

SMAfrika

Brand Assets

1. Logo

- **Primary Logo:** "SMAfrika" in bold, modern typography.

- **Optional tagline below:** "SocialmediaAfrika" in a smaller font.
- **Color:** Vibrant African-inspired palette (e.g., sunset orange, deep green, or gold).
- **Simplified Icon:** Abstract "SMA" monogram or a stylized African continent silhouette.

2. Color Palette

-  **Sunset Orange (#FF6B35)** – Energy, creativity.

-  **Savanna Green (#2E8B57)** – Growth, Africa's natural beauty.
-  **Gold (#FFD700)** – Premium value, success.
-  **Neutrals:** Charcoal (#333333), White (#FFFFFF).

3. Typography

- **Headlines:** Bold sans-serif (e.g., Montserrat Bold).

- **Body Text:** Clean, readable sans-serif (e.g., Open Sans).

4. Tagline & Voice

"Empowering Brands Across Africa."

- **Brand Voice:**

- Professional yet approachable.
- Innovative, culturally savvy, results-driven.

5. Imagery Style

- **Photography:**
- Dynamic shots of African entrepreneurs, tech hubs, and social media engagement.
- Vibrant colors with high contrast.

- **Graphics:** Geometric patterns inspired by African textiles (e.g., Ankara motifs).

6. Digital Assets

- **Website:** Clean layout with bold CTA buttons.
- **Social Media Templates:** Consistent use of brand colors and logo placement.

- **Email Signatures:** SMAfrika logo + contact details.

7. Audio Identity (Optional)

- **Jingle:** Short, upbeat Afrobeat-inspired tune.
- **Podcast Intro:** "Welcome to SMAfrika—where brands thrive!"

8. Legal Protection

- **Trademark:** "SMAfrika" and logo.
- **Domain:** smafrika.org.

Why This Works for SMAfrika

- **Distinctive:** African-inspired visuals set it apart in the digital marketing space.

- **Memorable:** Bold colors and clear messaging reinforce brand recall.
- **Scalable:** Assets adapt to websites, ads, merch, and offline campaigns.