

revvCo.
automotive brand visuals



The Challenge

Automotive dealerships across South Africa face a persistent brand compliance problem. The branded physical assets required to maintain a premium, CI-compliant showroom environment – flags, plates, display banners, indoor signage, branded apparel, corporate gifts – are difficult to source consistently and at the required quality. Individual dealerships procure from different suppliers, producing inconsistent results that undermine the premium positioning of the brands they represent.

The gap in the market was clear: a single, trusted source for brand-compliant physical display assets, designed specifically for automotive dealerships, with a digital ordering platform that made procurement simple. That platform did not exist. I built it.

My Approach

Through Brandified PTY Ltd, I founded Revvco as a vertically integrated brand asset business – combining design, manufacturing, and distribution under a single operation. Every aspect of the business was designed and built by me, from the brand identity and e-commerce platform through to the product range and the supply chain. The approach was to treat every product on the platform as a brand design project in its own right.

Each item had to meet the CI standards of the automotive brand it was designed for – not approximate them, not interpret them loosely, but meet them. That meant extensive reference to brand guidelines, prototype testing, and quality verification before any product was listed for sale.

What I Did

- Designed the full Revvco brand identity – CI, brand guidelines, messaging framework, and brand voice
- Designed and built the Revvco e-commerce platform – where dealerships browse and order brand-specific items including indoor display, outdoor display, custom signage, branded gifts, and apparel
- Designed and produced the full product range sold through the platform
- Managed the complete process from concept design through manufacturing, warehousing, and distribution
- Designed the Revvco website, brand collateral, business proposals, and social media content

Results & Impact

- A live, functioning B2B e-commerce platform designed, built, and operated end to end
- Complete brand control across the dealership network – consistent, CI-compliant assets available on demand
- A proven model for bridging digital brand design and physical manufacturing at commercial scale
- Turnkey dealership brand environment upgrades available through a single, trusted supplier
- Scalable operations capable of serving multiple dealership locations and automotive brands simultaneously
- A live demonstration of full-spectrum brand ownership – from the initial concept to a physical product in a dealership showroom

Skills Demonstrated

Brand Building | E-commerce Design & Build | Product Design | Manufacturing Management | Supply Chain Coordination | Automotive CI Compliance | B2B Platform Design | Warehousing & Distribution | Brand Identity Development | Business Development | End-to-End Entrepreneurial Execution

How this translates to any organisation

Revvco is the most complete demonstration of what I am capable of as a Brand and Creative Lead. It required every skill in my toolkit – brand strategy, identity design, digital product design, UX, e-commerce build, product manufacturing, supply chain management, and business development – applied simultaneously to build something that did not previously exist.

For a hiring organisation, Revvco communicates something specific: this is someone who does not wait for a brief. Someone who identifies a problem, designs the solution, builds the platform, produces the product, and manages the operation. That level of ownership and initiative is directly transferable to any brand function that needs a senior leader who can drive, not just deliver.

The manufacturing and supply chain experience is also directly relevant to any organisation that produces physical brand assets – whether for retail, events, corporate gifting, or brand compliance across a distributed network. I understand that process from the inside, which means I can manage it, brief suppliers effectively, and hold them to the right standard

Reference Period

Shawn Nkosi, Audi Centre Bryanston
2023 – Present

Contacts available upon request