BantuBuzz

INTRODUCTION

Brand Introduction

BantuBuzz is a premier influencer and creator marketplace powered by Bakoena Technologies, designed to connect brands with influencers across Africa. Our platform provides influencers with the tools to showcase their talents, manage brand collaborations, and get paid directly, while offering businesses a streamlined way to discover, connect, and collaborate with influencers to enhance their digital marketing efforts.
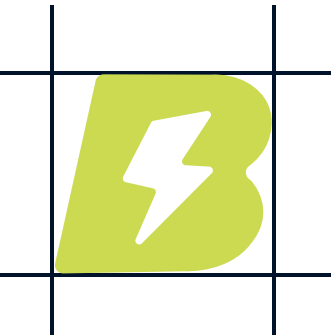
Our Vision

To become the leading influencer marketing platform in Africa, bridging the gap between creators and brands, and contributing to the continent's digital transformation.
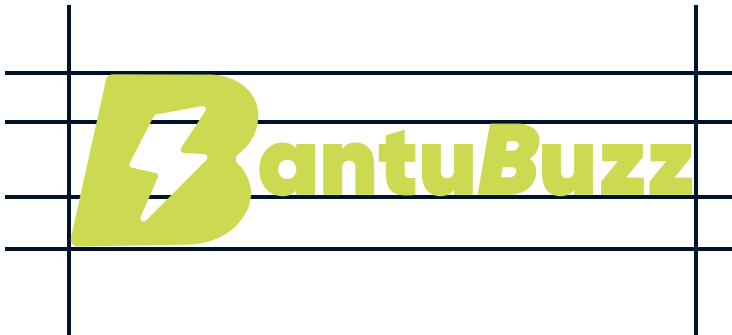
Our Mission

To empower African influencers and businesses by facilitating authentic and impactful collaborations, driving mutual growth and fostering a thriving influencer economy across the continent.
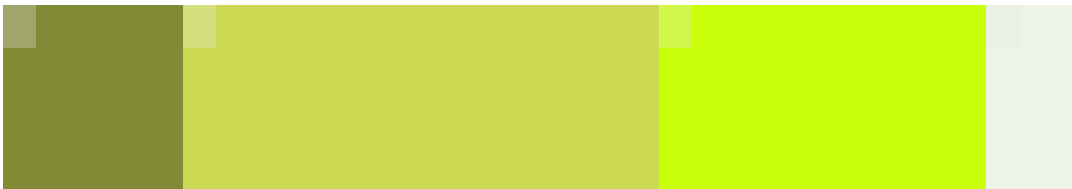
ANATOMY OF A LOGO

Primary logo

Logo type

COLOR PALETTE

HEX : #838a36
RGB : (131, 138, 54)
CMYK : (51, 32, 100, 10)

HEX : #ccdb53
RGB : (204, 219, 83)
CMYK : (24, 1, 84, 0)

HEX : #c8ff09
RGB : (100, 255, 9)
CMYK : (27, 0, 100, 0)

HEX : #ebf4e5
RGB : (235, 244, 299)
CMYK : (7, 0, 11, 0)

LOGO USAGE

The design is sleek and modern, reflecting our forward-thinking approach and dedication to staying at the forefront of industry trends. The logo's color palette is carefully chosen to convey trust and creativity, while the typography is bold and clear,
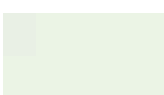symbolizing our transparent and effective communication.

COLOR USAGE

- The **Primary Color** *#ccdb53* evokes mystery and depth, ideal for captivating and intriguing campaigns.
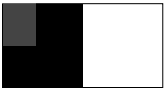
- The hue *#838a36* conjures serene, calming twilight tones, perfect for soothing and relaxing campaigns.

- The vibrant *#c8ff09* color radiates lively energy, akin to sunny gold, ideal for attention-grabbing and uplifting campaigns.

- The shade *#ebf4e5*

- NB - **Black** and **white** can be used

TYPEFACE & TYPOGRAPHY

Poppins Bold

Aa

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

Poppins Thin

Aa

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

abcdefghijklmnopqrst
uvwxyz

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