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# InfraDev.Africa

## Brand & Marketing Pack

Institutional Infrastructure Advisory • Africa-first execution

- Positioning, tone, and messaging system
- Visual identity guardrails (colors, typography, imagery)
- UI component rules (website + documents)
- Templates & specs pack (capability, deck, proposals)
- Governance checklist + 30-day build plan

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# Brand Essence

### Positioning

Institutional-grade infrastructure advisory for African contexts — from concept to decision-ready bankability.

### Promise

We make infrastructure projects investable and implementable.

### Primary clients

Governments, developers, DFIs/lenders, utilities, SEZs, large asset owners.

### Typical engagement triggers

- Stalled or politically-announced projects that need structure
- Weak feasibility / unclear sequencing or CAPEX/OPEX logic
- PPP procurement and transaction advisory
- Investor / lender diligence and red-flag reviews
- Master planning and delivery roadmaps

### Differentiators

- Systems thinking + delivery realism (no paper-only solutions)
- Bilingual EN/FR outputs and facilitation
- DRC/Africa context awareness (institutions, constraints, culture)
- Institutional formatting: models, registers, checklists, data-rooms

**Tone** — Crisp, pragmatic, respectful. Decision-maker friendly. No fluff. No guarantees. Use “we” for InfraDev; emphasize partnership and clarity.

# Messaging System

### Tagline

The Solutionists for Infrastructure.

### One-liner

We make infrastructure projects investable and implementable — turning concepts into decision-ready feasibility, bankability, and delivery structures.

### 30s elevator pitch

InfraDev.Africa helps governments, developers, and investors move infrastructure projects from intent to execution. We do this by producing rigorous feasibility, bankability packs, and delivery pathways — including the models, governance tools, and stakeholder structures needed to reach financial close and implement on the ground.

### Proof points

- Institutional-grade methods and outputs
- Works across power, urban systems, water, corridors
- Clear transaction logic (PPP / procurement)
- Decision tools: risk register, models, data-room checklist
- Bilingual delivery (EN/FR), Africa-first

### Key phrases to use

- Decision-ready / investor-ready
- Bankability pack
- Implementation pathway
- Coordination + governance
- Data-driven, not narrative-driven

# Visual Identity

Color palette		Imagery rules
Navy	#0A1F44	<ul style="list-style-type: none"><li>• Prefer real African infrastructure: substations, roads, water works, ports, urban systems.</li><li>• Use diagrams, maps, schematics, and field photos to signal rigor. Avoid generic stock clichés (handshakes, suits, random skylines).</li></ul>
Navy Light	#1A2538	
Gold (Accent)	#F9C70C	
Off-white	#F7F7F5	
Slate	#334155	Layout & hierarchy
<b>Typography</b> <ul style="list-style-type: none"><li>• Web + documents: clean sans-serif (DejaVu/Inter style).</li><li>• Headings: bold; Body: regular.</li><li>• Avoid ultra-light greys on white for body text (readability first).</li></ul>		<ul style="list-style-type: none"><li>• Strong headings, generous spacing, card-based sections.</li><li>• Data-room aesthetic: checklists, registers, tables, clear labels.</li><li>• Gold used sparingly for emphasis, not as a background wash.</li></ul>

# Typography System

## Hierarchy

Use	Font	Size	Notes
H1 (page title)	Bold	26-28	One per page; short, decisive
H2 (section)	Bold	14-16	Use gold accent line
Body	Regular	10-11	Default for paragraphs
Small / labels	Regular	8.5-9	Tables, footnotes, captions

## Document output rules

- On white pages: use dark slate/navy text — never light grey for body.
- Tables: minimum 9pt, clear grid, consistent padding; avoid cramped columns.
- Bullets: single indent standard; wrapped lines align to text, not to bullet.

# UI Components & Imagery

### Core components

- Primary CTA button: navy background, gold accent, white label.
- Cards: white surface on off-white background; clear borders and padding.
- Data sections: checklists, registers, and tables with strong labels.
- Charts: simple, high-contrast axes; annotate assumptions clearly.

### Accessibility baseline

- Contrast first: body text must be readable on mobile + print.
- Avoid gold text on white for paragraphs (use gold only for short labels).
- Line length: keep paragraphs  $\leq 90$  characters wide.

### Imagery and diagrams

- Prefer: maps, network diagrams, phased roadmaps, site photos.
- Use captions with date/location/source when possible.
- When using icons: consistent stroke/weight; no mixed sets.

### Do / Don't

- Do: show structure (phases, gates, deliverables, responsibilities).
- Do: label assumptions and uncertainties.
- Don't: over-promise outcomes or hide risks.
- Don't: use decorative visuals that add no information.

# Marketing Materials Logic

Build a coherent “institutional trail”: each asset should feel like it comes from the same operating system — not a different consultant every time.

Stage	Asset	Purpose	Typical CTA
Awareness	LinkedIn insight posts	Credibility + signals	Download a 1-pager
Consideration	Capability statement (2p)	Show scope, method, sectors	Request a scoping call
Decision	Concept note / ToR response	Align on approach + deliverables	Proceed to proposal
Conversion	Proposal + workplan	Commercial + governance	Sign engagement letter

## Style rules

- Write for decision-makers: constraints, options, trade-offs, next step.
- Avoid inflated adjectives; let method + structure do the selling.
- Always include: assumptions, what’s included/excluded, and dependencies.

# **Templates & Specifications**

Purpose: reduce friction. Same look, same structure, same “institutional feel” across every document.

### **Core templates**

- 2-page Capability Statement (PDF)
- Proposal cover + ToR response structure
- Feasibility / bankability report skeleton
- Risk register + assumptions log
- Data-room checklist (lender/investor view)
- Project one-pager (for ministries / SEZs / donors)

### **File naming**

- InfraDev\_[Client]\_[Project]\_[DocType]\_vX.Y\_YYYY-MM-DD.pdf
- Keep one source folder + one exported folder (PDF-only).



# Brand Governance + 30-Day Build Plan

## Governance checklist

- Single owner for templates and master assets (version control).
- No “free styling” inside proposals — use the system.
- QA before release: contrast, bullets, tables, headers, page numbers.
- Keep a change log: what changed, why, where used.

Week	Outputs	Notes / Definition of Done
1	Finalize brand pack + template library	Readable contrast on all pages; bullet and table styles locked
2	Capability statement + proposal skeleton	2p capability PDF + ToR response outline; ready for first client
3	Website alignment + asset folder	Site pages match voice; shared folder structure for export
4	Publishing cadence + lead capture	4 LinkedIn posts drafted; 1-pager gated download; inquiry form