



The AFEX Brand Manual





It's been a truly interesting journey.

A journey that began with the exciting but difficult task of deploying a commodities exchange model fit for Africa. We're a far way from that first warehouse in Pampaida, Kaduna. Now we are a platform business whose reach has spread across Nigeria. It's time for Africa.

Here's a quick manual to guide our brand as we push on, so they know it's us anywhere and everywhere.

Like we like to say...

BaWasa (No jokes)



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Who we are

AFEX is a pan-African organization championing efficient trade and wealth creation through the commodities market in Africa. We run a platform business that works through key pillars of infrastructure, markets and capital. By addressing food system challenges, we generate impact that flows to the bottom of the pyramid, improving both individual livelihoods and national fortunes.

Why we need a manual

The guidelines within this document reflect AFEX's commitment to quality, consistency, and style. Sending a consistent and controlled representation of who we are and our distinctiveness is essential in raising and preserving our brand equity.





Who the manual is for

This manual is created to guide anyone who communicates on behalf of AFEX be it verbally, in print, video or graphical forms.



Our Vision

Be the reference point
for commodities in Africa





Our Mission

| Helping Africa feed itself

Our Core Values



Execution

We deliver



Excellence

We deliver results



Empathy

We deliver results humanely



AFEX's Brand Evolution



Ayodeji Balogun

In 2019, I constantly held the truth that we will die in the next quarter, but also the truth that we will succeed and grow to be the most dominant brand in Africa's food system. It was difficult but possible

Yes, it was possible



AFEX. 2025

David did not hear of AFEX till some time in 2015. He saw a post on Instagram about a company named AFEX Commodities Exchange gaining a license as a commodities exchange. He had always been fascinated about the agriculture sector and so, offhandedly followed the page. David then spent the next five years working in Europe. Few years later, while trying to purchase grains in bulk for a company, he was referred to an AFEX warehouse. That's when he found out the company was now kind of a big deal with warehouses all across the country.

An excited David went straight to Google to check them out again. He found out that in 2021 the AFEX Commodities Exchange had expanded into three entities - AFEX Fair Trade, AFEX Commodities Exchange, and AFEX Investment. They had also undergone a slight brand change with the logo now just the AFEX logo. Excited by the company's trajectory, and now fully convinced of their prowess, David contacted them and found a way to invest in their solutions. That same year, AFEX announced her expansion to Kenya. By this point, David was already a self-proclaimed ambassador for the company, preaching their values to anyone within hearing distance.

The year is 2025 and David finds himself not needing to tell people about AFEX that much anymore, everyone he meets already knows about them. AFEX is now strongly visible in ten African countries, with a network that cuts across the globe. A mention of the word commodities, and top of mind result is AFEX. It's almost like they are now the SI Unit for sustainability in the global commodities space.





Brand Architecture

OUR MESSAGE — OUR TONE — OUR CULTURE





The AFEX Brand Architecture

The AFEX Fair Trade identity is uniquely expressed on a national level in each country the entity operates, with AFEX Investment and AFEX commodities Exchange operating on a shared pan-African brand identity.

The AFEX logo mark stands as the branded house logo for all entities.



**Corporate
Brand**

AFEX
Fair Trade

AFEX Commodities
Exchange

AFEX
Investment

Entities

Cudie

Work**Bench**

ComX

***BankX**

Platforms



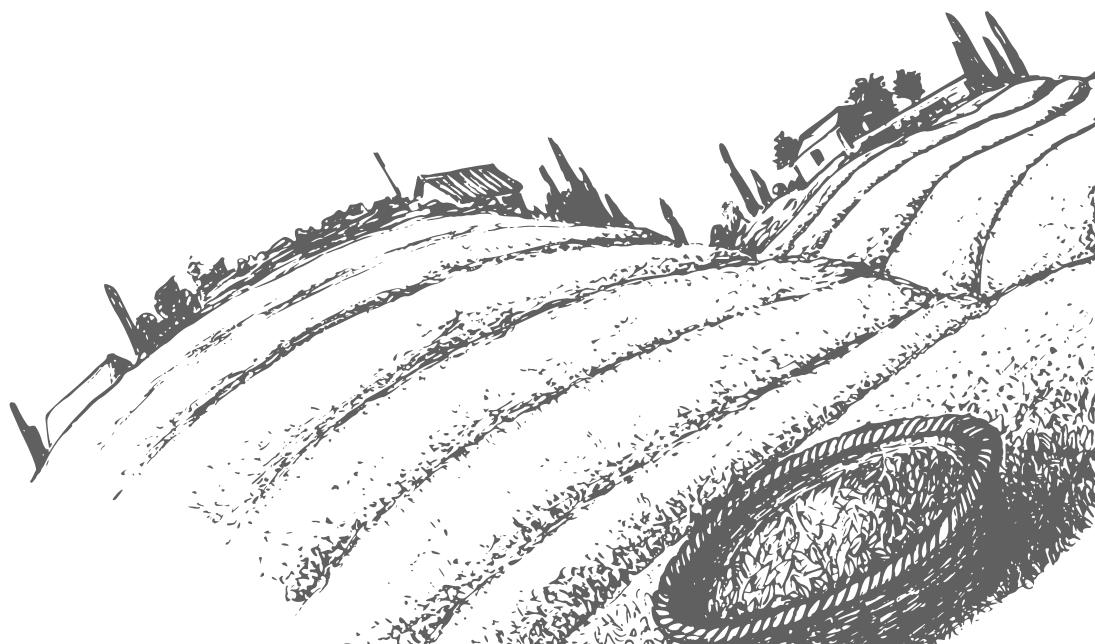
Allied Brands

AFEX Fair Trade

AFEX Fair Trade is a supply chain solutions company. It champions food security for each country it operates in and is easily the heart of the AFEX group. The business prioritizes producer inclusion alongside personal business gain and market efficiency. The tension that results from concurrently trying to settle these three are present in its value propositions and its storytelling.

What makes AFEX Fair Trade special?

- Food Security
- Sustainability
- Livelihoods





Branding

The AFEX logo is the stand alone brand identity for all entities. In written form, the full name (**AFEX Fair Trade**) and country indicator should always be used to introduce the business and in official titles (for instance; **AFEX Fair Trade Kenya**). Subsequently, the shortform AFEX can then be used in place of the full name.

Visual Identity

The visuals representing AFEX Fair Trade must be nation centric and tailored to the resident country. This means that the imagery should be of locals, designs and patterns, which should align with patterns synonymous to the resident country. See page 46 for image choices.



Message

AFEX Fair Trade's message is centered around agricultural development, farmers' empowerment, and supply chain solutions to foster seamless trade and further food security for individual African nations and the continent at large.

Tone

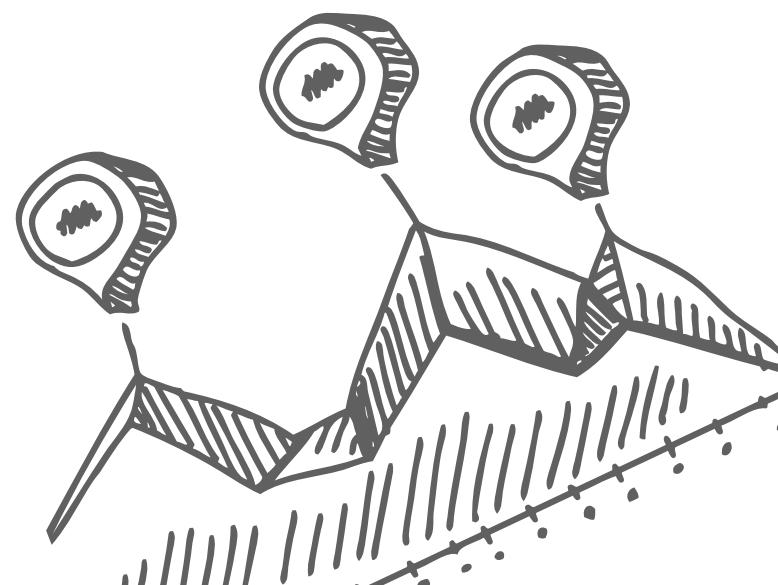
AFEX Fair Trade's tone is **Communal and Impactful**
(Read more in 'Tones' section)

AFEX Commodities Exchange

AFEX Commodities Exchange exists for value discovery and exchange. We believe in data, transparency and the utilization of technology to ensure efficiency across Africa's commodities market. The exchange most embodies the platform mindset, creating incentives for players to participate in the market and constantly highlighting the opportunities and changes in the market.

What makes AFEX Commodities Exchange special?

- Access to Market
- Transparency
- Data & Insights
- Market System





Branding

The AFEX logo is the stand alone brand identity for all entities. AFEX Commodities Exchange should be written in full with the short form as AFEX or the Exchange.

Visual Identity

The visuals should depict wealth, technology and innovation on a Pan-African scale. See page 46 for image choices.



Message

The AFEX Commodities Exchange message is centered around building an inclusive & efficient market system for commodities in Africa

Tone

AFEX Commodities Exchange's tone is aligned to **Bold** and **Knowledgeable** (*Read more in 'Tones' section*).

AFEX Investment

AFEX Investment tries to bridge the gap between finance and impact. Our drive is to solve big and important problems by connecting capital to challenges that have massive potential for wealth creation and sustainable impact. Our stories revolve around inspirational business wins and the pathways to funding them.

What makes AFEX Investment special?

- Creative Investment
- Scale
- Structured Trade
- Transparent Social Returns



Branding

The AFEX logo is the stand alone brand identity for all entities. This entity should be written and represented as AFEX in all presentations with only legally required instances as the exclusion.

Visual Identity

The visuals should depict partnerships, processing and manufacturing. See page 46 for image choices



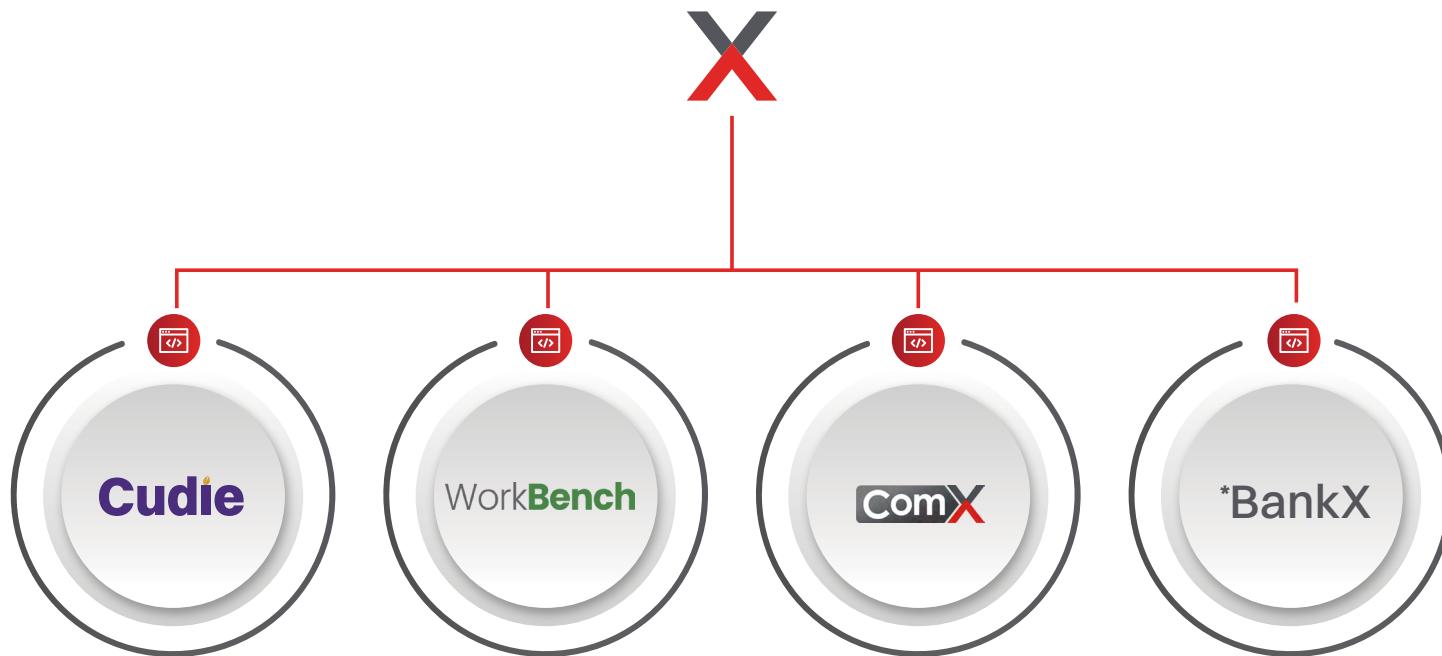
Message

AFEX Investment's message is centered around facilitating capital flows to grow inclusive commodity value chains in Africa

Tone

AFEX Investment's tone leans towards **Impactful** and **Knowledgeable** (*Read more in 'Tones' section*)

Platforms



All our platforms essentially align with the AFEX Brand tones and ideals despite being represented by their individual logo marks.

Allied Brands

Allied Brands are businesses that replicate aspects of AFEX's business and choose to adopt some identity alignment with AFEX eg. ASPs and other future franchise models

Criteria Checklist

- AFEX has a contract with the business
- The business has a reputation that aligns with AFEX values
- The program or project positions AFEX in a good light
- The business can integrate AFEX branding on shots or videos related to the program



Brand Attributes

OUR MESSAGE — OUR VOICE — VOICE PRINCIPLES

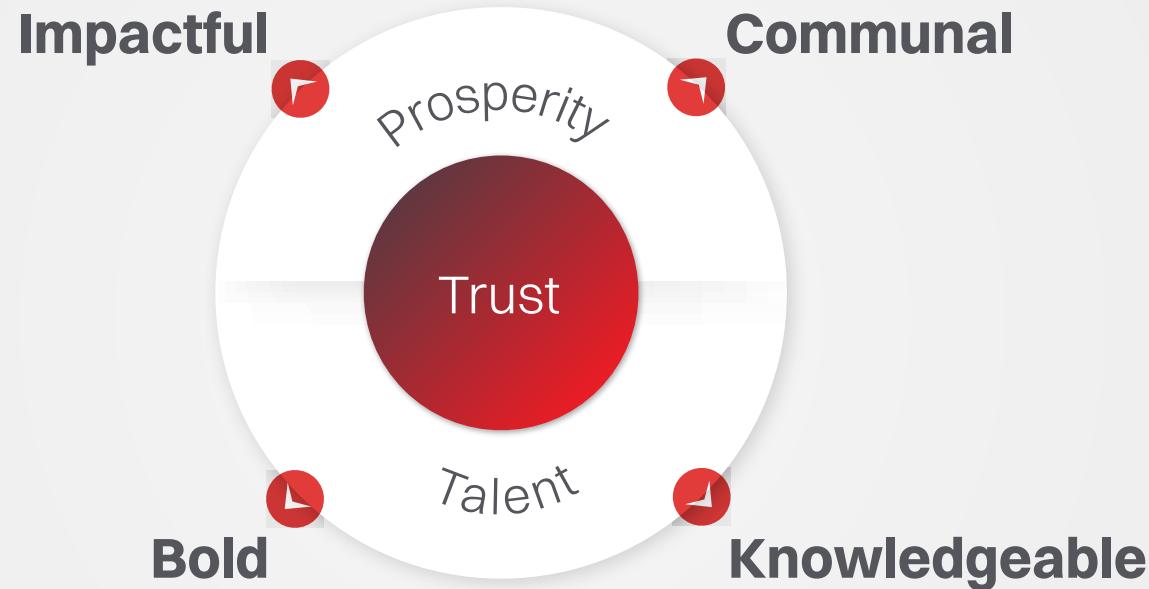
Our Message

Growing Markets, Connecting Trades

AFEX's solutions incentivize growth and connection across the commodities market in Africa. This enables inclusivity and efficiency in trade; resulting in a market that works for all players.



Our Voice



Intrinsically, AFEX is about Trust. We illuminate this trust by creating prosperity through African talents. These three pillars of trust, talent and prosperity make us **impactful, communal, knowledgeable** and **bold**.

Our Voice

Impactful

We will never forget why we do this and how what we do continuously impacts everyone around the brand. The impact our solutions bring to individuals, communities and countries is at the forefront of all our stories.

Bold

We are daring and bold in our ambitions, this should definitely reflect in our tone. We continuously search for new and innovative means to provide solutions for commodities in Africa and to communicate those solutions.

Communal

We are deliberate in our approach to communication. We want our messages to speak directly to our customers. Our message needs to be personalized and lend a sense of loyalty and community.

Knowledgeable

We are knowledgeable and confident in what we do and what we aim to achieve, this gives us a feel of pride and balance and readiness which is reflected in all our interactions



Voice Principles

Impactful is

Caring
Inclusive
Inspirational

Bold is

Innovative
Daring
Confident

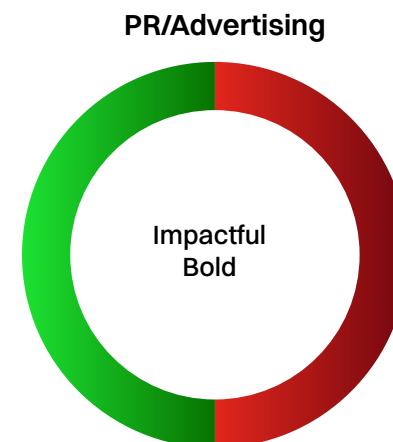
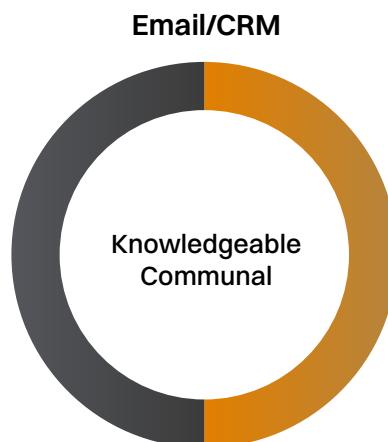
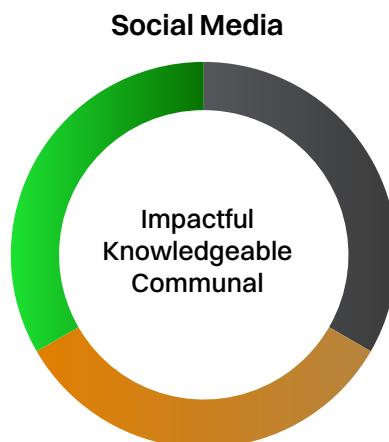
Communal is

African
Loyal
Human

Knowledgeable is

Talented
Experienced
Resourceful

Voice Principles by Channel



Voice Principles by Audience

Audience Group	Message Focus			Tones
	Agriculture	Finance	Trade	
Local Farmers/Farmer Groups	AFEX Fair Trade			Impactful Communal
Govt/Public Offices	AFEX Fair Trade	AFEX Commodities Exchange	AFEX	Knowledgeable Impactful
Local Merchants & Traders	AFEX Fair Trade	AFEX Investment	AFEX Fair Trade	Knowledgeable Bold
Processors/Big Buyers	AFEX Fair Trade	AFEX Investment	AFEX	Knowledgeable Bold
Financial Markets	AFEX Commodities Exchange			Knowledgeable Impactful
Employees	AFEX			Knowledgeable Impactful
General Public	AFEX			Bold Impactful





Our Culture

STRUCTURE — INTERNAL VOICE — INTERNAL COMMS

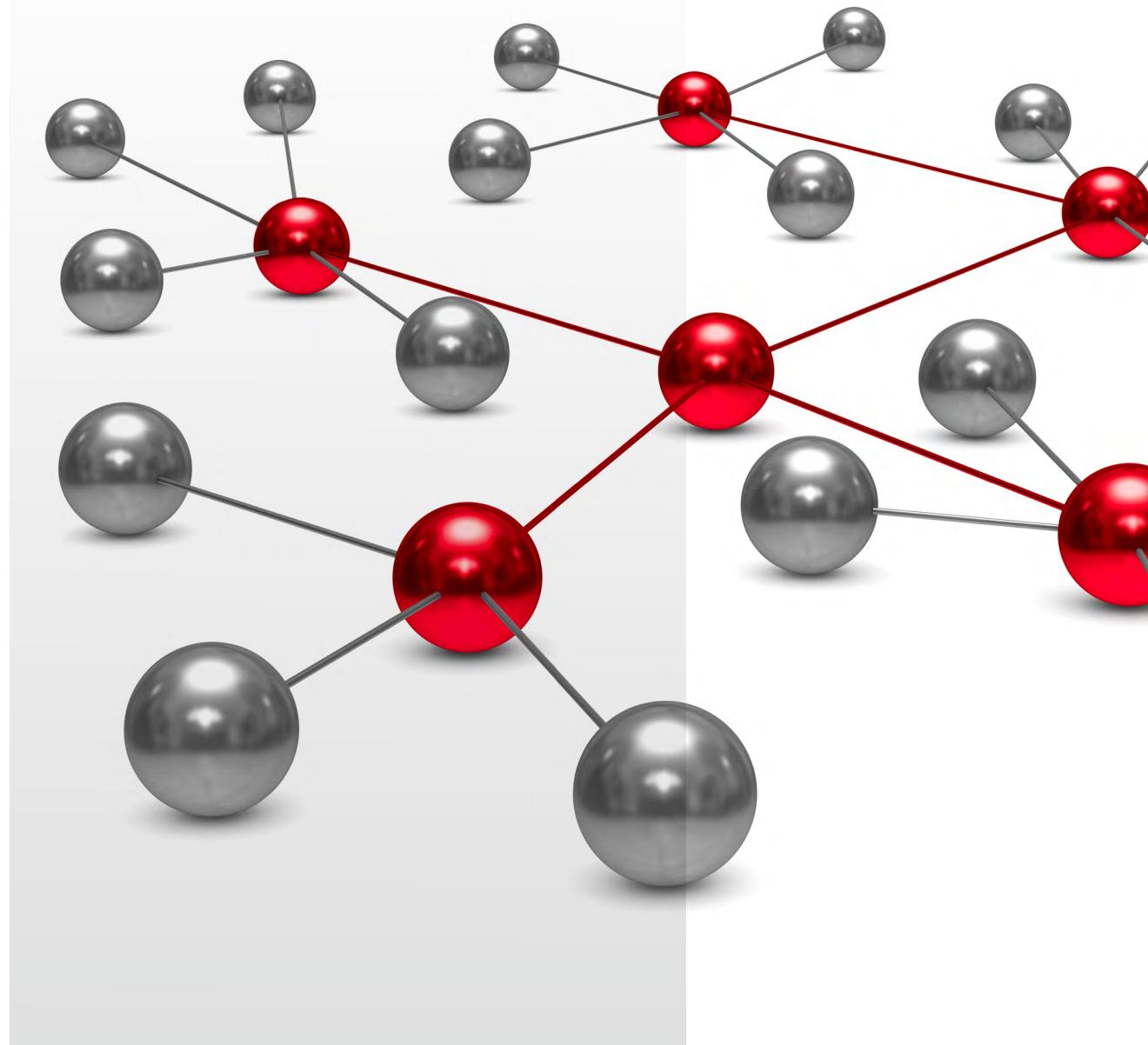
Structure



We operate a flat, flexible and fun organization that encourages growth and innovation. Every Xpert works within a **squad** which operates under a **trybe**.

Internal Voice

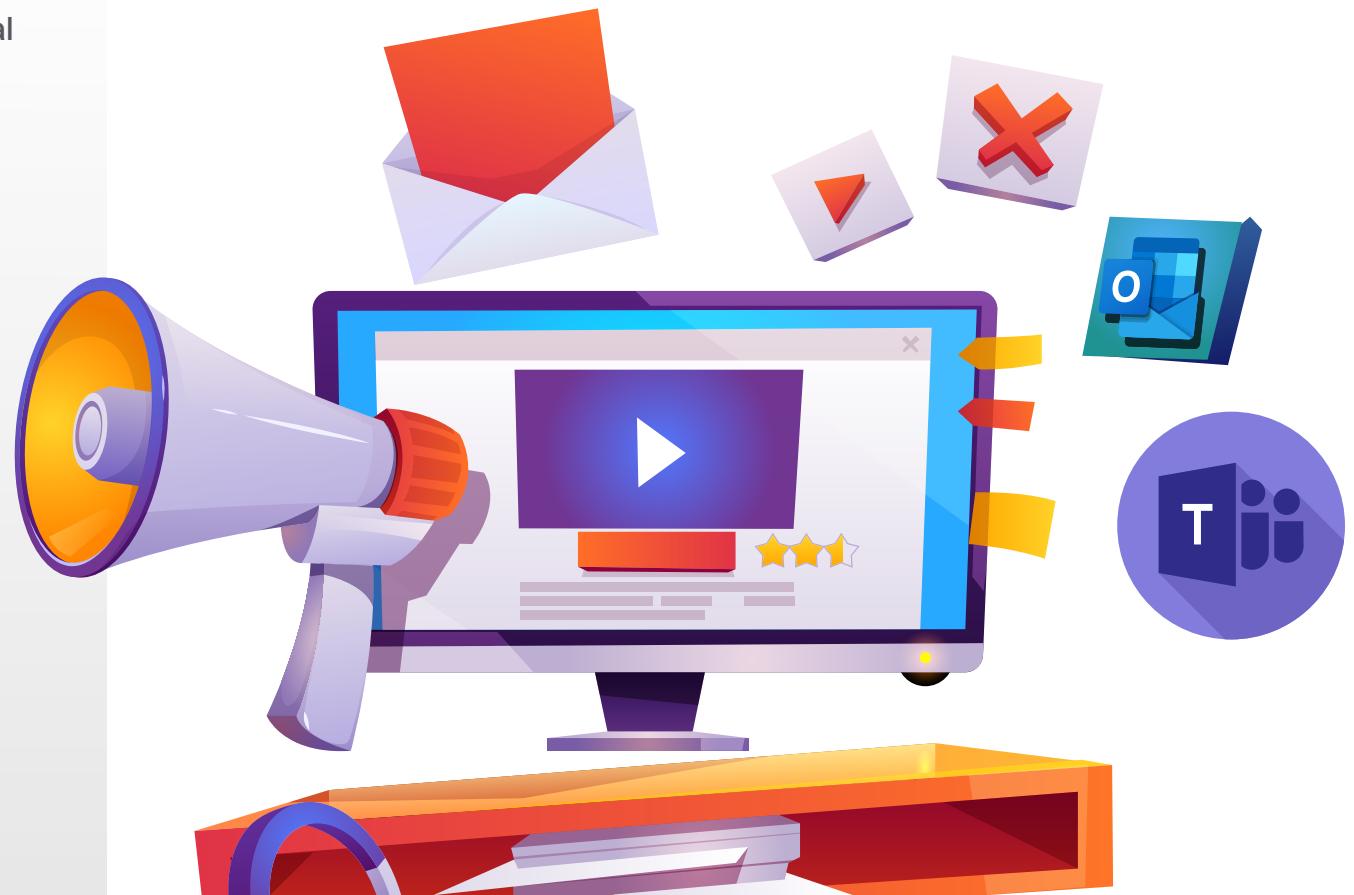
Our core values are reflected in our voice and how we interact with each other. Our internal tone of voice is **knowledgeable** and **impactful**



Internal Communication Tools

We use **Microsoft Teams** to hold internal conversations especially within trybes, squads and one on one messages. We also use Microsoft Teams for online meetings.

Official communications, internally and externally, are sent via emails using **Microsoft Outlook**.



Internal Communication Channels

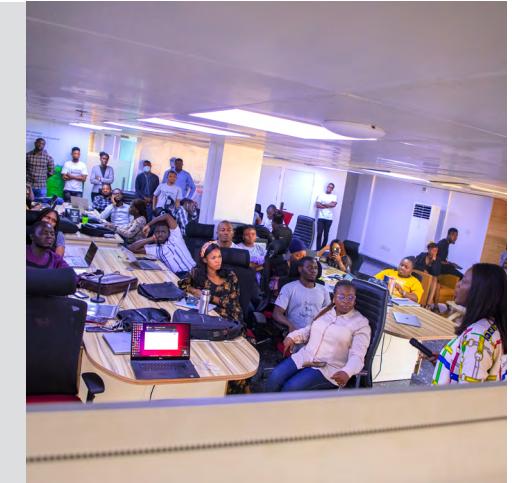


Xpert Insider

Our monthly internal newsletter

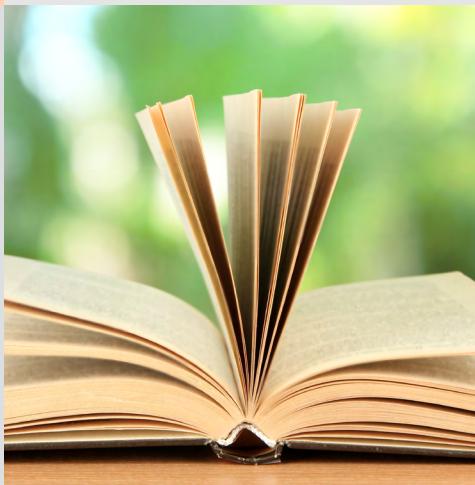
Knowledge Sharing Session

A bi-monthly event involving either an external or internal facilitator.



Employee Handbook

A book to guide all Xperts.



X-Table Talk

A podcast for and by Xperts



Brand Identifiers

LOGO — USAGE — DON'TS — PLACEMENT



Logo

Our AFEX logo serves as our primary brand identity and the branded house covering all entities and countries. It should be used for all our brand communication, online and offline. The logo should always stand alone devoid of any subtext underneath or above.

The X logo stands as one of our Brand Codes and can be used to identify the brand for distinctiveness.

Use logos provided here. Do not recreate.

FIND ALL
LOGOS HERE



Logo Usage

To accommodate different backgrounds and for versatility, the AFEX logo has two variations for light and dark colored backgrounds.

This keeps the brand in line with international standard best practices.

For Allied Brands, the AFEX X is to be used as an identifier alongside their own brand logo.

a. AFEX logo on light background



b. AFEX logo on dark background



c. X logo on light background



d. X logo on dark background



d. Allied Brands branding



FIND ALL LOGOS HERE ➔



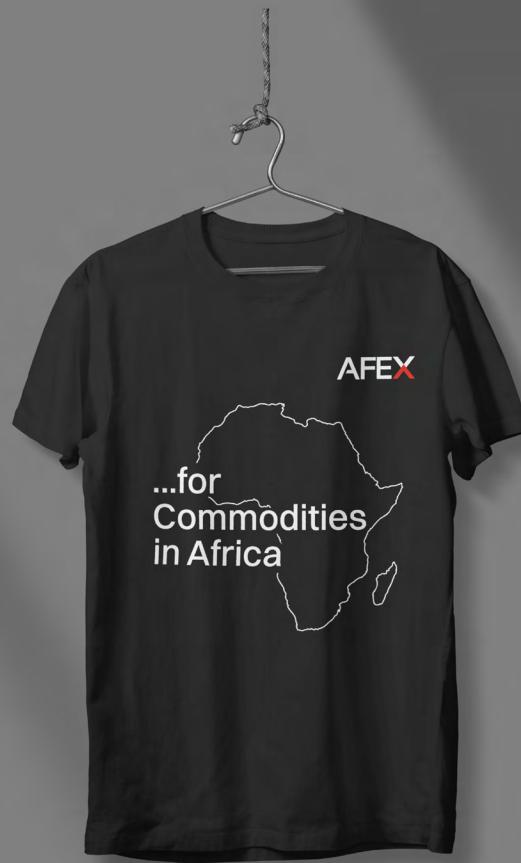
When to use the grey and red logo:

On bright colored backgrounds



When to use the white and red logo:

On dark colored backgrounds



When to use the grey and red logo:

On bright colored backgrounds



When to use the white and red logo:

On dark colored backgrounds





Don'ts

Building a successful brand identity for AFEX depends on the consistent application of the identity. Incorrect use of the logo, however slight, will reduce the overall impact of AFEX's identity and weaken the brand equity.

The AFEX logo should be used only as described earlier.



Do not use an AFEX that has any text underneath



Do not distort the logo. Always scale proportionally



Do not replace the red in the logo



FIND ALL LOGOS HERE ►

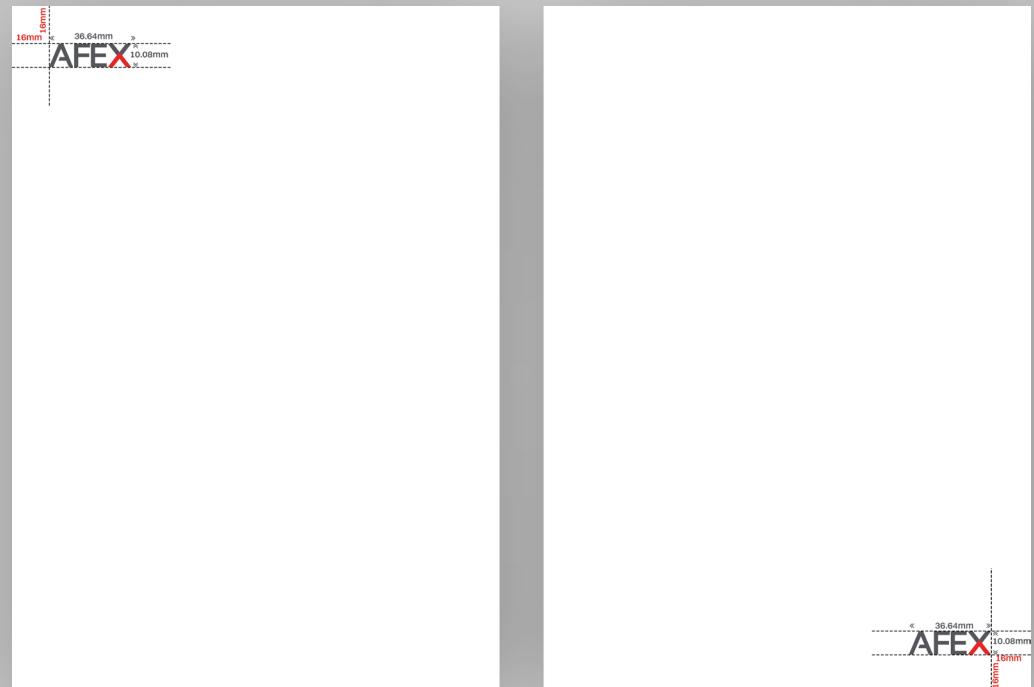




Logo Placement

For every brand communication and publicity material, the AFEX logo should be at the top left corner or bottom right corner.

For brand collaterals, it should be placed at a strategic position for good visibility.



FIND STANDARD DOCUMENTS HERE ►



Colors & Fonts

PRIMARY COLORS — SECONDARY COLORS — FONT

Primary Colors

The AFEX Red is our dominant color and one of our Brand Codes.

The AFEX Red
#e1261c

R 225 **C** 6
G 38 **M** 97
B 28 **Y** 100
 K 1

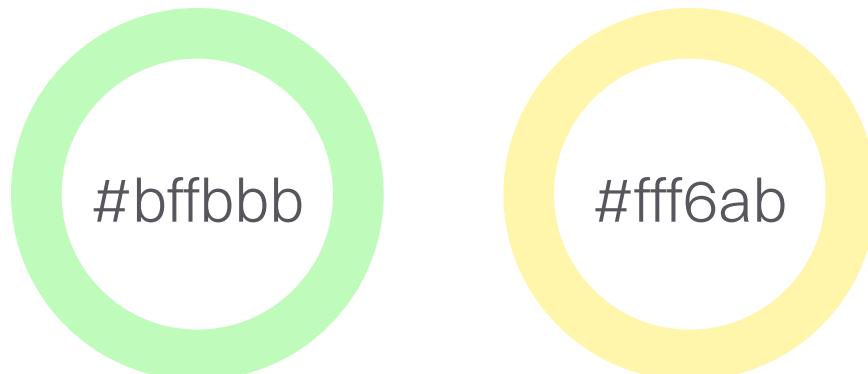
The AFEX Grey
#54565b

R 84 **C** 66
G 86 **M** 57
B 91 **Y** 51
 K 29



Secondary Colors

The secondary colors act as complimentary colors for the primary colors.



Font Names

Century Gothic

To be used on documents
and emails

Switzer Typeface

To be adopted across all designs
and platforms.

Font Hierarchy

Heading

Century Gothic Bold
15pt/ 1.15 Line Space

Subheading

Century Gothic Bold
10pt/ 1.15 Line Space

Body

Century Gothic Regular
10pt/ 1.15 Line Space

Heading

Switzer Bold
15pt/ 1.15 Line Space

Subheading 2

Switzer Regular
10pt/ 1.15 Line Space

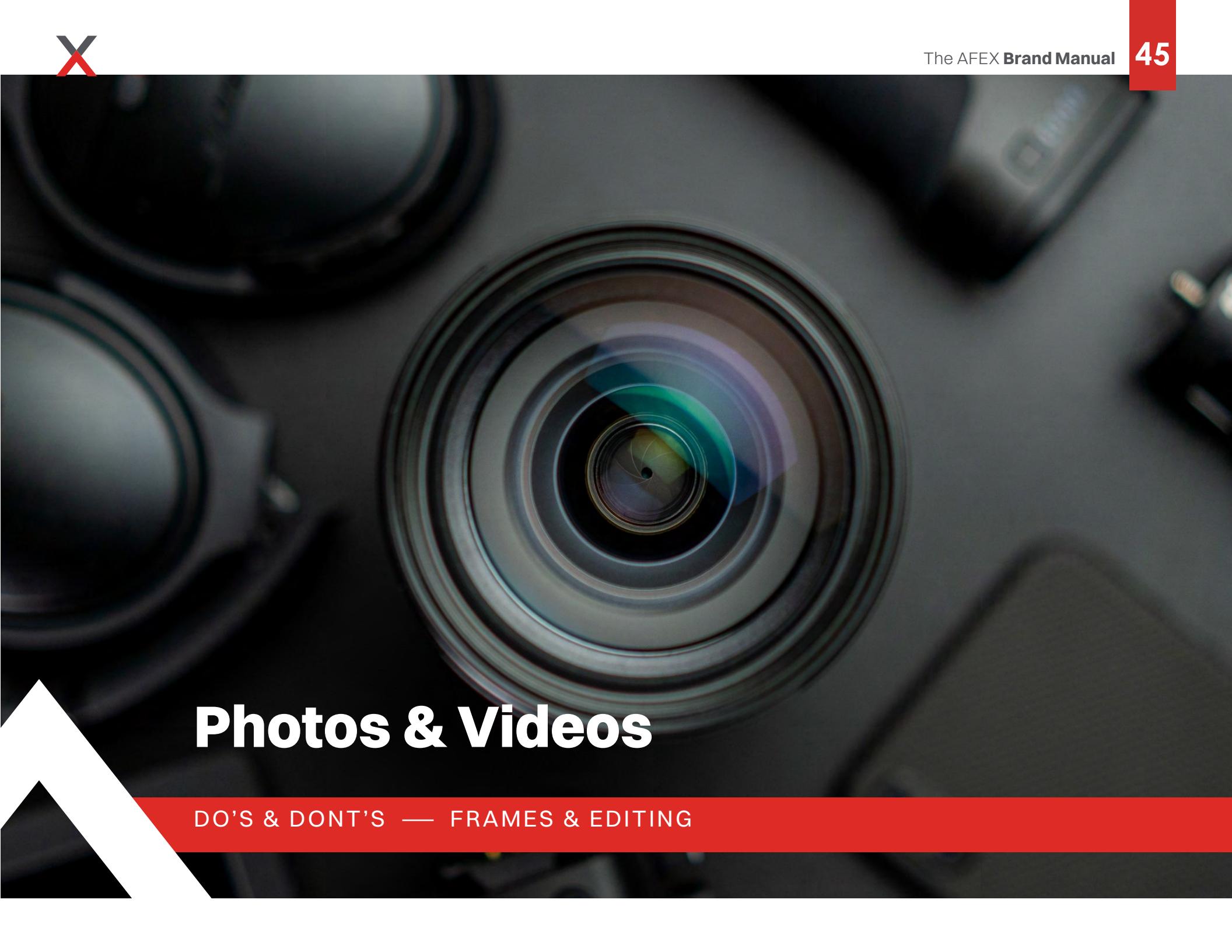
Body

Switzer Regular
10pt/ 1.15 Line Space

DOWNLOAD
& INSTALL HERE 

DOWNLOAD
& INSTALL HERE 





Photos & Videos

DO'S & DONT'S — FRAMES & EDITING

Imagery helps tell the brand's story and stand as a representation of the brand identity. Our photographs and videos can and should celebrate all our activities across the value chain. Each entity can be visually represented using the following categories of visuals.

AFEX Fair Trade

Keywords: Rich farmers, farm with equipment, commodities cargo ships, African people



AFEX Commodities Exchange

Keywords: Tech, wealth and lifestyle (people interacting with fun environments and each other), trading scenes(trading screens and floors), money or financial tokens



AFEX Investment

Keywords: Corporate, partnerships, buildings, landscapes, processing and manufacturing



Do's

- Always ensure that gender equality is implemented in imagery.
- Ensure that the shot has a clear subject in it.
- Unless for specific reasons, always use AFEX branded materials.
- Try and keep the brand in frame.
- Always capture Xperts interacting with external individuals.
- Always take action photos. Stage the background accordingly where necessary.
- Do not miss out on key moments.
- Highlight Xperts always.
- Take mid-range, and wide-angle photos of the same subject.
- Show genuine human emotions and moments (like conversations, people working in orderly, harmonious environments etc.)
- **Keep it simple and human.**

Dont's

- Avoid footages that are gruesome, depict poverty, child labor or do not meet up to international best practices
- Do not use external branded materials
- Refrain from using busy backdrops that overpower the primary subject

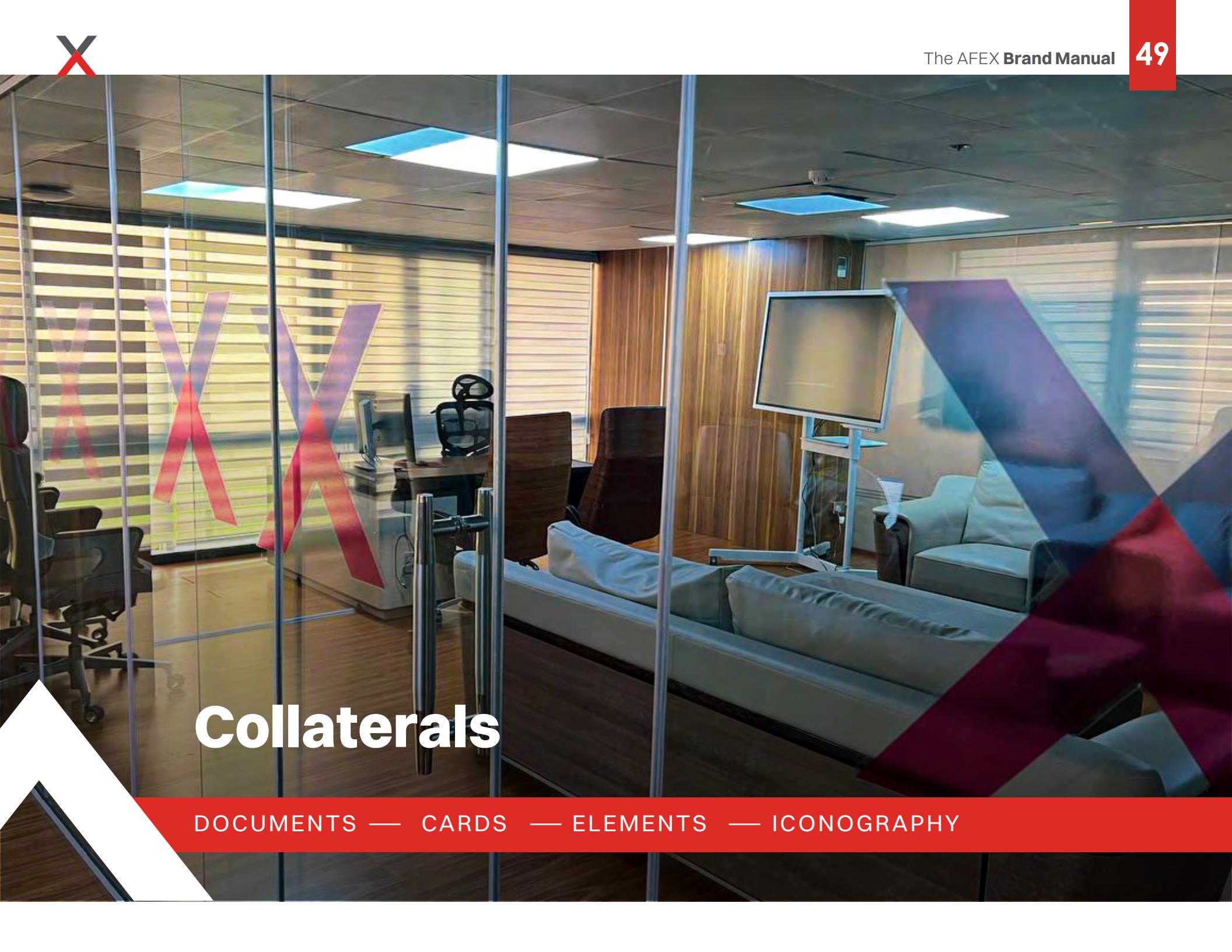


Frames

- Interviews and talking heads should be shot on 24fps or 29.97fps (it makes the video more natural and is ideal for broadcast)
- Do not shoot B Rolls on 24fps.
- Do not shoot interviews handheld, to avoid shaky shots

Editing

- Our videos and images should always **tell a story**.
- Use AFEX red in all lower thirds.
- Always brand videos (unless specifically instructed otherwise). AFEX logo should consistently be at the top left.
- Avoid cutting between sentences in interviews (this gives a doctored feel to the end product), instead retake as many shots as possible.
- Use licensed soundtracks only.
- Create thumbnails for videos going on socials or YouTube

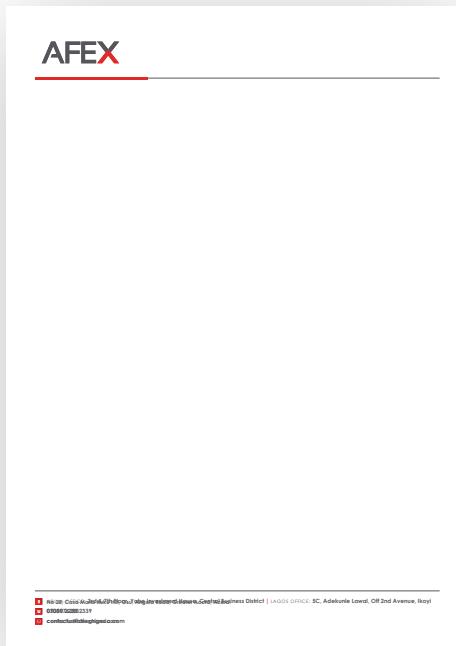


Collaterals

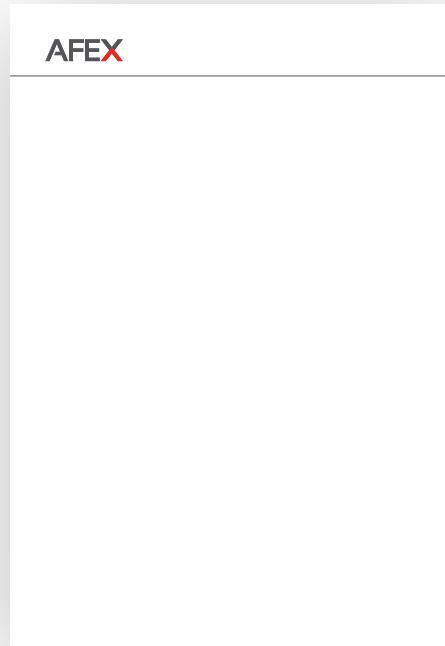
DOCUMENTS — CARDS — ELEMENTS — ICONOGRAPHY



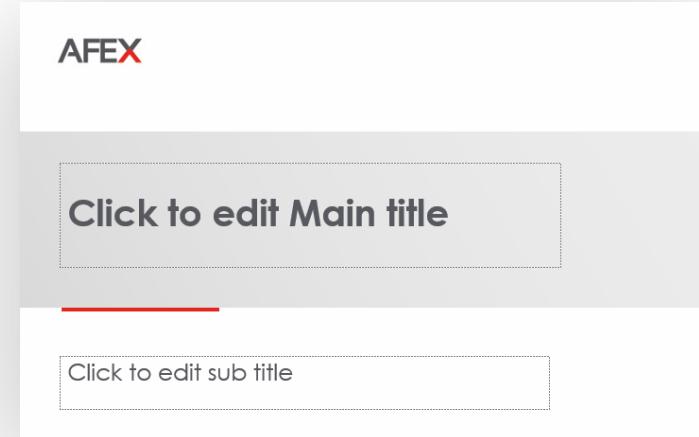
Official Letterhead



Standard Document

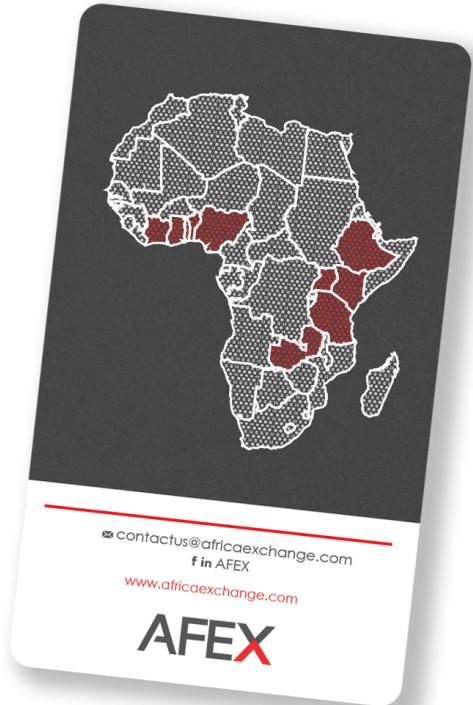


Official Powerpoint

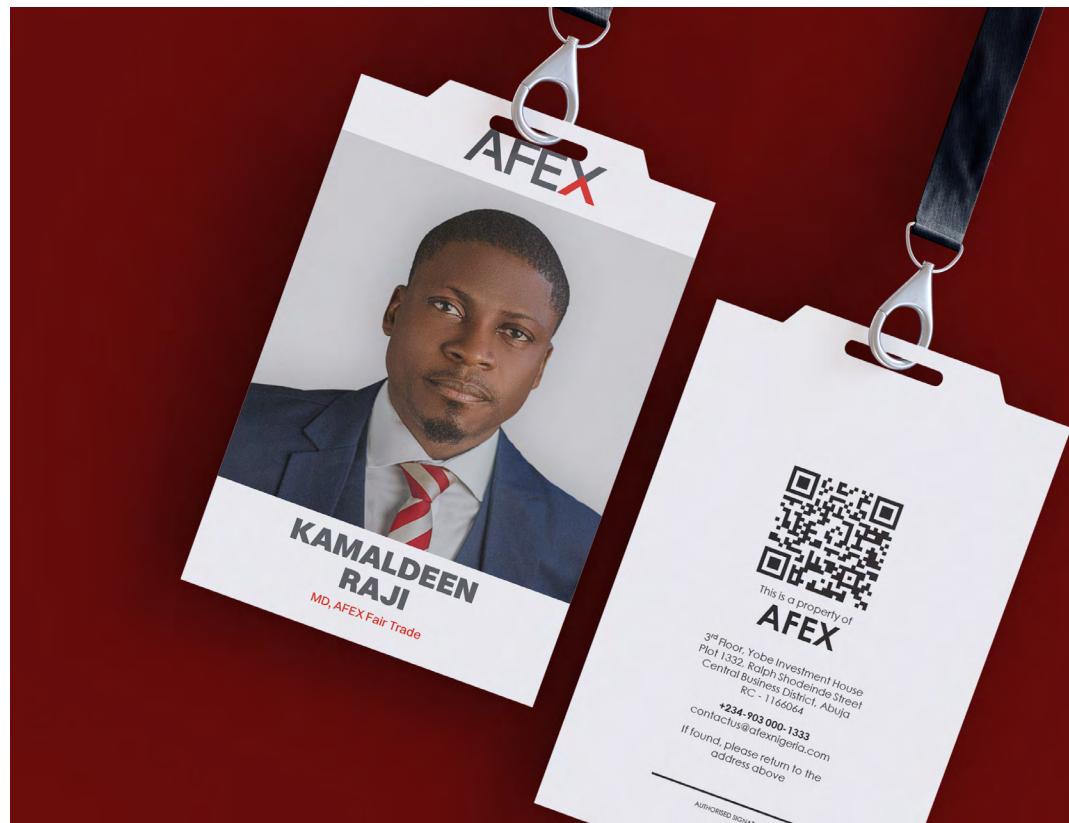


FIND ALL
DOCUMENTS HERE ➤

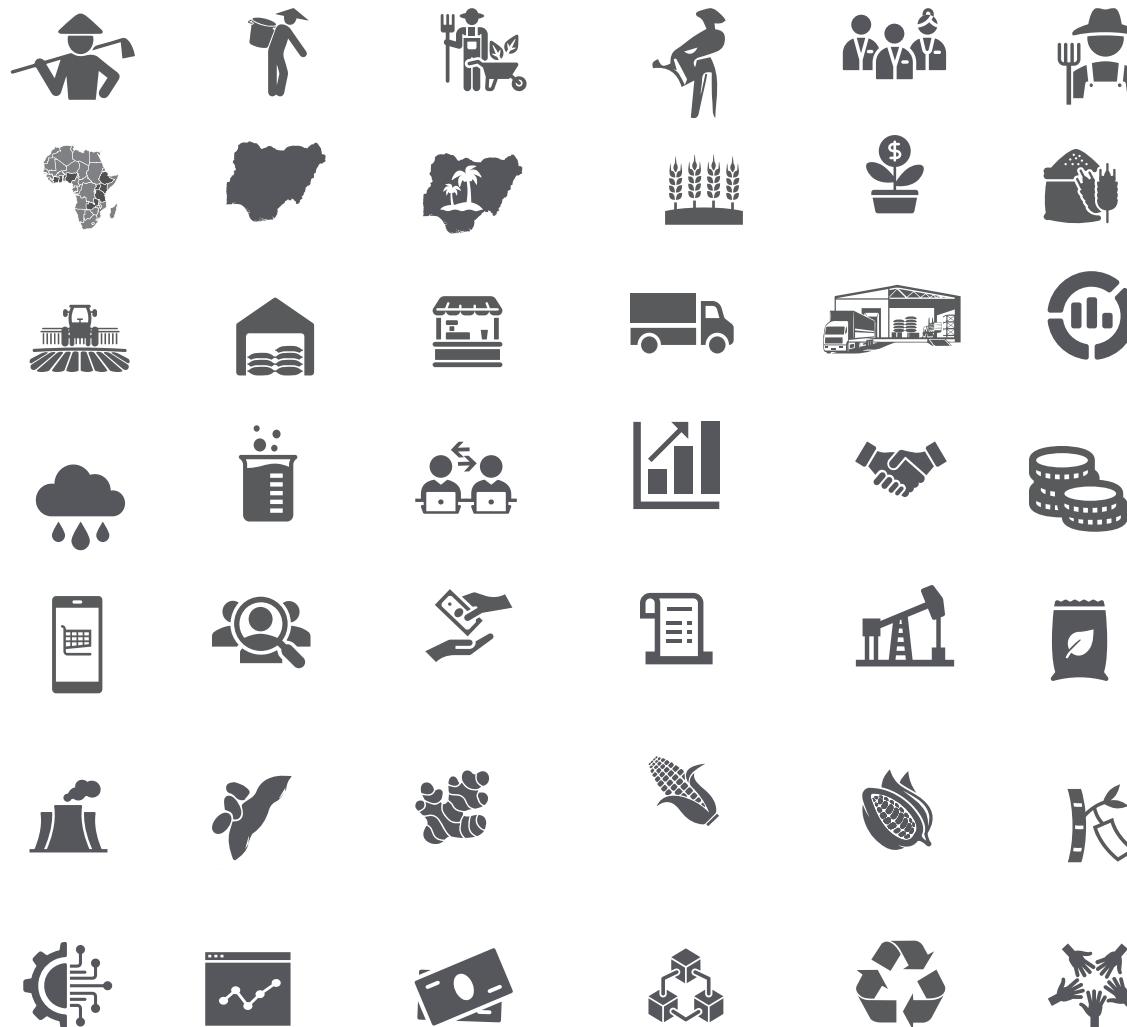
Official ID Card



Official Business Card



Iconography



DOWNLOAD
ICONS SLIDE HERE





Brand Extensions

COMX — WORKBENCH



ComX is an award-winning digitally enabled marketplace that brings commodities into a financial market environment, enabling ease of transactions and eliminating concerns around storage and other commodity associated costs.

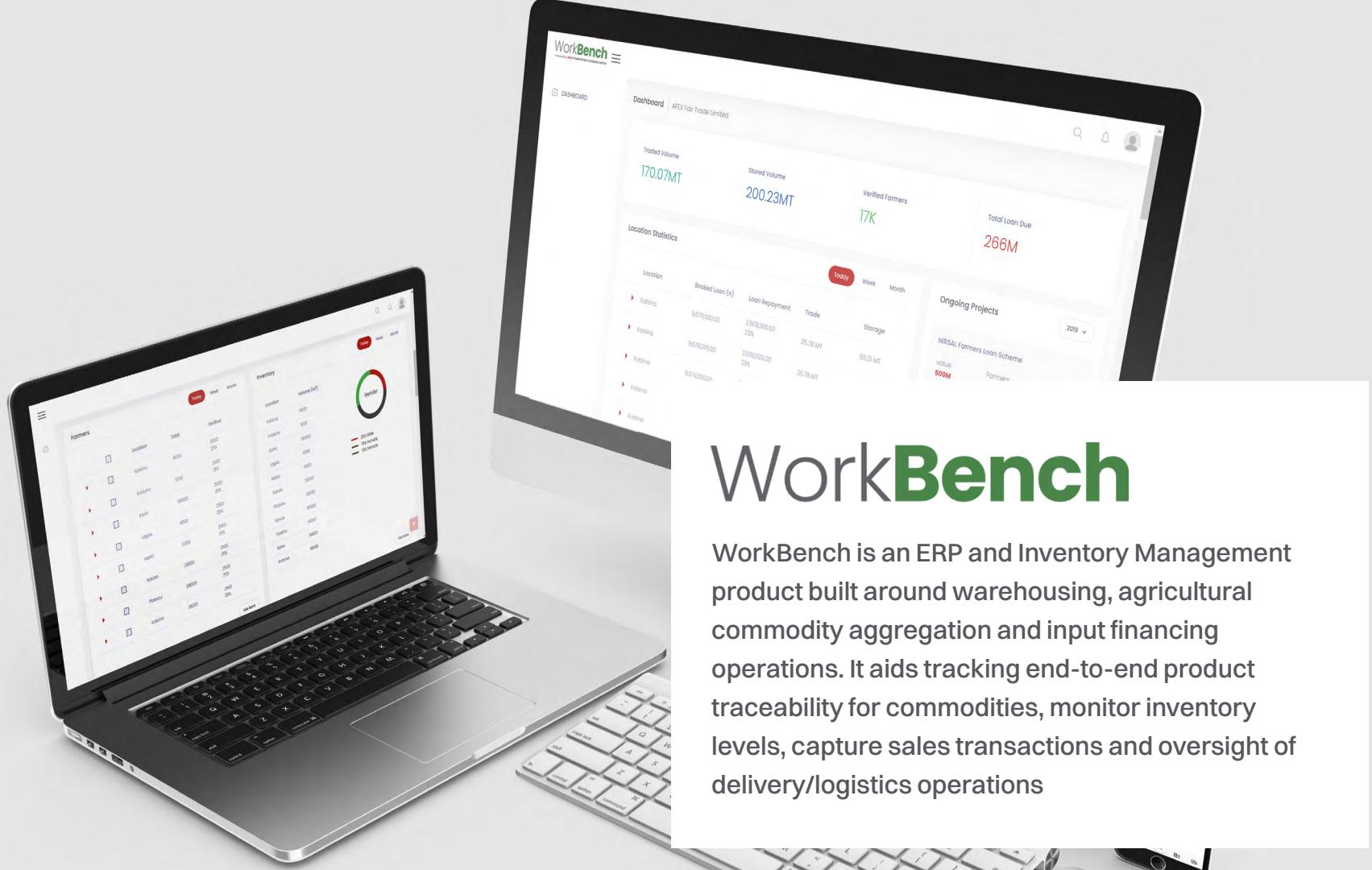
Logo Placement: Top Left or Bottom Left

Brand Colors: Same as AFEX

Brand Tone: Same as AFEX

Brand Fonts: Switzer





WorkBench

WorkBench is an ERP and Inventory Management product built around warehousing, agricultural commodity aggregation and input financing operations. It aids tracking end-to-end product traceability for commodities, monitor inventory levels, capture sales transactions and oversight of delivery/logistics operations

Logo Placement: Top Left or Bottom Left

Brand Colors: Same as AFEX

Brand Tone: Same as AFEX

Brand Fonts: Switzer





Design Systems

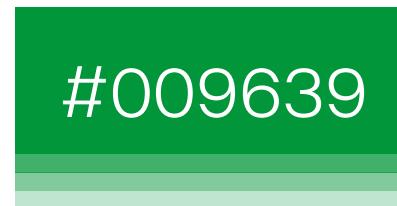
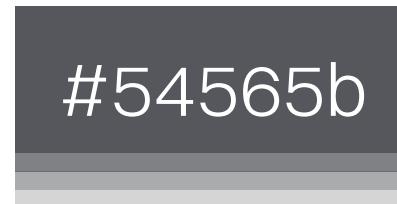
COLOR SCHEMES — FONTS





Color Scheme

Our dominant color across all platforms, apps and sites is the AFEX red. Other complimentary colors can be used to highlight certain features.



Logo Usage

Use **option A** for light mode

Use **option B** for dark mode



Option A: Light Mode

Option B: Dark Mode

Fonts

Switzer Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Don'ts

Do not use a darker shade of red.

For instances when a square logo is required, the AFEX X should serve.

Do not use a different font unless specifically requested.

Do not switch or alter the dominant colors.



Appendix

AFEX Descriptions

Simple answer:

AFEX is a Pan-African organization championing efficient trade and wealth creation through the commodities market in Africa. We run a platform business that works through key pillars of infrastructure, markets and capital. By addressing food system challenges, we generate impact that flows to the bottom of the pyramid, improving both individual livelihoods and national fortunes.

Detailed answer:

AFEX is a platform business that enables efficient trade for commodities in Africa. Solutions start at producer level, ensuring improvement in productivity and livelihoods while building up commodity volumes in the right quality and quantity for local and regional trade.

Operating through 3 business entities, AFEX addresses the challenges faced by smallholder farmers, providing better access to inputs, credit facilities, micro-insurance, storage services, training, and markets. Partnership with different key players across the agricultural value-chain, including processors, logistics service providers, financial institutions, and regulatory authorities, makes our goal of supporting Africa's food security possible.

A range of clients and members also trade physical commodities and commodity contracts through AFEX's technology platforms as AFEX continuously bridges the gap between the capital market and the commodities market; unlocking finance for production, trade, processing and export of commodities.



AFEX Fair Trade

Simple answer:

AFEX Fair Trade is a trading company at work for better food systems in Africa. Our solutions enhance smallholder productivity, enable storage as a service and power trade within Africa and with the rest of the world.

Detailed answer:

AFEX Fair Trade prioritizes farmer inclusion in deploying supply chain solutions for key commodity value chains. Backed by an outlook to enable seamless trade across Africa, the company's core operations in outreach, aggregation and access to finance work to build up commodity volumes in the right quality and quantity for local and regional trade.

With solutions that shore up farmer productivity, enable storage as a service and facilitate efficient trade execution, AFEX Fair Trade aims to support food security in Africa while promoting a fair exchange of value among players in agricultural value chains.



AFEX Commodities Exchange

Simple answer:

AFEX Commodities Exchange is a capital market operator enabling effective trade and settlement on commodity transactions. The Exchange supports securitization and structured trade finance for commodities.

Detailed answer:

AFEX Commodities Exchange is the first private sector commodities exchange in Nigeria. The entity exists to build an inclusive and efficient market system for commodities in Africa, by linking producers and buyers in a system that supports a fair exchange of value alongside price transparency and discovery.

The Exchange promotes a data-driven, tech-enabled commodity ecosystem, where risks are efficiently measured, managed, and priced. By utilizing the Exchange's infrastructure, both sides of the market are enabled to participate in an organized and regulated marketplace, fostering a trust economy. Through the deployment of an efficient market system, AFEX Commodities Exchange will facilitate trade with Africa worth over USD 2 Billion in the next 10 years.



AFEX Investment

Simple answer:

AFEX Investment unlocks funds from capital market players and financing partners for commodity value chains in Africa. Our activities enable the flow of funds to solve big problems with effects that reach the bottom of the pyramid.

Detailed answer:

AFEX Investment facilitates capital flows to grow inclusive commodity value chains in Africa. The entity mobilizes capital from a variety of sources, funneling it through asset backed investment instruments to reach agri-SMEs and address key gaps in Africa's commodities sector.

Social impact is delivered alongside risk-adjusted returns for investors, strengthening financing for the commodities market in Africa and improving food system outcomes.



Since you've committed to being a good brand ambassador, and just in case you missed all the buttons in this document, the design team has decided to give you a few goodies that we're pretty sure would help along your way to design beautiful slides, presentations and documents.

Click on any folder to access



AFEX ORIGINAL
IMAGES



COOL POWERPOINT
SLIDES



STANDARD DOCS
AND LOGOS



Change Process

Suggestions for modifications to this manual can be sent by squad leads to the Brand and Corporate Communications squad via email with subject title 'Brand Manual modification suggestions'. Where accepted, modifications adopted would be built into the next version of the manual which is to be reviewed annually.

Approved changes made are to be signed off by the Vice President, Corporate Services