



African Architecture, developed and broadcast worldwide

## Brand Guide

### What we do

Archtivate Africa is a global multimedia company that produces some of the world's leading architectural broadcasting and web design brands. These include Archtivate Post and Archtivate Web. Our goal is to showcase the beauty and innovation of African architecture and design, and to provide our clients with high-quality content that helps them to promote their projects and expertise.

### History

Archtivate Africa was founded in 2022 by two architects, [Founders Name]. We are based in [City], [Country] and serve clients across the African continent. Our team consists of [Number] professionals who are passionate about architecture and dedicated to delivering exceptional results.

### Brand Tone/Personality

As a company that serves both professional and general audiences, it is important to convey a sense of expertise and competence in the fields of architectural journalism and web design, while also being accessible and easy to work with. The tone should be informative and helpful, with a focus on educating and informing readers and clients about architectural topics and design best practices. It should also be respectful and considerate of the diverse needs and preferences of African audiences, and should aim to promote diversity and inclusivity within the fields of architecture and design. Some potential tone words for a leading African architectural journalism and web design company could include:

- Professional
- Expert
- Approachable
- Informative
- Respectful
- Inclusive
- Inspiring
- Innovative

### Our Brands

Archtivate Africa is home to some of Africa's most iconic brands, including Archtivate Post and Archtivate Web. We are here to surprise, empower and entertain. We provide exclusive access and we are trusted to lead the way. From the iconic brands we cultivate to the world-leading talents we engage, we are committed to the best of the best.



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## **Summary**

There is currently a lack of dedicated media outlets for architectural journalism in Africa, and a lack of visibility for African architects on the global stage. Our company will fill this gap by providing comprehensive coverage of the African architectural scene, including in-depth interviews with leading architects, analysis of the latest trends, and profiles of up-and-coming firms as well as interesting projects.

We will target a broad audience, including architects, designers, and anyone with an interest in African architecture and design. We will also seek to establish partnerships with industry organizations and events, such as the African Union of Architects and the World Architecture Festival, to further increase our visibility and reach.

Our company, Archtivate Post/African Architecture Journal, is a digital media platform and magazine focused on showcasing the latest and greatest in architectural design from across Africa. Our mission is to highlight the unique and diverse architectural styles and innovations coming out of the continent, and to provide a platform for up-and-coming architects to showcase their work.

## **Brand Tone/Personality**

The tone should be informative, engaging, and objective. As a journalism company, it is important to present information accurately and objectively, while also making the content interesting and accessible to readers. The tone should be professional, but not overly formal or technical, and should aim to educate and inform the audience about the subject matter. It is also important for the tone to be respectful and considerate of the diverse perspectives and experiences of the audience.

## **Brand Messaging**

The brand messaging should focus on the company's commitment to accurate, objective, and informative reporting on architectural topics. It highlights the company's expertise and experience in the field, as well as its dedication to educating and informing readers. The messaging also emphasizes the company's commitment to diversity and inclusivity, and to presenting a range of perspectives on architectural issues in Africa. Some potential messaging themes include:

1. Providing reliable and unbiased reporting on architectural topics
2. Offering in-depth analysis and insights into the latest architectural trends and issues
3. Highlighting the work of diverse architects and designers from around the world
4. Sharing the stories and perspectives of people impacted by architecture and design
5. Educating readers about the history and significance of different architectural styles and movements
6. Promoting the value of good design and its role in shaping our built environment.

## Brand Positioning

Our company's brand positioning strategies include:

1. Positioning the company as the **go-to source for in-depth and objective reporting on architectural topics**. This could involve highlighting the company's expertise and experience in the field, as well as its commitment to presenting a range of perspectives and viewpoints.
2. Positioning the company as a **trusted resource for professionals in the architectural industry**. This could involve focusing on the company's coverage of industry news and trends, as well as its analysis and insights into issues affecting the industry.
3. Positioning the company as a **source of inspiration and education for design enthusiasts and the general public**. This could involve focusing on the company's coverage of innovative and interesting architectural projects, as well as its educational content on the history and significance of different architectural styles and movements.
4. Positioning the company as a **leader in promoting diversity and inclusivity in architecture and design**. This could involve highlighting the company's commitment to presenting a range of diverse voices and perspectives, as well as its coverage of projects and initiatives that promote social and environmental sustainability.



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## **Summary**

Welcome to Archtivate Africa/AfroArch, a leading architectural web design company based in Africa. We specialize in creating intuitive and visually stunning websites for architects, designers, builders, and real estate professionals.

With a team of experienced and creative designers, we are dedicated to bringing our clients' vision to life and providing them with a unique online presence that showcases their brand and sets them apart from their competitors.

At AfroArch, we believe that great web design is about more than just aesthetics. We focus on creating intuitive and user-friendly websites that are easy to navigate and deliver a seamless online experience. Our designs are optimized for search engines, ensuring that our clients can be easily found by potential customers.

In addition to web design, we also offer a range of other services, such as branding, SEO, and social media management, to help our clients and build their online presence, connecting with potential clients.

We are dedicated to providing excellent customer service, and we are always available to answer questions and provide support. Contact us today to learn more about how we can help you elevate your online presence and reach new heights in your business.

## **Brand Tone/Personality**

The tone should be professional, yet approachable and friendly. As a web design company, it is important to convey a sense of competence and expertise in the field of architecture, while also being approachable and easy to work with. The tone should be informative and helpful, with a focus on helping clients understand the design process and making informed decisions about their project. It is also important for the tone to be respectful and considerate of the diverse needs and preferences of clients.

## **Brand Messaging**

The brand messaging focuses on the company's ability to create visually stunning and functional websites that showcase the work of architects and design firms. It also emphasizes the company's commitment to helping clients achieve their business goals through their website, and its focus on creating a seamless and enjoyable user experience. Our messaging themes include:

1. Providing top-quality web design services that showcase the work of architects and design firms
2. Helping clients establish or improve their online presence and reach new customers
3. Creating functional and user-friendly websites that are easy to use and navigate
4. Offering a full range of web design services, from initial concept and design to development and ongoing maintenance
5. Specializing in creating websites that are optimized for mobile devices
6. Providing personalized and attentive service to each of our clients.

## Brand Positioning

Our company's brand positioning strategies include:

1. Positioning the company as **a leader in creating visually stunning and functional websites for architects and design firms**. This could involve highlighting the company's expertise in designing websites that showcase architectural projects and portfolios, as well as its ability to create websites that are easy to use and navigate.
2. Positioning the company as **a trusted partner for architects and design firms looking to establish or improve their online presence**. This could involve focusing on the company's experience in helping clients create a professional and effective online presence, as well as its commitment to helping clients achieve their business goals through their website.
3. Positioning the company as **a one-stop shop for all of an architect or design firm's web design needs**. This could involve offering a full range of web design services, from initial concept and design to development and ongoing maintenance.
4. Positioning the company as **a specialist in creating websites that are optimized for mobile devices**. This could involve highlighting the company's expertise in designing responsive websites that work well on a variety of devices, as well as its ability to help clients reach and engage with mobile users.

**BRAND IDENTITY.**









