



Brand Identity

Guide

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Our look & feel

Anzisha's visual identity simplifies and sharpens the core elements of our brand to create a bold, effective, and forward-thinking design system. It's not just a set of rules—it's a framework that empowers creativity, consistency, and clarity.

This playbook provides guiding principles for bringing our brand to life across every touchpoint. It will help you translate our creative idea into world-class communications that reflect the spirit of African entrepreneurship, innovation, and leadership.

Logo Usage

Logo

The Anzisha logo features a monogram formed by multiple “A”s from the name Anzisha. These A’s come together to represent the collective strength of the program and its community.

The symbol reflects Anzisha’s multifaceted impact —supporting individual growth while fostering a broader movement of young African entrepreneurs. It speaks to transformation, unity, and the ripple effect of empowerment.



Logo Versions

There are three logo versions available for different scenarios:

- 1 Main logo: horizontal
- 2 Stacked logo
- 3 Icon
- 4 Vertical

Main logo: horizontal



Stacked logo



Icon



Vertical



Safe Zone

The clear space around the Anzisha logo is defined using the “A” from the logo itself. By placing the “A” at all four corners of the logo’s outer edges, a consistent and balanced safe zone is established. This ensures the logo remains legible, uncluttered, and visually impactful across all applications.

***Co-branding**

Applying the safe zone in co-branded layouts allows the Anzisha logo to retain prominence while sitting harmoniously alongside partner logos—ensuring clarity, consistency, and brand integrity.



ANZISHA



*Example of co-branding

Logo Mark

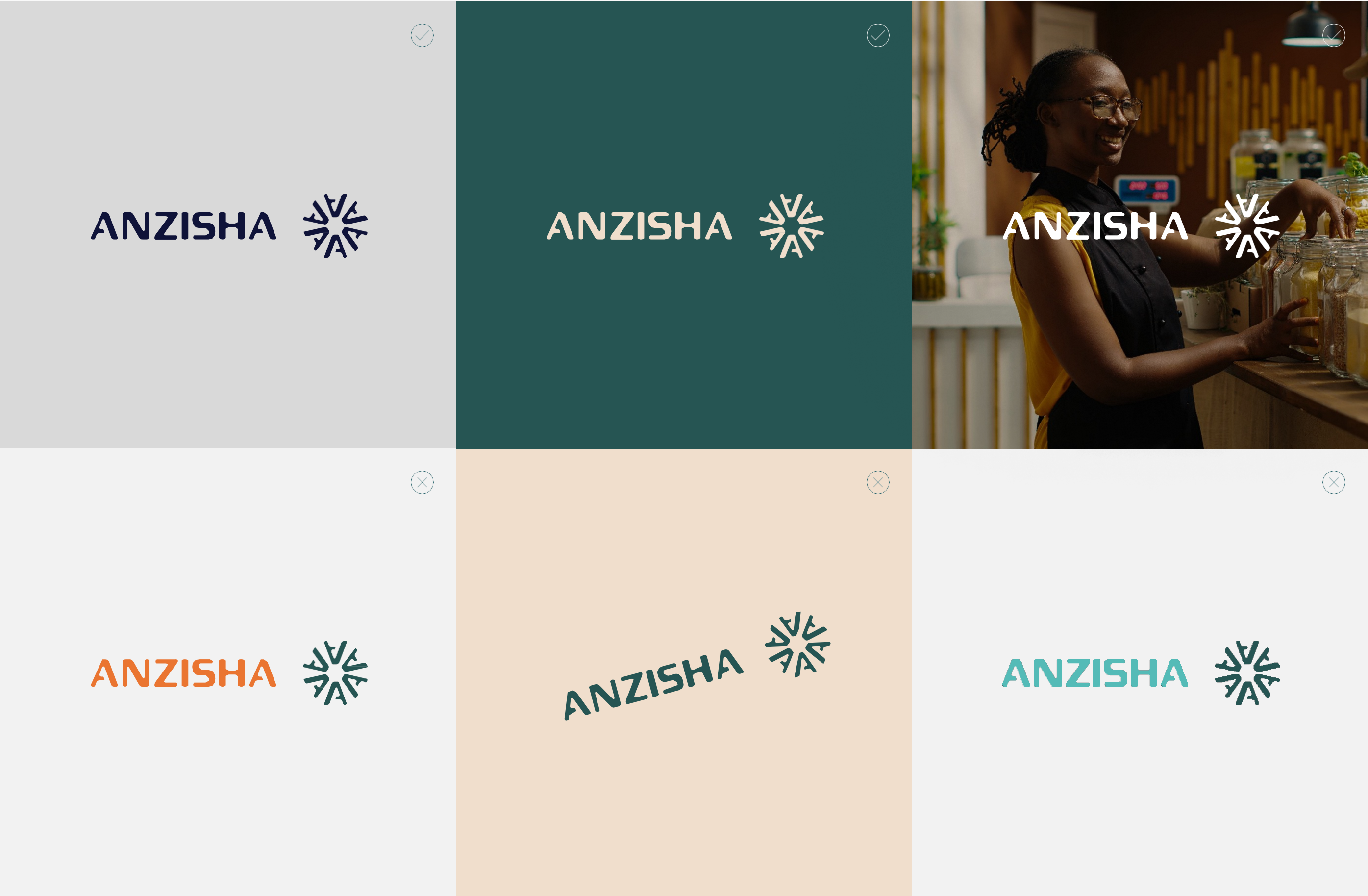
The logo mark is a flexible and expressive element of the brand, designed to reflect creativity, diversity, and inclusivity. It can be applied in a variety of ways to suit different contexts, while still maintaining brand integrity.

Each 'A' within the logo mark may feature a combination of brand colours, but must always include all primary colours to retain balance and consistency. The use of only two colours is not permitted, as this undermines the visual harmony and intent of the design. Additionally, the logo mark may appear in any of the secondary brand colours, provided it remains clearly legible against its background. This flexible application ensures the mark feels dynamic and adaptable, while remaining distinctly recognisable across all touchpoints.



Logo Do's

- 1. The logo performs best on solid backgrounds and can be used in any of the primary brand colours.
- 2. Ensure strong contrast by placing a light primary colour logo on a darker background for maximum visibility.
- 3. When placing the logo over images, it should always be displayed in solid white or beige to maintain clarity and legibility.



Logo Don'ts

- 1. Never use mixed or multiple colours within the logo; it must always appear in a single, unified colour.
- 2. The logo should never be rotated, tilted, or altered in orientation in any way.
- 3. Avoid using gradients on the logo; it should remain in flat, solid colour for consistency and brand integrity.

Colour

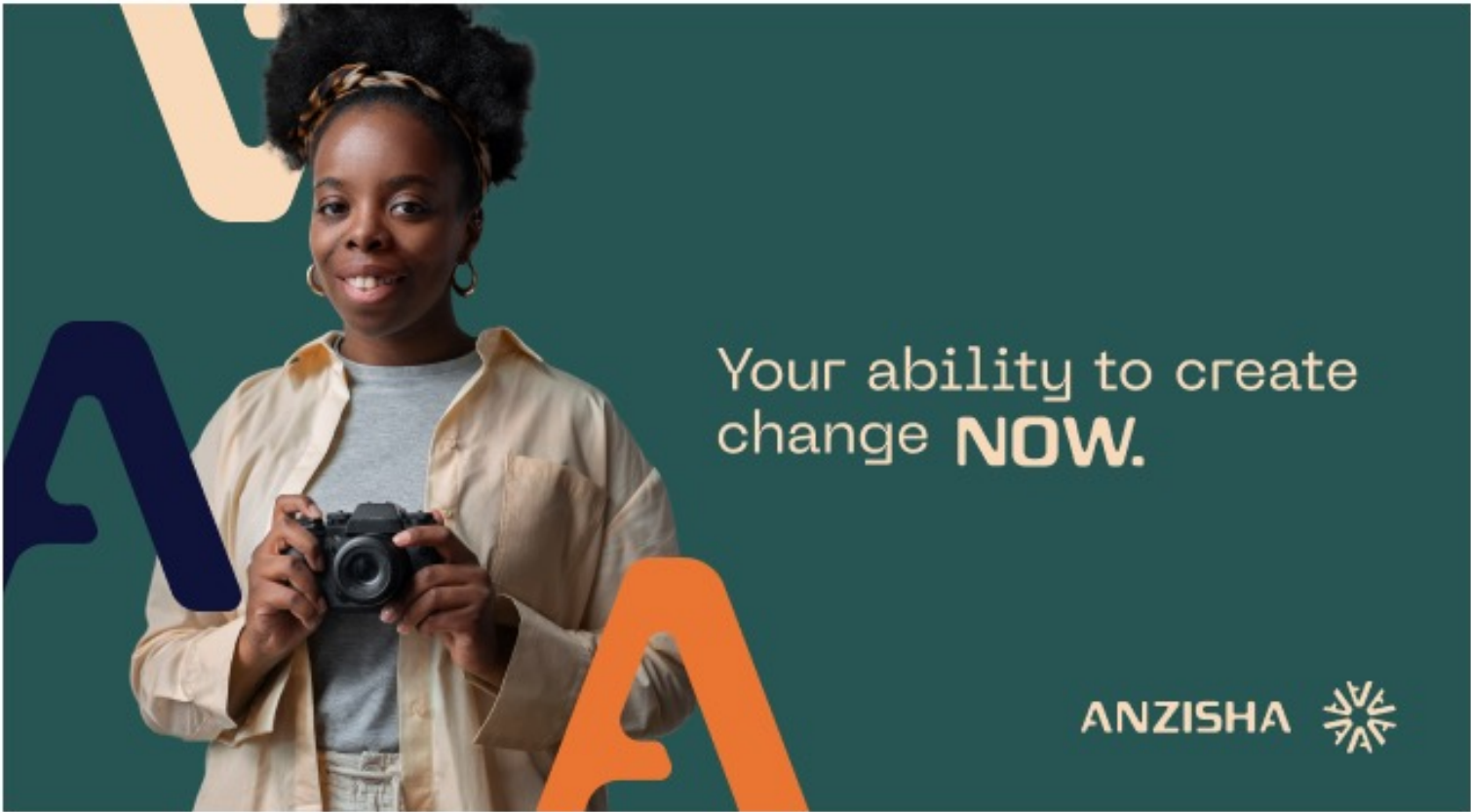
Teal Hex: #265553 RGB: 38, 85, 83 CMYK: 55, 0, 2, 67 Pantone: Pantone 3308 C Primary Colour	Deep Blue Hex: #0F1339 RGB: 15, 19, 57 CMYK: 74, 67, 0, 78 Pantone: Pantone 2766 C Secondary Colour	Orange Hex: #EA7531 RGB: 234, 117, 49 CMYK: 0, 50, 79, 8 Pantone: Pantone 1585 C Secondary Colour	Beige Hex: #F0DECC RGB: 240, 222, 204 CMYK: 0, 7, 15, 6 Pantone: Pantone 7506 C Secondary Colour	Lilac Hex: #B99CE2 RGB: 185, 156, 226 CMYK: 18, 31, 0, 11 Pantone: Pantone 2645 C Tertiary Colour	White Hex: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 Pantone: Pantone Safe White Tertiary Colour	Black Hex: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100 Pantone: Pantone Black 6 C Tertiary Colour
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Core Brand Colours

We use teal to unify our creative across multiple audiences and establish it as a key brand identifier. The intensity of teal can be adjusted depending on the application.

Teal is primarily used in the backgrounds, typography, and imagery. The secondary palette is designed to complement—not compete with—the primary palette. These supporting colours are reserved for accents only, appearing in illustrations, badges, icons,, identifiers, signifiers, infographics, editorial elements, portrait backdrops, and more.

Teal Hex: #265553 RGB: 38, 85, 83 CMYK: 55, 0, 2, 67 Pantone: Pantone 3308 C	Deep Blue Hex: #0F1339 RGB: 15, 19, 57 CMYK: 74, 67, 0, 78 Pantone: Pantone 2766 C	Orange Hex: #EA7531 RGB: 234, 117, 49 CMYK: 0, 50, 79, 8 Pantone: Pantone 1585 C	Beige Hex: #F0DECC RGB: 240, 222, 204 CMYK: 0, 7, 15, 6 Pantone: Pantone 7506 C
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Audience Storytelling

These applications are intended for use exclusively in storytelling or direct communications.

Colour Application

Youth Entrepreneurs

The branding for Youth Entrepreneurs carries the main brand look and feel, serving as the visual anchor of the overall identity system. It uses the core graphic elements, typography, and layout structure to maintain consistency and recognisability across all communications.

Teal takes the lead in the colour palette for this group, reflecting energy, growth, and forward momentum. It is complemented by contrasting accents of orange, beige, and deep blue — a combination that brings balance, vibrancy, and depth. This palette positions Youth Entrepreneurs as bold, dynamic, and ready to take action, while remaining firmly rooted within the brand's cohesive visual world.

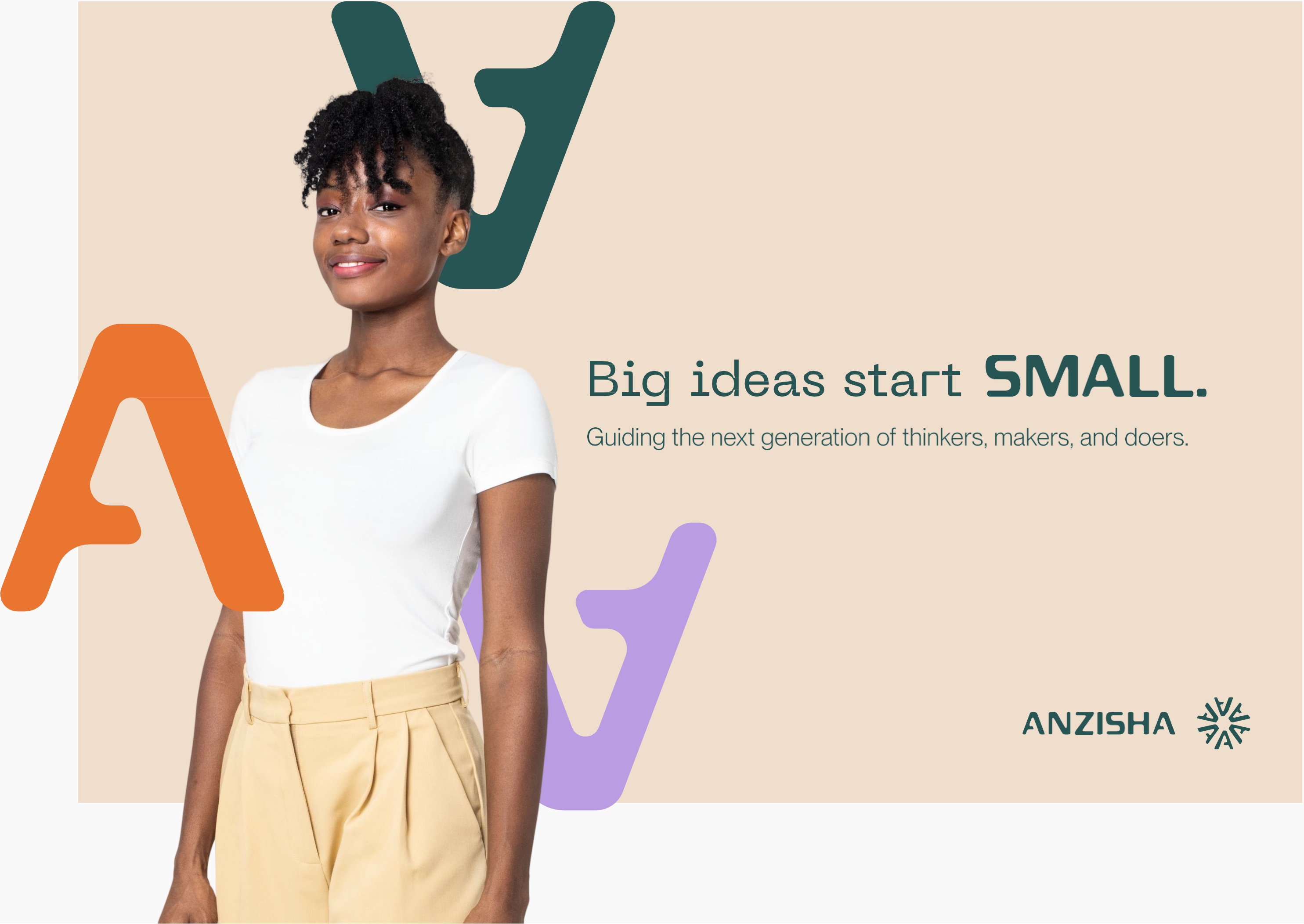


Colour Application

Early-Stage Entrepreneurs

The branding for Early-Stage Entrepreneurs maintains the core structure and visual language of the overall brand, ensuring consistency across all touchpoints. To create a distinct tone for this group, lilac and beige are given prominence within the palette.

These softer colours evoke a sense of curiosity, warmth, and approachability — perfectly suited to those just beginning their entrepreneurial journey. This treatment differentiates Early-Stage communication from Youth and Alumni messaging, while still feeling part of a unified brand system.



Big ideas start **SMALL.**

Guiding the next generation of thinkers, makers, and doers.

Colour Application

Alumni Entrepreneurs

The branding for Alumni Entrepreneurs adheres closely to the main brand look and feel, ensuring a consistent and unified visual identity across all segments. It maintains the core design elements, typography, and overall structure that define the brand, reinforcing a strong connection to the broader community.

To distinguish Alumni communications from other groups, the colour palette prioritizes orange and deep blue. These bold, confident colours convey experience, maturity, and leadership—qualities that reflect the alumni’s established journey and ongoing impact. This treatment creates a clear visual distinction while keeping the alumni firmly rooted within the cohesive brand system.



Your impact continues
and **GROWS.**

Continuing the path from entrepreneur to trailblazer

AFRICA'S MOVEMENT
FOR YOUNG ENTREPRENEURS

ANZISHA



Typography

1

Primary Typeface
PP Neue Machina

Africa's movement for
young entrepreneurs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~

2

Secondary Typeface
PP Neue Montreal

Africa's movement for
young entrepreneurs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~

3

Tertiary Typeface
Biortec

**Africa's movement for
young entrepreneurs**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~

Application Example

Primary Typeface
(Used for headlines)

Your ability to create
change **NOW.**

Tertiary Typeface
(Used to highlight key words)

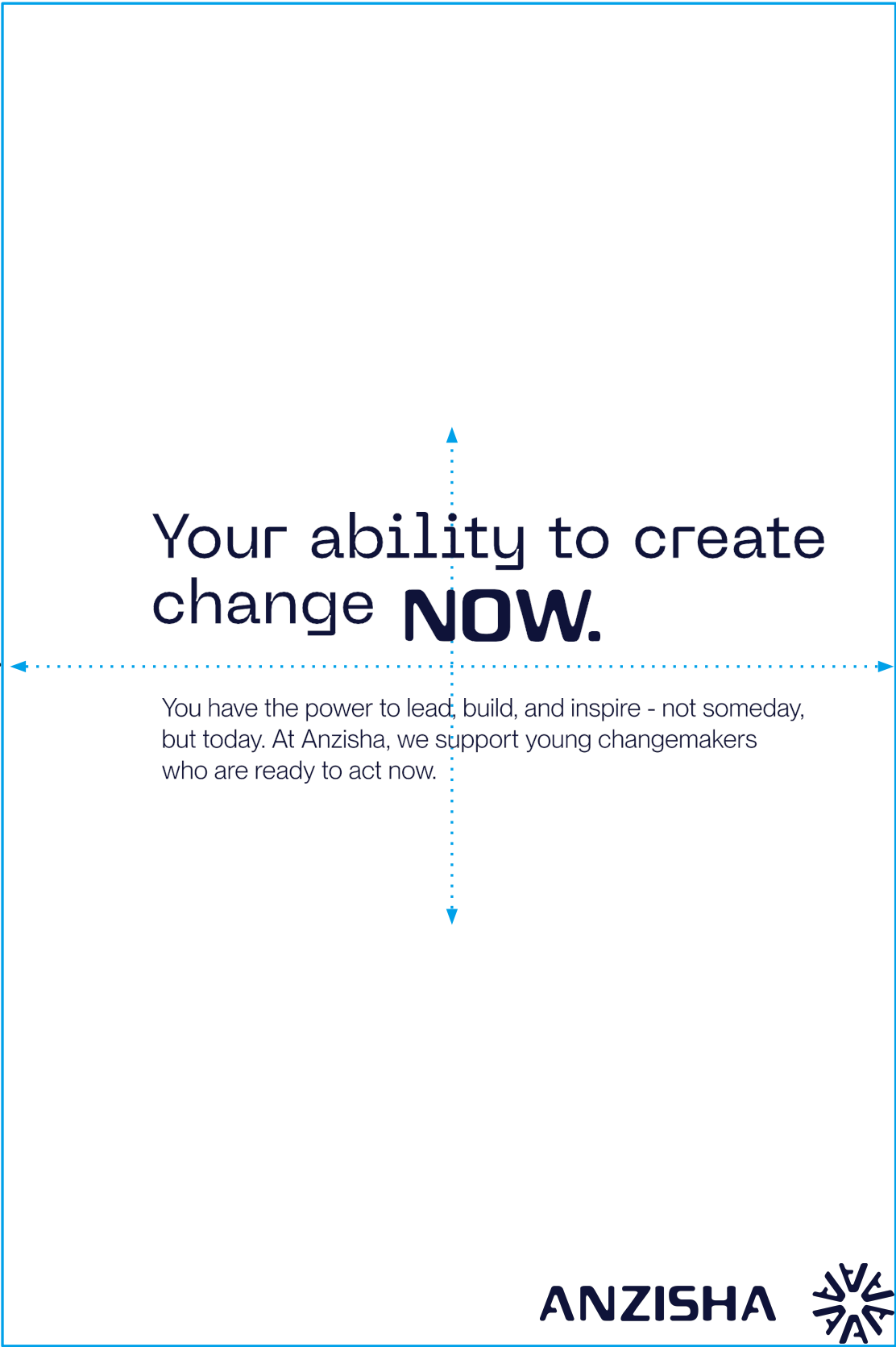
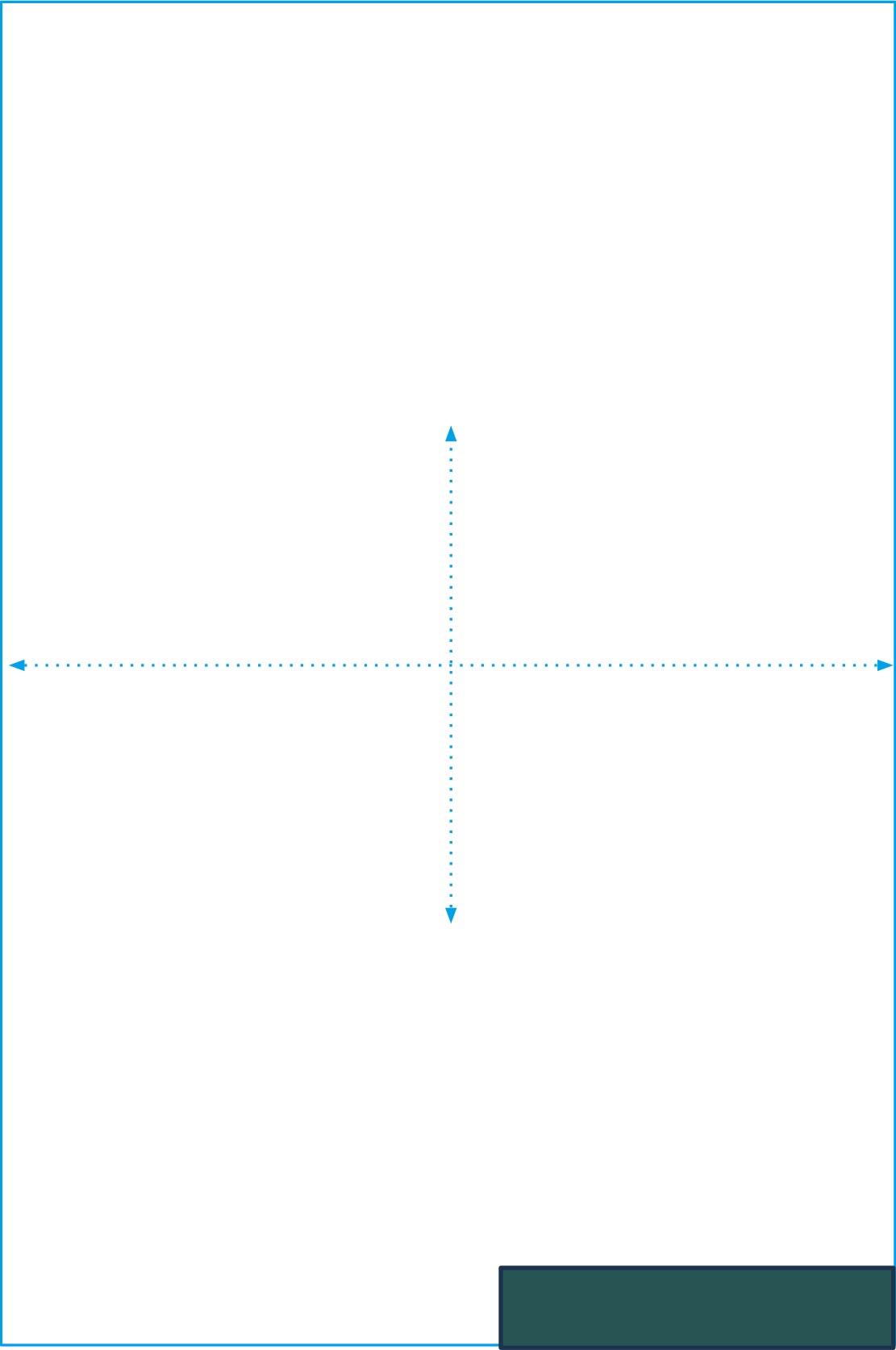
You have the power to lead, build, and inspire - not someday,
but today. At Anzisha, we support young changemakers
who are ready to act now.

Secondary Typeface
(Used for body copy & text
heavy layouts)

Layout

Logo Placement: Margin with Purpose

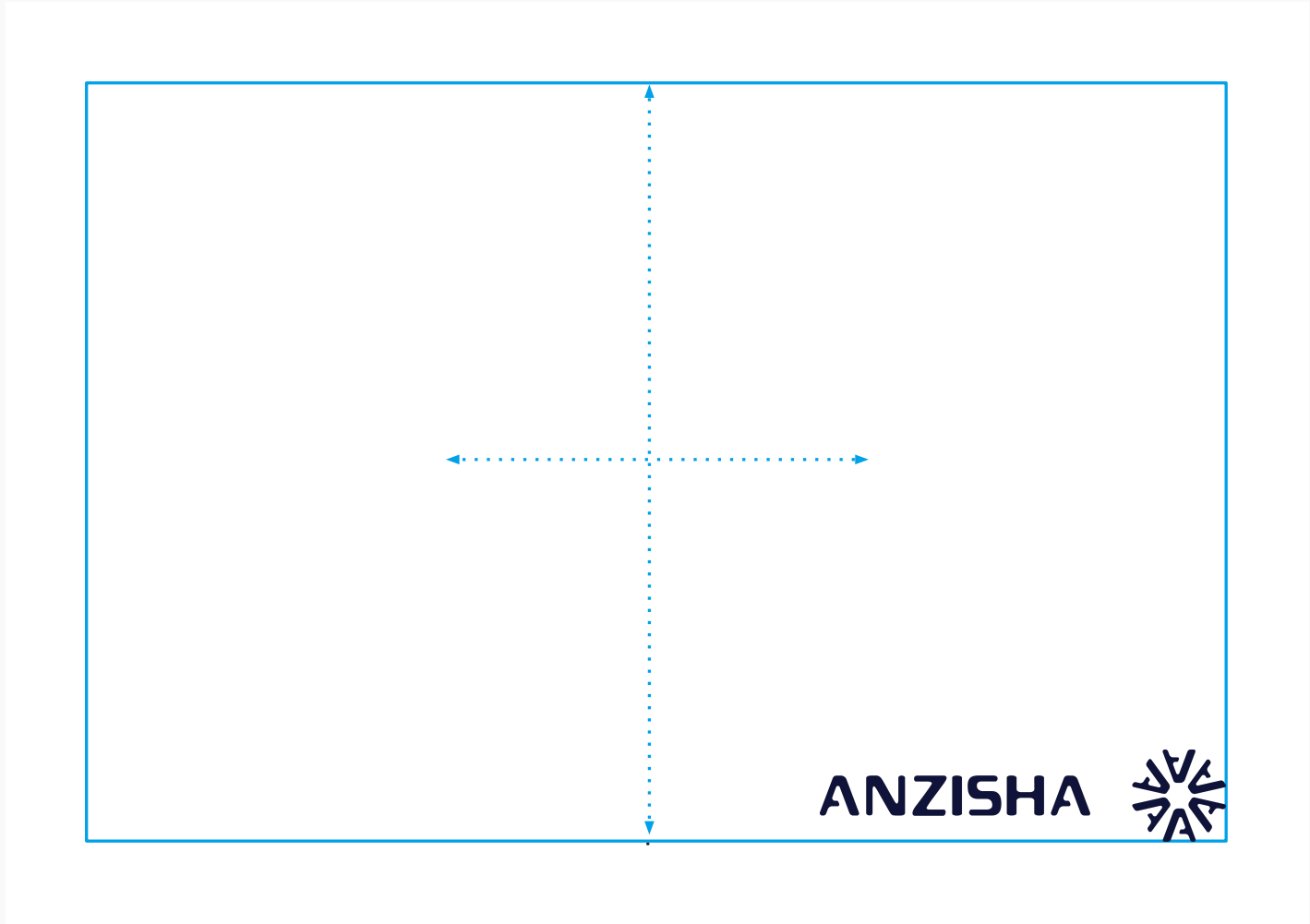
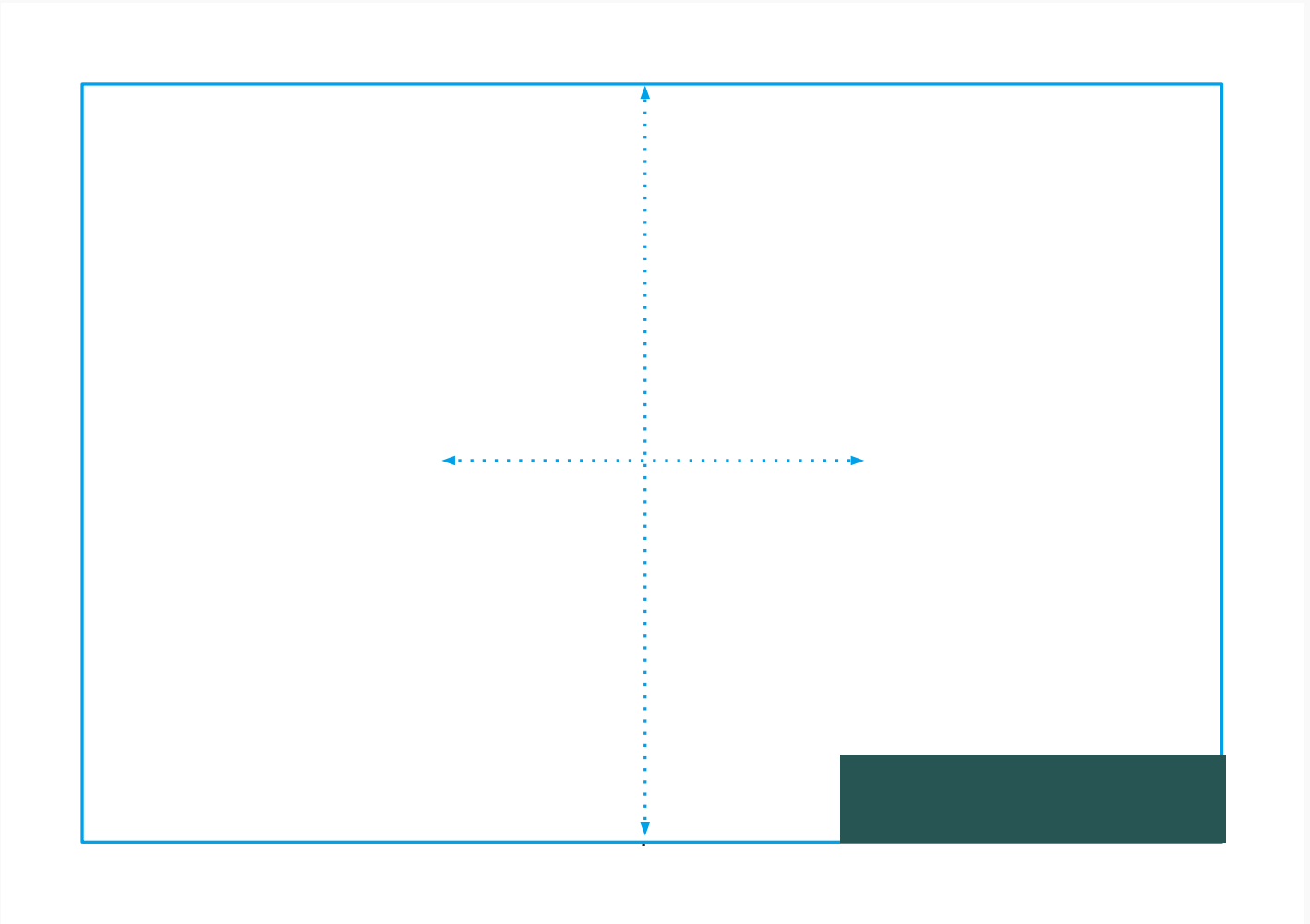
When placed with intention, the logo becomes part of the story—not a distraction. Positioned near the margin and occupying 10–15% of the layout, it serves as a visual anchor that maintains balance and preserves whitespace.



Logo Placement: Margin with Purpose

This subtle choice reinforces structure while allowing content to breathe. It reflects a brand that leads with quiet confidence—refined, not reduced; clear, not loud. In a noisy world, our identity speaks with calm authority and purposeful restraint.

2

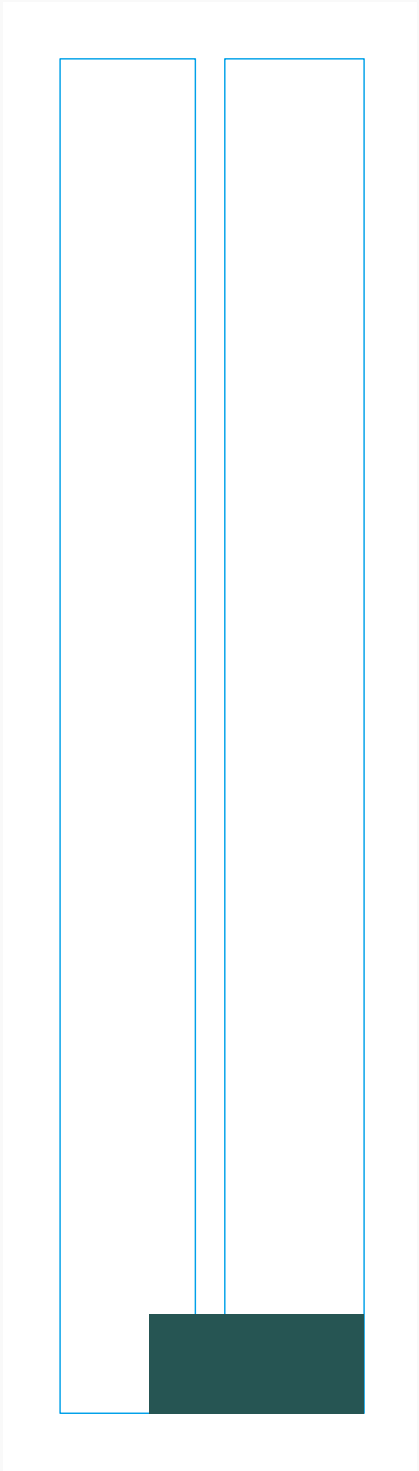


Logo Digital Placement: Margin with Purpose

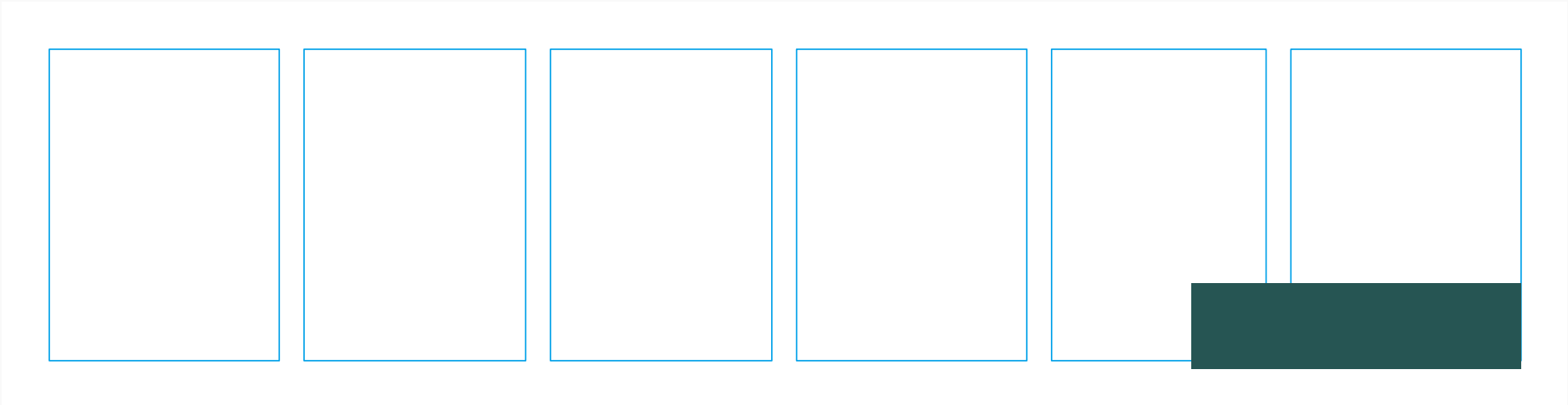
On digital platforms, the logo is placed in the bottom left corner, occupying no more than 10–15% of the screen. This placement is deliberate—anchoring the interface without disrupting flow or content hierarchy.

In digital environments where space is dynamic and attention is scarce, the logo signals presence through subtlety. It reflects a brand that is confident, user-aware, and design-led. Clean, intentional, and quietly assertive—this is how we show up online.

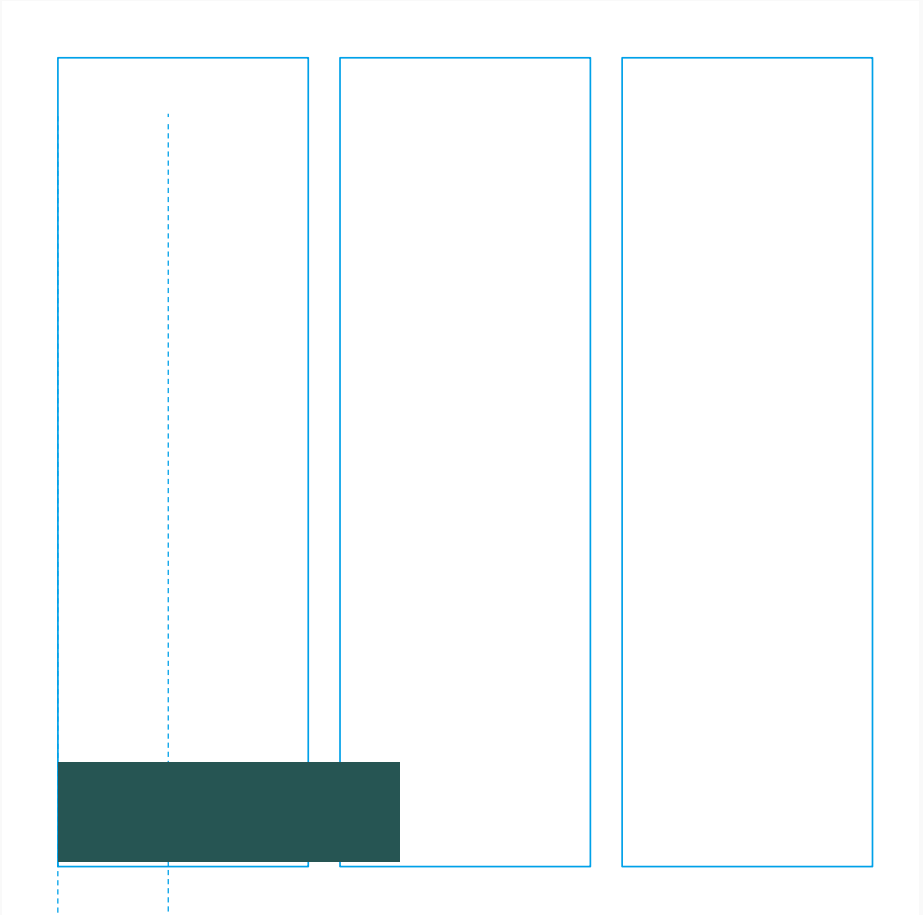
Skyscraper



Banner

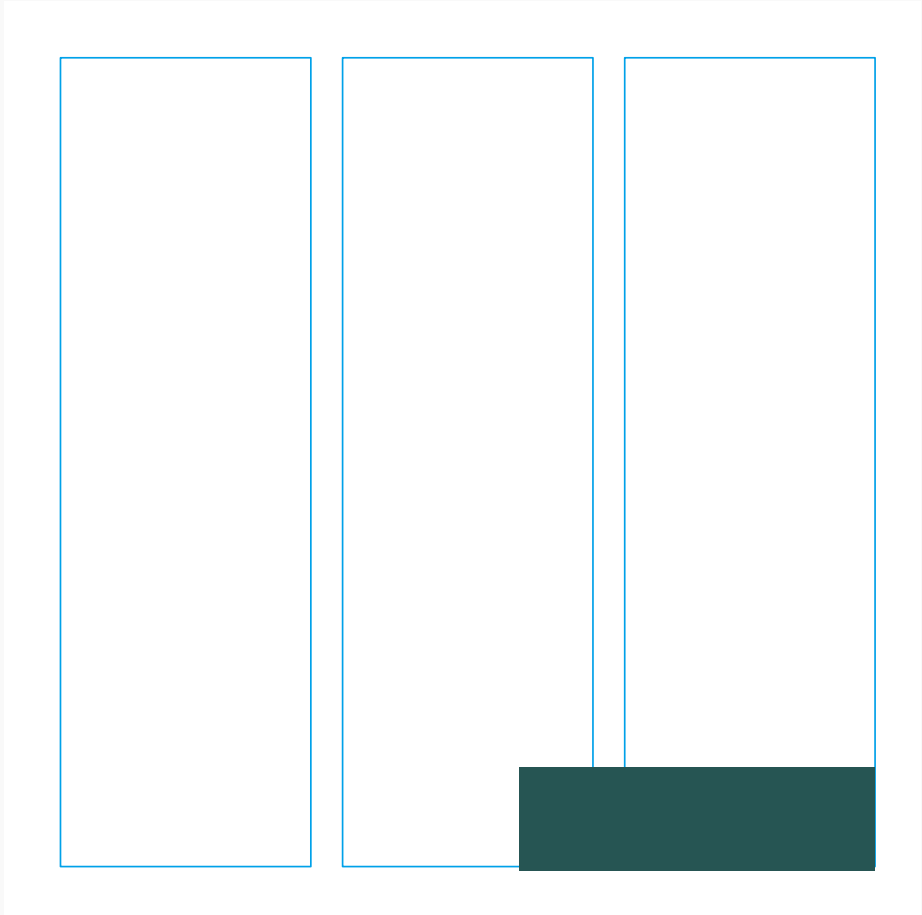


1:1



No less than
60px Retina
30px Standard

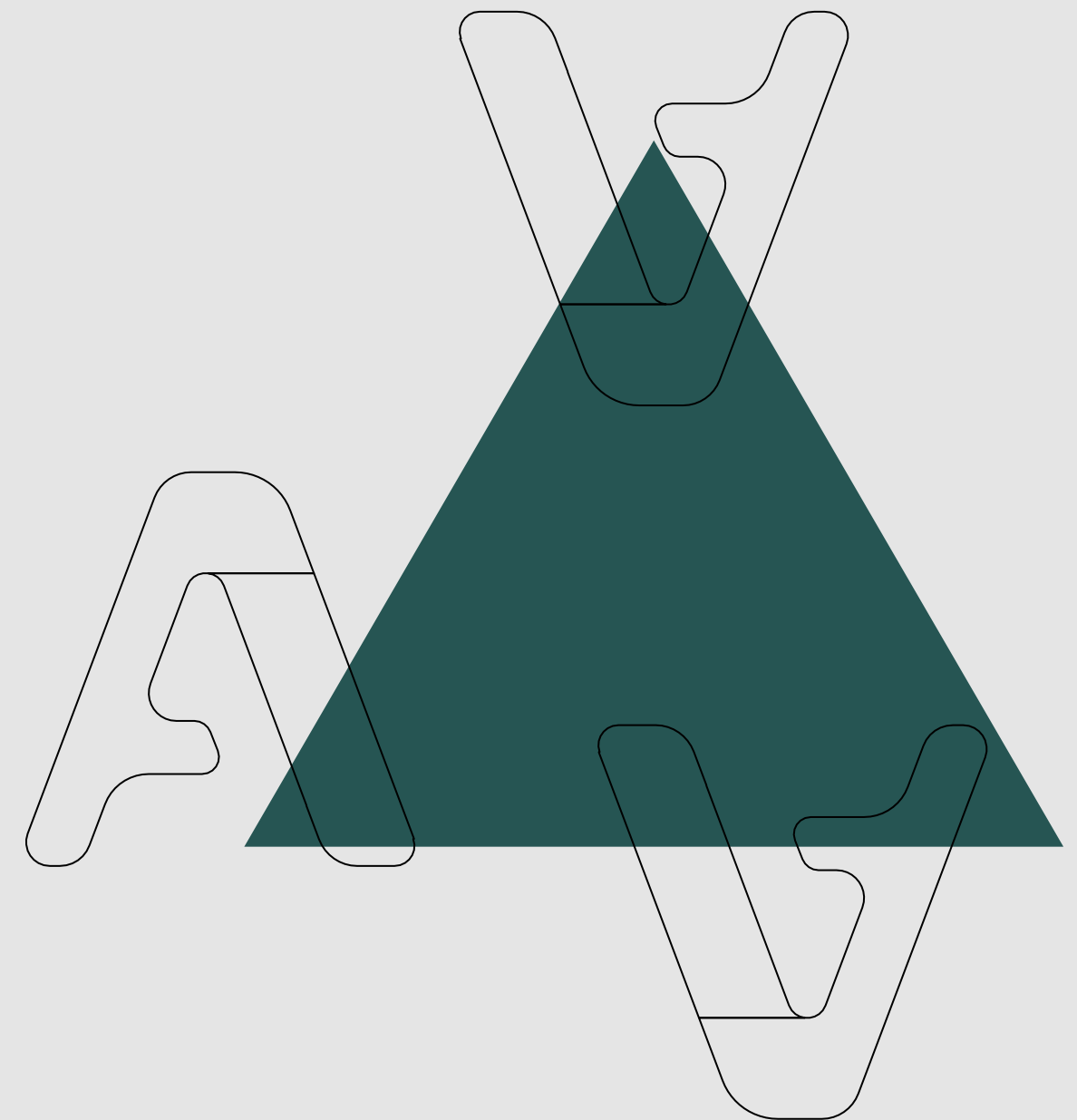
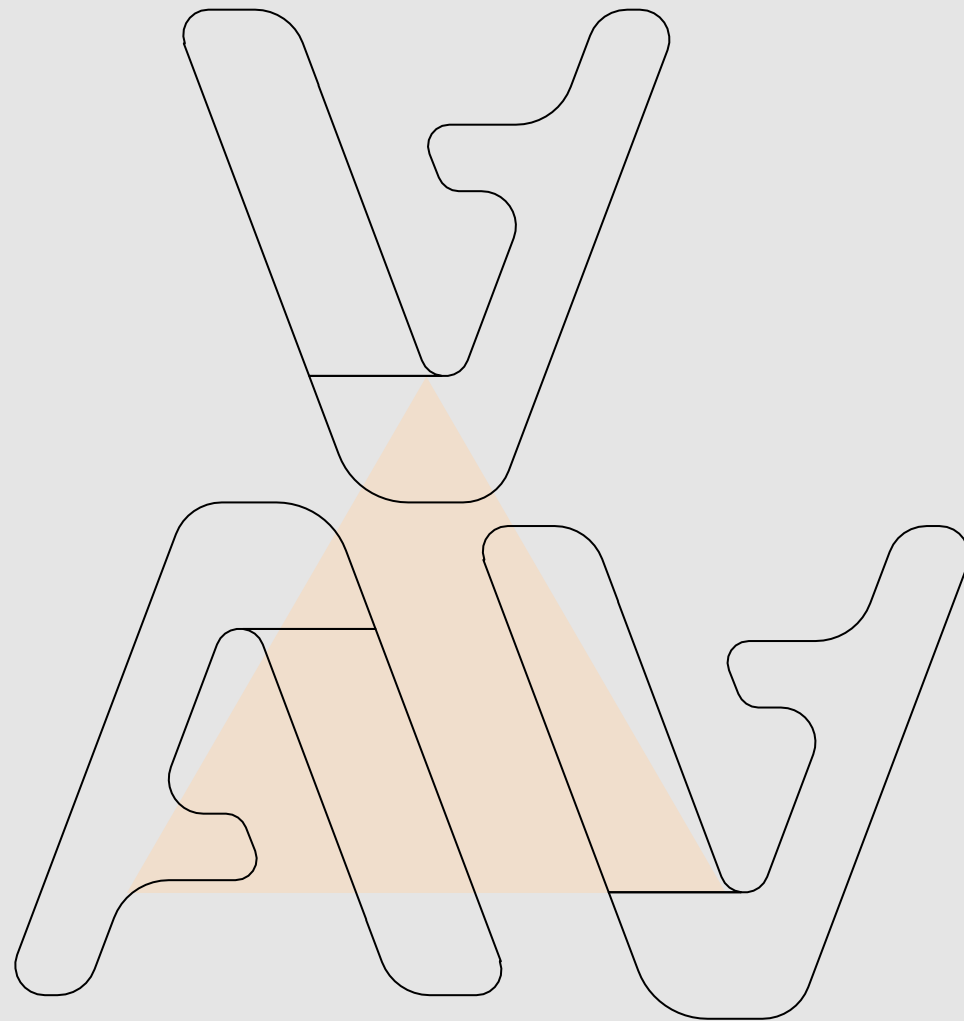
MPU



The Triangle Principle for Balancing "A"s

We use a triangular composition with three "A"s—aligned in an invisible triangle—to create balance and rhythm in our layouts. Whether in headlines or visual elements, this structure introduces movement while maintaining clarity.

It serves as a visual compass, guiding the eye and enabling dynamic yet cohesive designs.



Layout Example:
The Triangle
Principle for
Balancing "A"s



Pattern

Monogram Pattern

A trio of “A”s—two inverted, one upright—forms a balanced, directional motif. Repeated in threes and coloured with our primary palette, it creates a bold, flexible pattern that brings structure, movement, and brand recognition to any application.



Imagery



Human First

At the heart of the Anzisha brand is people — their stories, ambitions, and impact. Our imagery must reflect this by placing humans at the core of every visual. Whether showing a young entrepreneur’s journey, a mentor’s guidance, or a thriving community, images should feel real, personal, and grounded in lived experience.

We avoid overly polished or generic stock photography. Instead, we favor documentary-style visuals that capture genuine emotion, connection, and energy. Imagery should reflect the vibrancy, confidence, and ambition of African youth, as well as the ecosystem that supports them.

Every image should communicate a piece of Anzisha’s mission — celebrating success, showing support, or highlighting innovation and leadership. By using real, emotive visuals that center people, we ensure the brand remains authentic, relatable, and inspiring.



Motion

End-frame Guidelines

Our end-frame consists of two core elements: the strapline and the logo. These are mandatory across all motion content to ensure consistency, clarity, and brand recognition.

Where appropriate, alternate end-frames featuring the logo icon without the Anzisha wordmark may also be used.

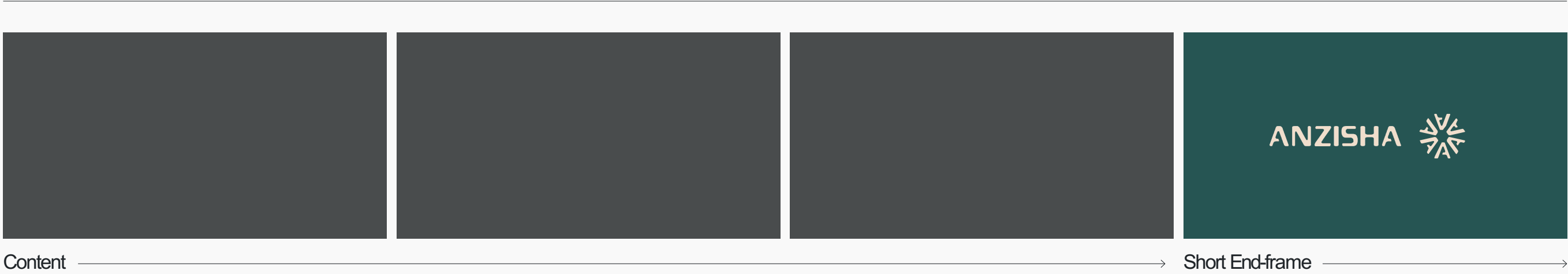
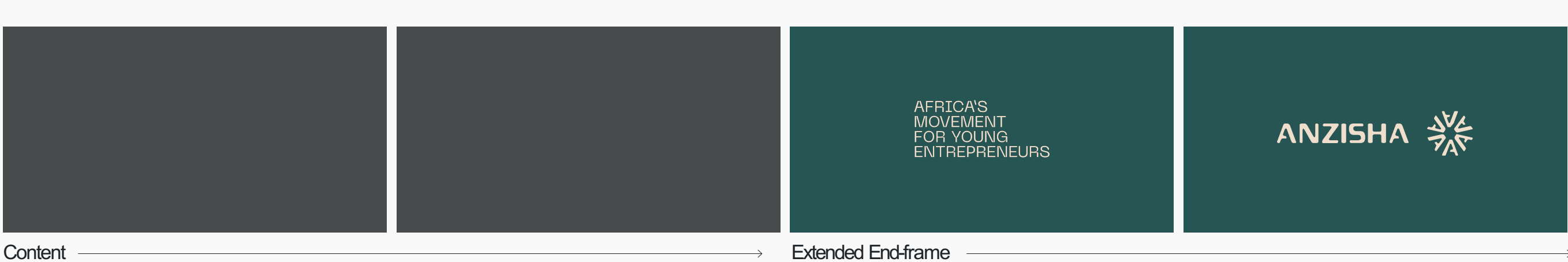
The end-frame is always set against the Anzisha Teal background and is available in two formats:

Extended End-frame

The strapline appears first, followed by the logo. This version gives prominence to both elements individually and is best used when preceded by clean footage.

Short End-frame

The logo appears on its own. This compact format is ideal when time is limited or after brand messaging.



Iconography

Iconography

Iconography plays a key role in enhancing clarity and visual cohesion across brand communications. To ensure consistency, a dedicated library of icons is available via Figma, providing a unified style and structure for all icon usage.

Icons may be adapted to different brand colours to suit various contexts and backgrounds. However, the stroke weight must remain unaltered at all times to maintain visual consistency and harmony across applications. Consistent icon usage strengthens brand recognition and supports a polished, professional appearance throughout all materials.



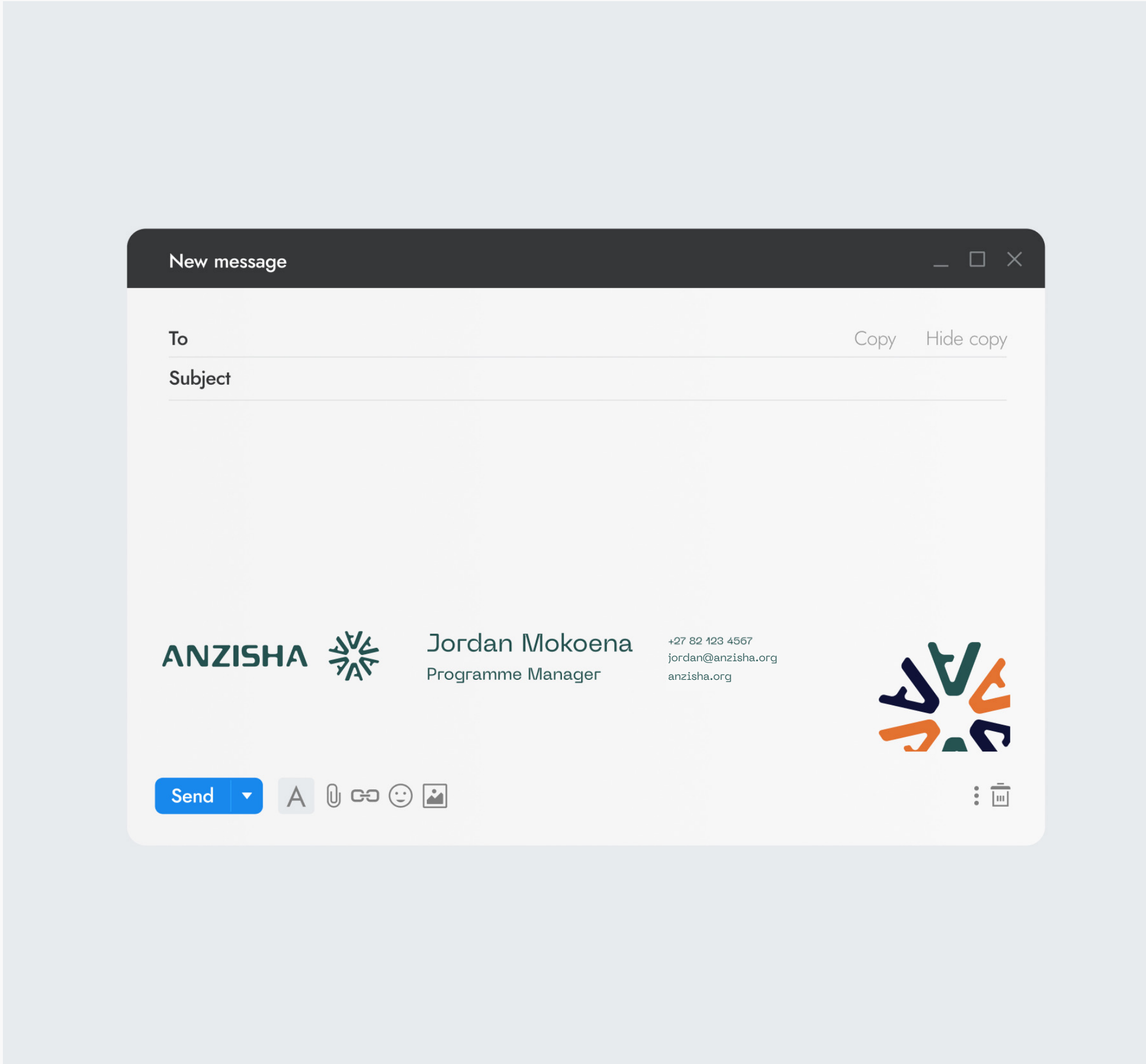
Brand Application





























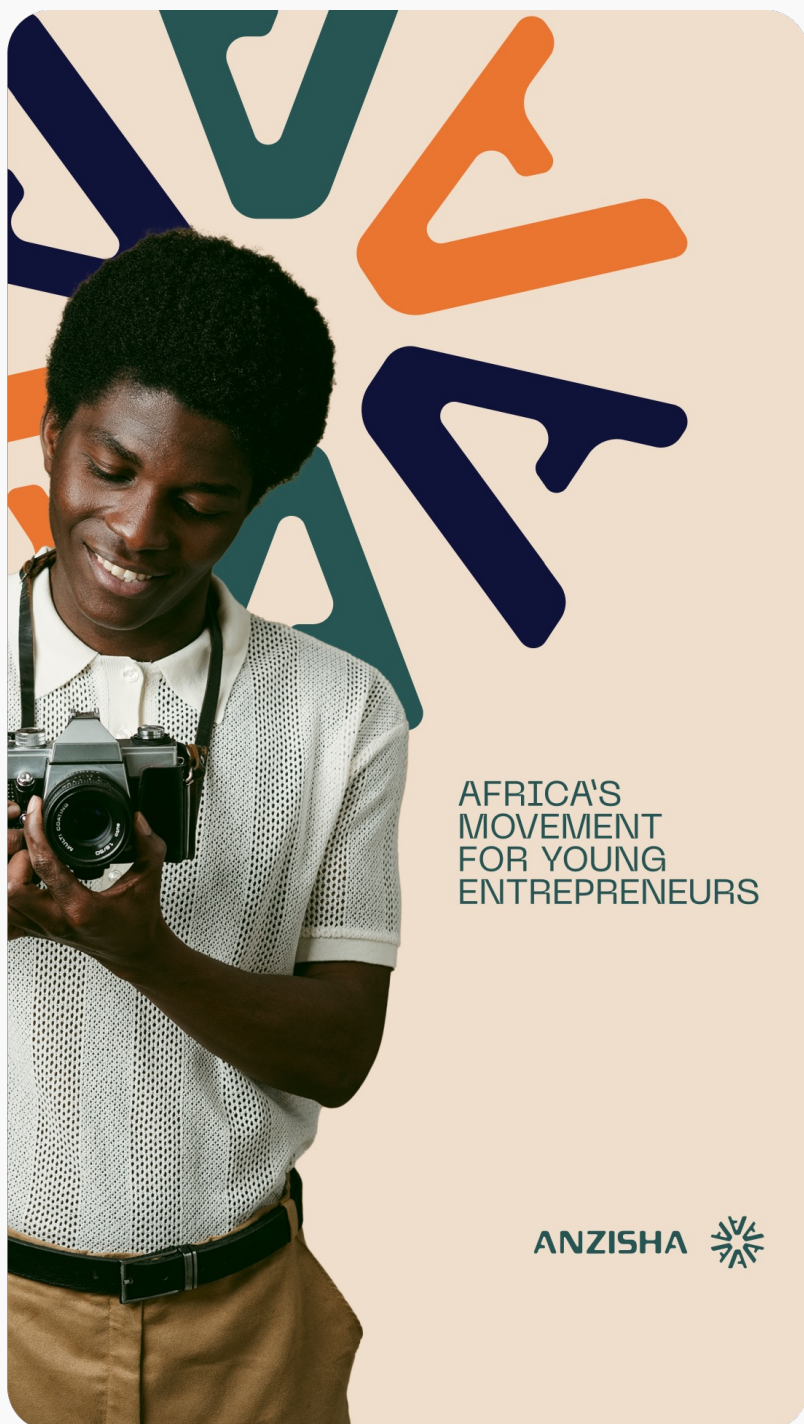


Social Media

Post Examples



Shorts, reels and stories example



Feed example



Governance Contact



Brand Owner
ANZISHA

Didi Onwu
Managing Editor

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Response within 48 hours

Brand Agency
KANAKA

Sade Wallace
Managing Director

sade@kanaka.co.za

Response within 48 hours