

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

v1.1 • 2026-01-07

1. Brand Essence

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

3. Visual Identity

Visual Identity

Color palette		Imagery rules
Navy	#0A1F44	• Prefer real African infrastructure: substations, roads, water works, ports, urban systems.
Navy Light	#1A2538	• Use diagrams, maps, schematics, and field photos to signal rigor.
Gold (Accent)	#F9C70C	Avoid generic stock clichés (handshakes, suits, random skylines).
Off-white	#F7F7F5	
Slate	#334155	Layout & hierarchy

Typography

- Web + documents: clean sans-serif (DejaVu/Inter style).
- Headings: bold; Body: regular.
- Avoid ultra-light greys on white for body text (readability first).

- Strong headings, generous spacing, card-based sections.
- Data-room aesthetic: checklists, registers, tables, clear labels.
- Gold used sparingly for emphasis, not as a background wash.

4. Typography System

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.

6. Marketing Materials Logic

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 Also 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.

7. Templates & Specs Pack

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 located in template library
2	Capability statement + proposal skeleton	2-page capability PDF + ToR response outline; ready for first customer review
3	Website alignment + asset folder	Site pages match voice; shared folder structure for exports
4	Publishing cadence + lead capture	4 LinkedIn posts drafted; 1-pager gated download; inquiry form created