



BRAND GUIDELINES

A comprehensive framework that defines Dagala Group's identity, ensuring consistency, clarity, and a unified brand presence.

# Mission Statement

To build purposeful businesses that empower progress and accountability. Through technology, strategic advisory, and social-impact ventures, we aim to create sustainable value – driving growth that uplifts communities and shapes a more equitable future.

# Vision Statement

To become a global force that bridges innovation, ethics, and enterprise – shaping systems of governance and growth that create lasting social and economic impact.

# Core Values

## 01. Innovation

We embrace creativity and cutting-edge ideas to deliver impactful, forward-thinking solutions.

## 03. Excellence

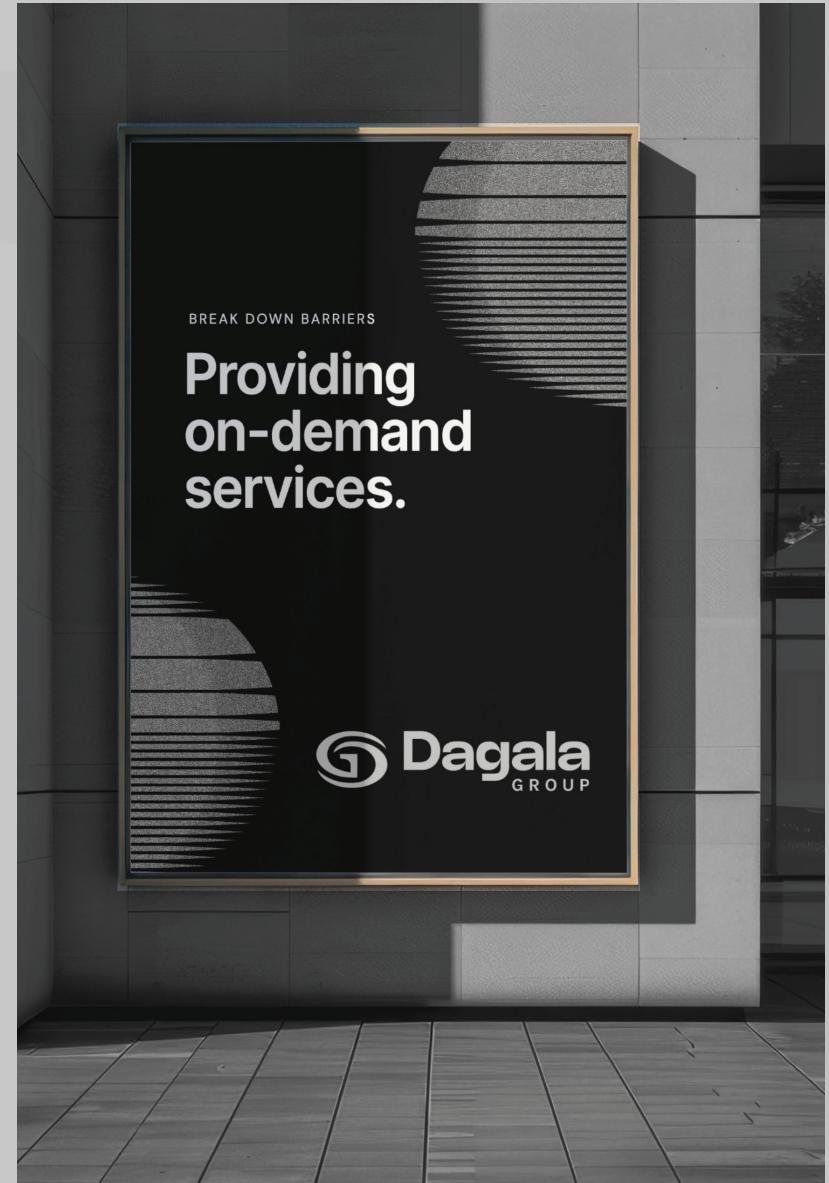
Excellence drives our pursuit of performance. We aim not just to meet expectations, but to exceed them.

## 02. Integrity

Integrity guides our decisions, builds trust with clients and partners, and ensures long-term, ethical relationships.

## 04. Sustainability

Our actions are aligned with the long-term well-being of the communities and industries we serve.



PRIMARY LOGO



SECONDARY LOGO



SUBMARK



STANDARD



INVERSE



# Logo Concept



→ Letter 'G'

→ Letter 'D'

The logo combines the letters G and D into a unified, flowing form that symbolizes global connection and forward motion. Its circular sweep represents continuity and innovation, conveying the fusion of form, focus, and global vision.

# Clear Space



# Primary Logo Font

Font

**Neue Power Ultra**



Lowercase

**abcdefghijklmnopqrstuvwxyz**

Uppercase

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# Secondary Logo Font

Font

**Inter Bold**



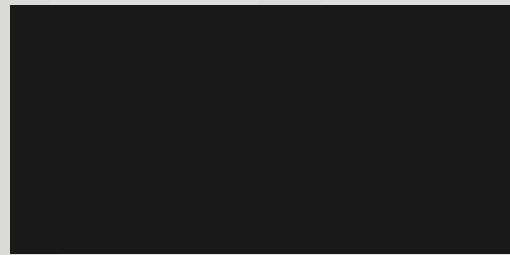
Aa

Lowercase

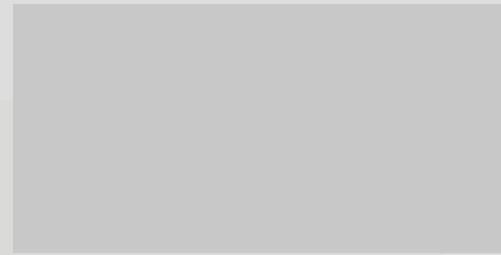
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qrstuvwxyz**

Uppercase

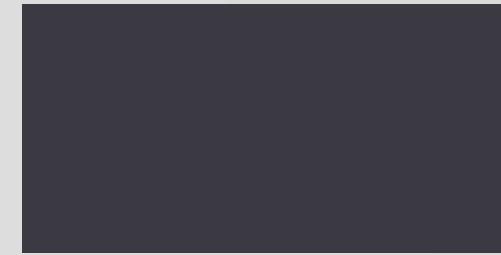
**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ**



Hex #1c1c1c  
R 28 G 28 B 28  
C 0 M 0 Y 0 K 89



Hex #c9c9c9  
R 201 G 201 B 201  
C 0 M 0 Y 0 K 21



Hex #3b3b42  
R 59 G 59 B 66  
C 11 M 11 Y 0 K 74

# Business Card



# Merchandise Print



# Social Media

MIPORIS

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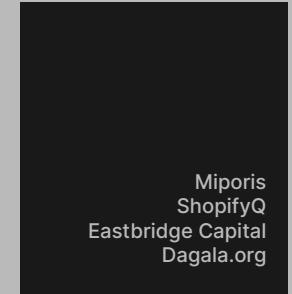
AI-POWERED GOVERNANCE & CONTROLS ASSESSMENT PLATFORM.



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**Dagala**

FOUR FOCUSED BUSINESSES. ONE STANDARD OF EXCELLENCE.



Miporis  
ShopifyQ  
Eastbridge Capital  
Dagala.org

DAGALA GROUP ©

EASYBRIDGE CAPITAL

DAGALA GROUP ©

ADVISORY BRIDGING AFRICA AND GLOBAL MARKETS.



IN MOTION WITH PURPOSE.

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**Dagala**

Building businesses that shape governance, growth, and social impact. Dagala Group brings together technology, advisory, and social-impact ventures – uniting innovation with integrity.

DAGALA GROUP ©

# Sign Boards



