



Purpose of this Document

This Brand Kit establishes the visual identity, communication standards, messaging framework, and brand governance principles for Paneotech. It serves as a reference for all internal teams, consultants, partners, and stakeholders involved in representing the Paneotech brand.

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BRAND KIT & COMMUNICATION GUIDELINES

Internal Draft

BRAND OVERVIEW

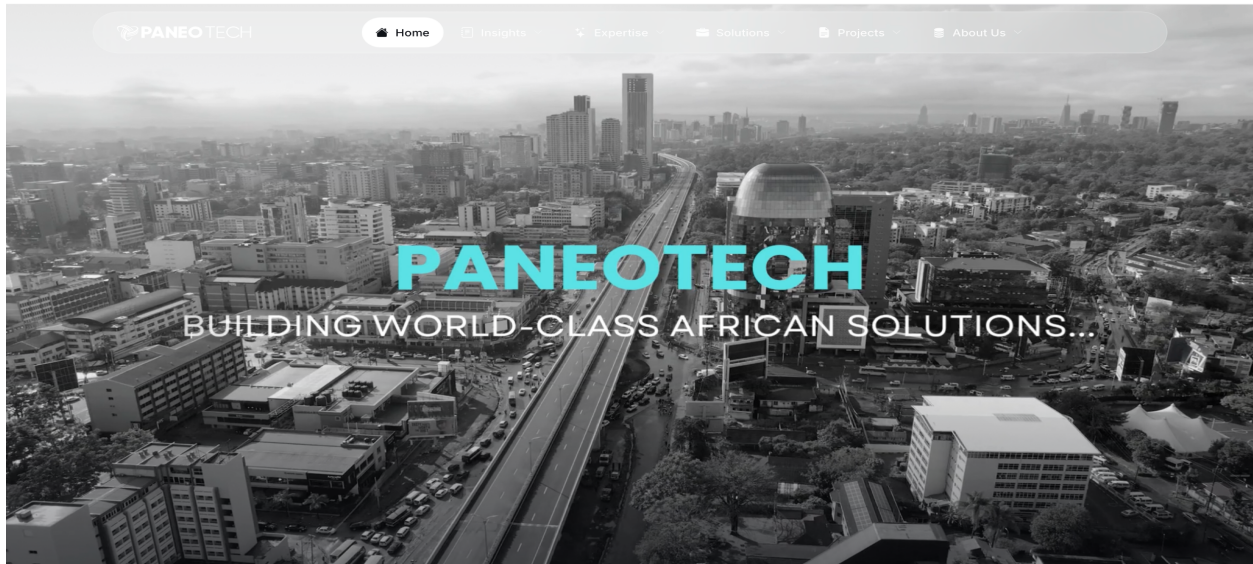
About Paneotech

Paneotech is a Pan-African digital systems engineering company that designs, builds, and operates transformative technology solutions for governments, development partners, enterprises, and institutions across Africa.

The company specializes in creating secure, scalable, and sustainable digital ecosystems that address complex challenges in governance, economic development, climate resilience, education, healthcare, agriculture, trade, and enterprise transformation.

By combining deep technical expertise with local insight, Paneotech helps organizations leverage technology to deliver measurable impact at scale.

Paneotech's work spans digital transformation, artificial intelligence, enterprise systems engineering, data platforms, digital public infrastructure, climate technologies, and innovation ecosystems.



MISSION

To engineer technology that accelerates development, strengthens institutions, and creates measurable socio-economic impact across Africa through secure, scalable, and sustainable digital ecosystems.

VISION

To build Africa's digital future by designing and operating world-class technology solutions that solve complex challenges and unlock sustainable growth.

BRAND PROMISE

Paneotech transforms vision into execution through innovative digital systems that create lasting impact.

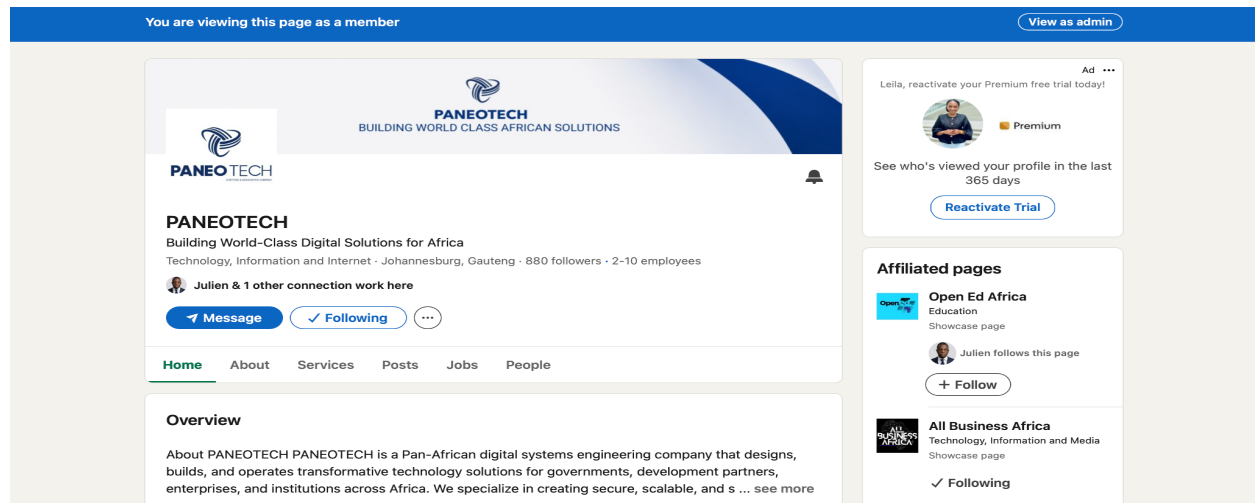
BRAND ESSENCE

Building Africa's Digital Future, One System at a Time.

BRAND POSITIONING

Positioning Statement

Paneotech bridges strategy, technology, and execution to deliver innovative digital solutions that create measurable impact across Africa.



Value Proposition

Paneotech combines deep technical expertise, systems thinking, and local insight to design and deploy transformative digital ecosystems for governments, institutions, development organizations, enterprises, and technology partners.

CORE BRAND MESSAGES

Primary Message

Technology should not only be innovative; it should create measurable impact.

Supporting Messages

- Building secure and scalable digital ecosystems.
- Accelerating digital transformation across Africa.
- Connecting vision with execution.
- Creating sustainable technology solutions.
- Empowering institutions through innovation.
- Designing systems that solve real-world challenges.
- Delivering measurable outcomes through technology.

BRAND PERSONALITY

Paneotech is:

- Visionary
- Strategic
- Professional
- Trusted
- Innovative
- Impact-Driven
- Pan-African
- Human-Centered
- Collaborative
- Future-Focused

CORE VALUES

Innovation

We continuously explore new technologies and approaches that create meaningful impact.

Excellence

We are committed to delivering world-class solutions and maintaining the highest standards of quality.

Impact

We measure success by the value and outcomes our solutions create for institutions, communities, and economies.

Collaboration

We believe transformative solutions emerge through strong partnerships and multidisciplinary expertise.

Integrity

We operate with transparency, accountability, and professionalism in every engagement.

Sustainability

We build solutions designed for long-term growth, resilience, and positive development outcomes.

tone of voice

Paneotech communications should consistently be:

Professional

Communications should reflect expertise, credibility, and authority.

Strategic

Messaging should focus on outcomes, value creation, and long-term impact.

Confident

Paneotech speaks with clarity and certainty without exaggeration.

Insightful

Communications should educate, inform, and provide meaningful perspectives.

Human-Centered

Technology should always be presented as a tool for solving human and institutional challenges.

Avoid

- Casual slang
 - Hype-driven language
 - Overly technical jargon without context
 - Unsubstantiated claims
 - Clickbait-style messaging
-

Taglines & Brand Expressions

Primary Taglines

- Where Vision Meets Execution
 - Dual Expertise. Singular Impact.
 - Building World-Class Digital Solutions for Africa
 - Building Africa's Digital Future, One System at a Time
-

Logo System

Primary Logo (full logo)

Paneotech wordmark combined with the Paneotech icon mark. The primary Paneotech logo should be used across all official communications, presentations, reports, digital platforms, and marketing materials.



Secondary Logo (Icon only)

The icon mark may be used independently in situations where space is limited, such as favicons, profile images, app icons, and visual accents.



Logo Symbol Meaning

The interwoven icon represents:

- Connectivity
- Systems Thinking
- Integration

- Collaboration
- Sustainable Growth
- Innovation

Approved Assets

- Primary Logo
- Secondary Logo
- Icon Mark
- Pattern System

Logo Usage Rules

- Maintain logo proportions.
- Maintain clear space around the logo.
- Use approved brand colors only.
- Ensure strong contrast between logo and background.

Do Not

- Stretch or distort the logo.
- Change logo colors.
- Rotate the logo.
- Add shadows or effects.
- Place the logo on cluttered backgrounds.

VISUAL IDENTITY SYSTEM

Pattern System

The Paneotech pattern is derived from the icon mark and serves as a supporting visual element throughout brand communications.

Applications

- Social media graphics
- Presentations
- Website elements
- Reports
- Event materials
- Digital publications

Design Principles

- Clean
- Modern
- Structured
- Professional
- Minimalist
- Data-driven

TYPOGRAPHY

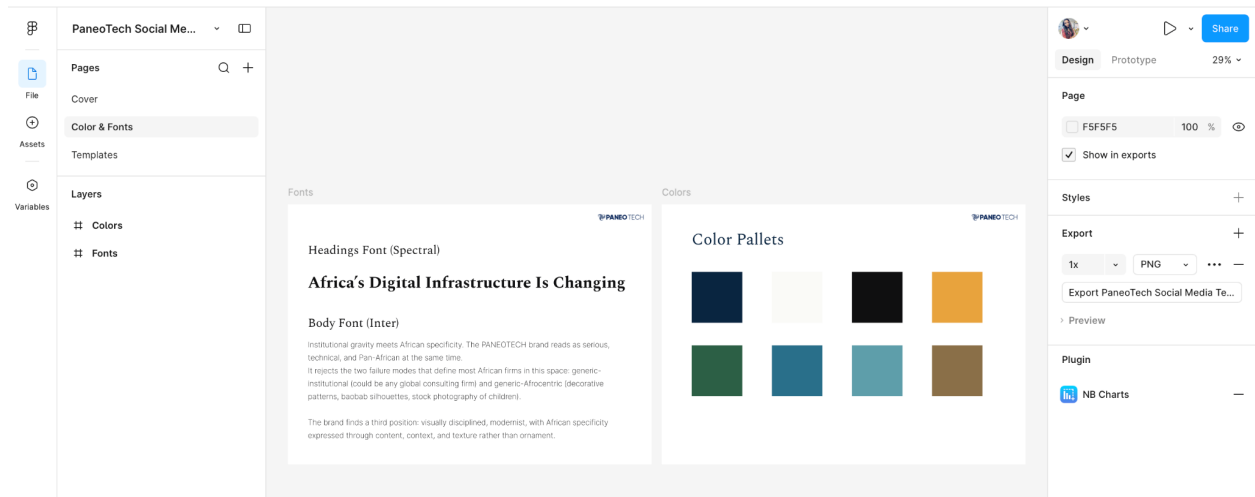
Paneotech utilizes a multi-font system to balance professionalism, readability, and visual distinction across different communication touchpoints.

Fonts	Usage
Avenir Next LT Pro	• Corporate documents • Presentations • Reports • Official communications • Brand materials
Inter	• Website content • Social media body text • UI and UX interfaces • Digital communications
Spectral	• Headlines • Editorial content • Thought leadership content • Social media feature designs • Knowledge Hub content

Typography Principles

- Clarity
- Consistency

- Accessibility
- Professionalism



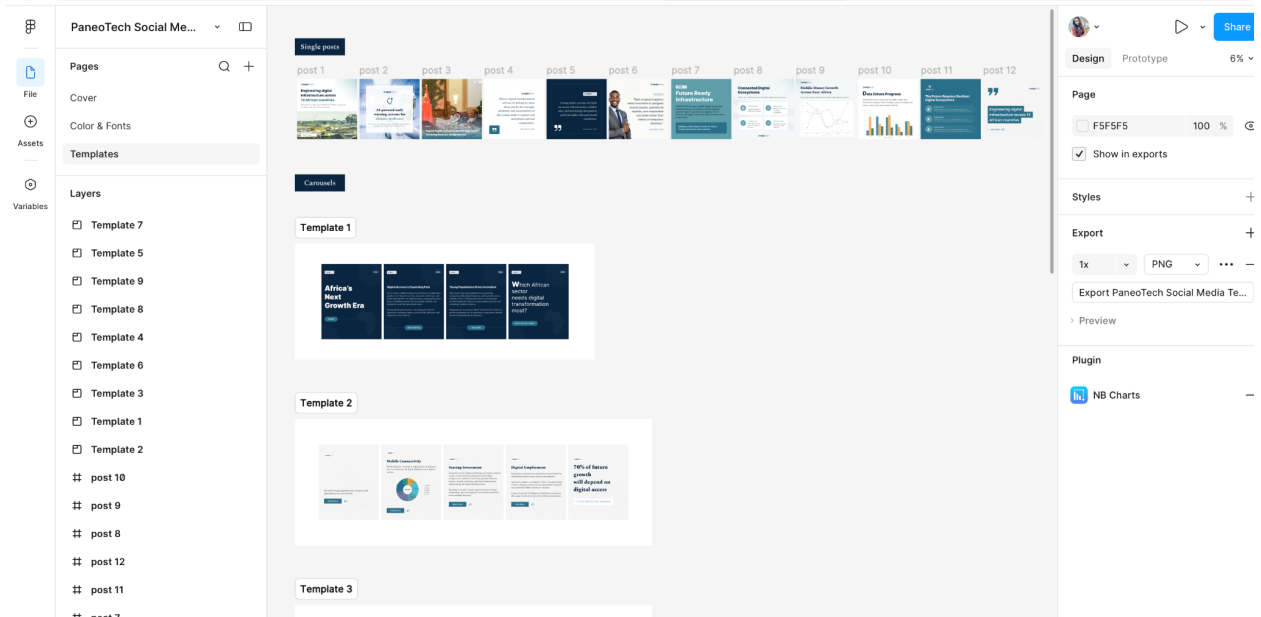
COLOR PALETTE

Primary Colors

- Paneotech Deep Navy Blue
- White
- Black

Secondary Colors

- Forest Green
- Teal Blue
- Light Teal
- Gold
- Bronze Brown



Color Philosophy

The Paneotech color system balances technological sophistication with African context and development impact. The palette reflects innovation, sustainability, resilience, trust, and long-term growth.

Color	Usage
Deep Navy Blue	Primary
White	Backgrounds
Black	Contrast
Forest Green	Sustainability
Teal Blue	Innovation
Light Teal	Data & Digital
Gold	Growth
Bronze Brown	Supporting Accent

Note:

Official HEX, RGB, and CMYK values to be validated from master design files.

PHOTOGRAPHY & IMAGERY STYLE

Preferred Imagery	To Avoid
• African innovation ecosystems • Technology adoption • Business leaders • Government digital transformation • Data and analytics • Smart infrastructure • Conferences and events • Development impact • Collaboration and partnerships • Institutional leadership	• Generic stock photography • Low-quality images • Meme-style graphics • Overly staged corporate photography • Irrelevant lifestyle imagery

EXPERTISE AREAS

Paneotech's expertise spans:

- Digital Transformation Strategy
 - Artificial Intelligence & Machine Learning
 - Enterprise Systems Engineering
 - Data Platforms & Analytics
 - GovTech Solutions
 - Climate & Sustainability Technologies
 - Digital Public Infrastructure
 - Mobile & Web Applications
 - Cloud Solutions & Systems Integration
 - Product Design & Innovation
-

CONTENT PILLARS

1. Digital Transformation

Insights, strategies, and implementation approaches driving organizational transformation.

2. Artificial Intelligence & Emerging Technologies

AI applications, machine learning, innovation, and future technologies.

3. Data & Analytics

Data platforms, intelligence systems, evidence-based decision-making, and analytics.

4. Climate & Sustainability

Technology solutions supporting resilience, sustainability, and environmental impact.

5. GovTech & Public Infrastructure

Digital public infrastructure, governance systems, and public-sector innovation.

6. Research & Market Intelligence

Industry trends, reports, insights, and data-driven analysis.

7. Thought Leadership

Expert opinions, strategic perspectives, and ecosystem commentary.

8. Project Highlights

Case studies, achievements, implementation stories, and impact reporting.

9. Company News & Events

Announcements, partnerships, events, milestones, and organizational updates.

10. Pan-African Development

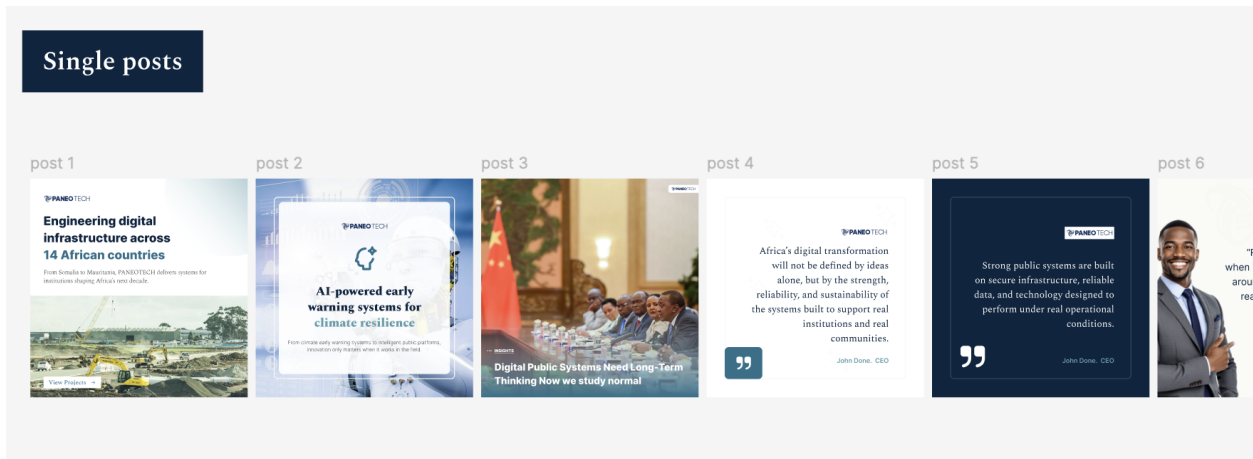
Technology-enabled solutions addressing Africa's development priorities.

SOCIAL MEDIA DESIGN SYSTEM

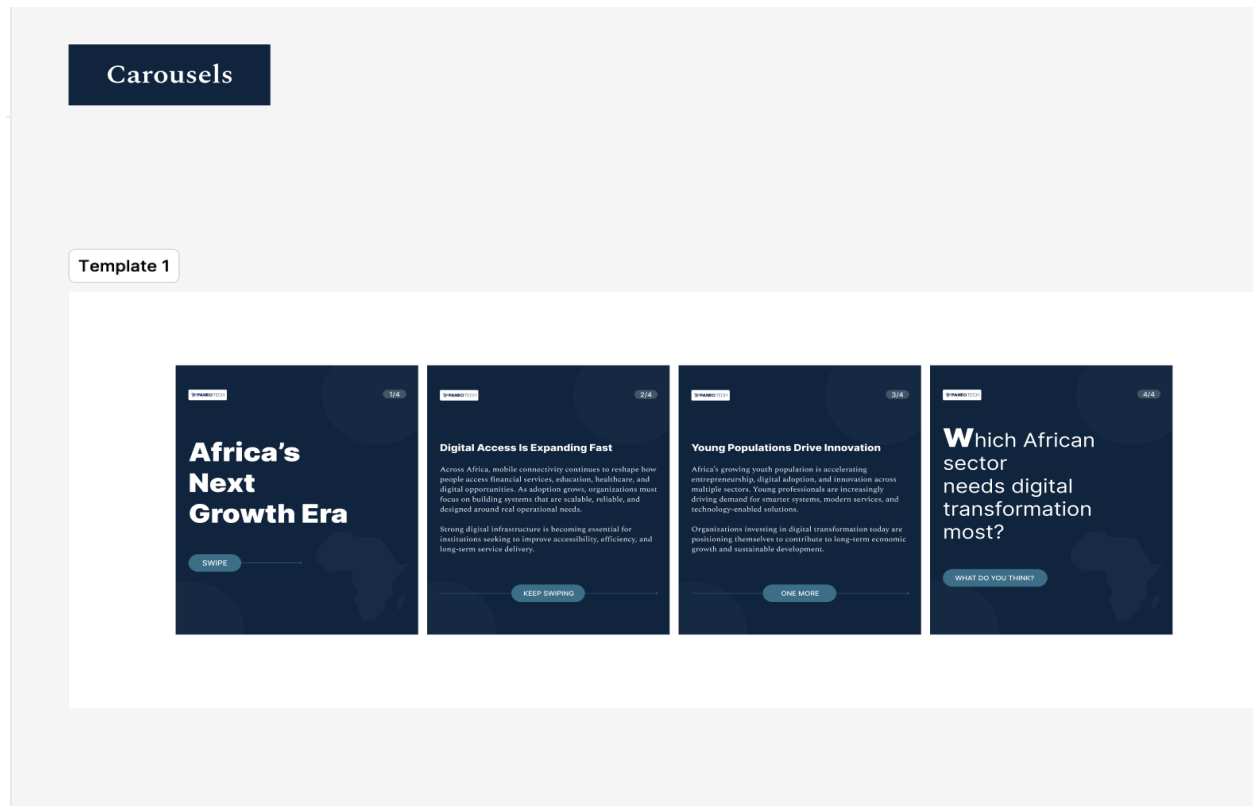
Design Platform (Figma-Official Template System)

Content Formats

• Single Image Posts

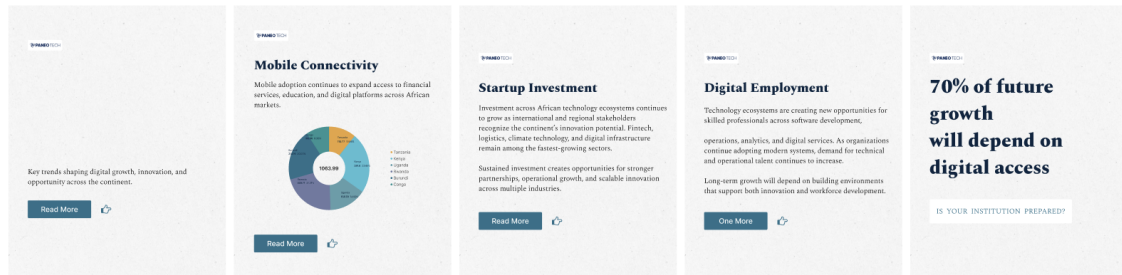


• Carousel Posts



• Data Visualizations

Template 2

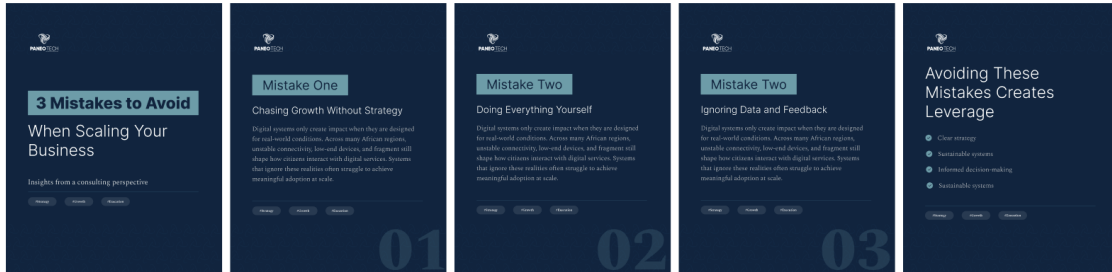


• Quote Cards

Template 3



• Thought Leadership Posts



Template 8



• Event Highlights

Visual Principles

- Clean layouts
- Strong typography
- Data visualization
- White space
- Professional presentation
- Consistent branding

BRAND ARCHITECTURE

Master Brand (Paneotech)

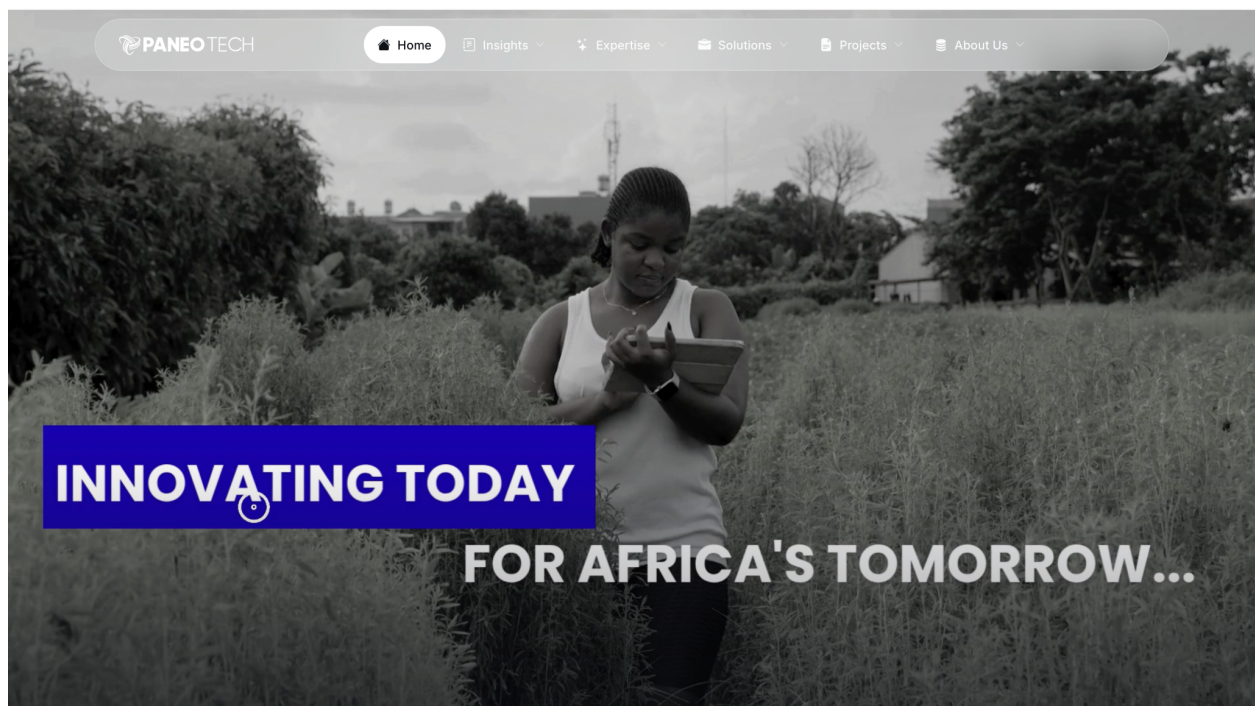
Strategic Platforms – All Business Africa operates as a strategic Paneotech initiative and should align with Paneotech's standards for:

- Professionalism
- Visual consistency
- Thought leadership
- Innovation
- Communication excellence

While maintaining platform-specific content and audience engagement strategies.

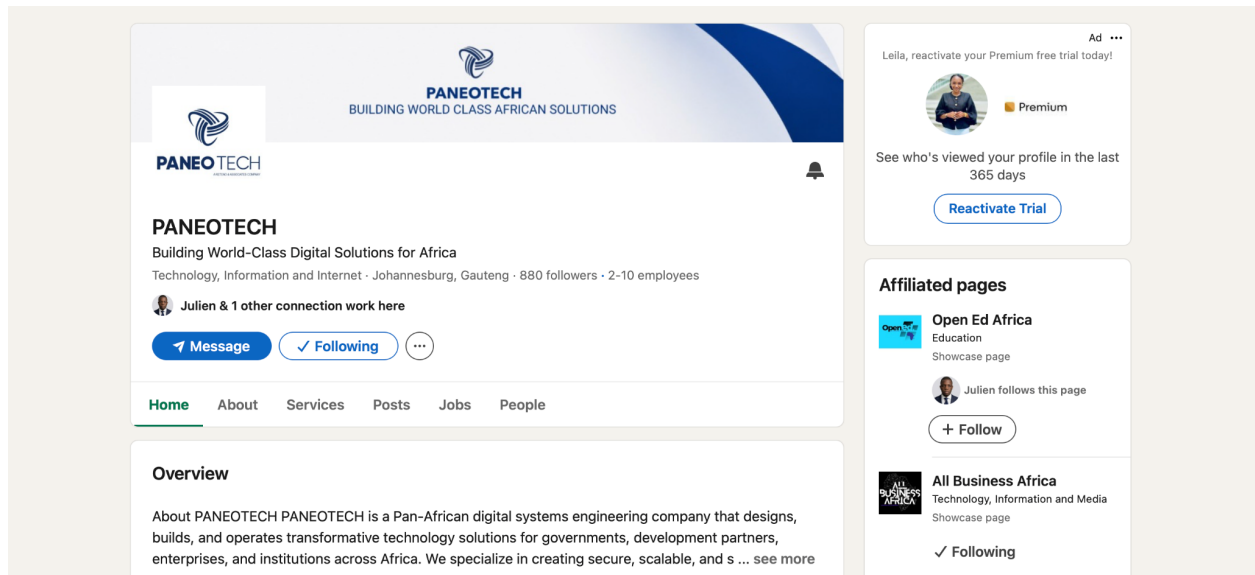
BRAND APPLICATION ACROSS TOUCHPOINTS

Website



Purpose:
Corporate presence, expertise showcase, and thought leadership.

LinkedIn



Purpose:

Professional engagement, industry insights, ecosystem building, and visibility.

Social Media

Purpose:

Thought leadership, awareness, education, and brand positioning.

Email Communications

Purpose:

Stakeholder engagement, partnerships, and professional correspondence.

Newsletters

Purpose:

Industry insights, ecosystem updates, market intelligence, and audience engagement.

Presentations

Purpose:

Business development, stakeholder engagement, project communication, and executive reporting.

Reports & Publications

Purpose:

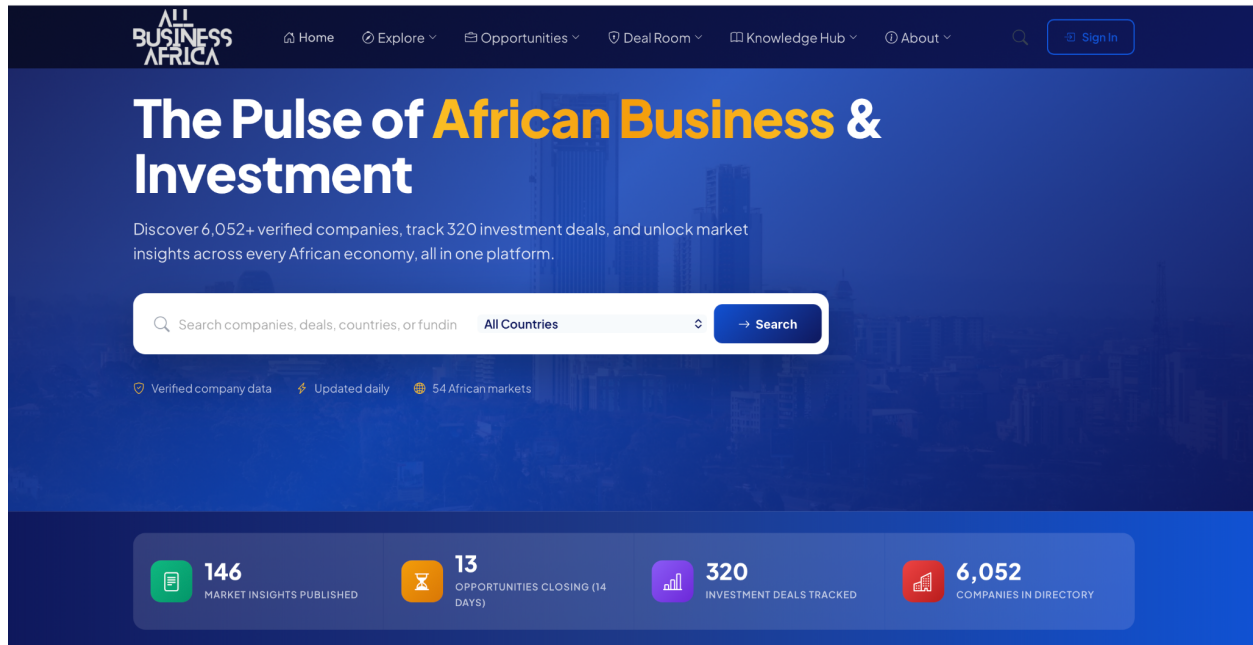
Research dissemination, thought leadership, and strategic communication.

Events & Conferences

Purpose:

Visibility, networking, partnership development, and ecosystem engagement.

All Business Africa

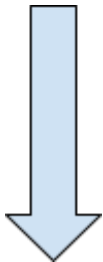


Purpose:

Flagship digital platform initiative supporting business intelligence, networking, and ecosystem growth across Africa.

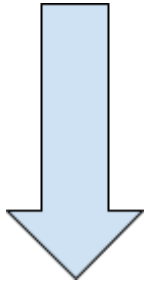
BRAND GOVERNANCE

Brand Ownership



Paneotech Executive Leadership

Brand Custodians



- Communications Team
- Design Team
- Project Leads

Approval Process

All new communication materials, templates, and visual assets should align with the approved Paneotech Brand Kit and receive internal review before publication.

Document Status

Draft Version 1.0

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Paneotech

20th June 2026