ID.

InfraDev.Africa

Brand Pack & Messaging System

The Solutionists for Infrastructure.

Version: v1.0
Date: 2026-01-05
Scope: Visual identity + messaging + marketing materials blueprint

Built from the current website system (navy + warm gold palette; Inter/Montserrat/Poppins typography; institutional, high-contrast layout).

1. Brand foundations

What InfraDev is: an institutional-grade infrastructure advisory that turns concepts into decision-ready feasibility, bankability, and delivery structures.

Brand promise: We make infrastructure projects investable and implementable.

Primary audiences

- Government & public authorities (PMUs, ministries, agencies): need credible project packaging and delivery governance.

- Developers & sponsors: need feasibility, risk clarity, and a bankable pathway.

- DFIs & lenders: need defensible assumptions, structured risk allocation, and decision tools.

Positioning statement

InfraDev.Africa is the "structure layer" between ambition and execution — combining technical reality, financial rigor, and institutional coordination to reach investment decision and financial close.

Differentiators (keep these short and repeat often)

- Decision-ready outputs: not reports for shelves — tools for approval, procurement, and finance committees.

- Context literacy: African regulatory + delivery constraints treated as design inputs, not surprises.

- Integration mindset: master planning + sequencing so projects don't die in fragmentation.

- Institutional tone: credible to DFIs, understandable to public leadership.

Proof architecture (how to build credibility without overselling)

Use methods, artifacts, and patterns as proof: sample table-of-contents, example decision matrices, anonymised "before/after" structuring diagrams, and a clear methodology timeline.

2. Messaging system

Core headline (website): Institutional Grade Advisory

Core descriptor: Institutional Infrastructure Advisory

Problem: Capital can exist; projects stall because structure is weak (data, governance, bankability, coordination).

Solution: Diagnose → Model → Align → Structure → Deliver (your 5-step method).

Output: feasibility report, financial model, risk register, stakeholder map, procurement pathway, data room.

Result: credible decisions + faster approvals + investable pathway.

InfraDev.Africa helps governments, developers, and lenders move infrastructure from concept note to financial close. We deliver feasibility, PPP structuring, and master planning — packaged as decision tools that can survive committees, procurement, and real-world delivery constraints.

The Solutionists for Infrastructure.

Structure that unlocks capital.

From concept to financial close.

Make it investable. Make it deliverable.

Request a scoping call (primary).

Download capability statement (lead magnet).

Run the "Project Readiness Check" (lead magnet / email capture).

3. Visual identity

Logo system (current): "ID." monogram + InfraDev.Africa wordmark. Use the monogram as the app/icon mark and as a section marker in decks.

Primary: Wordmark (InfraDev.Africa) + monogram left.

Secondary: Wordmark only (tight spaces).

Icon: ID. monogram only (favicon, social avatar).

Clear space: at least the height of the "D" in Dev around the logo. Minimum size: icon ≥ 24px; wordmark ≥ 140px wide.

Do not change gold to another yellow.

Do not place the logo on low-contrast backgrounds.

Do not stretch or add effects (glow is allowed only as a subtle UI accent, not as a logo effect).

4. Color system

Role	Name	Hex	Usage
Primary	Warm Gold	#F9C70C	CTAs, highlights, key icons, emphasis
Background	Deep Navy	#0A1F44	Primary background
Surface	Navy Light	#1A2538	Cards, panels, sections
Text	White / Gray	#FFFFFF / #D1D5DB	Headings / body text

Accessibility rule of thumb: gold is for accents and buttons; body text stays light gray on navy for long reading.

5. Typography

Website system (already implemented):

Display: Montserrat (brand titles, hero headlines).

Heading: Poppins (section headers, UI labels).

Body: Inter (paragraphs, forms, long reading).

Document system (for Word/PDF): Use Calibri (fallback) or Inter if available. Keep headings bold, uppercase labels spaced (tracking).

6. UI components & imagery

Component rules (keep consistency across website, decks, PDFs):

Rounded 'pill' buttons for primary CTAs; secondary buttons = outline gold.

Cards use Navy Light surfaces with subtle borders (white at 5–10% opacity).

Icons: Material Symbols Outlined. Use gold for primary icons; gray for secondary.

Micro-copy: uppercase, wide tracking for labels (institutional feel).

Prefer real infrastructure textures (substations, control rooms, urban networks) over generic stock 'handshakes'.

Use grayscale photos with a gold accent overlay where needed.

When showing maps/diagrams: navy background, gold highlights, minimal clutter.

7. Marketing materials logic

Funnel: Website → Capability Statement (PDF) → Scoping Call → Proposal → Engagement → Case Study / Insight.

- Capability Statement (2 pages): who we are, services, methodology, sectors, contact.
- Project Readiness Checklist (1 page): 15–20 checks that expose data/coordination gaps (email capture).

- Bankability: common failure modes; how to structure decisions; risk allocation.
- Delivery realism: governance, sequencing, institutional coordination, procurement pathways.
- Africa context: what changes in DRC/SSA environments; how to design around it without excuses.

- A one-paragraph outreach note (gov / DFI / developer variants).
- A 6-slide "What we do" deck (for warm intros).
- A proposal template with scope modules (feasibility / PPP / master plan).

8. Templates & specifications

- LinkedIn banner: 1584×396 (navy background; gold line; short promise).
- LinkedIn carousel: 1080×1350 (9–12 slides): one idea, one diagram, one checklist.

- Capability Statement: 2 pages (PDF).
- One-pager: 1 page (PDF) per service line.
- Proposal template: 8–15 pages modular.
- Slide deck: 10–12 slides institutional (title, problem, method, services, sectors, team, contact).

- Make the "Capability Statement" button download a real PDF (currently a placeholder).
- Add an Insights page (even if it starts with 3 posts).
- Add one "How we work" diagram image for shareability (OG image and LinkedIn).
- Add a simple CRM capture (Netlify → email + spreadsheet/CRM).

9. Brand governance

- Single source of truth: keep a 'brand kit' folder (logos, color tokens, templates, PDF exports).

- Approval rule: any public-facing asset should match the message map and palette; avoid new colors and new taglines.

- Language rule: EN/FR must stay conceptually aligned (not literal translation).

10. 30-day build plan

Week	Deliverables	Owner / Notes
Week 1	Finalize tagline + messaging; produce Capability Statement PDF; create one-method...	Keep claims conservative; lean-in methodology a...
Week 2	Proposal template + SoW modules; 6-slide intro deck; LinkedIn banner & images	Use same content as website.
Week 3	3 Insights posts + 1 carousel; Readiness Checklist lead magnet; add download	Start capturing leads to website.
Week 4	Outreach sprint: 20 warm intros; 10 targeted emails; 5 scoping calls	Track objections and update FAQ; refine based on messaging.

Ready-to-build next: Capability Statement PDF + Proposal template + Intro deck. Once those exist, everything else becomes repetition.