

# Visual Identity

## Guidelines



October 2025.

# Overview

This is your roadmap (and tour guide) to everything you need to know about the KoraGrid Africa's visual identity.

You'll find plenty of info in here to help you bring the identity to life.

These guide will instruct you on how to use the visual identity effectively, to make all brand communications look and sound their best.

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# Strategy & Positioning

## Brand Positioning Statement

KoraGrid Africa is a data and AI solutions provider that helps financial institutions, businesses, and government agencies across Africa adopt artificial intelligence without complexity or risk.

Unlike generic tech consultancies or foreign AI providers unfamiliar with African markets, KoraGrid combines cutting-edge AI expertise with deep understanding of local regulatory, operational, and cultural contexts making us the trusted bridge between global innovation and African implementation.

We exist to prove that world-class AI solutions can be both powerful and accessible.

One-line version:

"KoraGrid Africa makes enterprise-grade AI accessible and secure for Africa's most critical institutions."

## Messaging Framework

### Core Message (All Audiences)

"AI adoption doesn't have to be complicated or risky. KoraGrid removes the barriers."

## Messaging Framework



### For Financial Institutions

Primary Message: "Secure AI solutions built for banking regulations and financial compliance"

#### Supporting Points:

Enterprise-level security and data protection

Regulatory compliance across African markets

Proven implementation without operational disruption

Local support, global standards

## Messaging Framework



### For Businesses/Enterprises

Primary Message: "Operational efficiency through AI—without the learning curve"

#### Supporting Points:

Faster implementation, immediate results

Scalable solutions that grow with your business

Reduced costs, increased productivity

Full training and ongoing support

## Messaging Framework



### For Government Agencies

Primary Message: "Modernizing public services with trusted, transparent AI"

#### Supporting Points:

Data sovereignty and security

Solutions designed for African infrastructure

Capacity building and knowledge transfer

Long-term partnership, not just software

## Messaging Framework

### Key Proof Points (Use across all messaging)

African-built, globally competitive

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Implementation expertise, not just software

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Security-first approach

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Removes complexity from AI adoption

## Brand Personality

### Primary Archetype: The Sage (60%)

#### Characteristics:

Expert, knowledgeable, trustworthy

Seeks truth and shares wisdom

Helps others understand complexity

Thoughtful, analytical, credible

**Why it fits:** KoraGrid demystifies AI, educates clients, and provides expert guidance through complex technology.

### Secondary Archetype: The Creator (30%)

#### Characteristics:

Innovative, forward-thinking

Builds solutions that didn't exist before

Transforms vision into reality

Entrepreneurial, imaginative

**Why it fits:** KoraGrid develops custom AI solutions and pioneers tech adoption in African markets.

### Tertiary Archetype: The Caregiver (10%)

#### Characteristics:

Protective, supportive, nurturing

Helps others succeed

Reliable partner, not just vendor

**Why it fits:** KoraGrid's emphasis on removing complexity and providing ongoing support shows care for client success.

## Personality Traits in Action

We are:

Knowledgeable but never condescending

Innovative but grounded in reality

Confident but approachable

Professional but personable

Pan-African but globally aware

Technical but human

We are NOT:

Overly academic or jargon-heavy

Flashy or gimmicky

Pushy or sales-driven

Cold or corporate

Western-centric

## Brand Character Description

"Imagine a brilliant professor who's also a problem-solver—someone who can explain quantum physics over coffee and then roll up their sleeves to build the actual solution.

That's KoraGrid Africa: deeply knowledgeable, genuinely helpful, and always focused on making complex things simple. We're the guide you trust when the stakes are high."

# Tone of Voice

## Tone of Voice

Tone of voice is our way of making every interaction with Bolt effortless, energetic and compelling through language.

It means how we use words and stories to bring the brand to life across real and virtual worlds, products, marketing campaigns, customer-facing comms, and internal documents.

### Professional yet Accessible:

We speak with authority but never intimidate. Our expertise is clear, but our language is simple.

### Confident & Pioneering:

We're not just following trends—we're shaping Africa's AI future. Our tone reflects innovation, ambition, and capability without arrogance.

### Clear & Direct:

No jargon overload. We explain complex AI solutions in straightforward terms that decision-makers appreciate.

### Pan-African & Proud:

We celebrate our African roots while delivering world-class solutions. Local insight, global execution.

### Trustworthy & Enabling:

We build trust through transparency, security, and results. We don't just implement—we empower organizations to own their AI journey.

## Tone of Voice

### In Practice, We:

- Use "we're building" not just "we provide"
- Say "the future of African AI" not just "AI solutions for Africa"
- Balance expertise with possibility
- Lead with transformation, backed by trust
- Use "we simplify" not "we leverage synergies"
- Say "AI made accessible" not "democratizing artificial intelligence paradigms"

We sound like: A visionary guide who's already two steps ahead—expert enough to trust, bold enough to inspire.

## How This Shows Up

### In Visuals

Clean, intelligent design (not flashy)

Structured but dynamic

Professional color palette with intentional pops of energy

Grid/network patterns (representing connectivity and structure)

### In Communication

Educational content over sales pitches

Case studies and proof over promises

Clear explanations, no buzzwords

"Here's how it works" not "Trust us, it's magic"

### In Client Interactions

Consultative approach

Patient education

Long-term partnership mindset

Transparent about process and timelines

## Quick Reference Summary

Element	Description
Position	The trusted AI implementation partner for Africa's critical institutions
Promise	Enterprise-grade AI without complexity or risk
Personality	The Sage + The Creator—Expert guide who builds the future
Proof	African-built, security-first, implementation-focused
Differentiation	Local expertise + global standards + simplicity
Tone	Professional yet accessible, confident and pioneering, clear and enabling

## Brand Tagline Options

Making AI Work for Africa

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Data-Driven. African-Built

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Intelligence Made Accessible

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Where Innovation Meets Implementation

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Simplifying Intelligence, Securing Growth

# The Logo



VISUAL IDENTITY GUIDELINES

## The Logo



## The Logo

This logo is designed to reflect KoraGrid Africa's mission as a data and AI solutions provider—combining technical precision with accessibility. The geometric grid pattern symbolizes the structured, intelligent systems we build, while the circular target represents our focus on delivering precise, impactful solutions.

Our logo is the centerpiece of our brand. It combines the KoraGrid wordmark with a dynamic icon that represents interconnected data systems and strategic focus. The design communicates trust, innovation, and precision core to our identity.

- ① Primary Logo: Use the primary logo in standard contexts such as websites, printed documents, or presentations.
- ② The Icon: Opt for the icon in constrained spaces such as narrow advertising banners or mobile applications where space is limited.



## Clear space

To look its best, the logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space. Also, the use of whitespace keeps the brand feeling clean.



## Size

The size of the logo is crucial to ensure optimal visual presentation and brand recognition. The logo must appear sharp and clear, even at very small or very large sizes.

Clear space contributes to the clarity and visual strength of the brand. To avoid resolution issues, prioritize using the SVG format whenever possible.

**Size:** The minimum size of the logo is 48px and 35px for the icon. Using the SVG format removes any limitation on maximum size.



24px

35px

41px

46px

52px

58px

70px

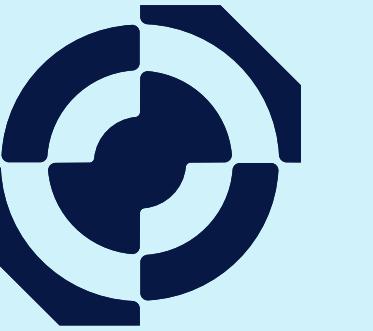
## Logo in Use

The KoraGrid logo may be used as the large primary element in a piece of communication, or secondarily to support text or imagery.

Be conscious of sizing and contrast to ensure its primary or secondary functionality. We don't want the logo and adjacent elements to feel exactly the same.

The icon is vital to the identity, so we always protect it from infringing elements.

Our icon is designed to be used small, but please avoid using it any smaller than 24px in height.



**KoraGrid**  
Africa

Where Innovation Meets  
Implementation

Simplifying  
Intelligence,  
Securing Growth

Koragrid.com

**KoraGrid**  
Africa

**KoraGrid**  
Africa

## Logo Misuse

Our logo is our most sacred asset.

Please treat it with the utmost respect. Thank you.

Don't stretch it.



Don't angle it.



Don't rearrange it



Don't stroke it.



Don't use any other color combinations besides the ones provided in these guidelines.



Don't add gradients



# Color Palette

## Our Color

Color is an essential component of our brand and is what makes us immediately recognizable as KoraGrid Africa. Our palette balances professional trust (Deep Cove navy) with clarity and innovation (Sail blue and Foam accents), reflecting our mission to make AI accessible while maintaining enterprise-grade standards.

Our main set of colors are Deep Cove (a sophisticated navy), Sail (a clear, trustworthy blue), and Foam (a fresh, approachable accent). These colors are used on all pieces of KoraGrid Africa communication in one form or another.

## Primary Colors

Color choices influence brand perception, convey specific emotions, and contribute to brand recognition.

These colors are used in most situations to represent the brand's simplicity and sophistication. They can be used for backgrounds, text, and logos.

**Deep Cove**

HEX: #071844

**Sail**

HEX: #AAC0FA

**Foam**

HEX: #D0F2FC

## Primary Colors

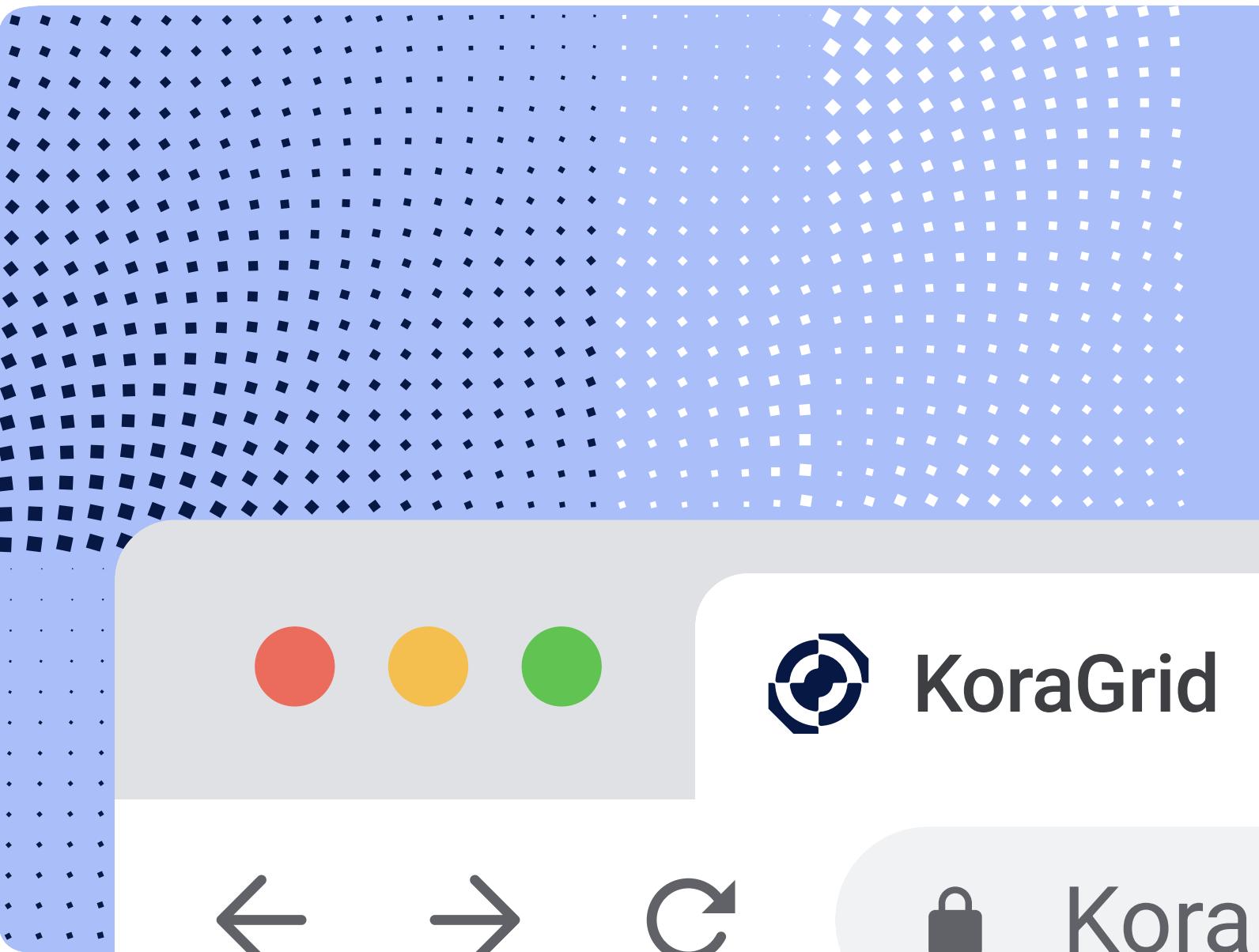
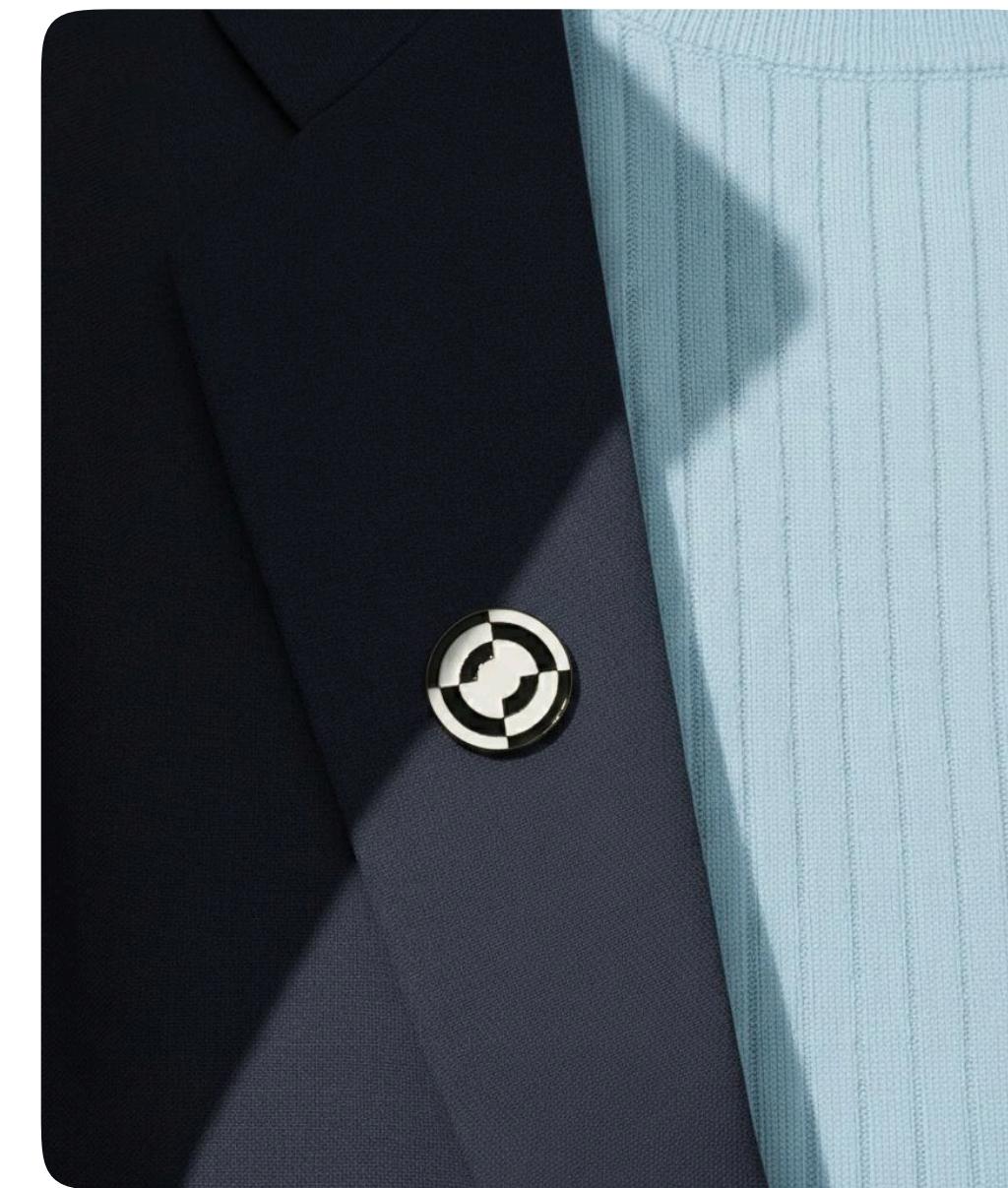
Our primary color palette is rooted in the perfect balance of bold and vibrant tones. These carefully chosen colors symbolize the brand's ability to bring clarity, energy, and focus to every challenge solved.

Deep Cove conveys trust, security, and professionalism—essential for financial institutions and government agencies. The lighter tones—Sail and Foam—add clarity, approachability, and a sense of innovation. Together, these colors create a harmonious, modern aesthetic that reflects our mission to simplify AI while maintaining enterprise credibility.



## Primary Colors in Use

Color choices influence brand perception, convey specific emotions, and contribute to brand recognition.



Data-Driven.  
African-Built.

## Secondary Colors

Color choices influence brand perception, convey specific emotions, and contribute to brand recognition.

Secondary colors provide insight into the themes being explored and add a dynamic and playful touch to the identity. They can be used for backgrounds, buttons and text.

**Golden Fizz**

#F9FF2D

**Comet**

#5F6375

**Athens Grey**

#F7F8FA

**Pure White**

#FFFFFF

**Almost Black**

#0A0D14

## Secondary Colors in Use

Color choices influence brand perception, convey specific emotions, and contribute to brand recognition.

Secondary colors provide insight into the themes being explored and add a dynamic and playful touch to the identity. They can be used for backgrounds, buttons and text.



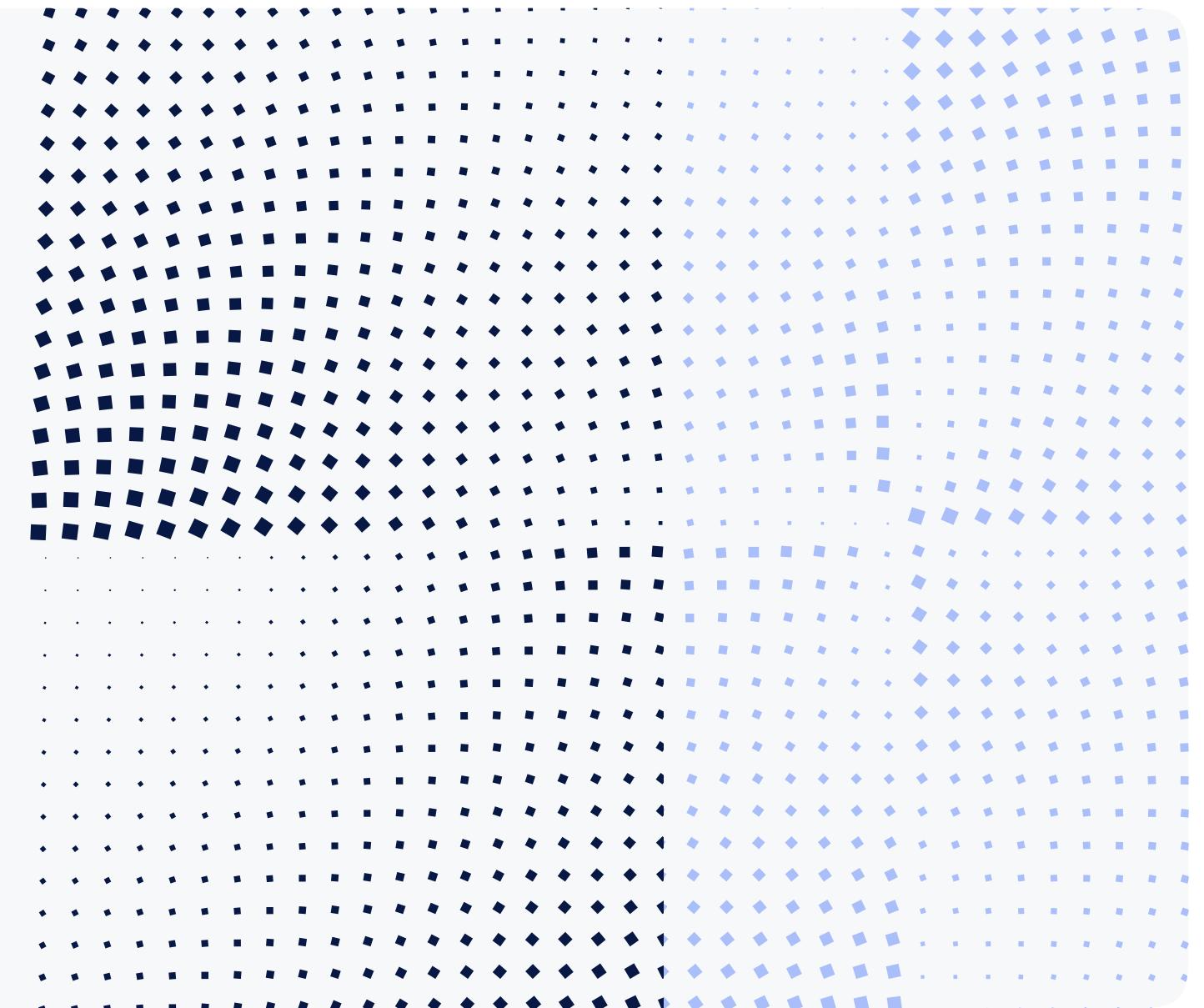
## Where Innovation Meets Implementation

KoraGrid Africa is a data and AI solutions provider that helps financial institutions, businesses, and government agencies across Africa adopt artificial intelligence without complexity or risk.

**KoraGrid**   
Africa

[Get started!](#)

**KoraGrid**   
Africa



# Typography

## Primary Type

We have one typeface we use for all of our headlines: Reddit Sans. Featuring many fine details, moderate contrast and slightly unusual anatomy, the typeface can be a loud and proud hero or a humble supporting actor for all sorts of designs.

Reddit Sans reflects KoraGrid Africa's friendly, approachable character with its clean lines and rounded letterforms. Its modern, balanced design ensures excellent readability and versatility across digital and print, making our messaging clear and welcoming.

[Download Typeface](#)

Reddit Sans by Stephen Hutchings, OrangeRed

AaBbCc

**Lorem ipsum dolor  
sit amet**

Reddit Sans - Bold

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!@#\$%^&\*

## Secondary Type

Satoshi is our secondary typeface, used for body copy when we need clarity and excellent readability. Its clean, rounded letterforms complement Reddit Sans while providing a slightly softer, more digestible reading experience for longer texts. Satoshi ensures our technical content remains approachable and easy to understand.

[Download Typeface](#)

# Satoshi

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Type hierarchy

Whenever we write and design copy, please ensure to use the following examples as guidance.

Headline: [Reddit Sans](#)

# Making AI work for Africa

Subline: [Reddit Sans](#)

**Lorem ipsum dolor sit amet  
consectetur. Quam tristique.**

Body copy: [Satoshi](#)

  Lorem ipsum dolor sit amet consectetur. Ac  
  volutpat dui id elementum. Dolor amet  
  senectus consequat quis platea. Diam nam.

Annotation: [Satoshi](#)

  Visit [koragrid.com](http://koragrid.com) for more information.

Button: [Satoshi](#)

< Default >

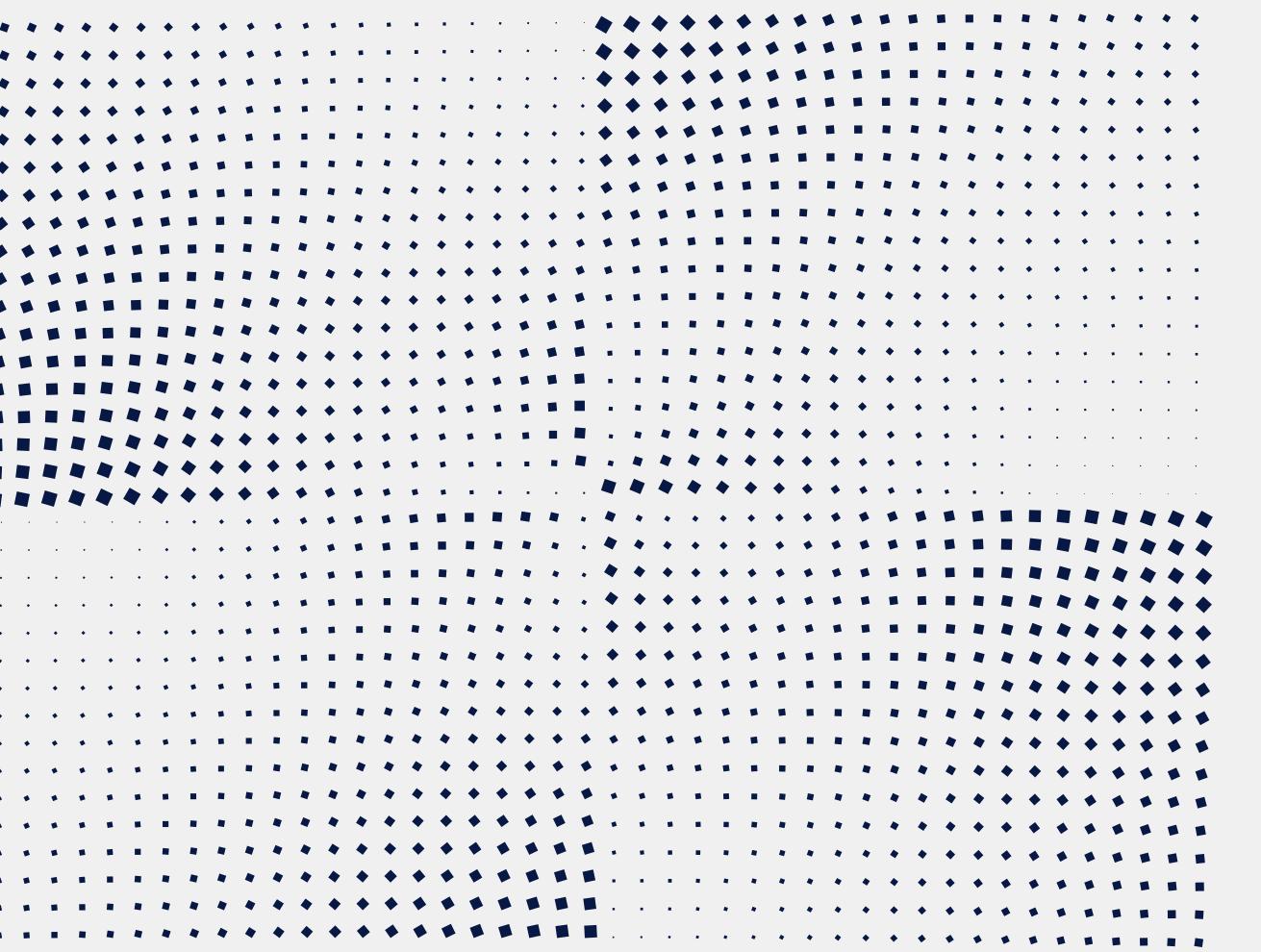
# Patterns

## Patterns

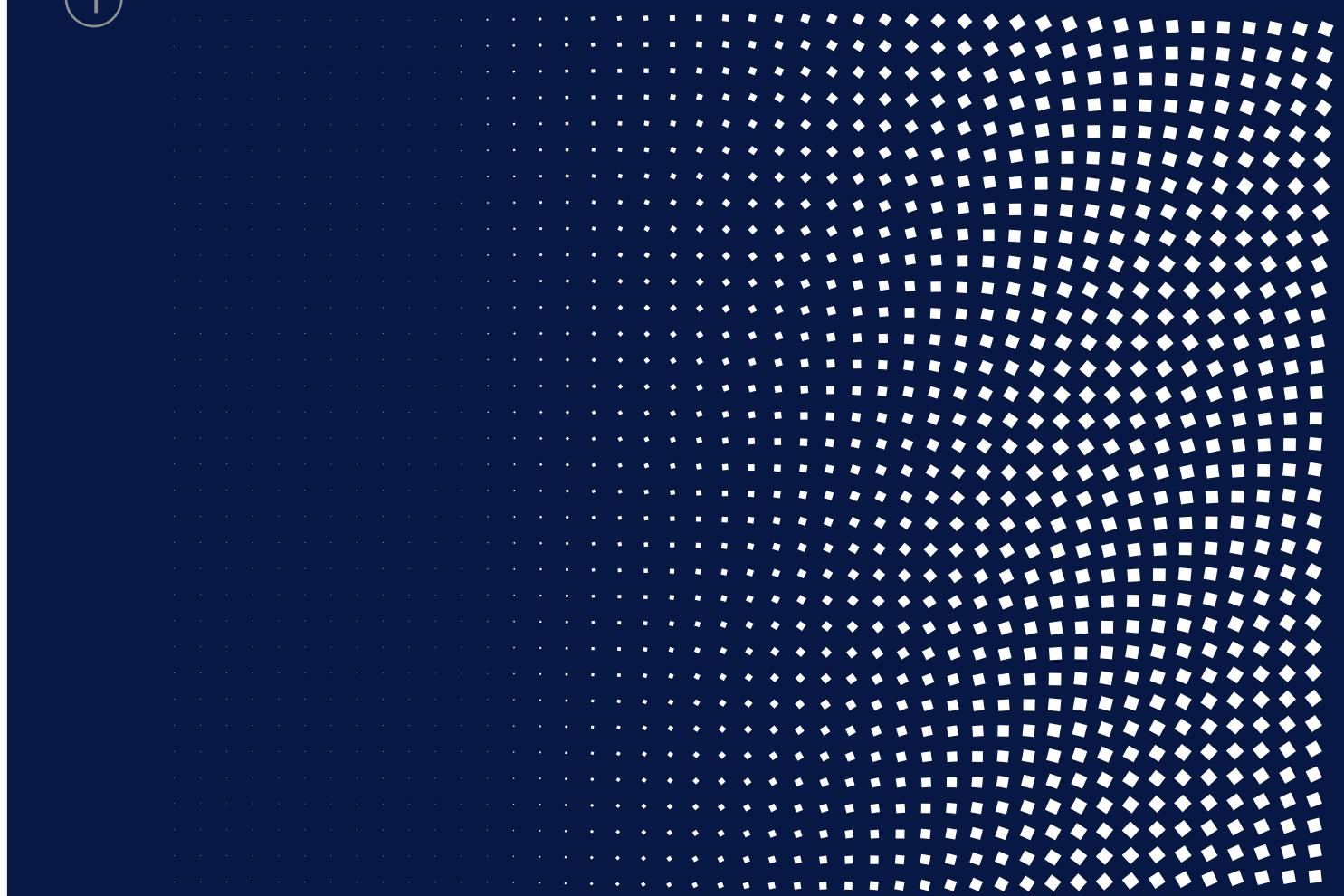
Patterns can be used in the background of communication materials such as brochures, presentations, and websites to add texture and visual interest. Use patterns sparingly to avoid visual clutter—subtlety often enhances effectiveness.

Suitable for smaller, non-interactive areas and should be used subtly. Avoid using symbols smaller than 10px. You can play with opacity to create variation.

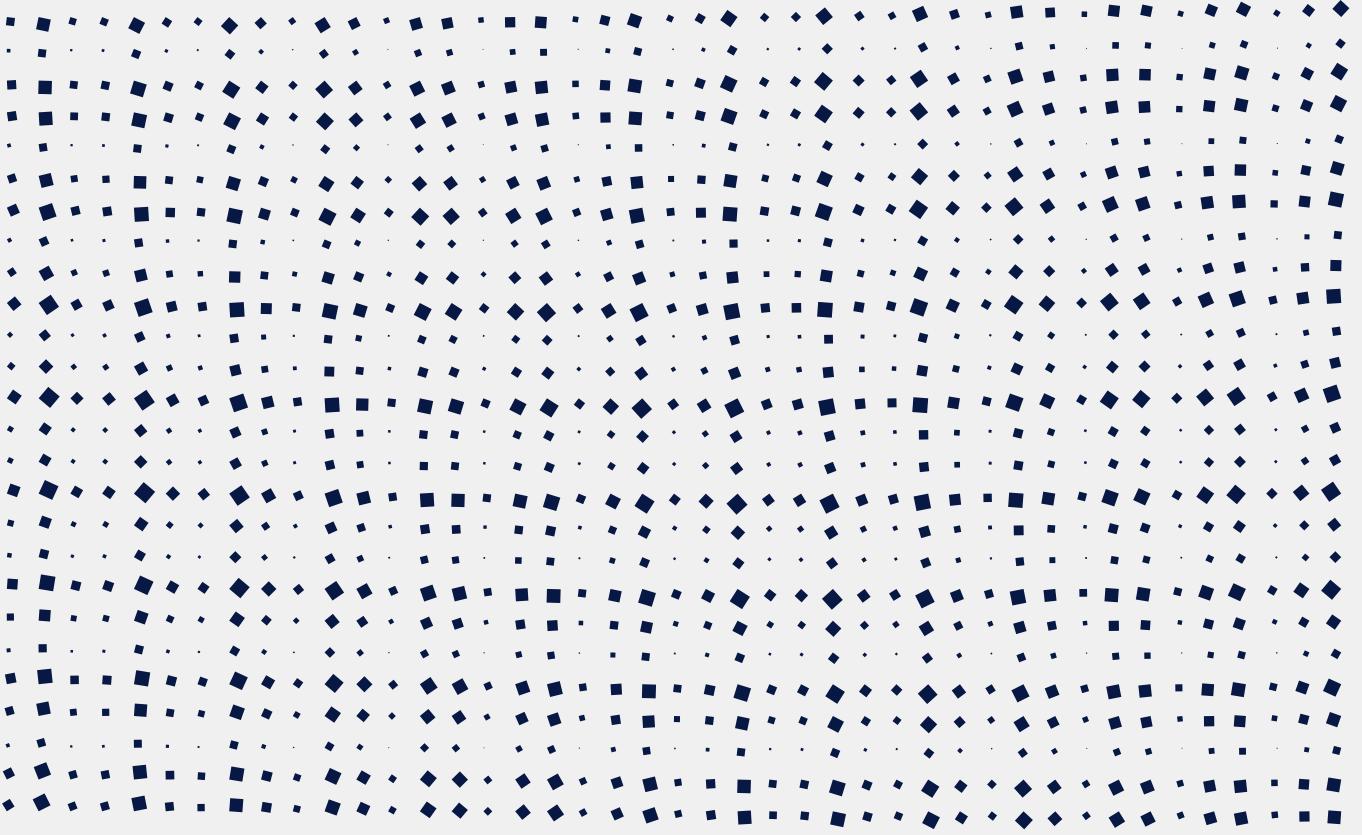
①



①



②



②



# Visuals

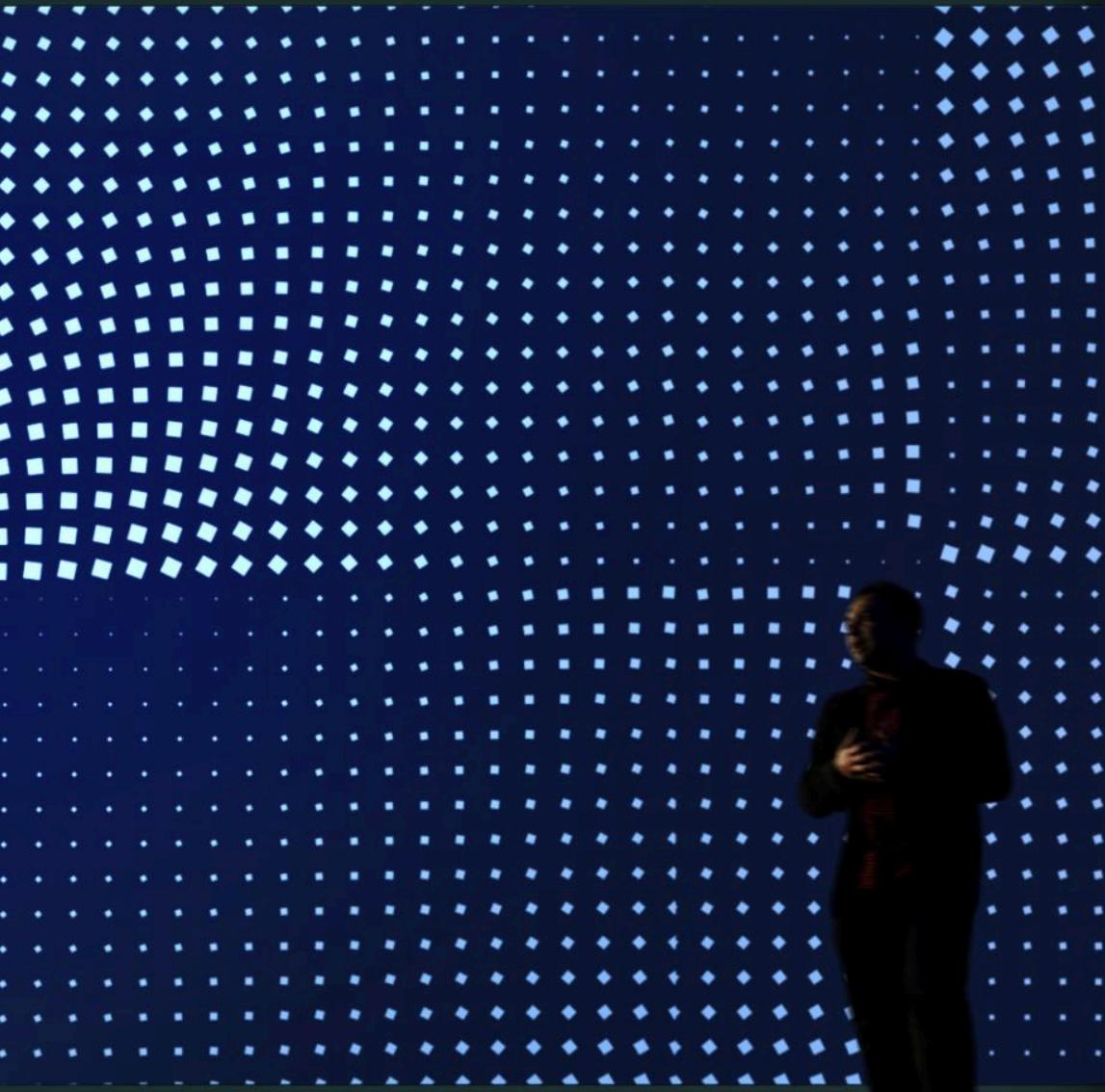


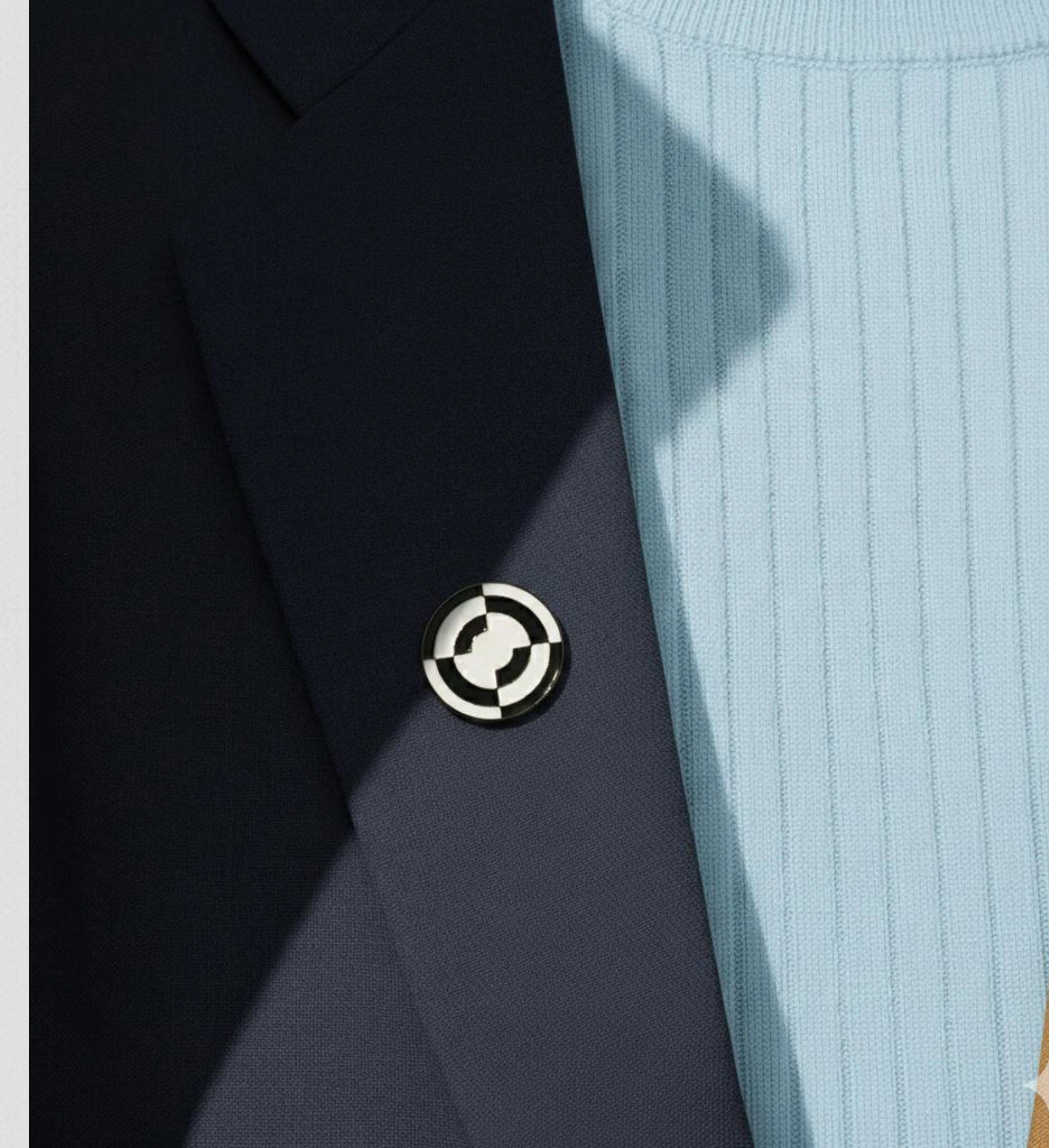
Where Innovation  
Meets Implementation

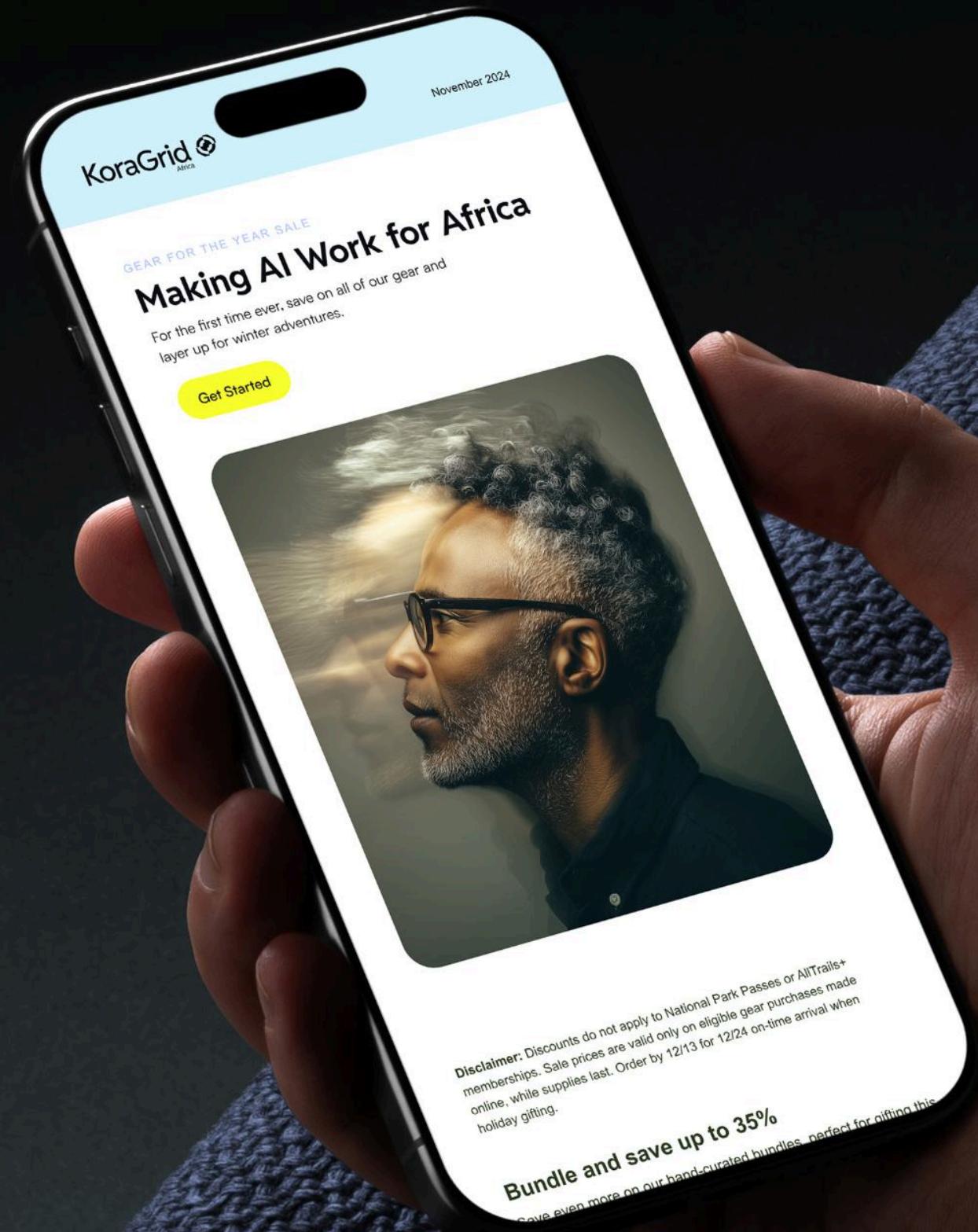
Presentation will begin shortly

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KoraGrid.com









KoraGrid



Africa



# KoraGrid



## Africa

Designed with love by



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