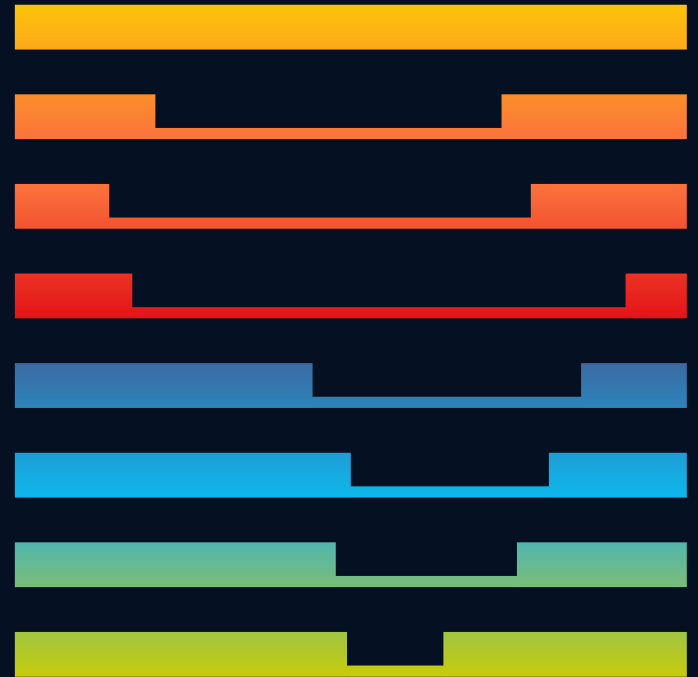


Brand Guidelines

Guide to visual identity



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About

01

Afritech Business Summit is an international trade show focused on startups, digital innovation, and investment opportunities in Sub-Saharan Africa.

The summit brings together startups, innovation leaders, and investors with the goal to promote entrepreneurship, innovation, and economic development in the region.

The event serves as a premier gathering for participants and exhibitors to foster growth and professional visibility. Five priority sectors will be at the heart of the summit: fintech, edtech, medtech, agritech, and insurtech. These industries represent the core pillars where digital transformation is rapidly expanding and reshaping the African economic landscape.

The summit aims to achieve three key goals: to provide a high-impact environment for startups to showcase innovations and secure funding; to facilitate cross-border collaboration between entrepreneurs, investors, and public institutions; and to position innovation as the primary driver of sustainable economic growth within the continent's most vibrant technology hubs.

Vision Statement

To become the leading event for advancing a cloud-native, AI-first, and innovation-driven economy in Sub-Saharan Africa, empowering regional tech hubs to lead the continent's digital transformation by 2030. These central hubs play a key role in launching startups, mobilizing regional investments, and delivering technology that scales. Afritech Business Summit acts as a vital bridge between African ingenuity and global opportunity by enabling dialogue, collaboration, and creative problem-solving across sectors and borders.

Our vision is to see African startups not only participate in the global tech economy but shape its future through locally relevant, globally scalable innovations. By bringing together entrepreneurs, thought leaders, investors, major corporations, and policymakers annually, the summit positions Sub-Saharan Africa as a key player in defining a cloud-native, AI-first economic future.

With sustained commitment from public and private sectors, Afritech Business Summit envisions the region becoming a global symbol of inclusive growth, digital transformation, and entrepreneurial excellence. Through these strategic partnerships, we aim to build an integrated ecosystem where innovation serves as the foundation for long-term prosperity and technological sovereignty across the continent.

Mission Statement

Afritech Business Summit's mission is to accelerate entrepreneurship, digital innovation, and investment in Sub-Saharan Africa by connecting startups, corporations, investors, and government institutions through an international trade show that drives dialogue, collective action, and measurable outcomes. The summit strengthens collaboration, access to capital, skills development, and market expansion by showcasing high-impact startups and fast-growing innovation ecosystems across fintech, edtech, medtech, agritech, and insurtech.

Startups gain direct access to investors, mentors, and corporate partners, enabling them to raise capital, test solutions, and scale regionally and internationally. Major corporations explore strategic partnerships, invest in emerging talent, and co-create solutions with innovators, contributing to Africa's digital economy.

Government institutions engage in dialogue with entrepreneurs and industry leaders, aligning policies with innovation priorities and gaining practical insights to accelerate digital transformation and inclusive growth. Through exhibitions, pitch sessions, expert discussions, and strategic partnerships, Afritech Business Summit delivers measurable outcomes in investment, collaboration, ecosystem integration, and the sustainable growth of Africa's digital economy.

Master Logo

04



The logo of "Afritech Business Summit" features a map of Africa inside a square shape, with eight colorful vertical lines running from top to bottom.

The design aims to be simple, memorable, and easy to recognize.

Master Logo



The 'X' unit defines the essential proportions and clear space of the Master Logo. Adhering to these precise measurements is essential for its consistent reproduction across all platforms and materials, ensuring its visual integrity and helping it remain simple, memorable, and easily recognizable.

Clear Space Area

06



The empty space in the logo is designed to be prominent and easily visible.

Logo Variations

07



If the primary logo uses strong or complex colors that may not suit certain backgrounds, use a simplified single-color version, typically white, instead. Doing so ensures the logo remains legible and consistent across all applications.



Logo Usage

08



The logo must not be used
at sizes smaller than 2 inches.

Incorrect Logo

09



Do not justify the text. Instead, rotate and change the direction of the symbol.

Typography

10

Primary Font

Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Light

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Normal

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Semi Bold

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Typography

11

Secondary Font

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=",?:><

Light

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Regular, Normal

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Semi Bold

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Extra Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Accessibility Standards

We believe that true innovation is inclusive. For this reason, all our communications, whether printed, digital, or event-based, are designed to be accessible to everyone, without exception.

We recognize that accessibility is not only a technical requirement, but also a commitment to equity and dignity. Every participant, regardless of ability, should have the same opportunity to engage with ideas, connect with others, and benefit from the knowledge shared. This approach reflects our values and strengthens the collective impact of our community.

By embedding accessibility into our design processes from the outset, we move beyond compliance and ensure that inclusion is a natural and integral part of the Afritech Business Summit experience.

Colors and Contrast

We ensure clear and legible visuals by maintaining contrasts in compliance with international standards (WCAG 2.2), and by always pairing color with textual or iconographic cues.

Typography

We prioritize sans-serif fonts that are modern and easy to read, with sizes adapted for both print and digital, to provide a clear and universally understandable experience.

Accessibility Standards

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Digital Content

We ensure that every image, video, and interactive feature is fully accessible by providing alternative text, subtitles, and intuitive navigation that supports keyboard use.

Layout and Spacing

We adopt a spacious and harmonious presentation, with line spacing, margins, and text blocks designed for readability across all formats, including mobile.

Events

We create inclusive environments where every participant can easily access information, thanks to clear signage, matte-finish printed materials, and digital programs compatible with screen readers.

Our commitment: to make the Afritech Business Summit a space where information and innovation remain accessible to all, fostering inclusion, equity, and the active participation of every stakeholder.

Color Palette

14

Primary



HEX FCC309
R252 G195 B9
C0 M28 Y95 K0



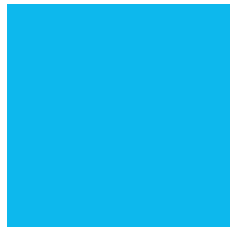
HEX FB723C
R251 G114 B60
C0 M70 Y79 K0



HEX E31217
R227 G18 B23
C3 M100 Y100 K0



HEX 3B6BA3
R59 G107 B163
C84 M58 Y14 K0



HEX 0DB8ED
R13 G184 B237
C71 M2 Y0 K0



HEX 53B6AD
R83 G182 B173
C66 M4 Y38 K0



HEX C9CC08
R201 G204 B8
C28 M10 Y100 K0



HEX 051022
R5 G16 B34
C98 M92 Y80 K74

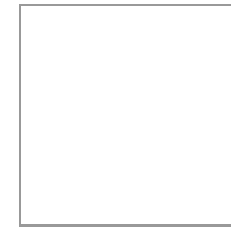
Secondary



HEX 999999
R153 G153 B153
C43 M35 Y35 K1



HEX 000000
R0 G0 B0
C93 M88 Y89 K80



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0

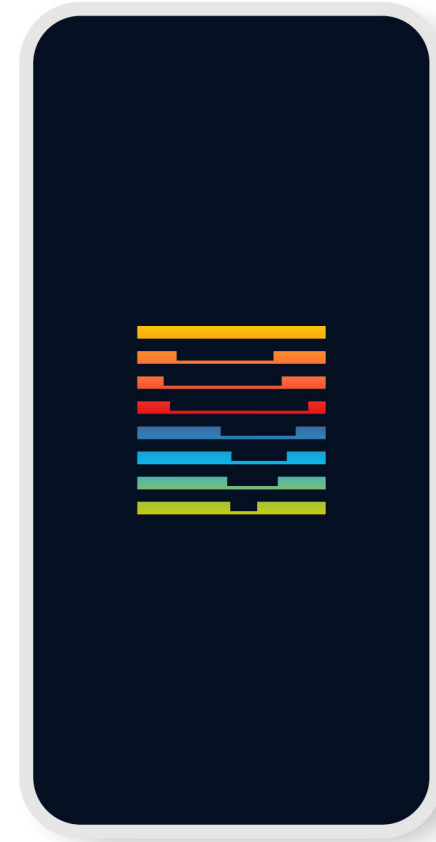
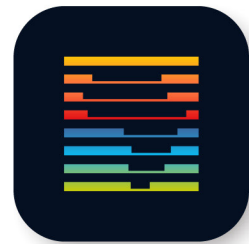
Brand Application

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Iconography

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Brand Voice

The Afritech Business Summit brand voice is professional, confident, and inclusive. It speaks to a global audience while staying grounded in the realities of Sub-Saharan Africa. Our voice bridges startups, investors, public institutions, and global media with a clear, consistent message: Africa is ready to lead in digital innovation, and this summit is where that future takes shape.

Voice Principles

Strategic and Visionary

We speak with ambition and direction. Our language reflects a deep understanding of global tech trends like cloud and AI, while emphasizing local innovation and long-term economic growth.

Inclusive and Empowering

Our voice encourages participation and collective success. We use language that invites dialogue across borders and sectors, spotlighting partnerships that move ecosystems forward.

Measured and Impact-Driven

We prioritize outcomes over promises. Whether discussing investment deals, partnerships, or policy engagement, we focus on real-world, measurable impact.

Regionally Rooted, Globally Ambitious

We celebrate African ingenuity while aligning with international standards. We connect local innovations to global opportunities, always respecting cultural nuance and regional complexity.

Clear and Accessible

Our tone is always professional but never obscure. We use plain language to communicate complex ideas, avoiding unnecessary jargon and overly casual speech.

Brand Voice

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Tone by Audience

Startups and Entrepreneurs

Energetic, optimistic, opportunity-focused. We use empowering language like "scale", "transform" and "unlock potential."

Investors and Corporations

Results-oriented, data-driven, and strategic. We emphasize return on investment, market potential, and sustainable impact.

Governments and Policymakers

Diplomatic and development-focused. We highlight job creation, economic growth, and policy relevance.

Media and Public

Clear, credible, and engaging. We tell real stories of innovation and impact, making technology accessible to wider audiences.

Language Best Practices

We use:

- "Sub-Saharan Africa" (specific, respectful, clear).
- "Innovation ecosystems," "digital transformation," "strategic partnerships," and "high-impact sectors."

We avoid:

- Overuse of startup jargon.
- Buzzwords without context.
- One-size-fits-all narratives about Africa.
- Avoid sounding disrespectful, superior, or too informal.

Consistency Across Languages

Afritech Business Summit communicates in both French and English, ensuring our voice remains culturally relevant and consistent. Translations reflect intention and meaning, not just words, adapting to the expectations of local audiences while maintaining brand integrity.

Glossary

RGB

RGB (Red, Green, Blue) color mode is used for any computer-based design, including websites, apps, banner ads, and other digital content.

Raster

Raster images are made of a fixed grid of dots called pixels, with each pixel assigned a specific color value. Unlike vector images, raster images are resolution dependent. When you resize a raster image, you stretch or shrink the pixels themselves, which can result in a significant loss of clarity and produce blurry images.

CMYK

CMYK (Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationery, illustrations, packaging, and any other printed materials.

Lossless

Lossless image formats retain all the data from the original file. Nothing from the original photo or artwork is lost, therefore the term “lossless.” While the file may still be compressed, all lossless formats can reconstruct the image exactly as it was in its original state.

Vector

Vector images are made of points, lines, and curves that can be scaled infinitely without any loss of image quality.

Lossy

Lossy image formats approximate the appearance of your original image. For example, a lossy format might reduce the number of colors or analyze the image to remove unnecessary data. These technical methods usually result in a smaller file size but may also reduce the image quality.

Glossary

JPEG/JPG

JPEG is a lossy raster format developed by the Joint Photographic Experts Group, the technical team that developed it. It is one of the most widely used image formats on the web, especially for photos, email graphics, and large images like banner ads. JPEG files can be compressed to reduce file size, but the more they are compressed, the more likely they are to show artifacts or pixelation.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. It is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily vector-based but can also include embedded or linked raster images. AI files can be exported to PDF and EPS for easy reviewing and printing, as well as to JPEG, PNG, GIF, TIFF, and PSD for web use and further editing.

EPS

EPS stands for Encapsulated PostScript. While it is primarily used as a vector format, an EPS file can contain both vector and raster image data. It usually includes a single design element that can be incorporated into a larger design.

PDF

PDF stands for Portable Document Format. It is used to display documents and graphics consistently across different devices, applications, operating systems, and web browsers. While PDF files are built on a powerful vector graphics foundation, they can also include raster images, form fields, and even spreadsheets. Because of its universal compatibility, PDF is often the preferred format for sending final designs to print. Both Adobe Photoshop and Illustrator can export directly to PDF, making it easy to prepare designs for production.

PNG

PNG stands for Portable Network Graphics and is a lossless raster image format. Think of PNGs as the next generation of GIFs. They support transparency and can display millions of colors thanks to their high color depth. PNGs are widely supported across platforms and have become a web standard, making them one of the most common image formats used online today.

TIFF/TIF

TIFF stands for Tagged Image File Format and is a lossless raster format known for its extremely high quality. It is commonly used in photography and desktop publishing. You will often encounter TIFF files when scanning documents or capturing images with a professional digital camera. Note that TIFF files can also serve as “containers” for JPEG images, which results in smaller file sizes compared to traditional TIFF files, which are typically very large.

Contact Information

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For all matters related to brand guidelines, logo usage, design materials, official brand communications, or any requests involving the Afritech Business Summit visual identity, please contact:

Noel K. Tshiani

Managing Director

Afritech Business Summit

nt@afritechbusinesssummit.com

+1 212 256 1035 (Mobile & WhatsApp)

For general inquiries, requests from the media, opportunities to explore strategic partnerships, or discussions regarding sponsorships, we invite you to visit www.afritechbusinesssummit.com for more information, or reach us at:

contact@afritechbusinesssummit.com

Brand-related inquiries will receive a response within 24–48 hours.