



## Brand Guidelines & Style Manual

*Celebrating African Excellence*

Version 1.0 | 2025

# ★ QUICK START

Get up and running with Zora's brand in 5 key essentials:

- ✓ **Primary Colors:** Red (#CC0000) & Yellow (#FFCC00) - use throughout
- ✓ **Font:** Montserrat for headlines, Open Sans for body text
- ✓ **Tone:** Warm, authentic, empowering, and community-focused
- ✓ **Logo:** Always use with clear space, minimum 100px width
- ✓ **Imagery:** Vibrant, authentic African products and people

## 01 WHO WE ARE

### ⌚ Our Mission

#### Why Zora Exists:

To celebrate African culture and commerce by connecting authentic African products with customers worldwide, creating economic opportunity for vendors and enriching our community.

### ⌚ What We Do

- Zora African Market is a UK-based online marketplace connecting Africa to the world. We provide authentic African products while empowering vendors to grow sustainable businesses.

## 02 OUR CORE VALUES

### **Authenticity**

Genuine African products from trusted vendors and communities

### **Empowerment**

Supporting African entrepreneurs to build sustainable businesses

### **Diversity**

Celebrating African cultures, crafts, and traditions

### **Trust**

Maintaining highest standards of quality and transparency

### **Accessibility**

Making African products easy and affordable for everyone

### **Sustainability**

Promoting ethical sourcing and environmental consciousness

## 03 VISUAL IDENTITY

### **Brand Personality**

- Vibrant & energetic
- Authentic & trustworthy
- Welcoming & inclusive
- Culturally aware
- Modern & progressive

### **The Brand Promise**

#### **What Customers Experience:**

Every purchase connects you with African heritage, supports local communities, and makes you part of a movement to celebrate African excellence.

## 04 COLOR PALETTE

### ⌚ Primary Colors - Use These Always

#### Zora Red

Primary headlines & CTAs

#CC0000

#### Zora Yellow

Accents & highlights

#FFCC00

### ○ Supporting Colors - Use for Balance

#### Pure White

Backgrounds & contrast

#FFFFFF

#### Neutral Gray

Body text & secondary

#505050

### 📋 Color Usage Rules

- **Headlines:** Always use Red
- **Buttons:** Red (primary) or Yellow (secondary)
- **Accents:** Yellow highlights on red backgrounds
- **Body Text:** Dark gray for readability
- **Digital RGB:** Always use exact RGB values
- **Print CMYK:** Red (0%,100%,100%,20%), Yellow (0%,20%,100%,0%)

## 05 FONTS & TYPOGRAPHY

### Font System - Two Complementary Fonts

Font	Purpose
<b>Montserrat (Bold)</b>	Headlines, titles, buttons
<b>Open Sans / Lato (Regular)</b>	Body text, descriptions

### Size Hierarchy - Keep It Simple

Level	Size & Weight	When to Use
<b>Heading 1</b>	48pt Bold	Main section titles
<b>Heading 2</b>	28pt Bold	Subsection titles
<b>Heading 3</b>	20pt Bold	Small titles
<b>Body Text</b>	14-16pt Regular	Content paragraphs
<b>Small Text</b>	12pt Regular	Captions, footnotes

### Typography Do's

- Use Montserrat for ALL headlines
- Pair with Open Sans for body text
- Maintain 1.5 line spacing for body
- Use bold (700) for emphasis

## 06 LOGO GUIDELINES

### Logo Description

The Zora logo combines a shopping bag with the African continent, filled with vibrant African symbols (fruits, products, crafts) in bold red and yellow. It represents both commerce and cultural richness.

## Logo Specifications - Must Follow These

- **Minimum Size:** 100px width (digital) or 0.5" (print)
- **Clear Space:** 20px minimum on all sides
- **Orientation:** Always horizontal, never rotated
- **Backgrounds:** Works on white, light, and colored backgrounds
- **Primary Use:** Full color on white/light backgrounds

## Logo Mistakes to Avoid

- X Rotating or skewing the logo
- X Changing colors or proportions
- X Using on cluttered backgrounds
- X Making it smaller than 100px
- X Adding effects like shadows or gradients

## 07 TONE OF VOICE

### How We Speak to Customers

Warm, knowledgeable, and celebratory. We're a trusted friend from your community, not a faceless corporation.

 **Warm Friendly and welcoming**

 **Authentic Genuine and honest**

 **Educational Share stories and context**

 **Inclusive Welcome all backgrounds**

 **Empowering Inspire confidence**

## Real Examples

**X Instead of:** "Hand-woven basket"

**✓ Say:** "Beautifully hand-woven basket by Kenyan artisans using traditions passed down through generations"

**X Instead of:** "Buy now"

**✓ Say:** "Discover this treasure" or "Support African craftsmanship"

## 08 PHOTOGRAPHY & IMAGERY

### Photography Style - 6 Core Principles

 **Authentic Real artisans and products in natural settings**

 **Warm Lighting Natural light highlighting details and colors**

 **Detail-Focused Close-ups emphasizing craftsmanship**

 **Diverse Products and stories from across Africa**

 **Vibrant Bold, rich colors reflecting African aesthetics**

 **Contextual Show products being used or in cultural context**

### Image Treatment - Keep Consistency

✓ Boost color saturation slightly for impact

✓ Apply warm filter for cohesive feel

✓ Use natural, authentic-looking edits

X Avoid overly artificial or filtered looks

X Don't use stereotypical imagery

## 09 DESIGN ELEMENTS

### What Makes Zora Visually Unique

#### African Patterns

*Geometric patterns from textiles as backgrounds*

#### Custom Icons

*Shopping, markets, crafts, maps*

#### Organic Shapes

*Circles and rounded elements from African art*

#### Illustrations

*Warm, inclusive imagery of diverse people*

#### Geometric Borders

*Frames and dividers using African motifs*

## 10 DO'S & DON'TS QUICK GUIDE

 **DO:** Use complete logo with proper spacing

 **DON'T:** Rotate, resize, or modify the logo

 **DO:** Use Montserrat for all headlines

 **DON'T:** Mix multiple decorative fonts

 **DO:** Maintain red and yellow consistency

 **DON'T:** Add unauthorized brand colors

 **DO:** Use authentic, vibrant imagery

 **DON'T:** Use generic stock photos

 **DO:** Be warm and celebratory

 **DON'T:** Be corporate or impersonal

 **DO:** Tell African stories with respect

 **DON'T:** Use stereotypical imagery

## 11 BRAND APPLICATIONS

### Digital Platforms

- Website - Responsive design with vibrant product galleries
- Mobile App - Intuitive navigation celebrating product imagery
- Email - Warm, personalized campaigns with stories
- Social Media - Vibrant visuals showcasing vendors
- Newsletter - Educational content about African culture

### Print Materials

- Business Cards - Logo + colors with subtle patterns
- Flyers & Posters - Bold red/yellow with product photography
- Packaging - Logo prominently displayed
- Catalogs - Vendor stories + professional product layouts

## 12 BRAND ASSET CHECKLIST

### Essential Assets to Maintain

- Logo files (Full color, outlined, single color)
- Color swatches (Digital RGB + Print CMYK)
- Typography specimens and guidelines
- Icon library (African-inspired icons)
- Pattern library (Geometric, African motifs)
- Photography templates and guides
- Email templates with brand styling
- Social media templates