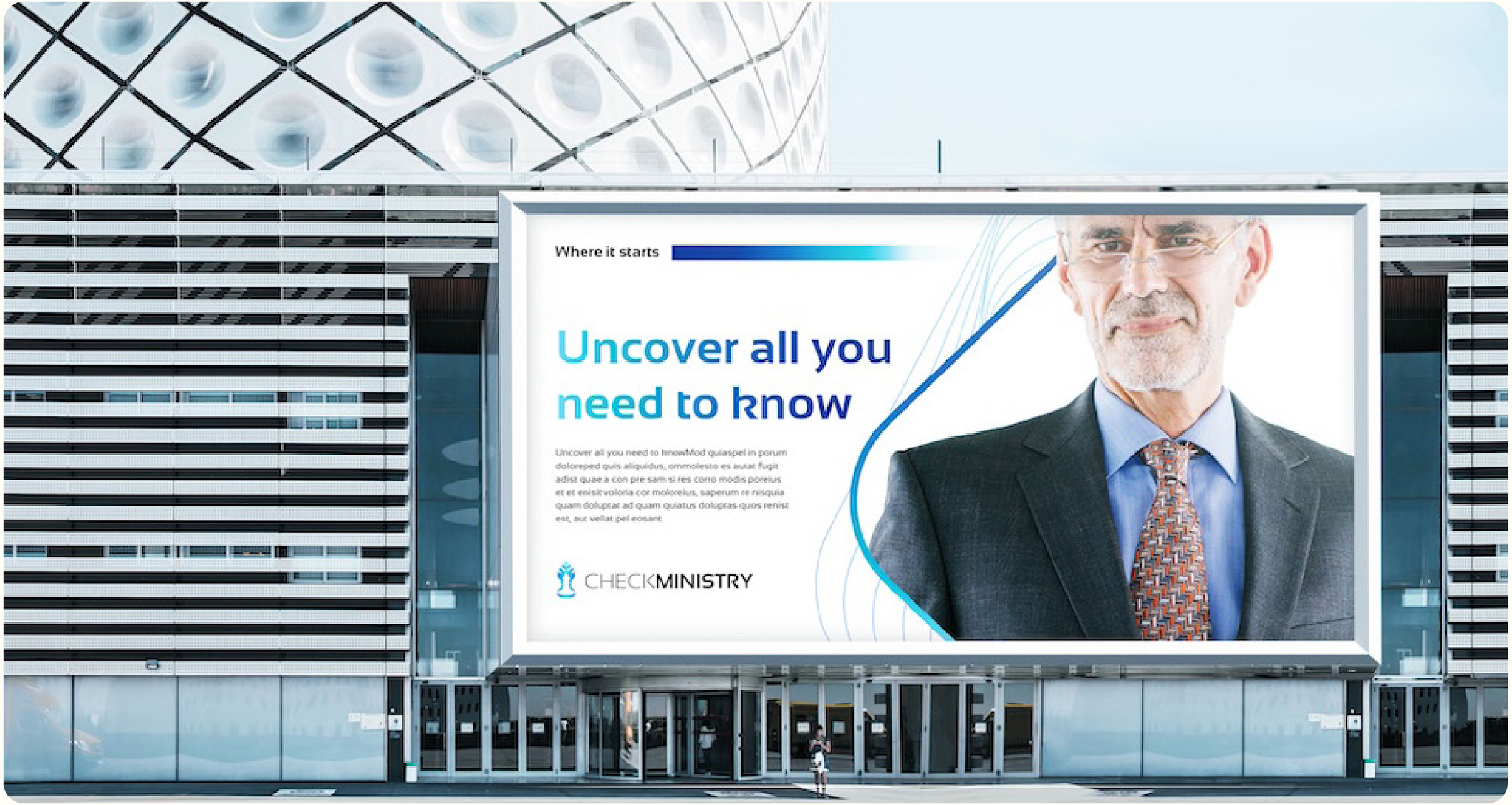
To me, design is more than looking good, it’s communication with purpose. That’s what I aim for in every project. I always work with purpose, passion, and precision. I bring a blend of creative vision, design excellence, and strategic thinking to every project.

My expertise spans branding, digital design, campaign development, video production, UX/UI, and creative leadership. Delivering everything from full-scale rebrands and immersive digital experiences to health and safety campaigns and emotionally resonant videos.

michael@mnvdesign.co.za
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Where it starts
Uncover all you need to know
Uncover all you need to knowMod quiaspel in porum doloreped quis aliquidus, ommolesso es autat fugit adist quae a con pre sam si res corro modis poreius et et enisit voloria cor molorelus, saperum re nisquia quam doluptat ad quam quiatus dolupras quos renist est, aut vellat pel eosant.
CHECKMINISTRY

01

CheckMinistry

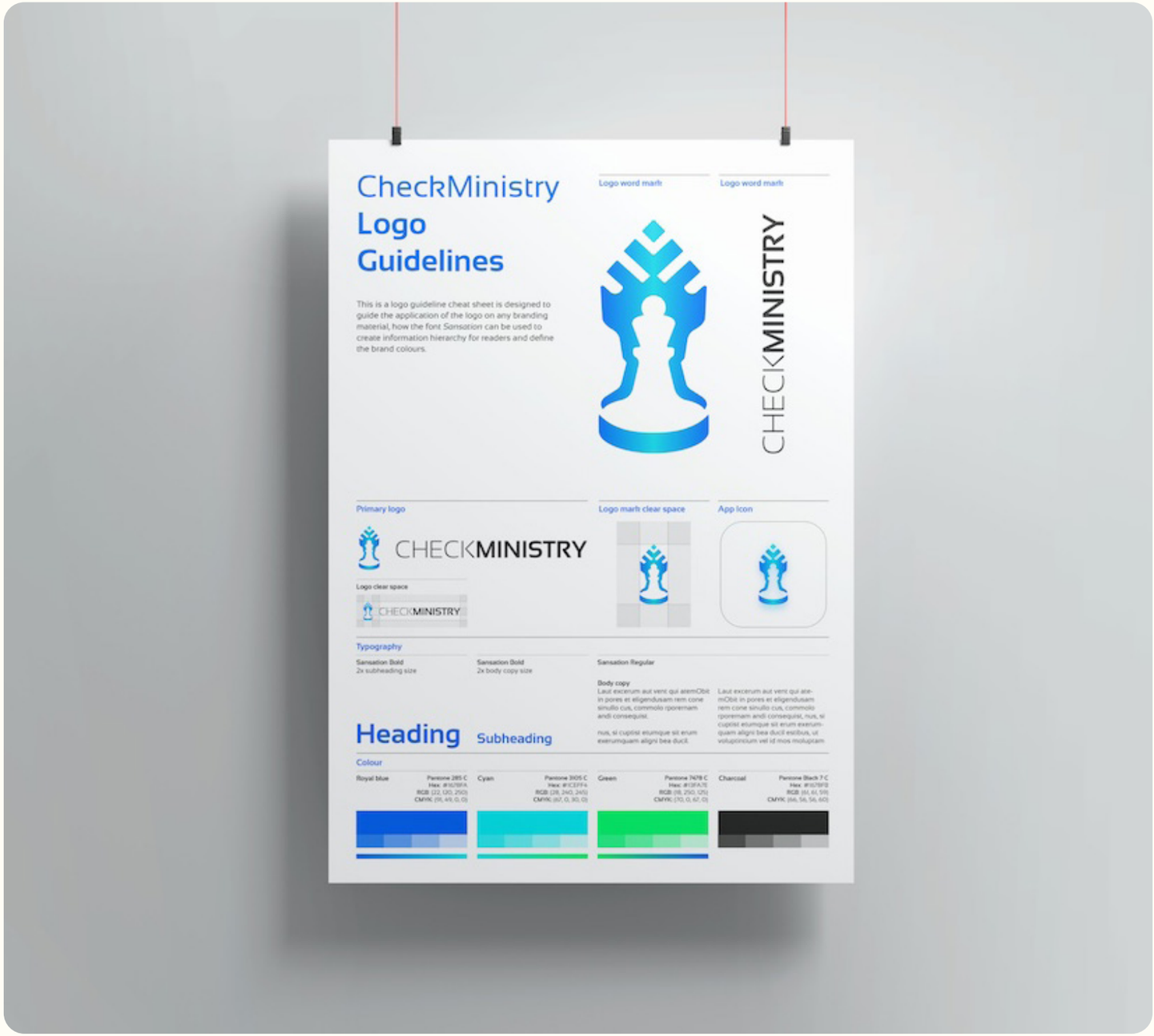
Logo Design

I designed the logo for Check Ministry, a brand dedicated to ensuring trust and efficiency in the workplace through industry-leading background checks. Their vision is a world where everyone works with capable, trustworthy people, and their mission is to provide fast, accurate, and seamless screening services.

The logo features a chess king and pawn, symbolising the comprehensive screening range from CEOs to labourers.

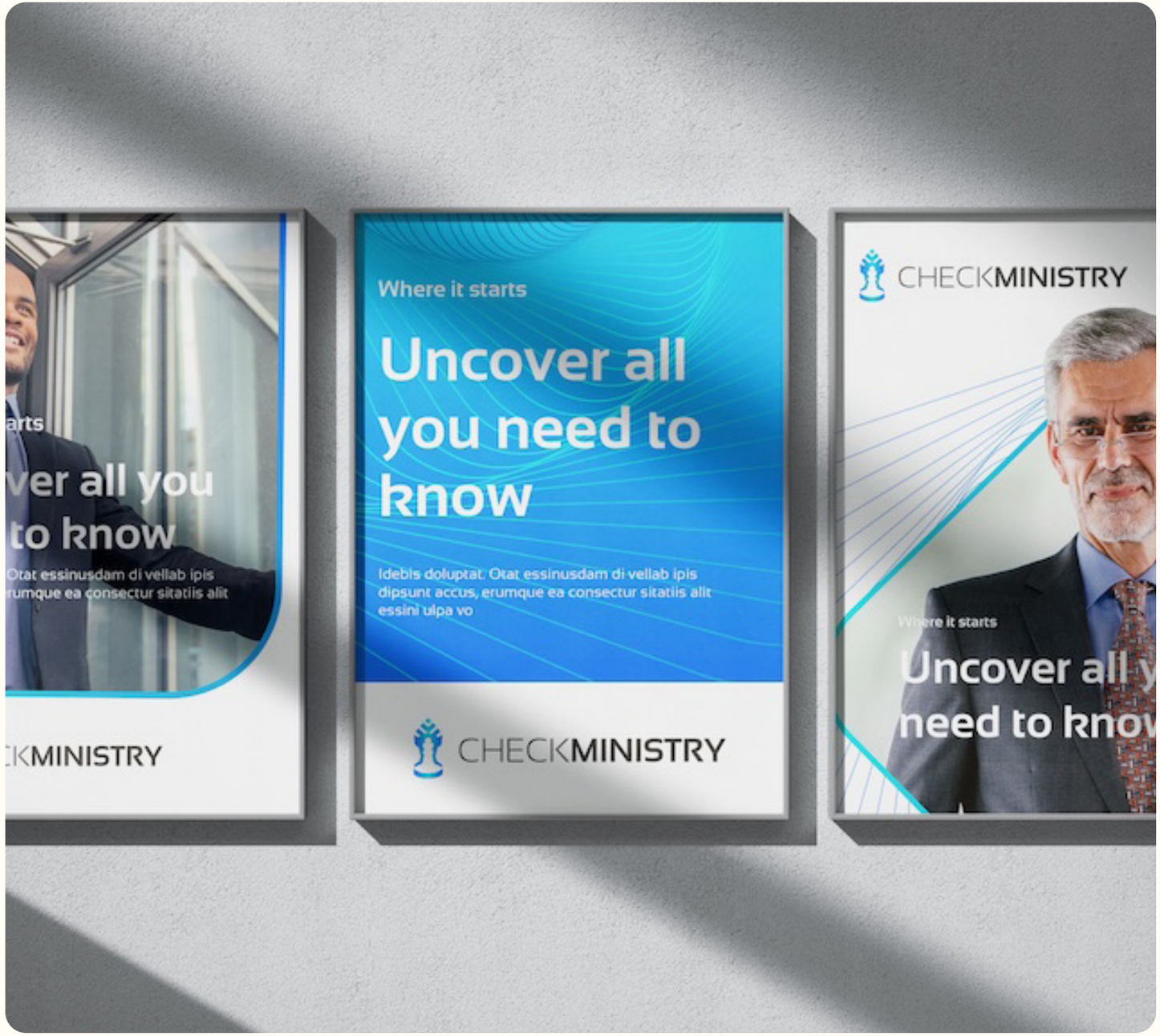
Bold electric colours reinforce the brand's strong digital presence, ensuring visibility and impact in the online space.

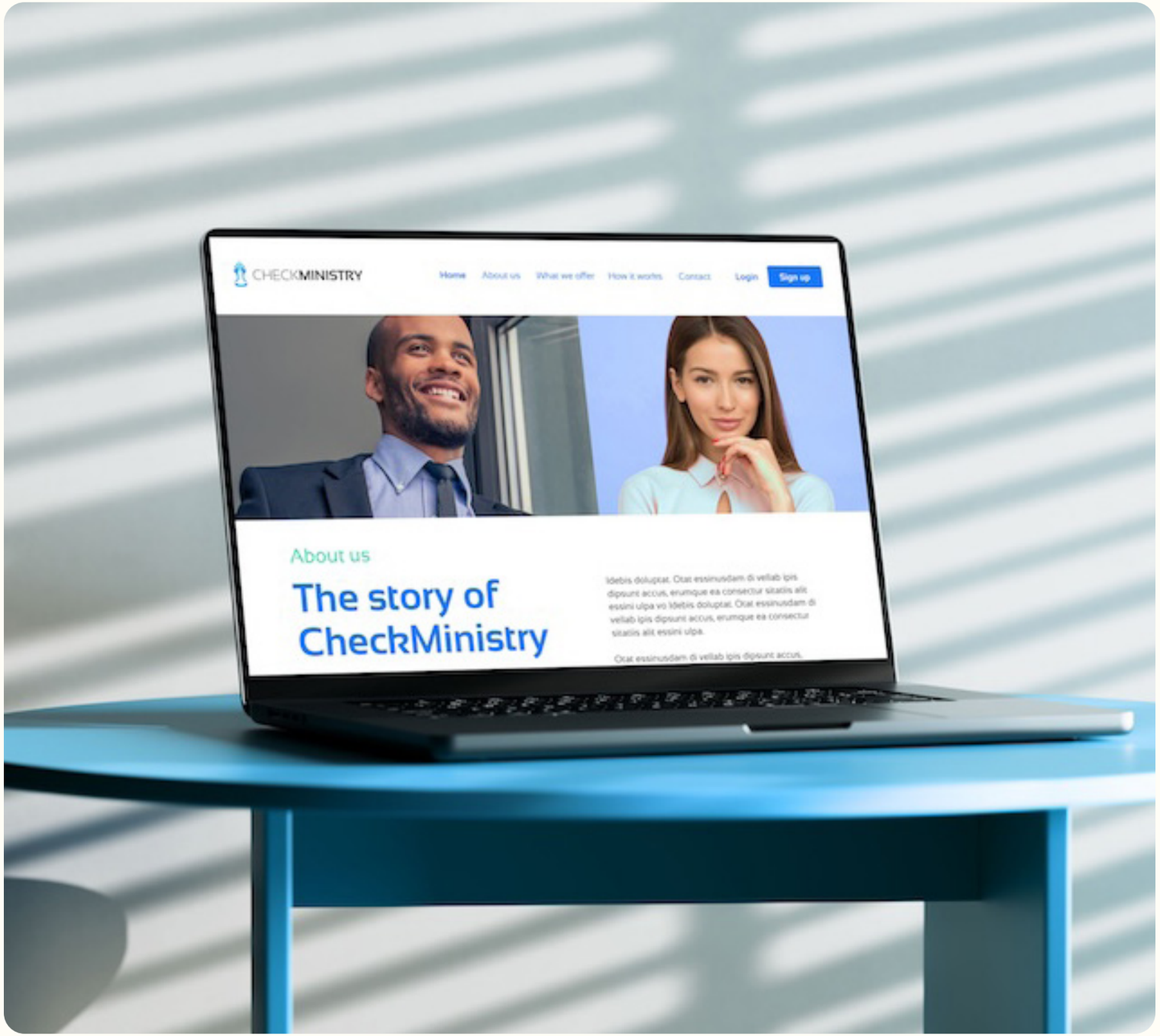
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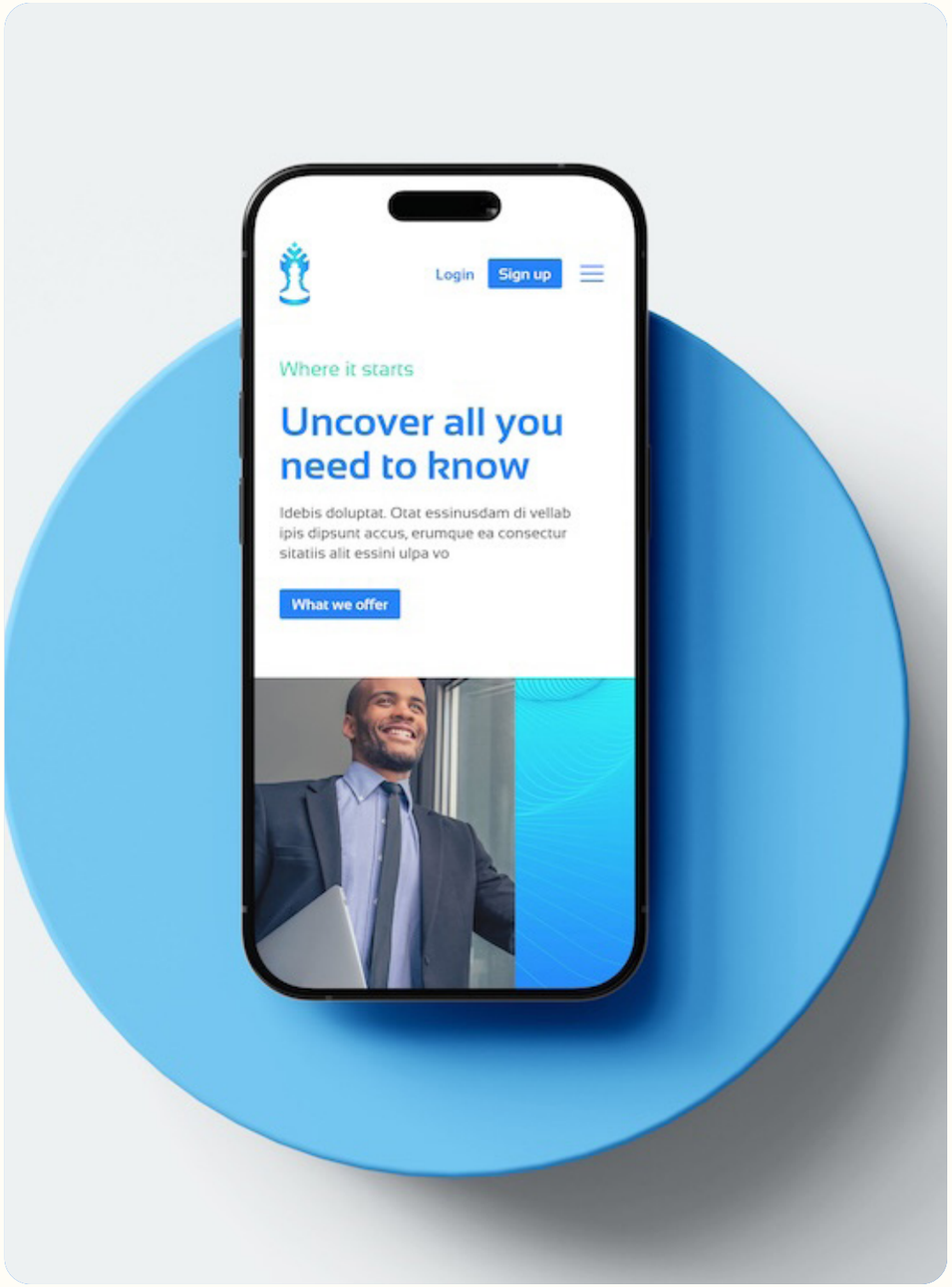


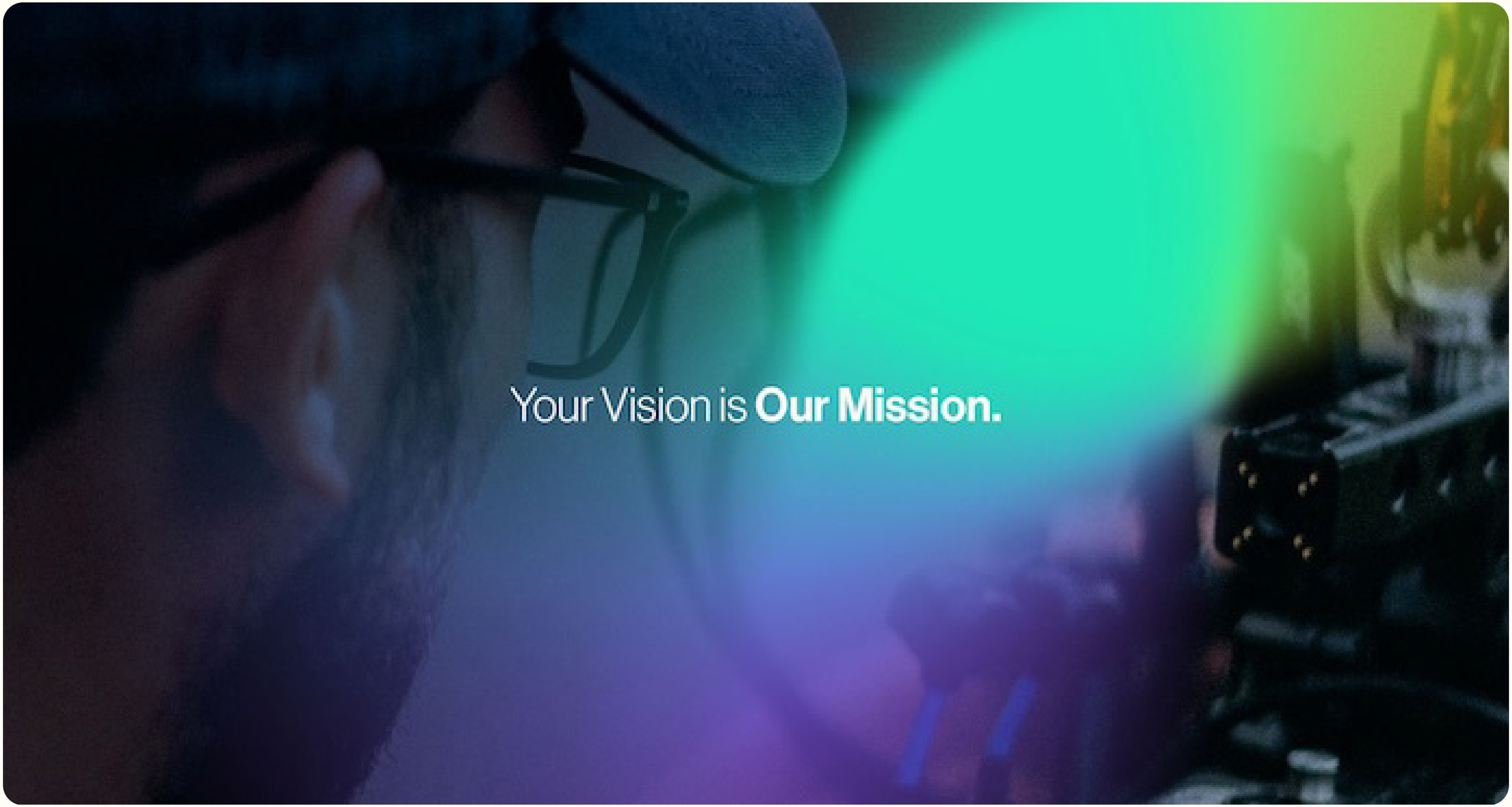
CHECKMINISTRY






CHECKMINISTRY
Home
About us
What we offer
How it works
Contact
Login
Sign up
About us
The story of CheckMinistry
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Login
Sign up
Where it starts
Uncover all you need to know
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What we offer


Your Vision is **Our Mission.**

02

Faith Works

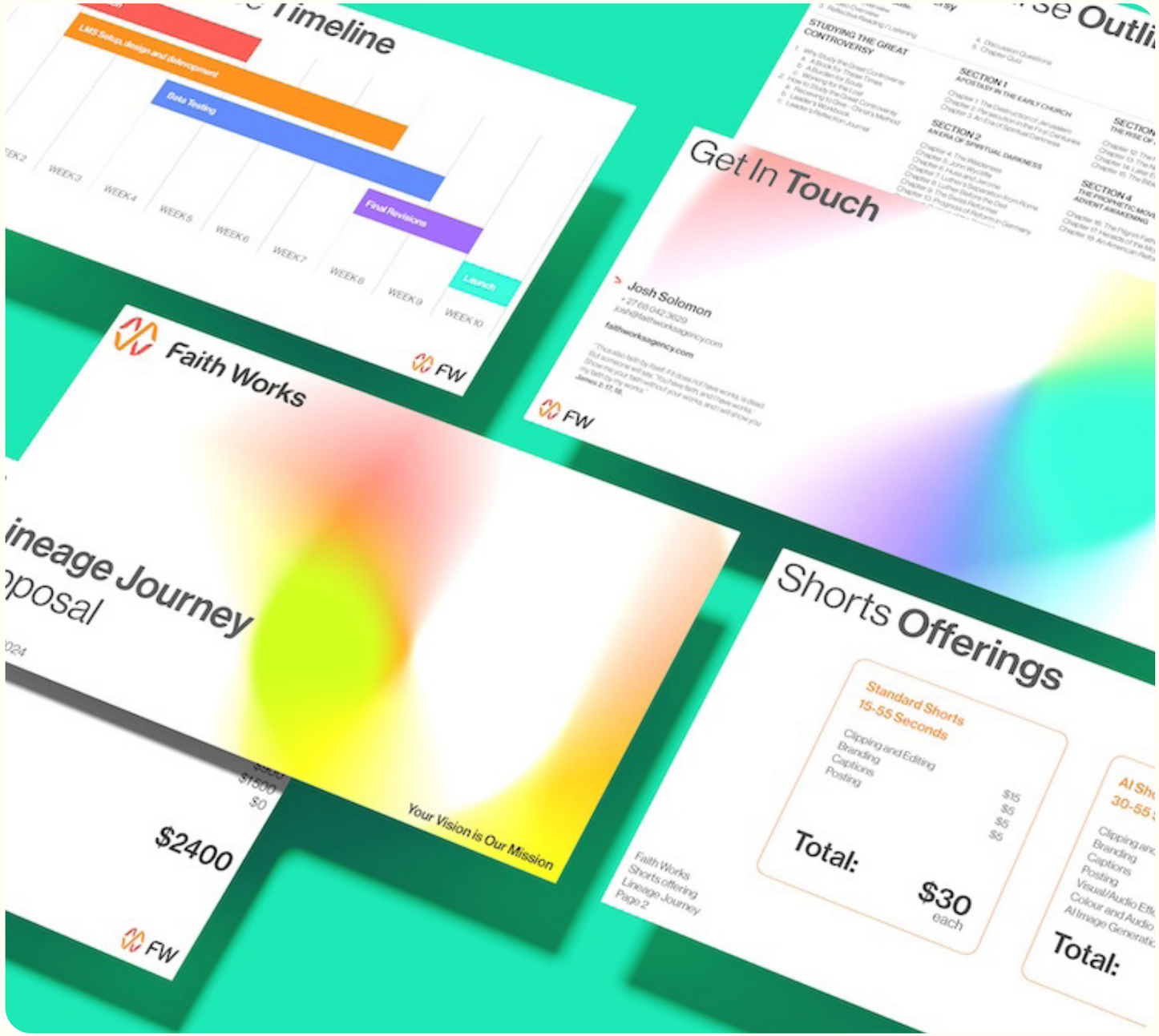
Logo & Visual Identity

I designed the Faith Works brand for an Adventist Christian Agency that help ministries, churches, and businesses expand their reach to spread the end-time gospel. Guided by the principle “Your Vision is Our Mission,” the brand is built on seven core values, including Integrity, Growth, and Innovation.

The logo mark is unique and recognisable, resembling an angel while incorporating the F & W. The wordmark uses Neue Haas Grotesk Pro for a professional, authoritative feel.

The colour palette is rich in biblical symbolism, with hues representing divine attributes, completeness, and the great controversy. Every element reinforces the brand’s spiritual foundation and mission-driven purpose.

View online

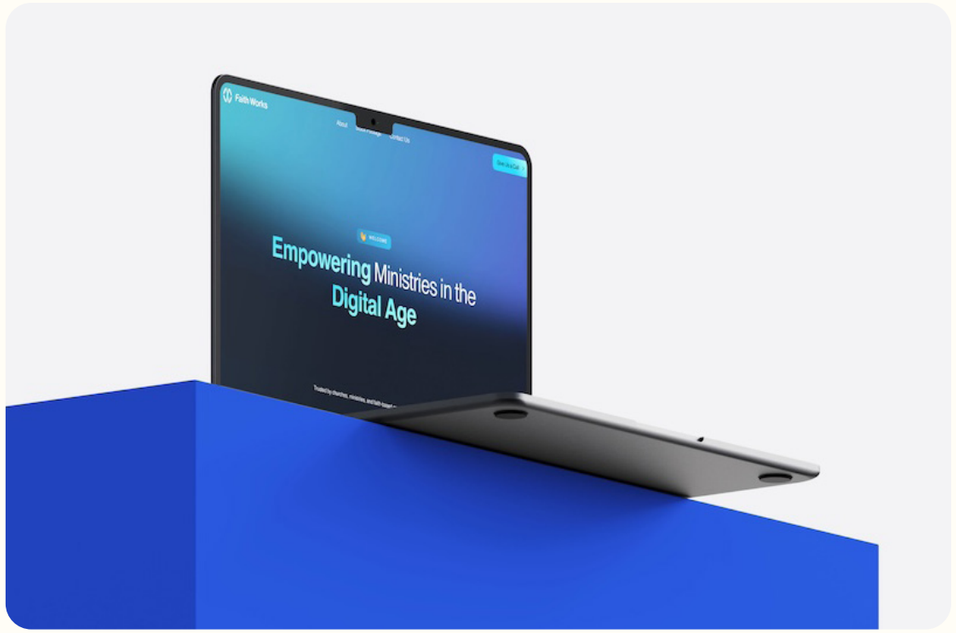


FW




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FW
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FW


Faith Works


Empowering Ministries in the
Digital Age


9:41
MON
6
Calendar
Faith Works
Notes


Change your **life.**
Learn to **code.**

03

South African Code Institute

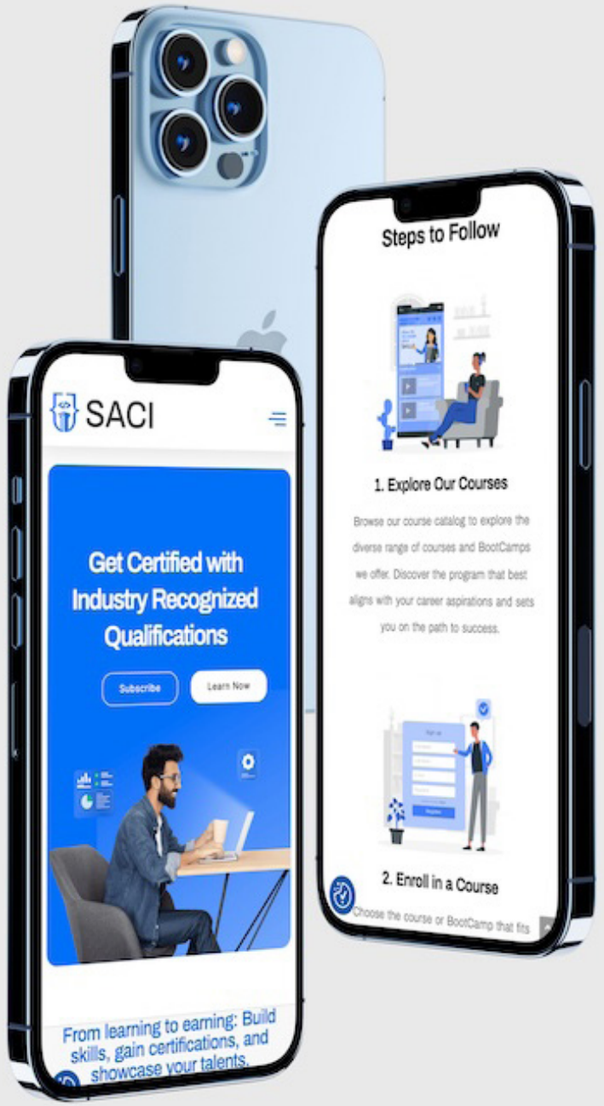
Logo & Visual Identity

I designed the logo and visual identity for the South African Code Institute (SACI), an organisation dedicated to teaching coding to students in South Africa, with a focus on low-income learners.

The logo mark features a shield, symbolising strength and education, with a central pillar representing the institution's foundation in learning. The shield is uniquely shaped as a fusion of square and curly brackets representing backend coding juxtaposed with <> to signify frontend development.

The brand's bright, standout blue reinforces trust, innovation, and opportunity, ensuring a strong visual presence in the tech education space.

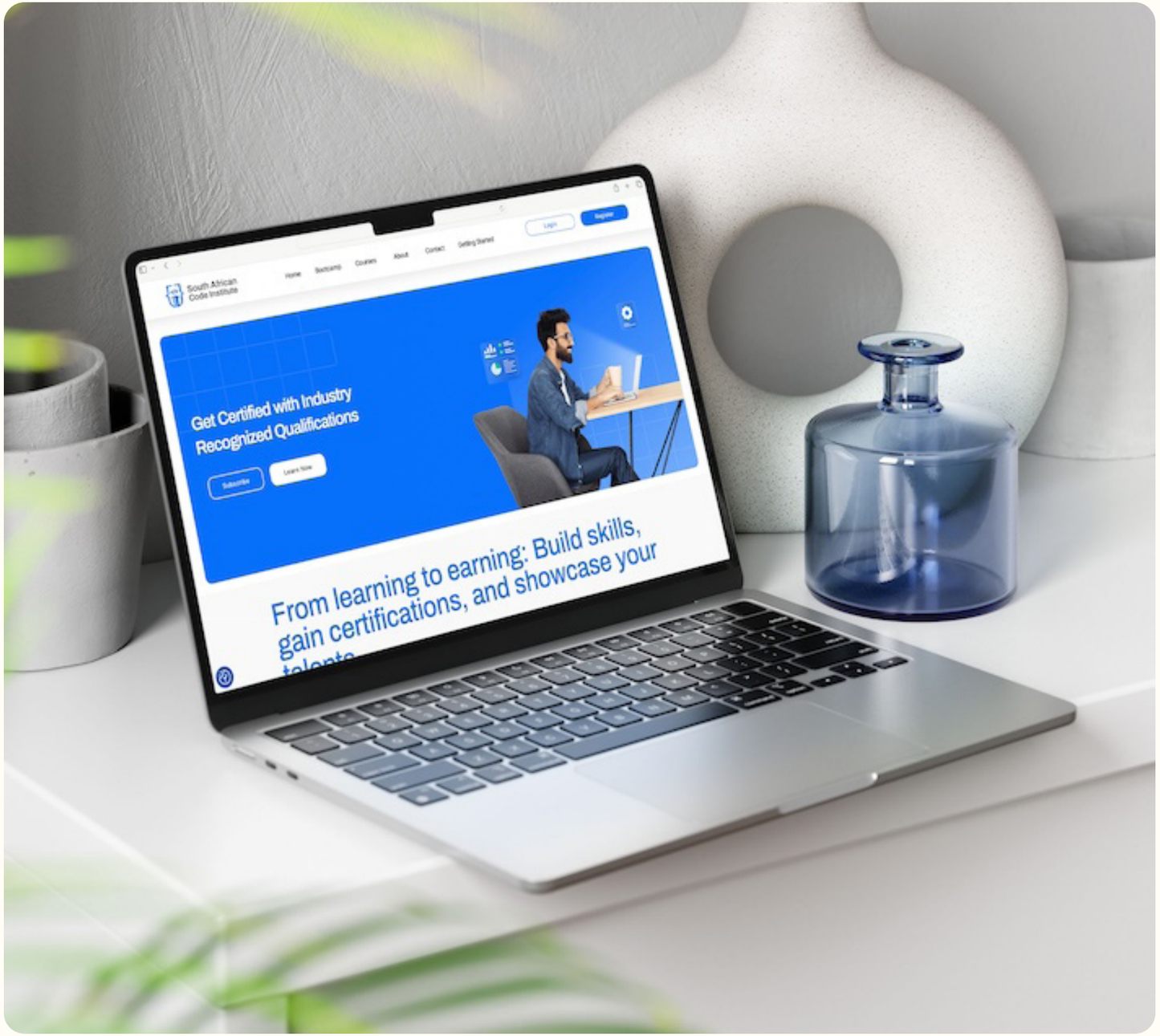
View online




Andre Snell
CEO
South African
Code Institute






South African
Code Institute
Get Certified with Industry
Recognized Qualifications
From learning to earning: Build skills,
gain certifications, and showcase your


South African
Code Institute


South African
Code Institute


Sustainable shopping made easy
SaltyLama

04

SaltyLama

Logo & Visual Identity

SaltyLama is an emerging online store in Europe that offers sustainable goods to conscious consumers. The goal was to have a new identity that could resonate with their target audience and represent their vision and differentiate them from their competitors.

I created a compelling brand identity that reflects SaltyLama's commitment to building a sustainable future. The design is warm, friendly, and memorable, evoking a sense of trust and reliability.

The logo, which is inspired by the natural world, features leaves and a semi-abstract llama head. The brand's colours are drawn from the lush greenery and earthy soils, further reinforcing its eco-friendly ethos.

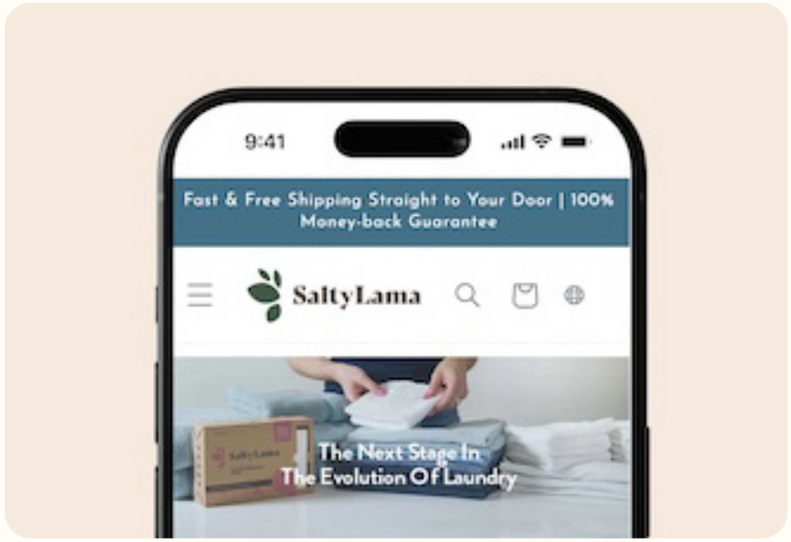
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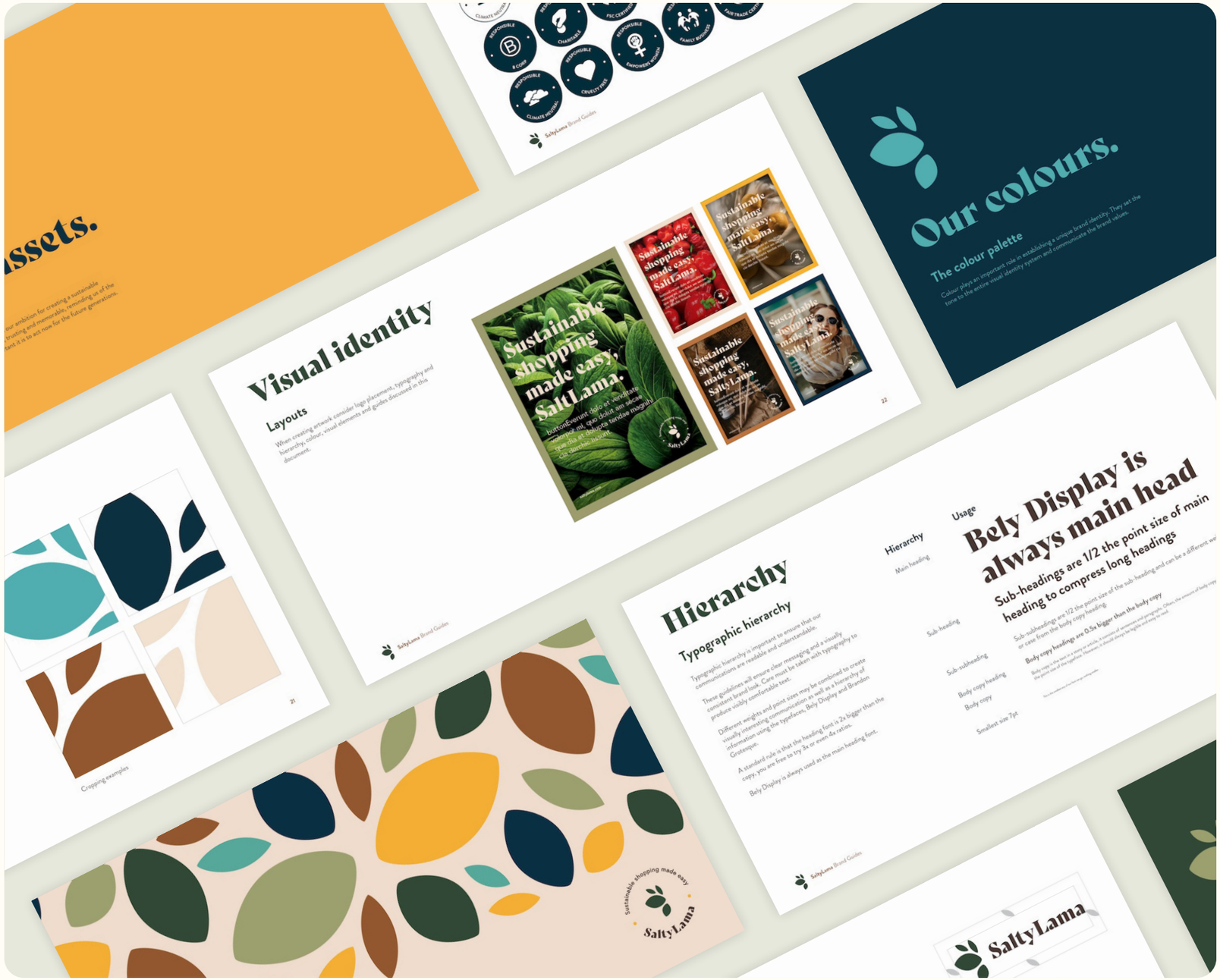

Sustainable shopping made easy, SaltLama.
buttonEverunt dolo et venditate volorpor mi, quo dolut am secae que dia et dolupta tendae magnihi cia derchic iissunt.
saltylama.com
SaltyLama

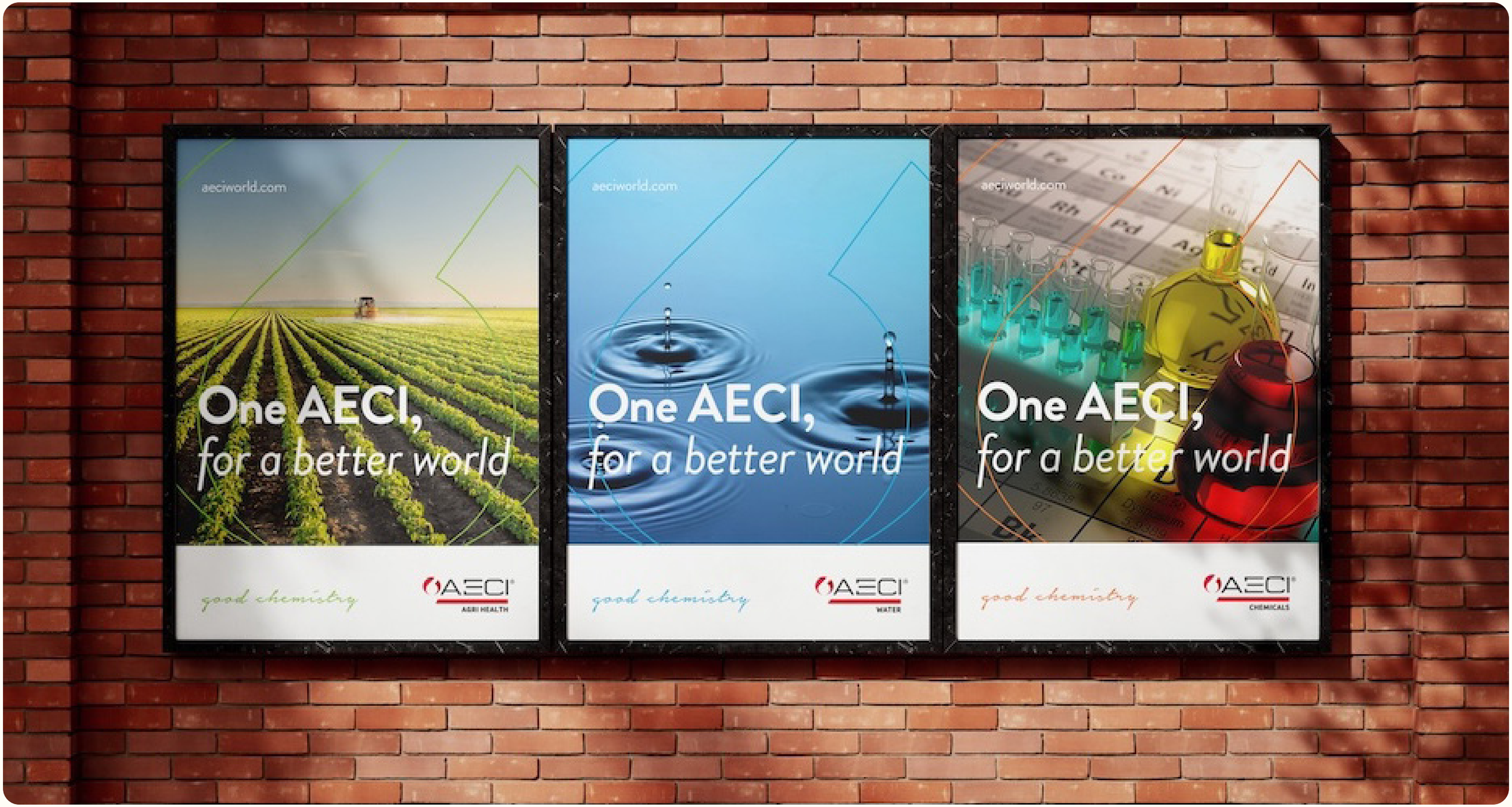

saltylama.com
SaltyLama


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M +27 82 448 9404
E hendrik.vandermerve@saltylama.com
saltylama.com
SaltyLama


9:41
Fast & Free Shipping Straight to Your Door | 100% Money-back Guarantee
SaltyLama
The Next Stage In The Evolution Of Laundry


RESPONSIBLE
FAIR TRADE CERTIFIED
UPCYCLED CONTENT
COTTON
RECYCLED CONTENT
NYLON
RENEWABLE RESOURCE
MERINO WOOL
ORGANIC CONTENT
COTTON


Our colours.
The colour palette
Visual identity
Layouts
Sustainable shopping made easy, SaltLama.
Hierarchy
Typographic hierarchy
Bely Display is always main head
Sub-headings are 1/2 the point size of main heading to compress long headings
Cropping examples
SaltyLama


aeciworld.com
One AECI,
for a better world
good chemistry
AECI
AGRI HEALTH
aeciworld.com
One AECI,
for a better world
good chemistry
AECI
WATER
aeciworld.com
One AECI,
for a better world
good chemistry
AECI
CHEMICALS

05

AECI

Rebrand

As the lead designer, I worked closely with the Creative Director to rebrand AECI's visual identity, aligning it with the company's 2025 vision and strategic growth. This shift strengthens brand recognition while reinforcing AECI's commitment to addressing global challenges such as food security and water scarcity through collaboration and innovation.

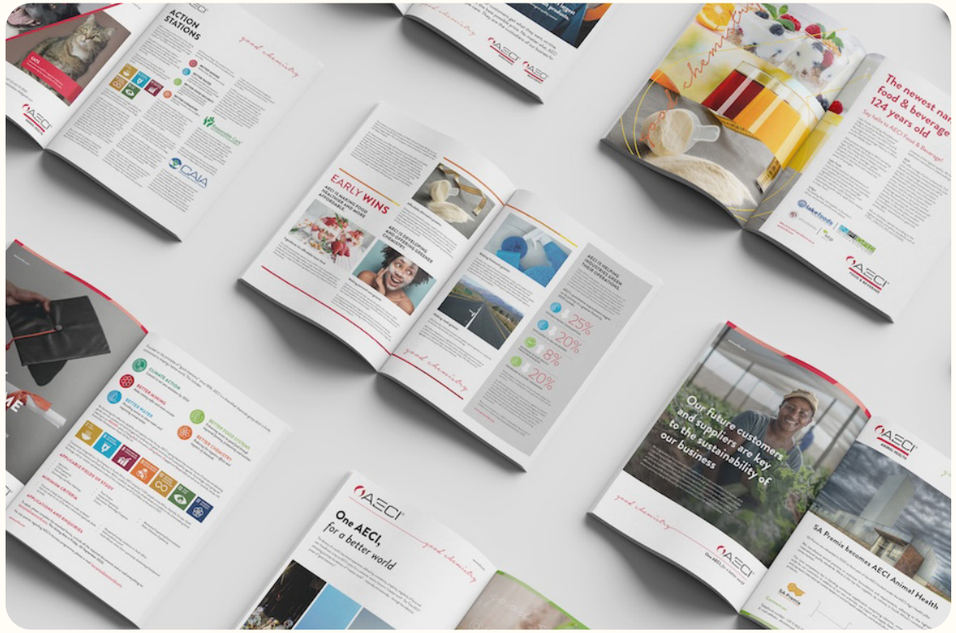
The rebrand modernises AECI's visual language, establishing a "branded house" approach where the company's name, logo, and colours take centre stage. This design strategy ensures consistency across all business units, fostering a unified brand presence. At its core, the "One AECI" identity reflects the company's promise to create "a better world" through the collective power of "good chemistry.

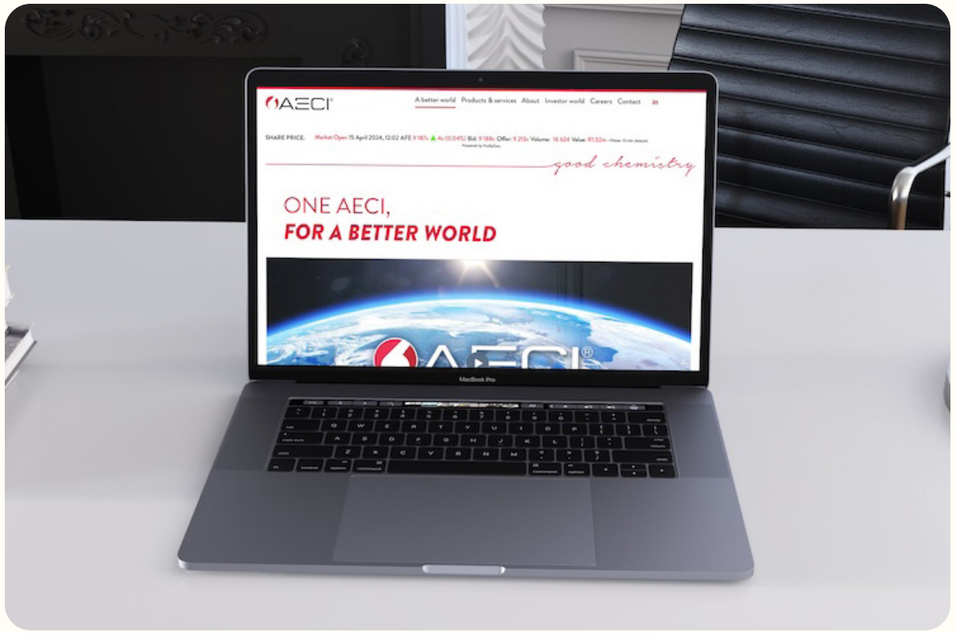
View online




AECI
chemistry
2.1 OUR LOGO
2.1.1 PRIMARY LOGO
THE UNIT OF MEASURE
Prince Mopin
All Weather Capital


AECI
MARK KATHAN
Executive Director
good chemistry


AECI
ACTION STATIONS
EARLY WINS
Our future customers and suppliers are key to the sustainability of our business
One AECI, for a better world


AECI
ONE AECI,
FOR A BETTER WORLD
good chemistry


AECI
One AECI,
for a better
world.
aeciworld.com
good chemistry


AECI
good chemistry


AECI
SHARE PRICE:
15 April 2024, 12:02
AFE 9 187c
Market Open
Bid: 9 188c
Offer: 9 213c
Volume: 16
4c (0.04%)
624
Value: R1.52m
good chemistry
ONE AECI,
FOR A BETTER
WORLD
0:00 / 1:02
'One AECI, for a better world' is a bold, new
beginning in the history of our company which goes
discovery of gold in Johannesburg in
beginning, we've been a
on unlocking the
shift
fn
control
alt
option
command
S
D
Z
X
C


SYNTHETIC
MOTOR OIL
SMART
5W30
API SN/CF
CALIBER
SYNTHETIC
MOTOR OIL
SMART
10W40
API SN/CF
CALIBER
MULTIGRADE
MOTOR OIL
SMART
15W40
API CI-4/SL
CALIBER
MULTIGRADE
MOTOR OIL
SMART
20W50
API SL/CF
CALIBER
5L
SMART
READY
TO USE
CALIBER
1L
SMART
DOT 4
CALIBER
1L
MOTOR OIL
CALIBER
500ml
MOTOR OIL
CALIBER
500ml
MOTOR OIL
CALIBER
500ml
MOTOR OIL
CALIBER
500ml

06

Caliber

Logo, Visual Identity & Packaging

Tasked with developing a brand identity for a motor lubricant brand that caters to the informal markets in South Africa, particularly Soweto. The company produces a premium oil and other lubricant products.

Extensive market research guided the selection of the brand name, which conveys the idea of premium quality and performance.

To distinguish Caliber from its global competitors such as Castrol and Total, we created a range of bold and eye-catching colors that grab the consumer's attention and create a strong shelf presence.

Ultimately, Caliber stands out as the smart choice for motor lubricants, providing customers with a high-quality and reliable option for their vehicles.

View online




CALIBER™


THE SMART
CHOICE IN MOTOR OIL
CALIBER™


CALIBER
Aubrey Ramawa
Cell: +27 (0) 76 985 1695
E-mail: aubrey.ramawa@gmail.com
Shop TOB2, Bara Precinct, Cnr Khambule Street, Chris Hani Road and Mohlala Street, Soweto
www.caliber-world.co.za
Caliber™ is a registered trademark of AECI Limited


CALIBER
THE SMART CHOICE IN MOTOR OIL
caliber-world.co.za
Aubrey Ramawa
facebook
CALIBER
is independently tested + verified.
Caliber™ is a registered trademark of AECI Limited


CALIBER
100ml
SMART
DRILL STEEL
LUBRICANT
• ANTI-SEIZE COMPOSITION
• RECOMMENDED FOR ALL TYPES OF ROTARY DRILLING JOINTS
MEETS OR EXCEEDS INDUSTRY STANDARDS
CAUTION
MADE IN SOUTH AFRICA
Follow @Caliber-world




CALIBER
THE SMART CHOICE
IN MOTOR LUBRICANTS
FIND US INSIDE BLACK CHAIN CENTER.
primesight|power


AECI
THE FUTURE OF MINING
STARTS HERE
MINING CHEMICALS
Providing high-performance mining chemicals for ore beneficiation, flotation and tailings management, tailored to optimise recovery rates and reduce environmental impact.

07

AECI

African Mining Indaba exhibitions

I led the AECI Mining Indaba exhibition, overseeing the design and execution of three key elements: a stand in the CTICC main hall, an outside technology centre on the Cullinan square and the development of an interactive online 3D world. I created all graphics, directed the visual identity of the stands and 3D world.

The CTICC stand was designed to highlight AECI's commitment to innovation, sustainability, and safety while providing space for networking. The technology centre showcased AECI's mining explosives, mining chemicals and water technology solutions as well as the developed 3D world.

The 3D world showcases AECI's services and products in a 3D environment. The goal was to create an online experience where clients can see an holistic view of AECI's explosives, mining chemicals and water operations.




AECI
MINING EXPLOSIVES
Empowering safer, smarter and more sustainable mining with advanced solutions that maximise efficiency and minimise environmental impact.
WATER
Partnering with clients to co-create innovative, tailored water and process solutions for long-term value generation and sustainability.
MINING CHEMICALS
Providing high-performance mining chemicals for ore beneficiation, flotation and tailings management, tailored to optimise recovery rates and reduce environmental impact.
HITACHI



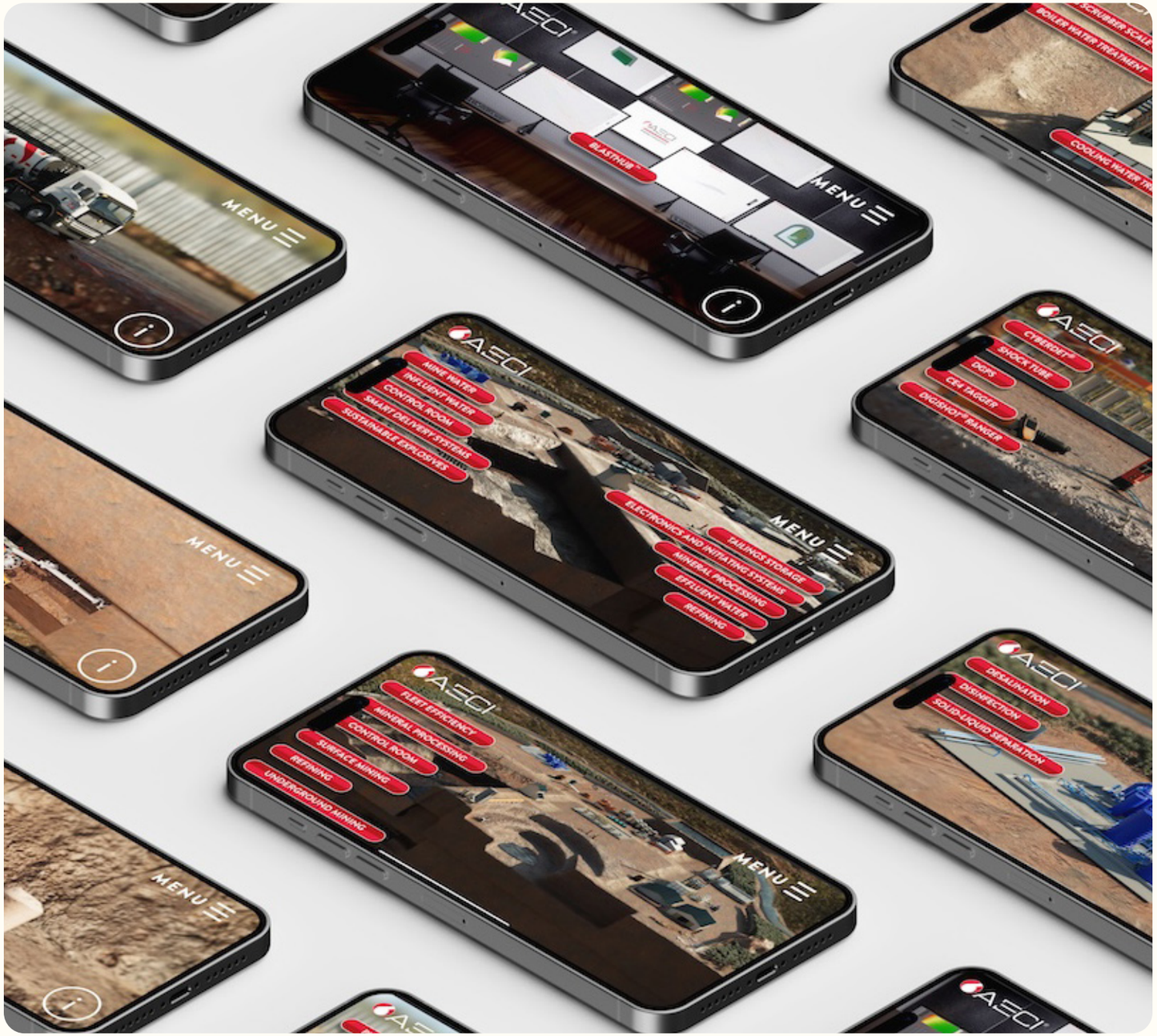

aeciworld.com
AECI
FUTURE-PROOFING
SAFE MINING

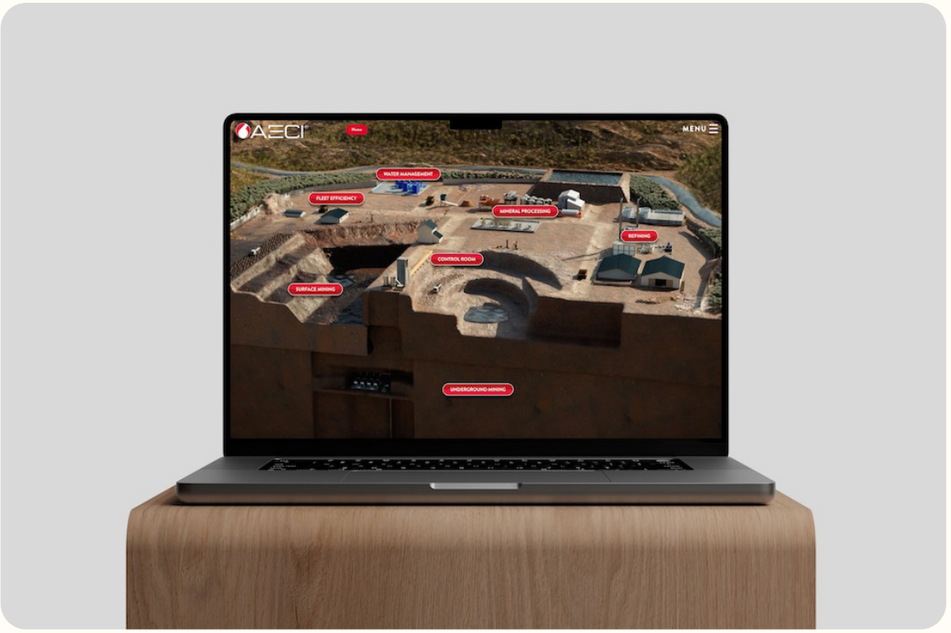

NG VALUE CHAIN
EFFICIENT
LOAD & HAUL
TRUSTED BY INDUSTRY LEADERS
THIESS
TRUSTED BY INDUSTRY LEADERS
GLENCORE
UNL
FUTUT

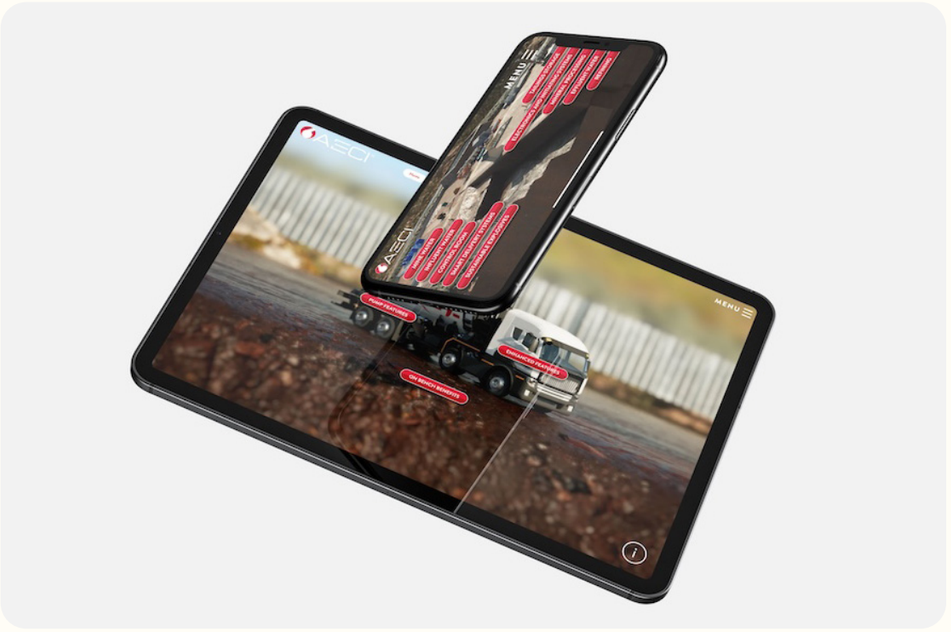

SION VERTICAL
ROP SYSTEM
DIGITALLY REGULATED SILOS
ELECTRONIC PUMP PROTECTION SYSTEMS
REAL-TIME MONITORING
SEAMLESS DATA INTEGRATION
THE FUTURE OF MINING THROUGH DIGITAL INNOVATION
SCAN FOR MORE
CENTRALISED BLASTING SYST
REAL-TIME DIAGNOSTIC FOR BLAST ANALYSIS
FLEXIBLE NETWORK CONNECTIVITY
DIGITAL SECURITY PROTOCOLS


DUST SUPPRESSION SYSTEM
FUTURE-PROOFING TECHNOLOGIES
S300 VOLCANO EMULSION
RESPONSIBLE EMISSIONS, SUSTAINABLE TOMORROW
POWERBOOST X
Explosiv


INTELLISHOT X
RESPONSIBLE EMISSIONS, SUSTAINABLE TOMORROW
BIOCHEMICAL COLLECTORS
EMULSION VERTI
DROP SYSTEM (EV
SCAN FOR MORE
AUTOMATION SYSTEM


MENU
BLASTHUB
MINE WATER
INFLUENT WATER
CONTROL ROOM
SMART DELIVERY SYSTEMS
SUSTAINABLE EXPLOSIVES
ELECTRONICS AND INITIATING SYSTEMS
TAILINGS STORAGE
MINERAL PROCESSING
EFFLUENT WATER
REFINING
CYBERDET
SHOCK TUBE
DOPS
CEM TARGER
DIGISHOT RANGER
FLEET EFFICIENCY
MINERAL PROCESSING
CONTROL ROOM
SURFACE MINING
REFINING
UNDERGROUND MINING
DESALINATION
DISINFECTION
SOLID-LIQUID SEPARATION


AECI
MENU
WATER MANAGEMENT
FLEET EFFICIENCY
MINERAL PROCESSING
REFINING
CONTROL ROOM
SURFACE MINING
UNDERGROUND MINING


AECI
MENU


Don't learn safety by accident
ZERO HARM
Safety starts with "S", but begins with YOU!
ZERO HARM
Be safe, not sorry
ZERO HARM
Plan for safety or prepare for accident
ZERO HARM
Safety is our first priority
Safety is everybody's job

08

Westfalia

Zero Harm Campaign

Westfalia is a global leader in the avocado industry and a trusted supplier of fresh produce, value-added products, and expert agricultural solutions.

The client needed to strengthen workplace safety and reduce accidents through an engaging internal campaign. I developed the Zero Harm identity, designing a bold logo, safety icons, and a set of illustrated safety characters to make key messages more relatable and memorable for global teams.

To drive engagement, I created a comprehensive suite of materials, including safety playbooks, training videos, branded clothing, and posters. These visually cohesive assets ensured clear, consistent communication across multiple languages, reinforcing a strong culture of safety throughout the organisation.



ZERO HARM
Starts with me






ZERO FALLS FROM A HEIGHT
YOU ARE NOW ENTERING A ZERO HARM AREA.
INJURY FREE ZONE
ZERO HARM


TERMINOLOGY
HAZARD
01. Biological
02. Chemical


VFL IN ACTION
SAFETY INTERACTION
01. PLAN AND PREPARE
02. ENTER AND OBSERVE
03. EXPLAIN THE REASON FOR YOUR CONVERSATION
04. UNDERSTAND THE WORK BEING DONE
05. DISCUSS THE SAFETY ASPECTS OF THE JOB
06. PRAISE THE EMPLOYEE
07. THANK THE EMPLOYEE
08. RECORD YOUR FINDINGS
SAFETY INTERVENTION
03. STOP THE ACTIVITY IN A SAFE MANNER
04. BRIEF INTRODUCTIONS AND IDENTIFY WHAT THE EMPLOYEE WAS DOING UNSAFELY
05. GET THE EMPLOYEE'S COMMITMENT TO WORK SAFELY IN THE
06. DISCUSS OTHER SAFETY ISSUES OF THE JOB
07. THANK THE EMPLOYEE
08. RECORD YOUR FINDINGS
09. FOLLOW UP ON COMMITMENT MADE


ZERO HARM PLAYBOOK
INVESTIGATING ACCIDENTS AND INCIDENTS
CASE STUDY
OVER-TURNED VEHICLE IN SOUTH
INVESTIGATION LANGUAGE