Danipa Financial Technology Platform

Branded Document Template

# Who We Are

Danipa Business Systems Inc. (founded 2006) is transitioning from an IT consulting and web services firm into a focused Financial Technology company. Our new brand identity centers on the Danipa Financial Technology Platform: a secure, cloud-native payment infrastructure designed to power remittances and collections across Africa.

# Vision

To provide secure, enterprise-grade financial technology services that enable inclusive access to payments, digital wallets, and remittances for millions across Africa.

# Brand Guidelines

## Colors

|  |  |  |
| --- | --- | --- |
| Color Name | Hex Code | Usage |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Danipa Deep Blue | #003366 | Primary brand color (trust, fintech) |
| Danipa Teal | #1ABC9C | Accent color (innovation, modern) |
| Light Gray | #F5F5F5 | Backgrounds, sections |
| Dark Gray | #333333 | Body text |

## Typography

• Headings: Sans-serif (Open Sans, Helvetica Neue, Arial), Bold, Deep Blue.  
• Body: Sans-serif (Open Sans, Roboto), Regular, Dark Gray.  
• Code: Monospace (Consolas, Menlo, Courier New).

## Visual Style

• Rounded corners for cards, buttons, and callouts.  
• Use clean white space to avoid clutter.  
• Icons: Lucide or Feather style, minimal and modern.  
• Diagrams: Use consistent brand colors.

## Tone of Voice

Danipa’s communications should be:  
• Trustworthy – Highlight security and reliability.  
• Innovative – Emphasize modern technology.  
• Inclusive – Focus on financial inclusion.  
• Clear & Professional – Avoid jargon externally.

# Example Template Content

This is body text styled according to Danipa brand guidelines.

This is an example of a highlighted point.