

the innovative mind
i d e a s m a d e t a n g i b l e

Company profile.

DESIGN. DIGITAL PUBLISHING. WEB EXPERIENCES.

An independent Botswana studio bringing clarity
to brands, meaning to stories and purpose to
digital experiences.

ideas made tangible

BOTSWANA • OCTOBER 2026



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01 / THE STUDIO

Clear thinking. *Considered expression.*

The Innovative Mind is an independent creative studio and digital publisher based in Botswana. We help organisations communicate through coherent brand identities, thoughtfully edited publications and purposeful web experiences.

Our work begins with your audience and the message they need to understand. We organise content, establish a visual direction and create a clear path from first impression to meaningful engagement.

One platform, many kinds of thinking.

Our purpose

To give meaningful ideas a clear, useful and engaging form, helping organisations and communities communicate with confidence.

Our ambition

To grow an independent Botswana studio where design, editorial thinking and digital craft work together across different kinds of projects.

The value of a connected approach

A visual identity, publication and website should feel like parts of the same story. We bring their content, hierarchy and audience journeys into one coherent direction.



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02 / WHAT WE CREATE

Creative work with *a practical purpose.*

For organisations building a presence, publications telling a story and communities preserving a meaningful occasion.

01 Design

Brand identities and practical design assets for a consistent public presence. We create logos, stationery, corporate profiles, advertising artwork and promotional materials, with layouts suited to their intended use.

Identity systems • Letterheads and business cards • Company profiles and promotional artwork

02 Digital publishing

Digital magazines, interactive flipbooks, event photo stories and commemorative storybooks. We organise supplied photographs and content into an editorial sequence, with clear captions, considered page layouts and a coherent reading experience.

Interactive flipbooks and magazines • Event photo stories • Commemorative publications

03 Web experiences

Websites and landing pages that introduce an organisation, present its work and connect people with its services. We develop navigation, content and responsive layouts around the audience and the purpose of the site.

Corporate websites and landing pages • Portfolio and publication hubs • Private review spaces

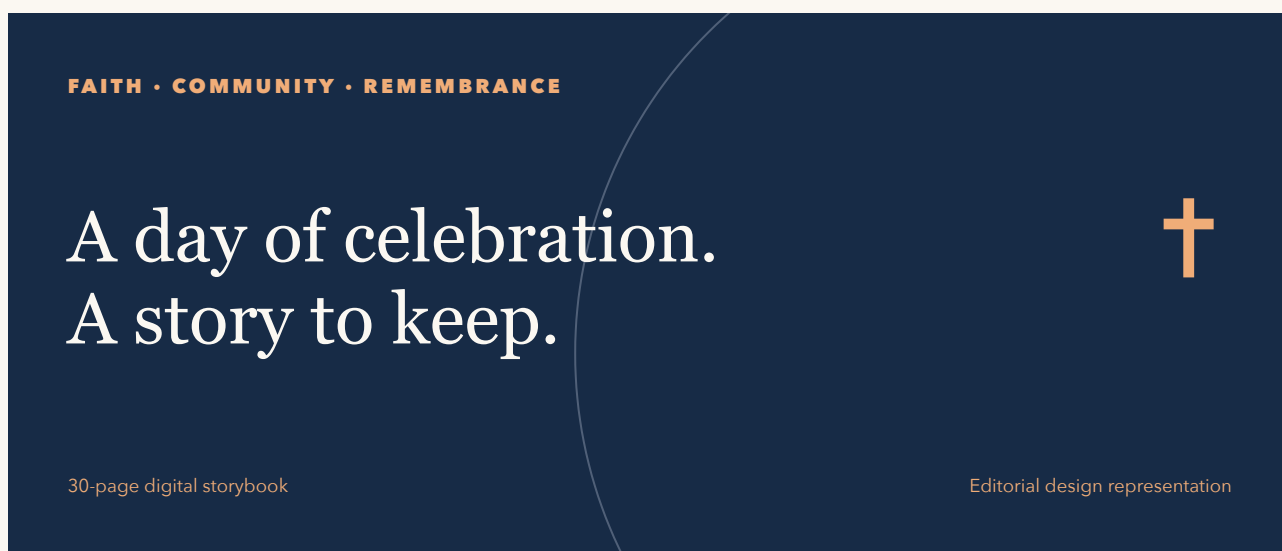


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03 / SELECTED PROJECT • PROJECT 02

A faithful yes, *kept in grace.*

St Bernard's commemorative storybook



A Catholic celebration brought together two lives of service and a grateful community. Our brief was to turn the day's photographs and supporting material into a connected, emotionally engaging story.

The occasion

A Silver Jubilee of consecrated life and a tenth anniversary of priestly ministry, celebrated through Holy Mass, song, testimony and thanksgiving.

The commission

An independent digital storybook, proudly sponsored by Your Family Dentist & The Phakalane Dentist and designed by The Innovative Mind.

Client review is ongoing. This profile presents the project's editorial approach without reproducing private personal photographs.



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04 / PROJECT 02 • THE DESIGN APPROACH

Many moments. *One coherent story.*

An editorial journey that helps a reader understand the significance of the day, even if they were not there.

01

Gathering

02

Worship

03

Witness

04

Thanksgiving

Begin with the source

The celebration booklet, flyer and supplied photographs inform the narrative. Scripture and the day's programme provide context for the milestones being honoured.

Give the story a visual rhythm

Chapter openings, photo groupings and considered captions connect Holy Mass, family and friendship stories, and the gathering at Khudire Gardens. The celebration cloth informs the visual theme.

Make it easy to explore

The interactive edition supports page navigation, mobile viewing and private review. Clickable QR codes connect readers with the sponsors and the studio.

What this demonstrates

The ability to organise varied material, respect a community's identity and create a consistent reading experience. The same approach can support corporate milestones, conferences and institutional stories.



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05 / WORKING TOGETHER

From a first idea *to a considered outcome.*

Tell us what you are creating, who it is for and what you already have. We will start with a conversation about the right format and the scope of the work.

01 Brief

We discuss your audience, purpose, available content and the action you want the finished work to support. Scope, deliverables and review arrangements are agreed before production.

02 Design

We develop the visual direction and organise the material. The format follows the story and its intended use, whether that is a brand asset, a publication or a website.

03 Review

You review the wording, image choices, layout and functionality. We resolve agreed feedback and confirm which material may be shared publicly.

04 Launch

We prepare the agreed outputs and check their presentation. Publication follows approval; full projects, selected excerpts or private delivery are chosen with the client.

What we agree at the start

Audience and objectives · Scope and deliverables · Content and asset responsibilities · Review rounds and milestones · Fees and payment terms · Ownership, handover and showcase permission.

Client consent determines what may be shown publicly. Private and in-progress work stays in review until sharing is approved.



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06 / DELIVERABLES AND HANDOVER

Designed to be used. *Prepared with care.*

We agree the outputs around how your organisation will use them, then prepare the work for that purpose.

01 / IDENTITY

A consistent presence

Logo assets, colour and typography references, stationery and promotional layouts that work together across your organisation's touchpoints.

02 / PUBLICATIONS

A readable story

Edited content, considered page layouts and digital reading formats. Print or PDF editions can be included where agreed in the project scope.

03 / DIGITAL SPACES

A clear next step

Responsive pages, purposeful navigation and contact routes that make it easier for your audience to understand your organisation and engage.

04 / HANDOVER

A usable asset set

Agreed final files and practical guidance for their intended use. Hosting, editable source files and ongoing updates are confirmed within the scope.

Details matter

We check wording, spacing, image presentation and relevant links before delivery. Client approval, publication permissions and supplier requirements guide the final release.

The work stays true to the client's identity. Public portfolio use is agreed separately from production and delivery.



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07 / START A CONVERSATION

Your next idea, *made tangible.*

Tell us what you want to create,
who it is for and what it needs to achieve.

A useful starting point

Share your objective, audience, preferred format, available content and intended timing.
We will discuss the scope and the most suitable way forward.

THE INNOVATIVE MIND • BOTSWANA

Let's start a conversation.

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Design • Digital publishing • Web experiences



Scan to start
an email enquiry

Company information

The Innovative Mind is an independent Botswana creative studio and digital publisher. CIPA registration is pending. Confirmed legal particulars will be added following registration.

Purpose. Clarity. Imagination.