



Webofrica™

Style Guide

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 Webafrika™

Copy

Webafrika™

Messaging construct (product focus)

Get xxx (Product + price point where applicable).
It's xxx (Benefit communicated in humorous, relatable way)
Xxx (T&C's + package details where applicable)

OR

Xxx (Benefit communicated in humorous, relatable way)
Get xxx (Product + price point where applicable).
Xxx (T&C's + package details where applicable)

OR

Get xxx (Product + price point where applicable).
Xxx (T&C's + package details where applicable)

Please note: We'll use these constructs interchangeably depending on the medium.

Messaging construct (brand focus)

Xxx (Relatable generic line that speaks to a brand’s role)

Xxx (Elaboration of generic brand line)

Copy Guide

- In visual assets, “per month” should be abbreviated to “p/m”. In written comms (e.g. post copy on social media or in an emailer body) it should be written in full.
- We can be witty, but not offensive. The copy shouldn’t speak to race, religion or gender.
- Don’t explicitly call out any brand or famous person in the copy.
- The punchier the copy, the better.
- The asterisk (*) in copy means that additional information on the specifics of the product is provided at the bottom of the layout. It is subject to regulations and legal parameters.
- On social, when you have an image on the visual and there’s no space, keep the copy punchy and drop the T&Cs (those will be added to the post copy).

The Logo

 Webafrika™

By using the letter 'a' in Webafrica as a measurement tool, we can see the minimum amount of space allowed around the logo



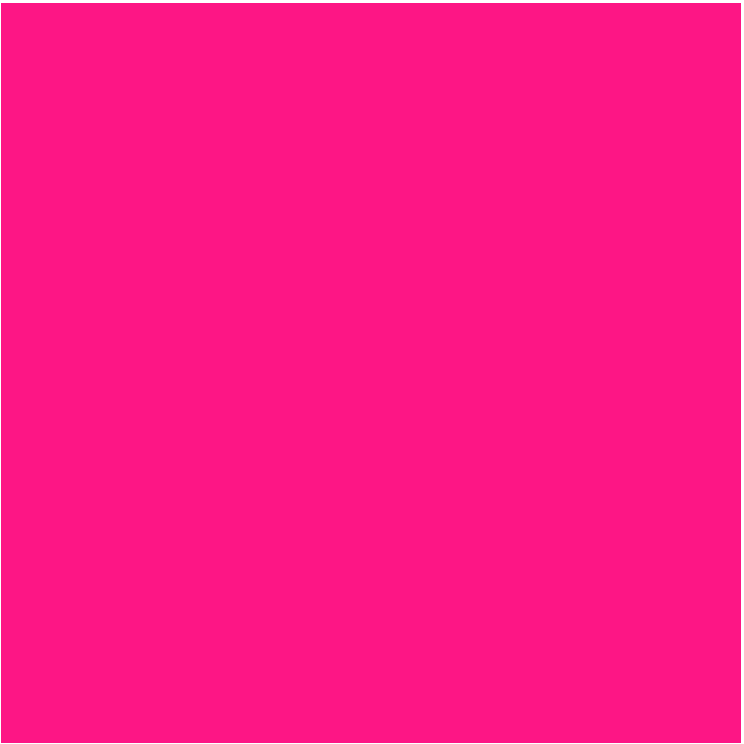
Unit of measurement

By using the letter 'a' in Webafrika as a measurement tool, we can see the minimum amount of space allowed around the logo

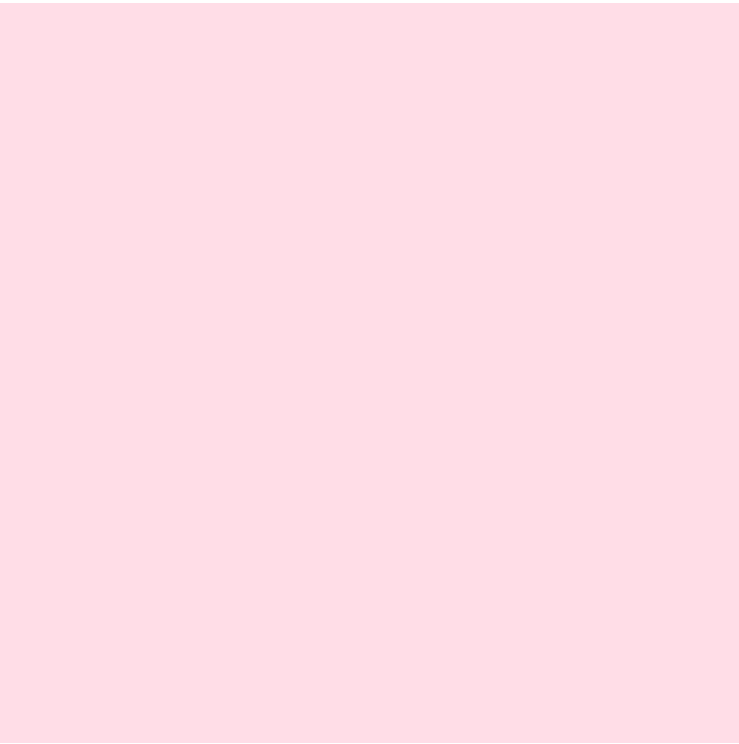
The image shows the Webafrika logo in white text on a solid pink rectangular background. The logo consists of the word "Webafrika" in a rounded, sans-serif typeface, followed by a trademark symbol (TM). The letter 'a' is stylized with a dot. The text is centered horizontally within the pink rectangle.

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Design Language



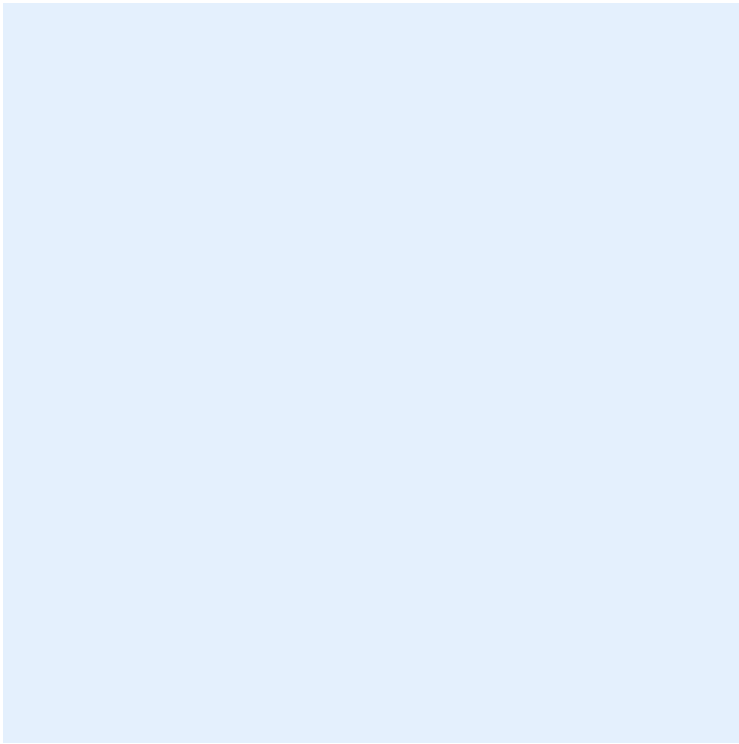
MEGABYTE MAGENTA
HEX FD1786
RGB R253 G23 B134
CMYK C0 M90 Y47 K1



PING PINK
HEX FFD4E0
RGB R255 G222 B231
CMYK C0 M13 Y10 K0



SERVER SAPPHIRE
HEX 1E4B85
RGB R30 G75 B133
CMYK C40 M23 Y0 K48

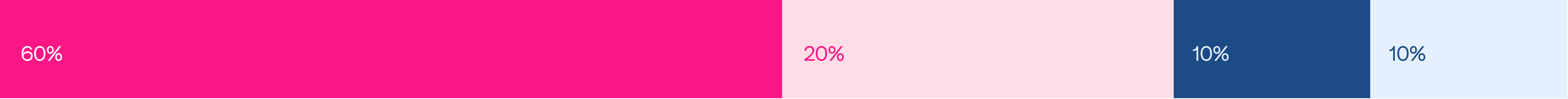


BANDWIDTH BLUE
HEX E5F1FE
RGB R229 G24 B254
CMYK C10 M5 Y0 K0



DATA BLUSH
HEX FD459E
RGB R253 G69 B158
CMYK C0 M72 Y37 K0

Colour Ratio



60% 20% 10% 10%

Brand Colour

Secondary Colours



NOTE: The Data Blush colour can only be used on the Data Doodle device, and not in any other way

To be used for digital, print and web elements

Primary Typeface

Fixel®

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=<>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=<>

To be used for business documents.
i.e. email signature, email body copy,
Word, Excel, PowerPoint

Secondary Typeface

Helvetica®

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = < >

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = < >

Copy style option 1

HEADER: Fixel Display - bold
-30pt kerning (-3%)

Say hello to
stable internet
from only

Fixel Display - bold
(Same size as the header copy)

R249 p/m*

Fixel Display - bold
(Half the size of the header copy)

SUBHEADER: Fixel Display - medium
-30pt kerning (-3%)

And say goodbye
to "Sorry my
network is bad"

Copy style option 2

SUBHEADER: Fixel Display - medium
-30pt kerning (-3%)

Get stable uncapped fibre
from only **R469** p/m*

Fixel Display - medium (Half the size of the subheader copy)

Fixel Display - bold (Same size as the subheader copy)

HEADER: Fixel Display - bold
-30pt kerning (-3%)

It's more reliable
than the weather
forecast

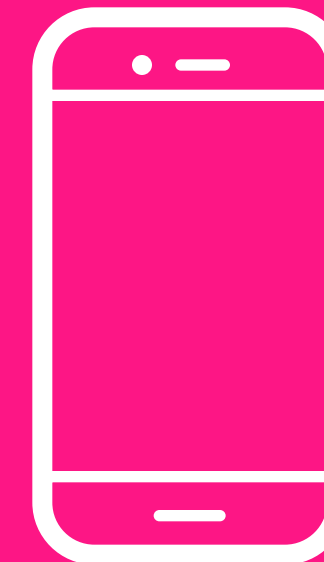
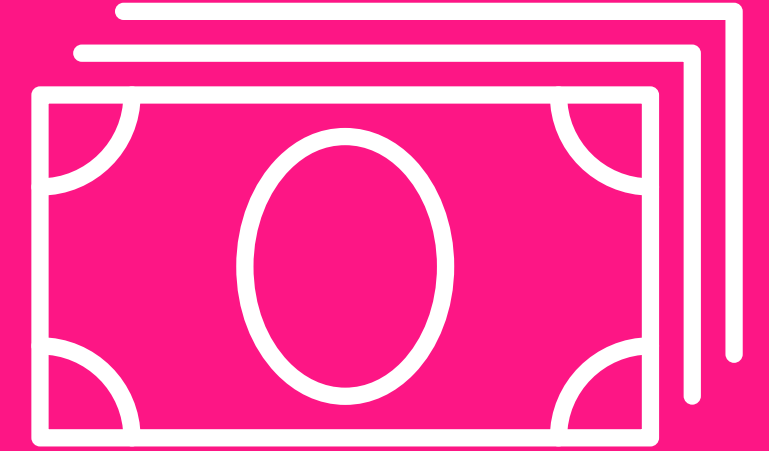
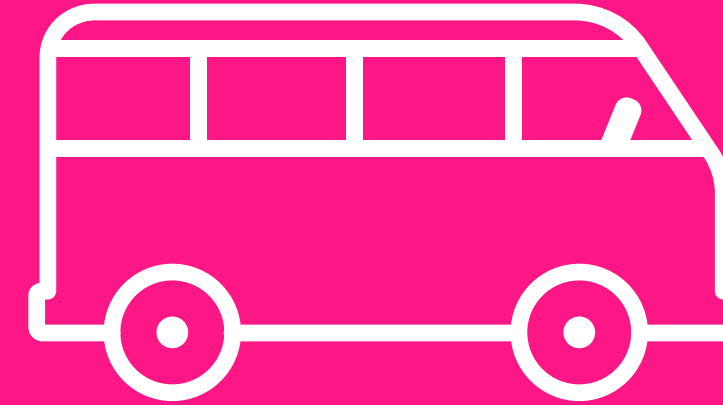
Images should feel authentic and relatable to the South African audience. They should not feel over posed. They should feel candid, vibrant and in the moment, while relating to the witty copy line



Images were sourced from
Getty Images and Adobe Stock

Iconography should feel playful and not dated like the typical stock iconography.

We should not use icons that are filled in but rather with a stroke. The width of the stroke should be considered based on the size and style of the layout.



The DataDoodle is a brand asset created from the logo icon, and it was designed to be used to:

- Separate images from the messaging.
- Act as a visual device in the background.
- Show direction and flow.



Price tag

R469p/m*

- Prices should always be put in to the price tag box.
- The price tag should always include the 'p/m*' symbol.

The Signal Box

no extra cost

unlimited data

When speaking to the positive of a product, e.g. 'no extra cost' 'unlimited data', we use the Signal Box to highlight this text.

The space around the text should be exactly half the size of the font.
(for measurement, only use letters that do not have ascenders or descenders e.g.

u = 58px
height
& wide ÷ 2 = 29px
height
& wide

unlimited data

Stickers



Stickers should only be used for brand collateral, and not Mid/Mass Market or Premium.

Sticker font: Druk Bold

Application

 Webafrika™

The grid system establishes the foundational sizing of the logo, which serves as the primary scale reference for accompanying logos and typography.

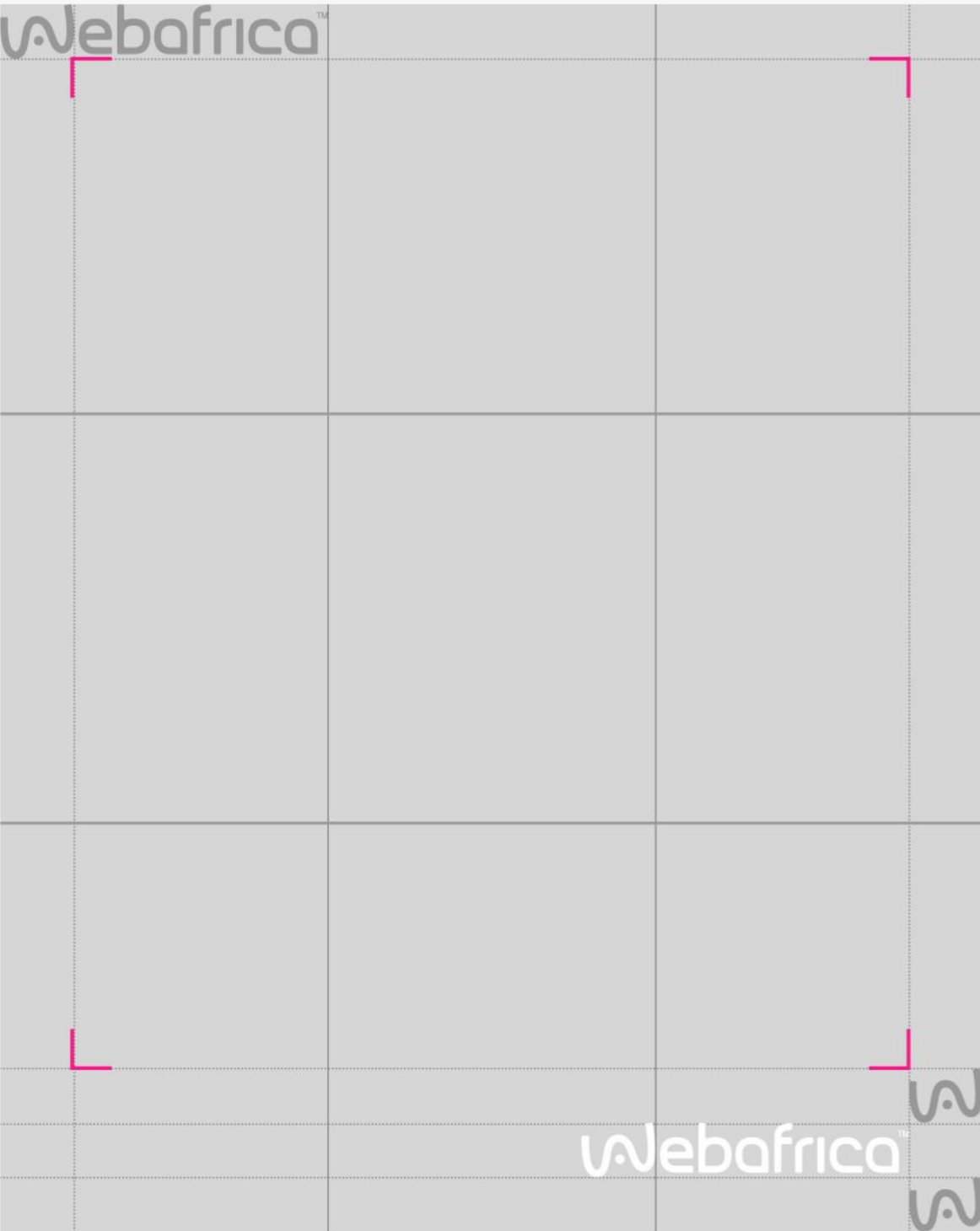
Typography may vary in size to suit the specific artwork but should always maintain proportionate alignment with the logo.

For portrait orientation formats use a 1/3 grid.

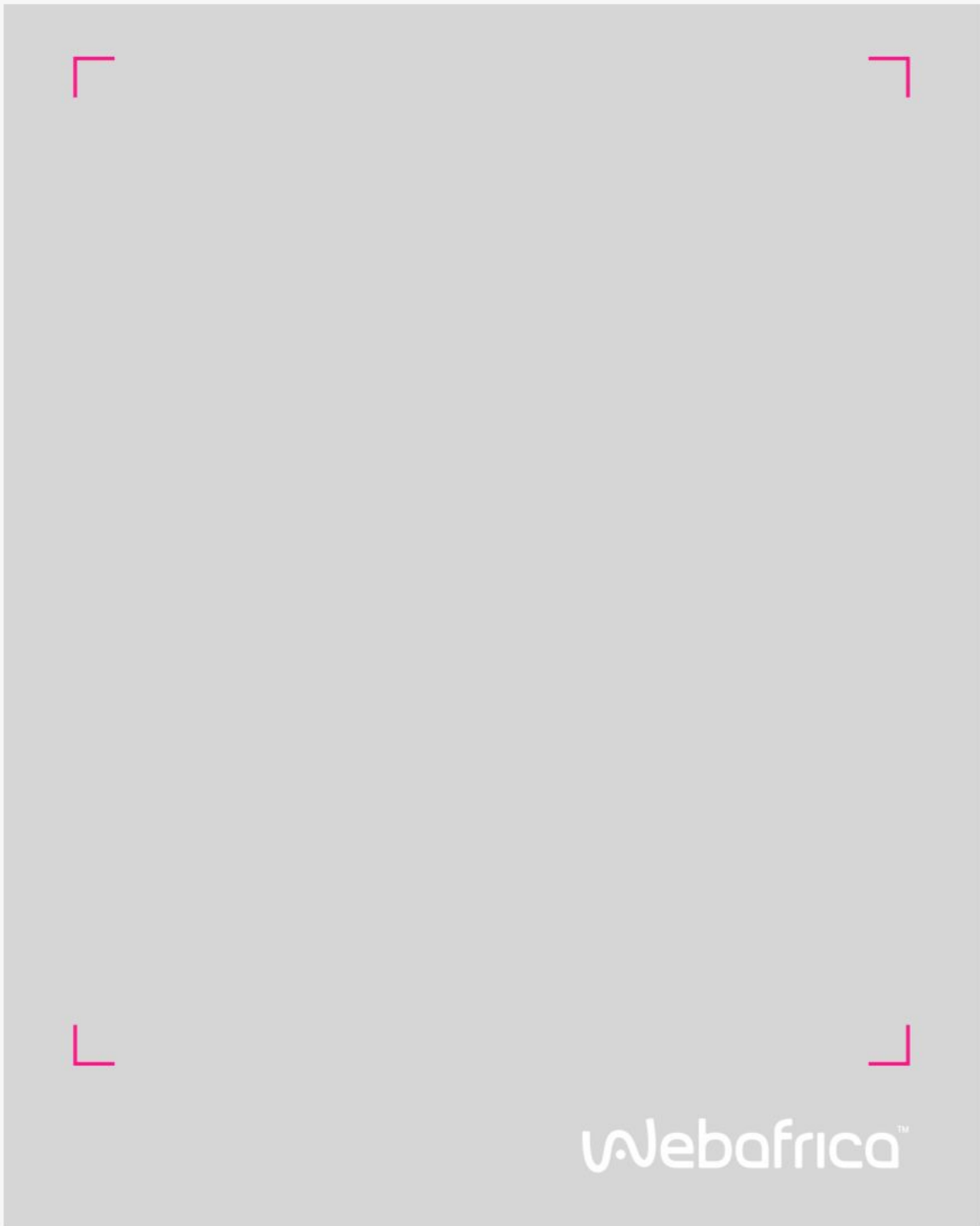
These grids guide design choices and logo placement, ensuring a cohesive visual structure.

While the defined grid sizes represent the minimum logo dimensions for each layout, the logo may be upscaled as needed to enhance the overall composition once the design is finalised

Guideline Structure

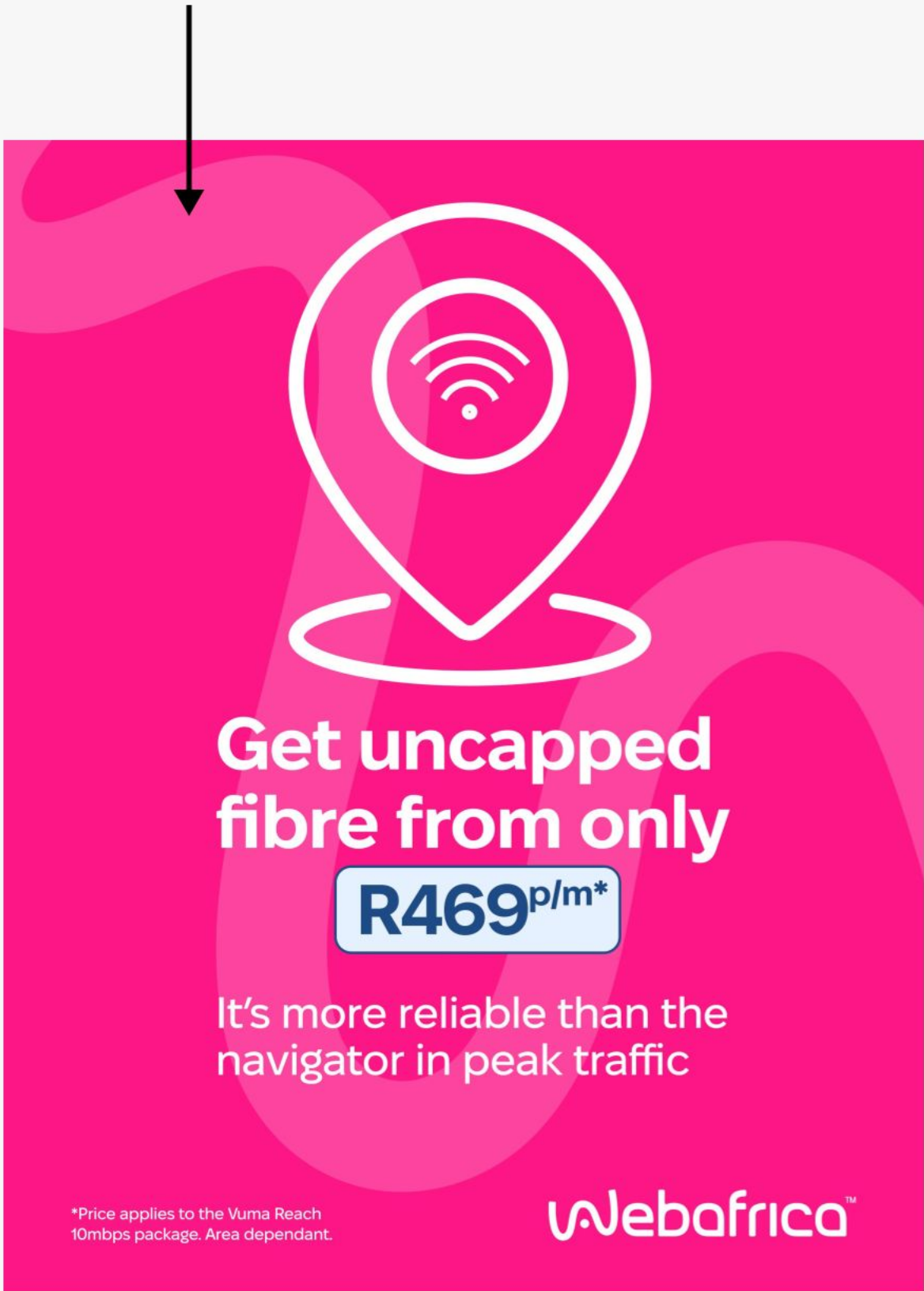


Guide 1



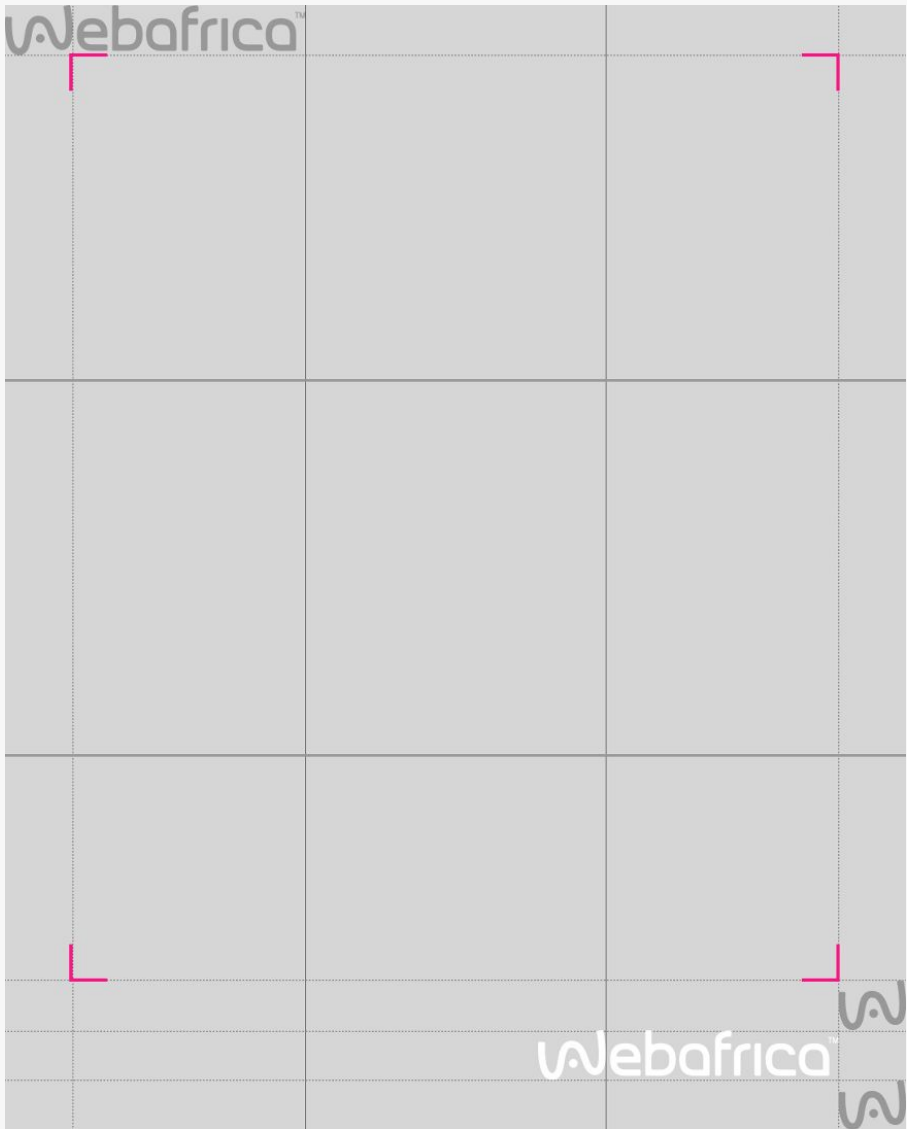
Guide 2

The DataDoodle should bleed/extend off the left and the right of the artboard

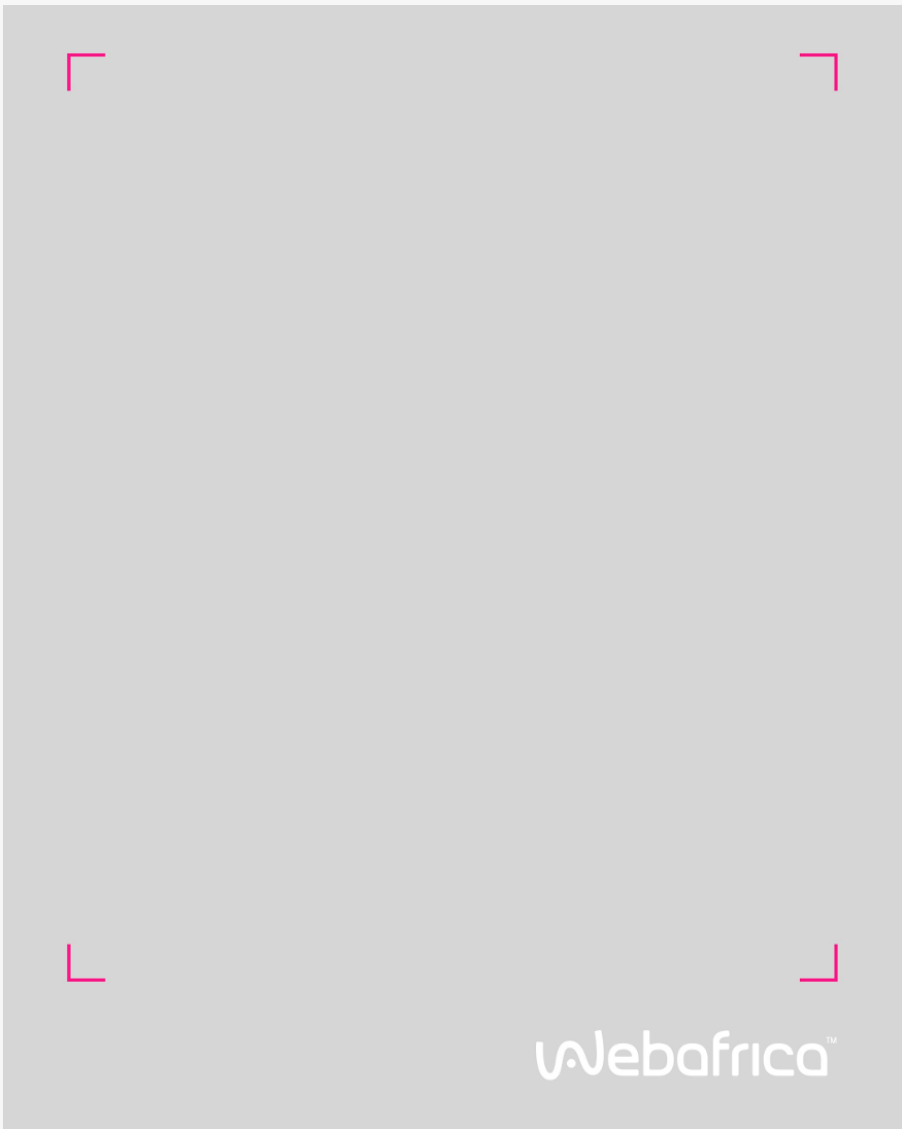


Artwork

Guideline Structure



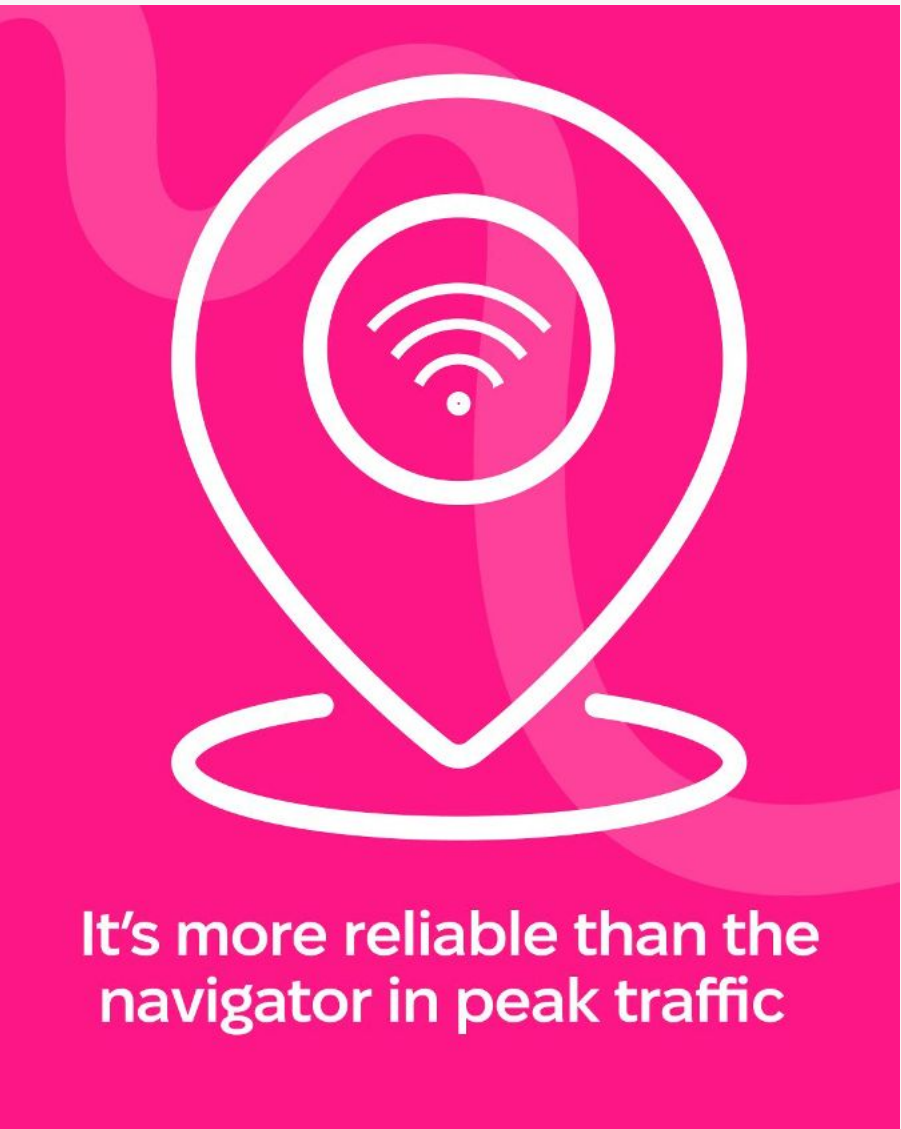
Guide 1



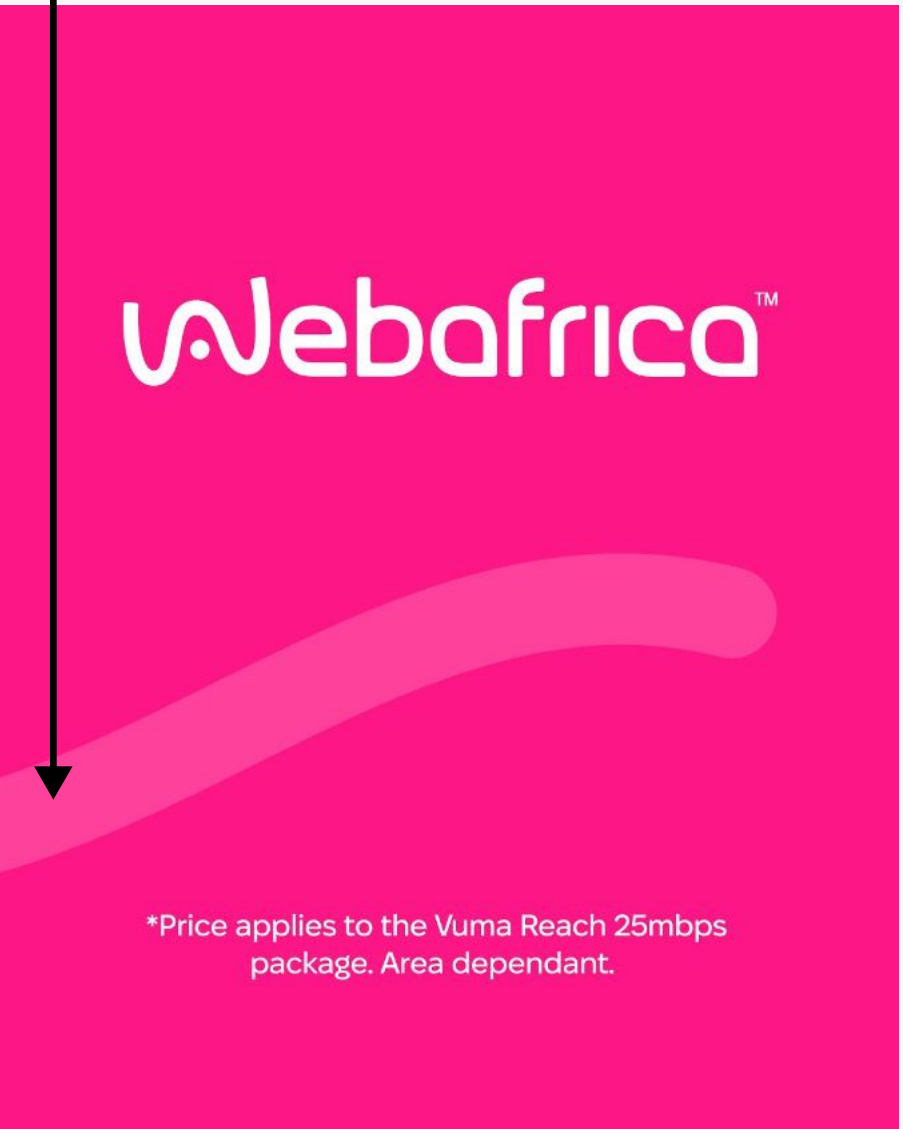
Guide 2



Artwork – Frame 1



Artwork – Frame 2

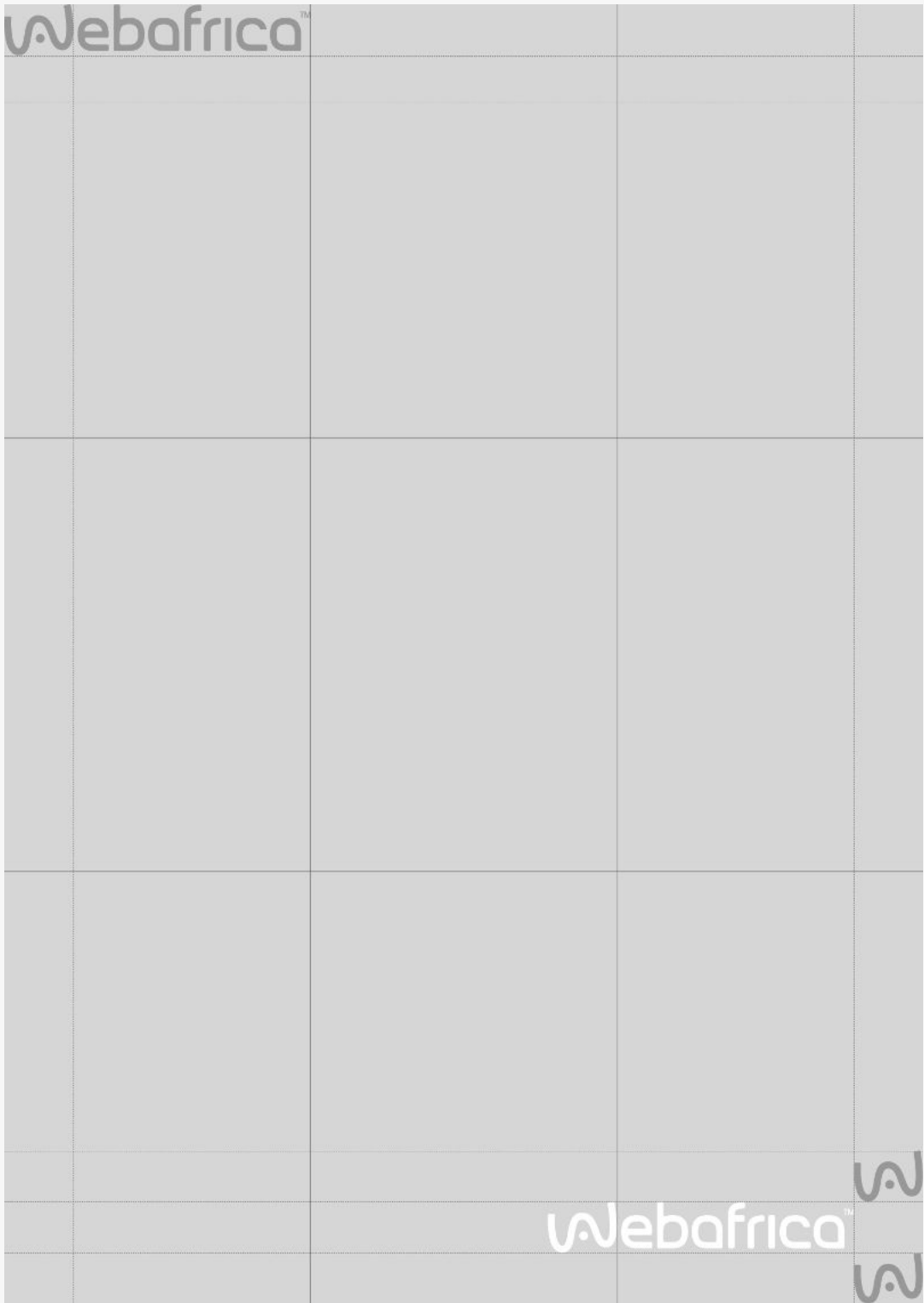


Artwork – Frame 3

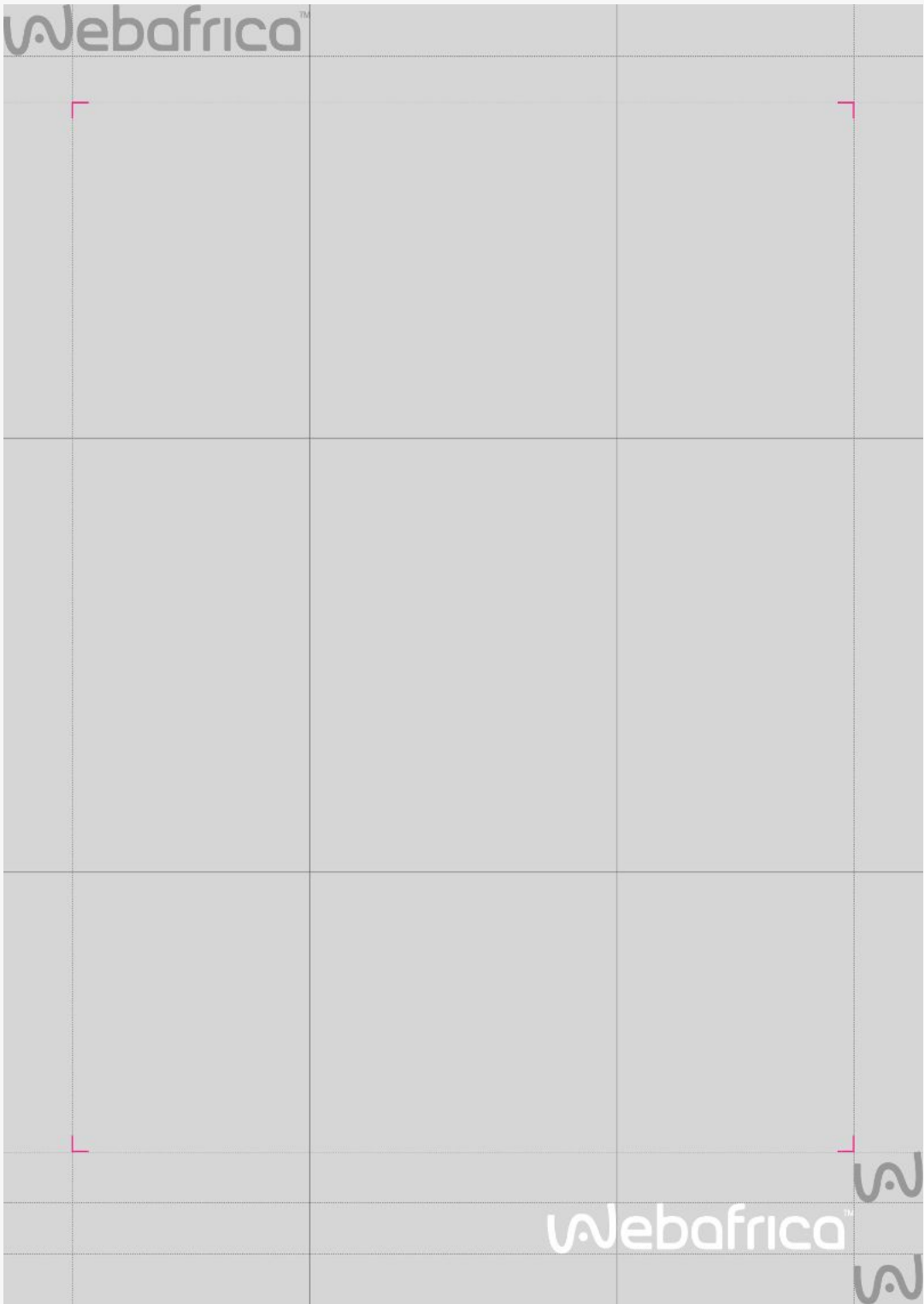
The DataDoodle should extend from frame to frame to create movement and to lead you through to each frame

The DataDoodle should not extend off the right of the end frame of a gif or an mp4

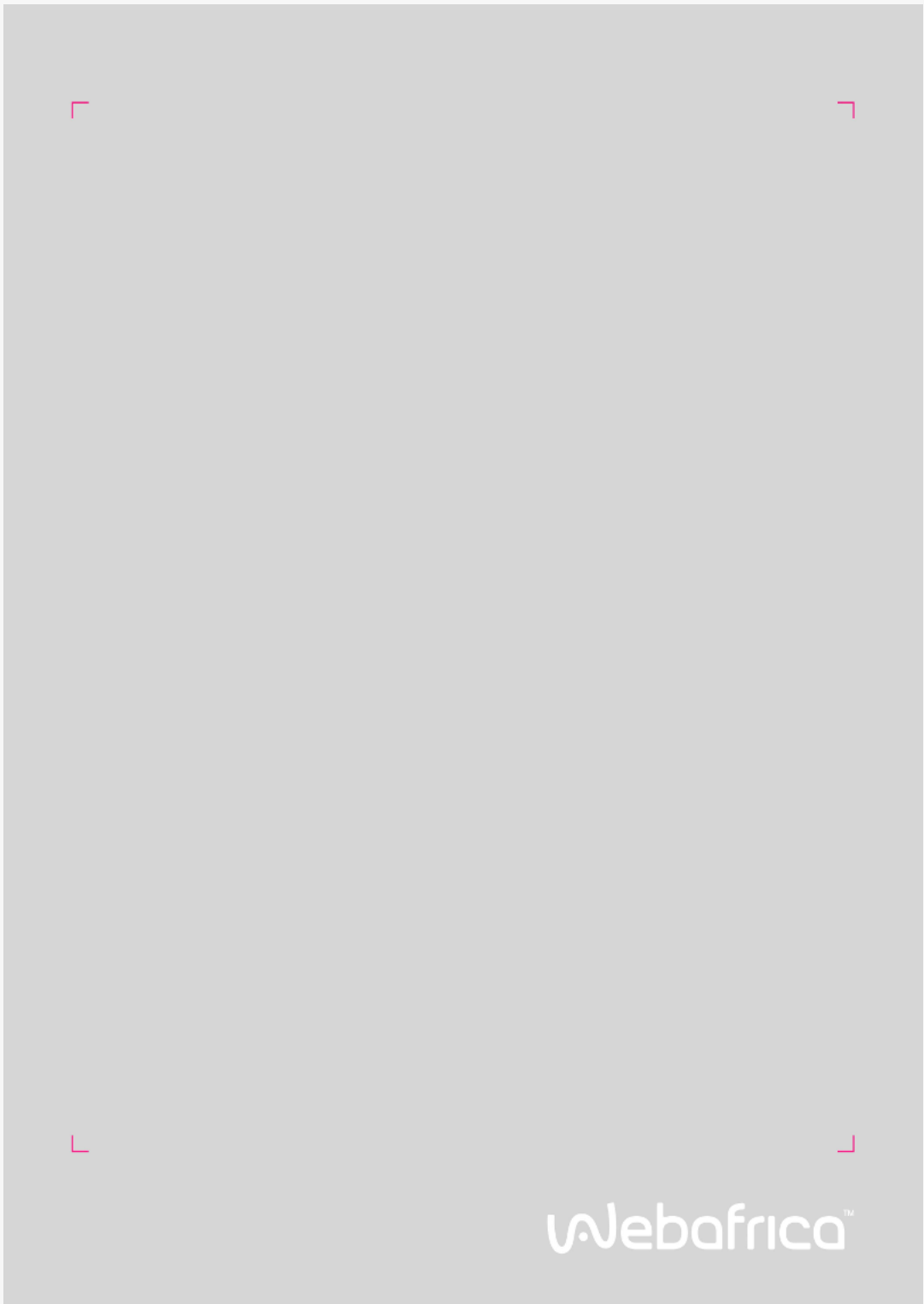
Guideline Structure



Guide 1



Guide 2



Guide 3



Artwork

The grid system establishes the foundational sizing of the logo, which serves as the primary scale reference for accompanying logos and typography.

Typography may vary in size to suit the specific artwork but should always maintain proportionate alignment with the logo.

For landscape orientation formats use a 1/4 grid.

These grids guide design choices and logo placement, ensuring a cohesive visual structure.

While the defined grid sizes represent the minimum logo dimensions for each layout, the logo may be upscaled as needed to enhance the overall composition once the design is finalised

Guideline Structure



Guide 1



Guide 2



Guide 3



Artwork

The grid system establishes the foundational sizing of the logo, which serves as the primary scale reference for accompanying logos and typography.

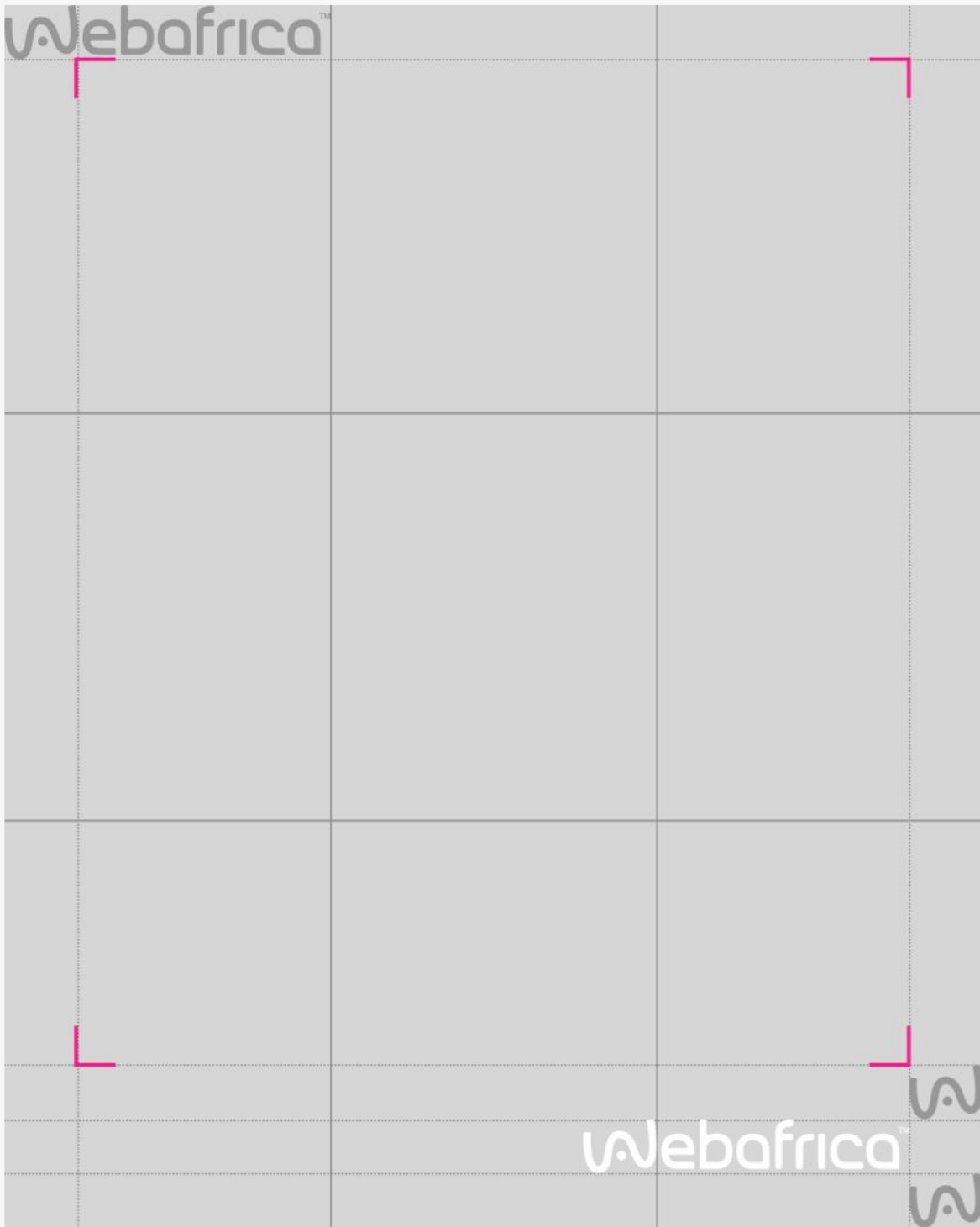
Typography may vary in size to suit the specific artwork but should always maintain proportionate alignment with the logo.

For portrait orientation formats use a 1/3 grid.

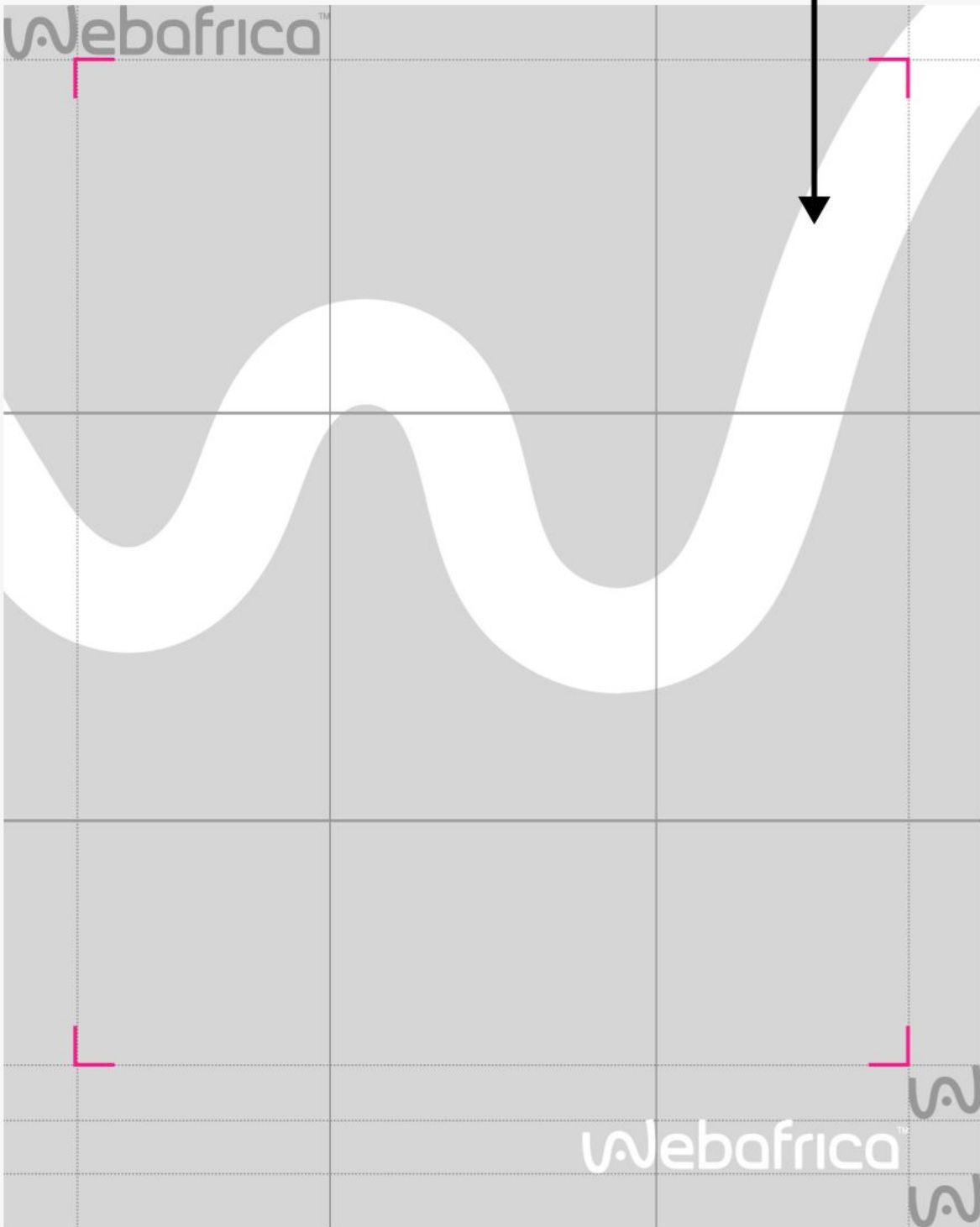
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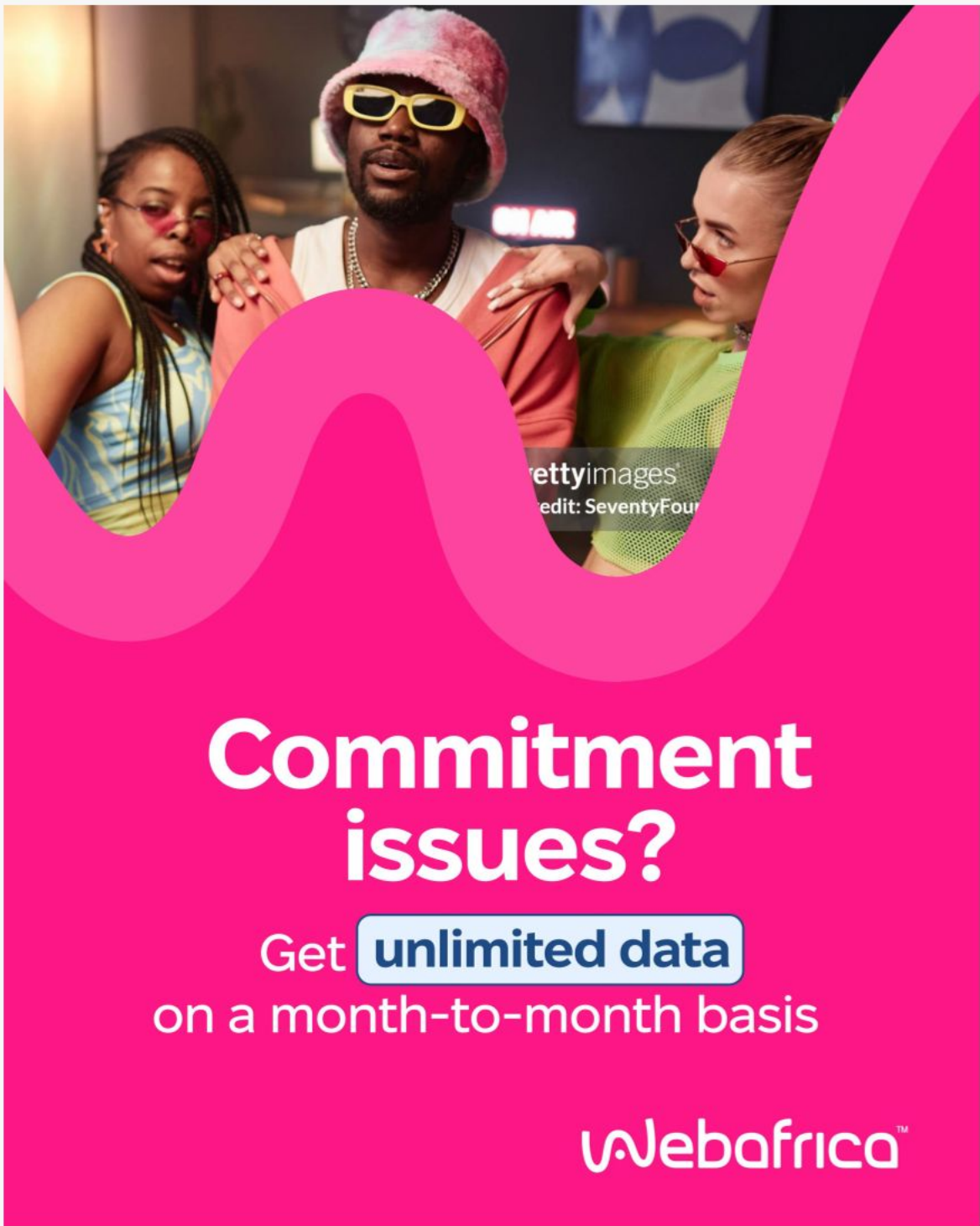
Guideline Structure



Guide 1



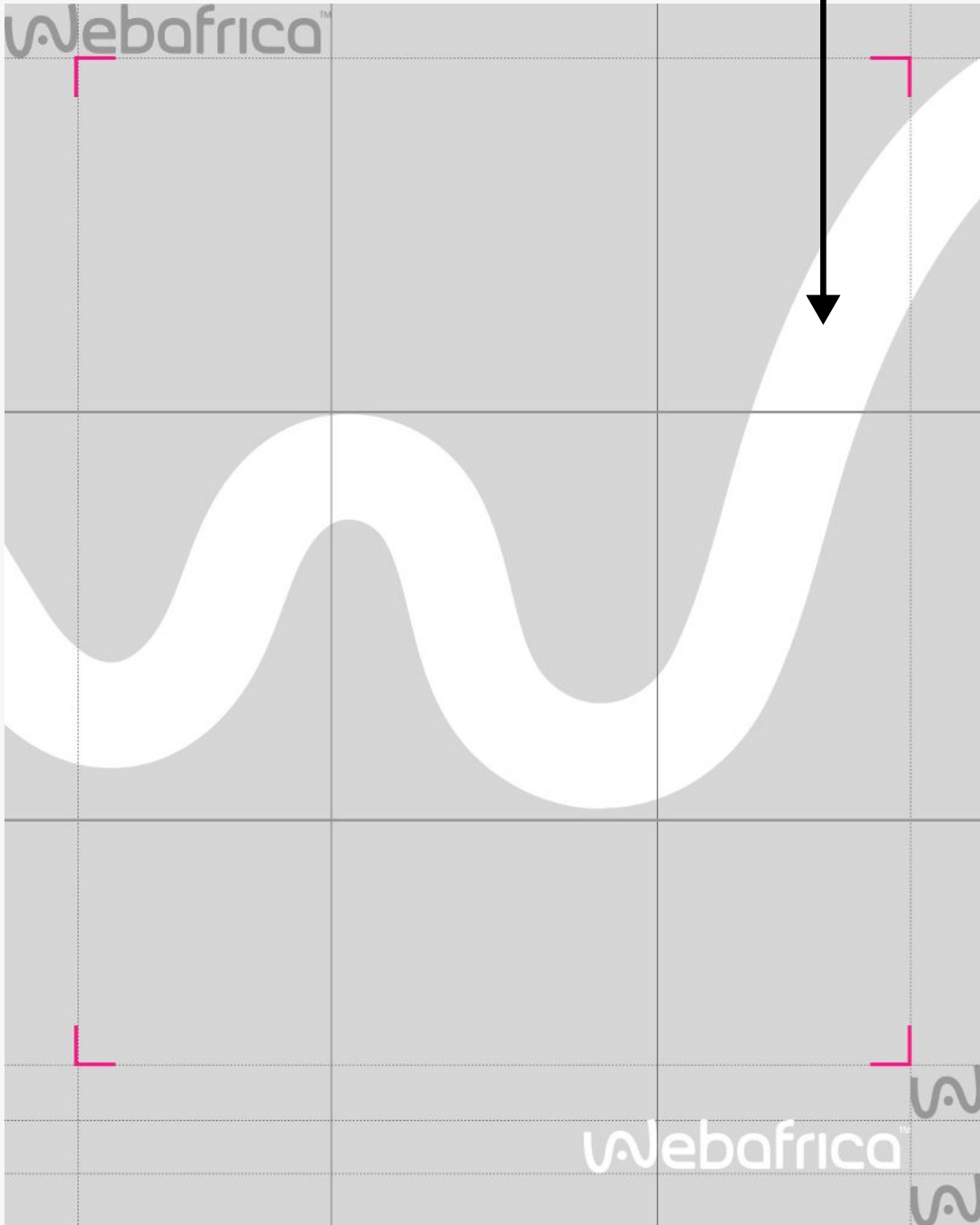
Guide 2



Artwork

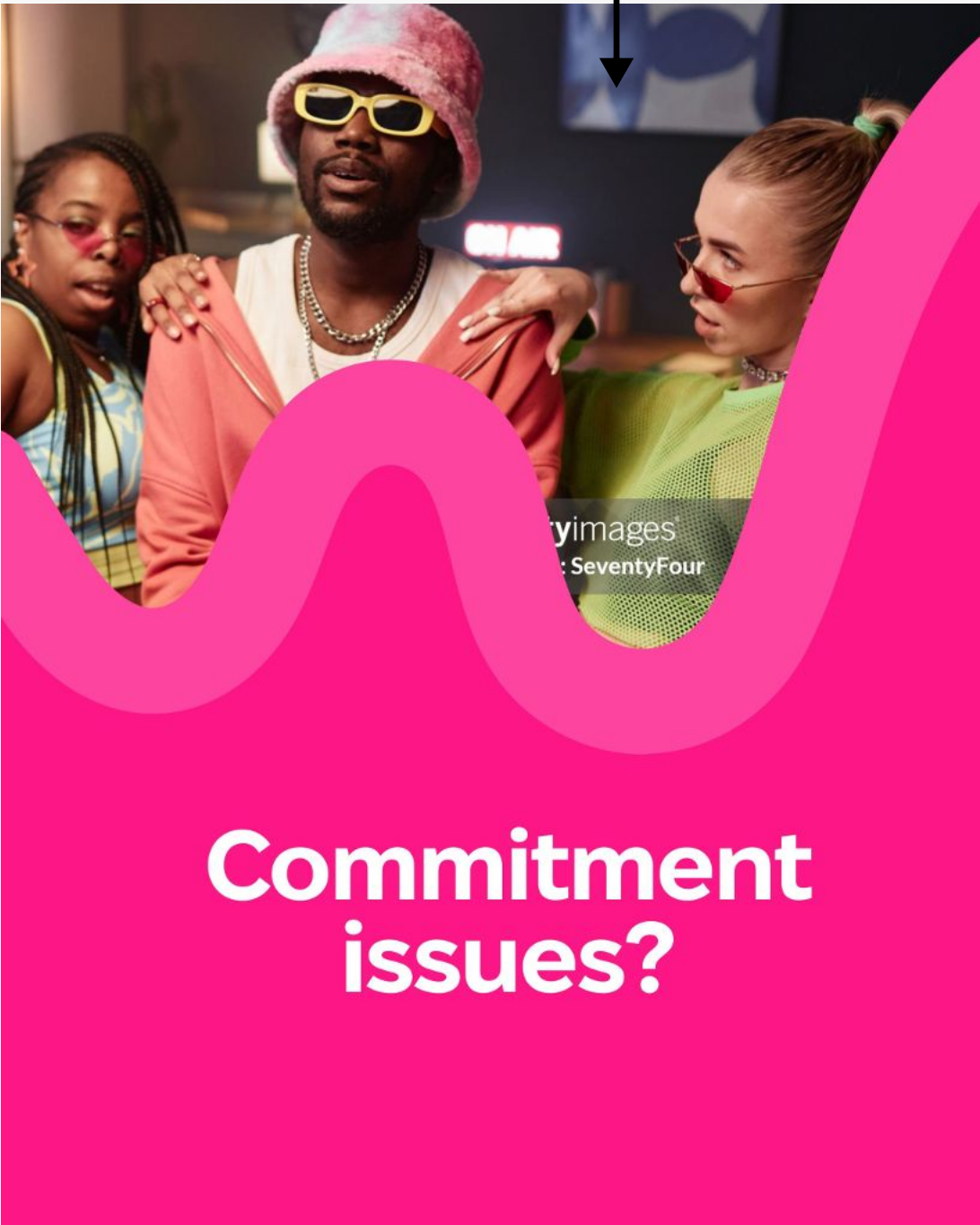
NOTE:
Text should never overlap the Data Doodle on this application

Guideline Structure



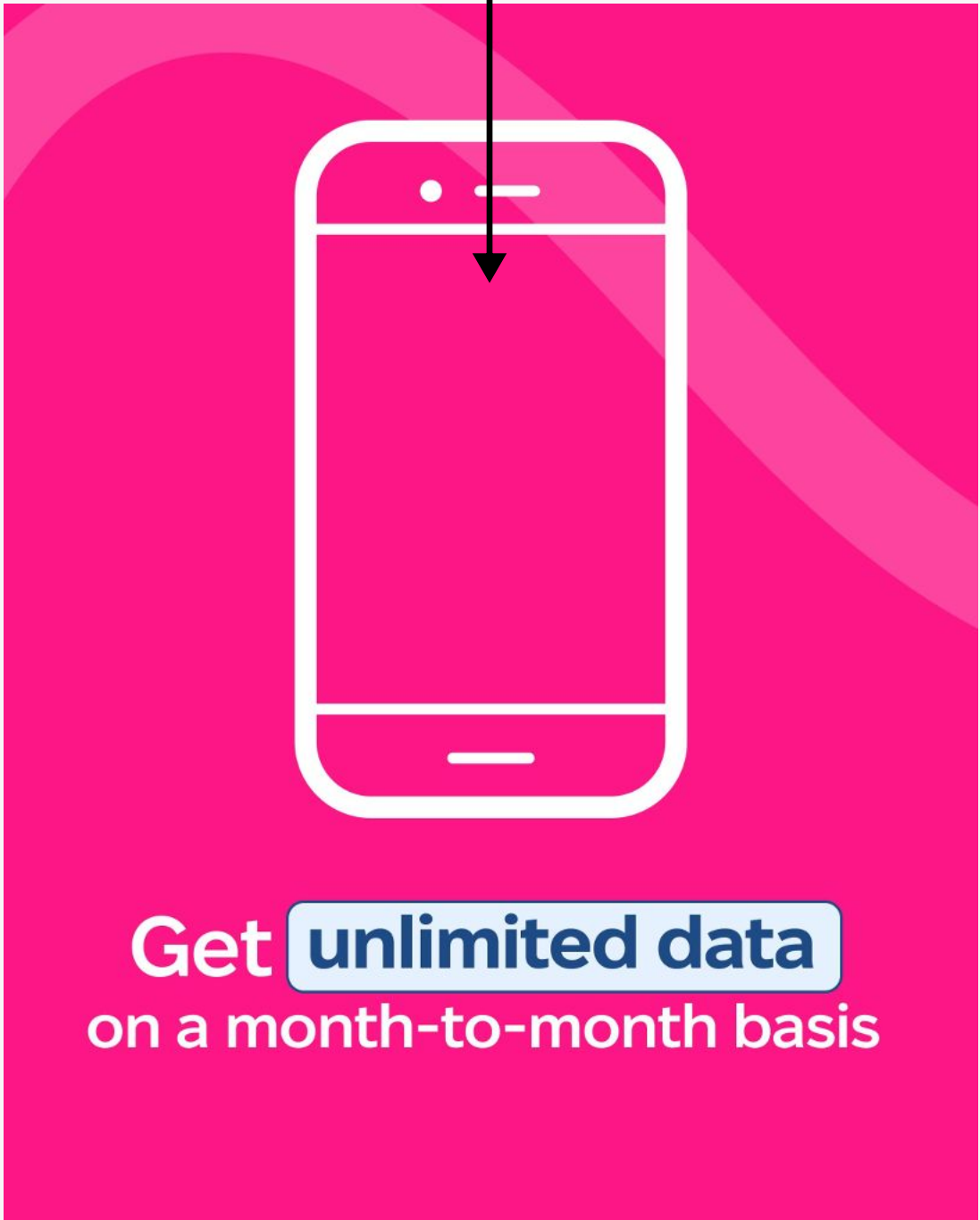
Guides

First frame should be an image that speaks to the witty copy line.



Artwork – Frame 1

Second frame should be an icon that speaks to the benefit.



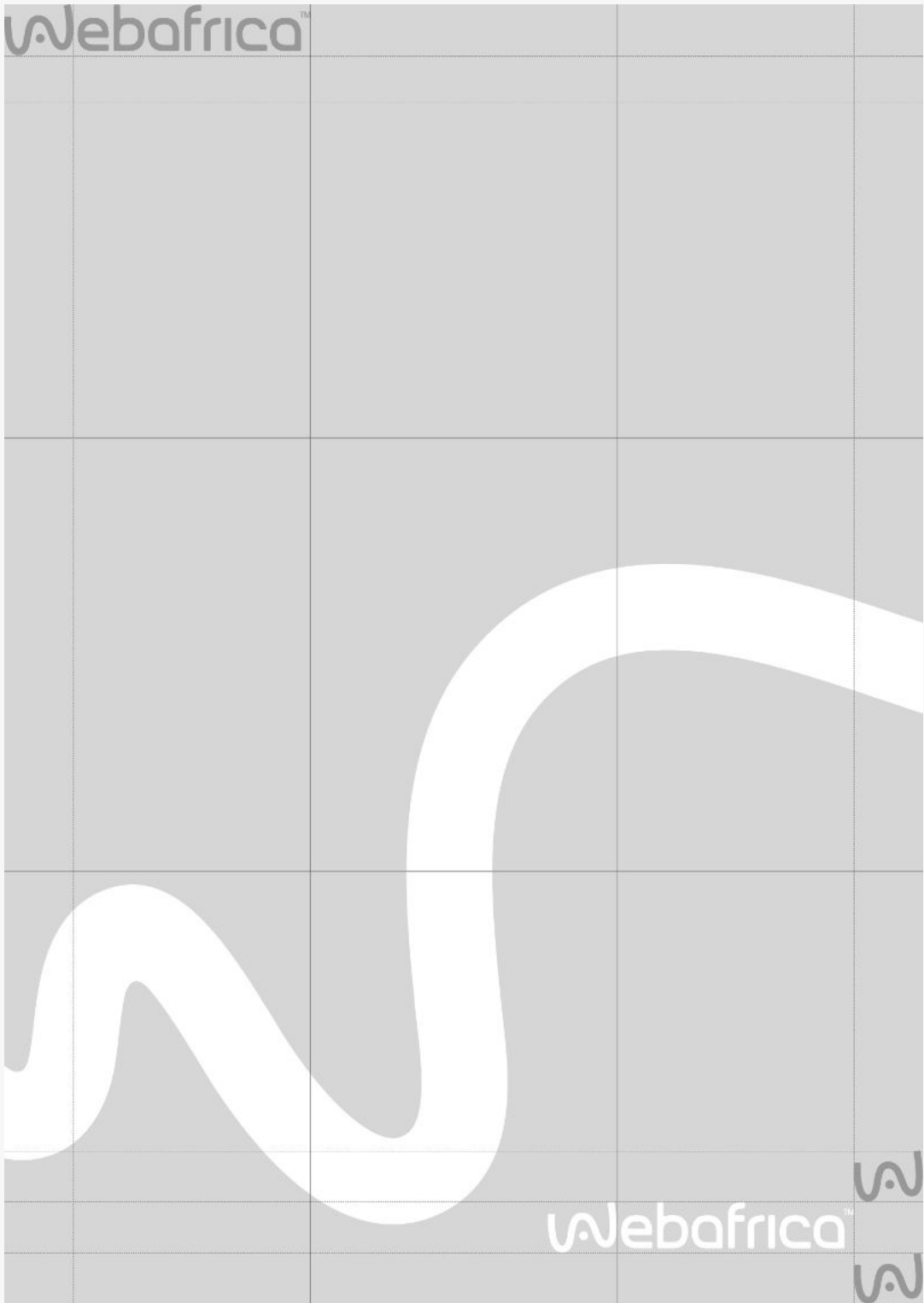
Artwork – Frame 2

Logo and Ts&Cs should appear on the end frame

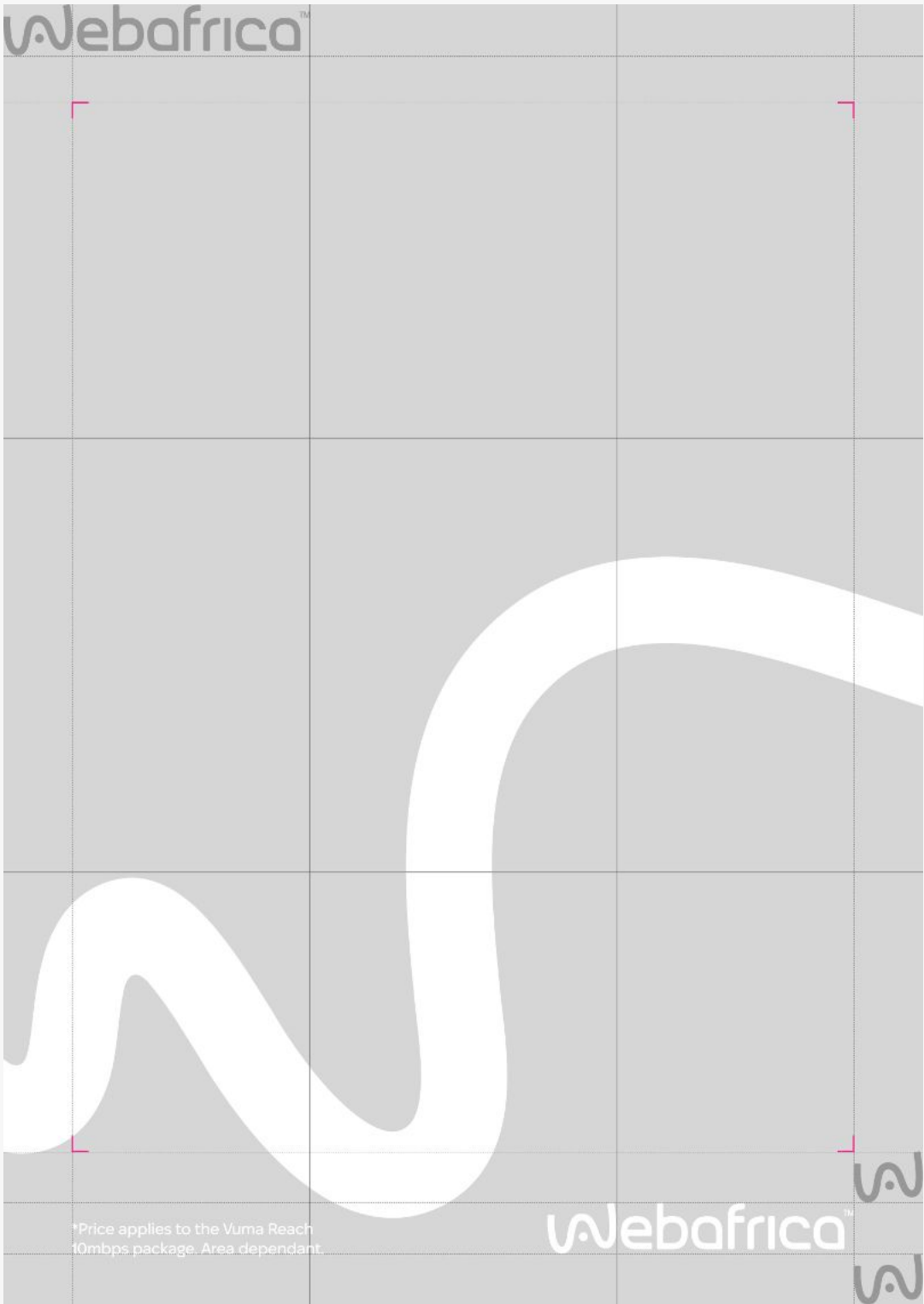


Artwork – Frame 3

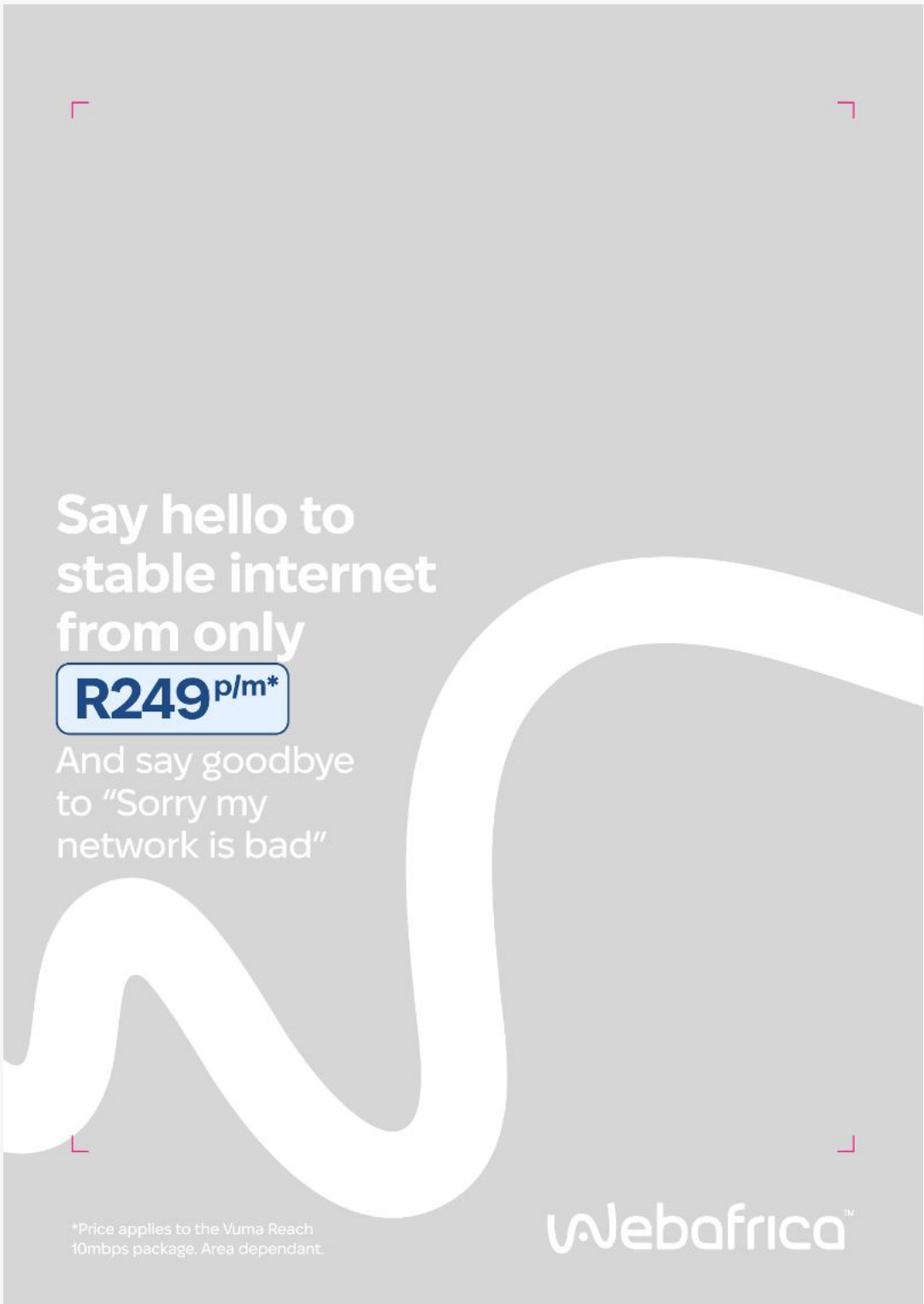
Guideline Structure



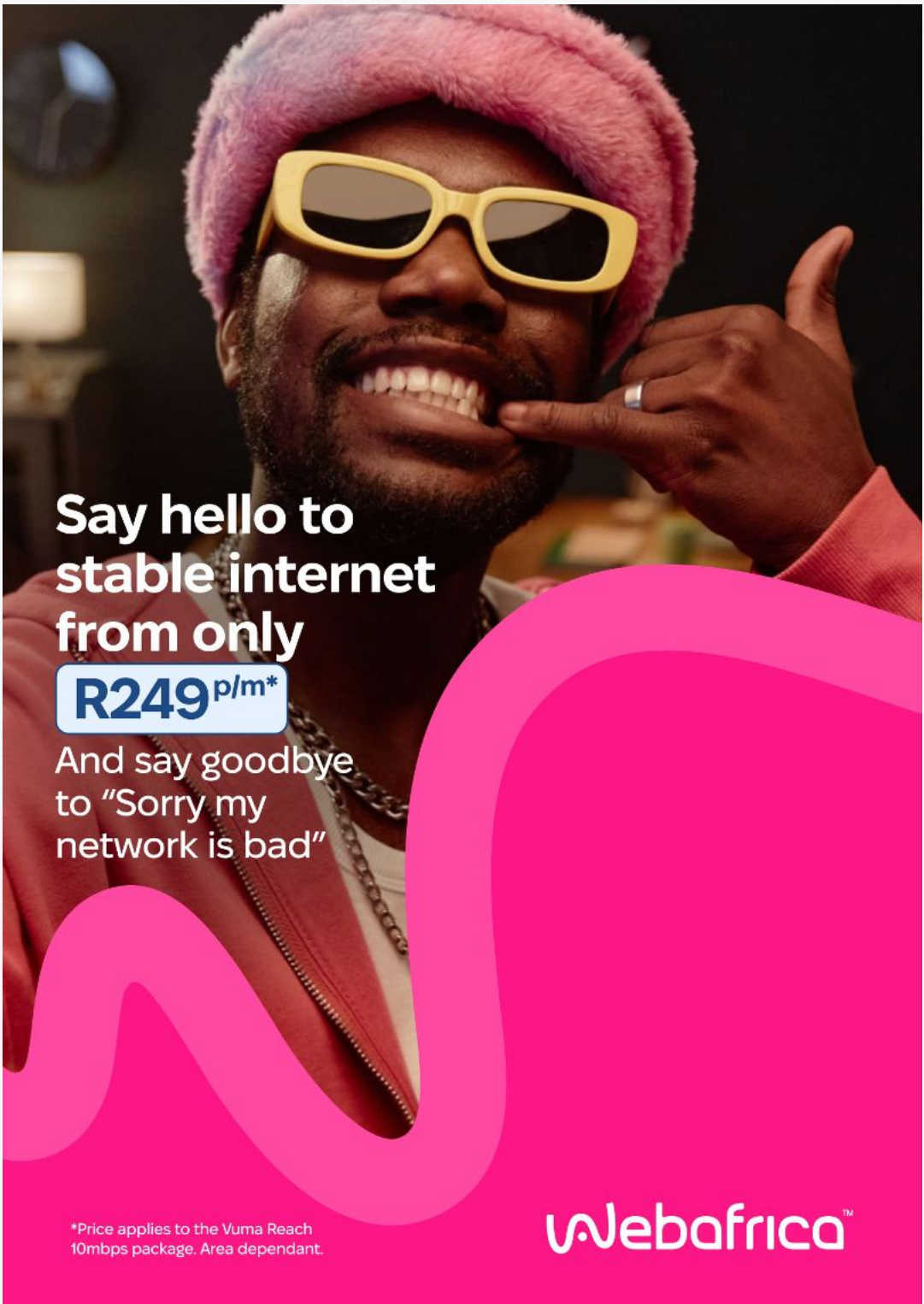
Guide 1



Guide 2



Guide 3



Artwork

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For landscape orientation formats use a 1/4 grid.

These grids guide design choices and logo placement, ensuring a cohesive visual structure.

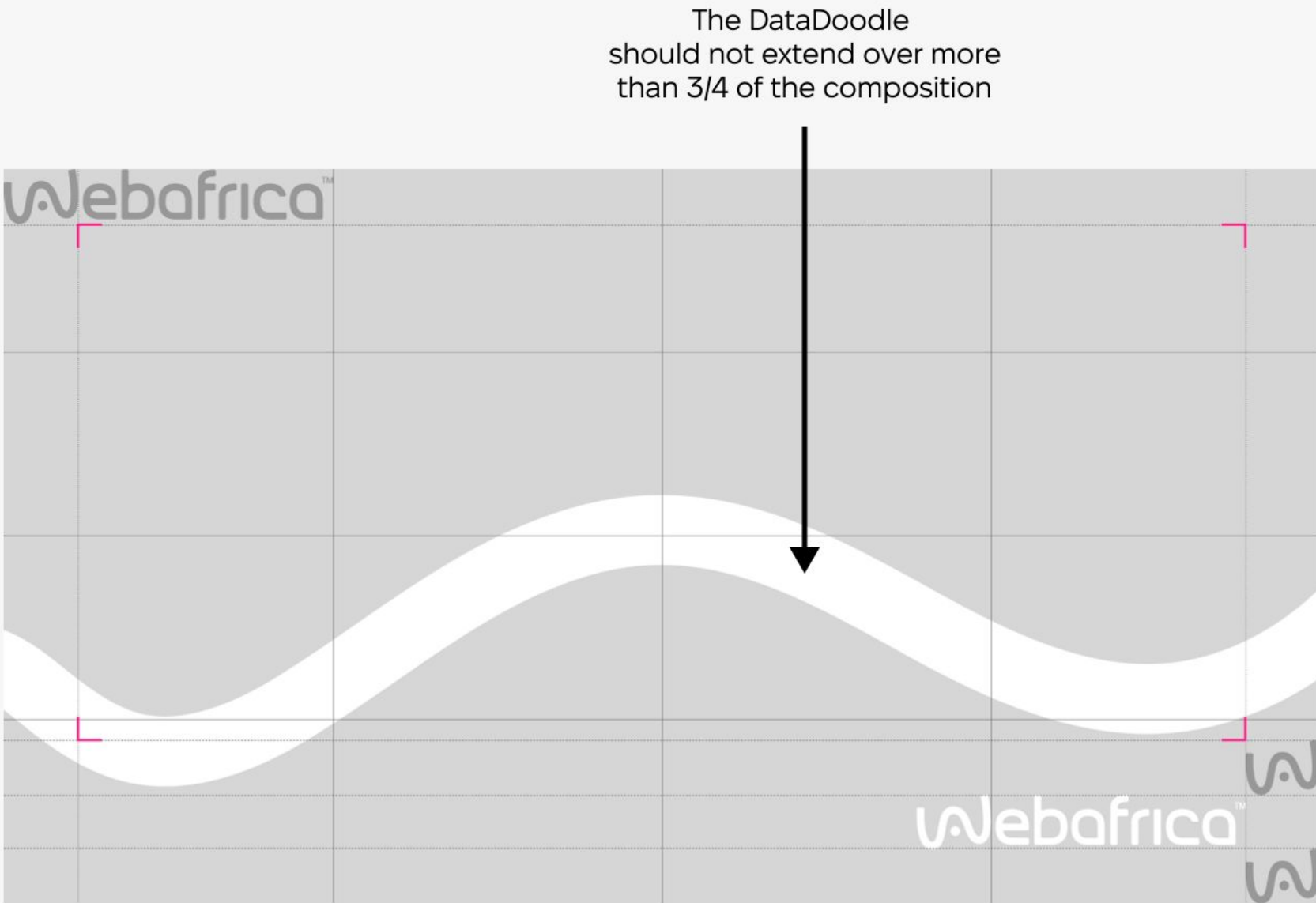
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NOTE:
Text should never overlap the Data Doodle on this application

Guideline Structure



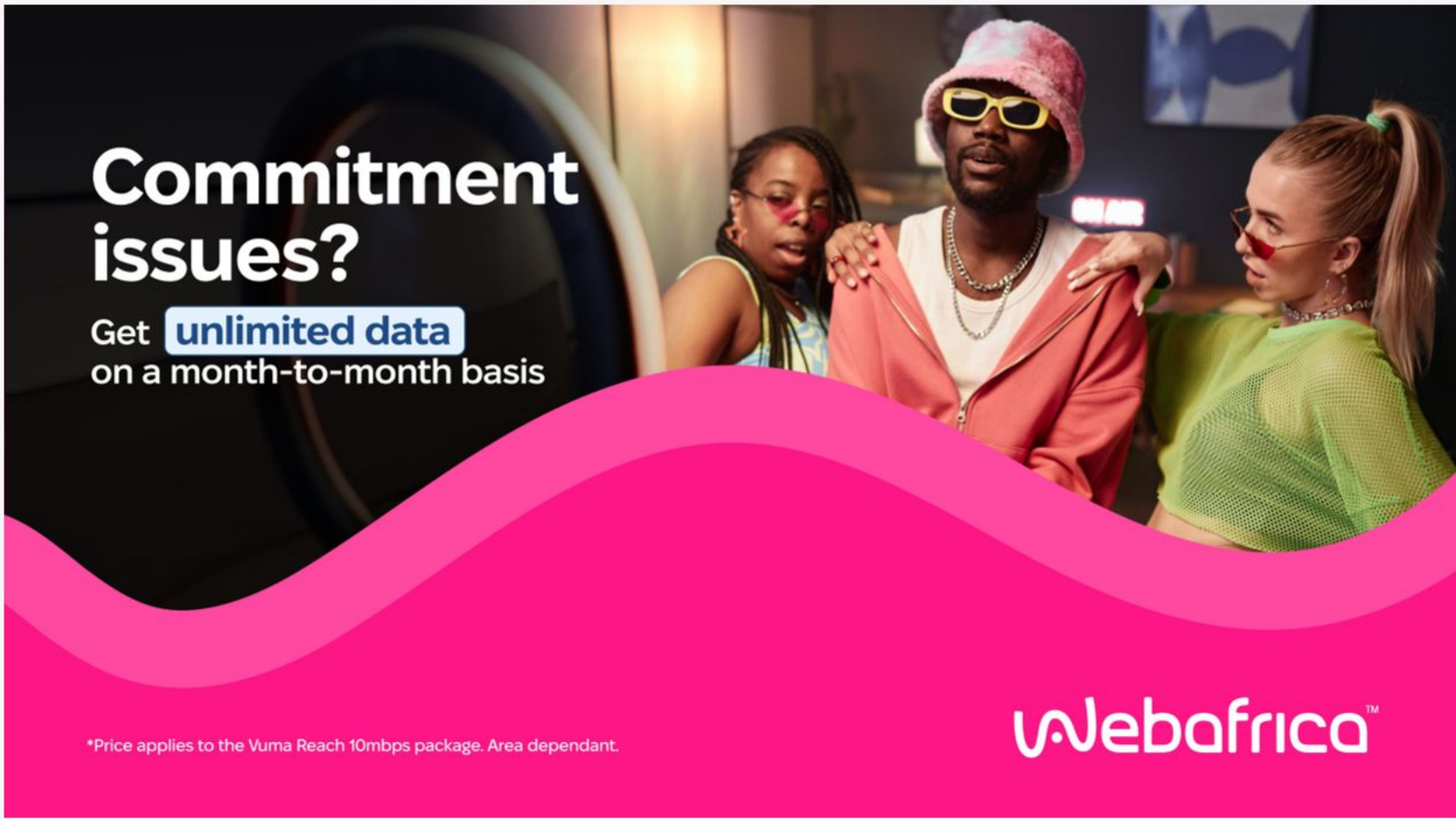
Guide 1



Guide 2



Guide 3



Artwork

The grid system establishes the foundational sizing of the logo, which serves as the primary scale reference for accompanying logos and typography.

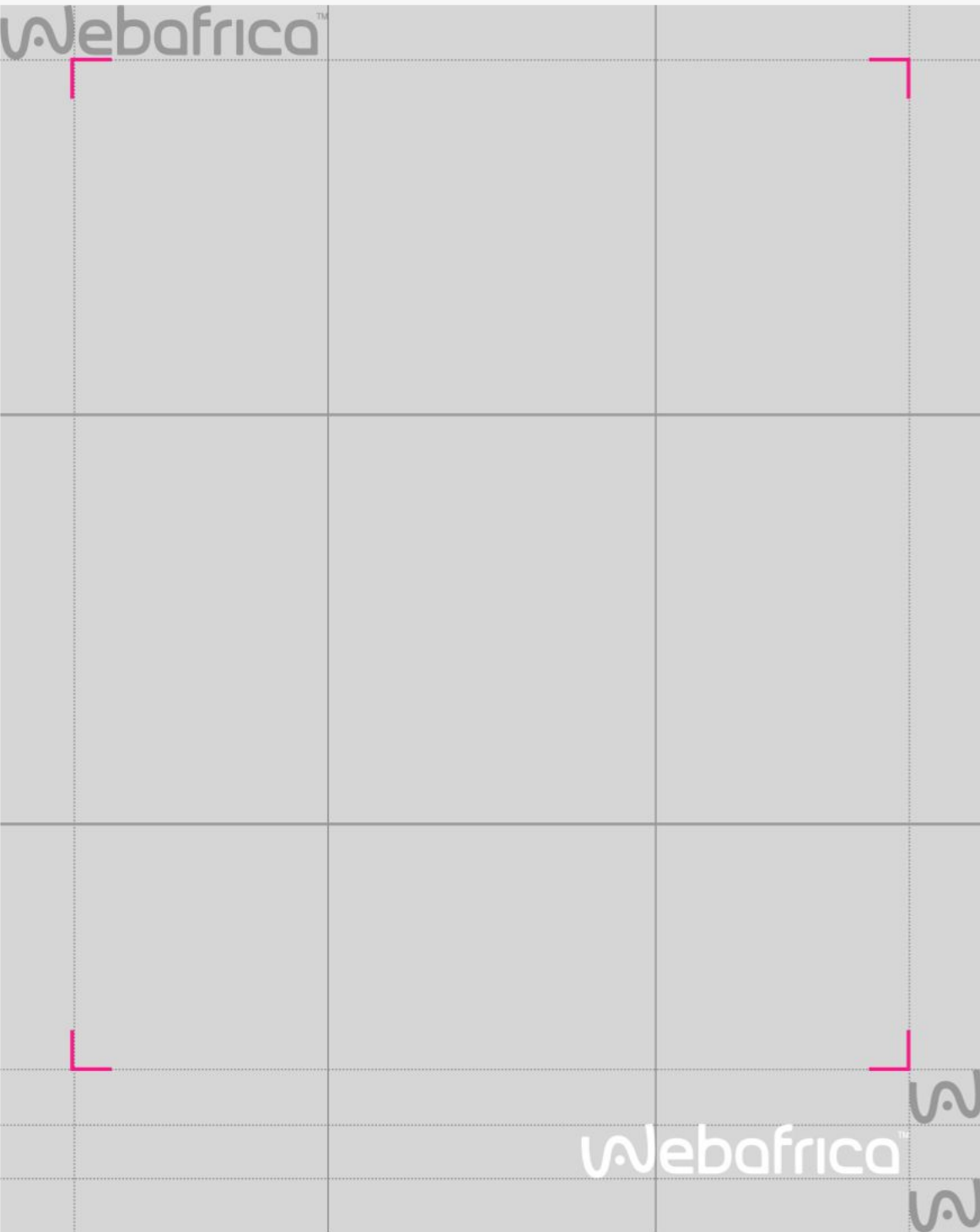
Typography may vary in size to suit the specific artwork but should always maintain proportionate alignment with the logo.

For portrait orientation formats use a 1/3 grid.

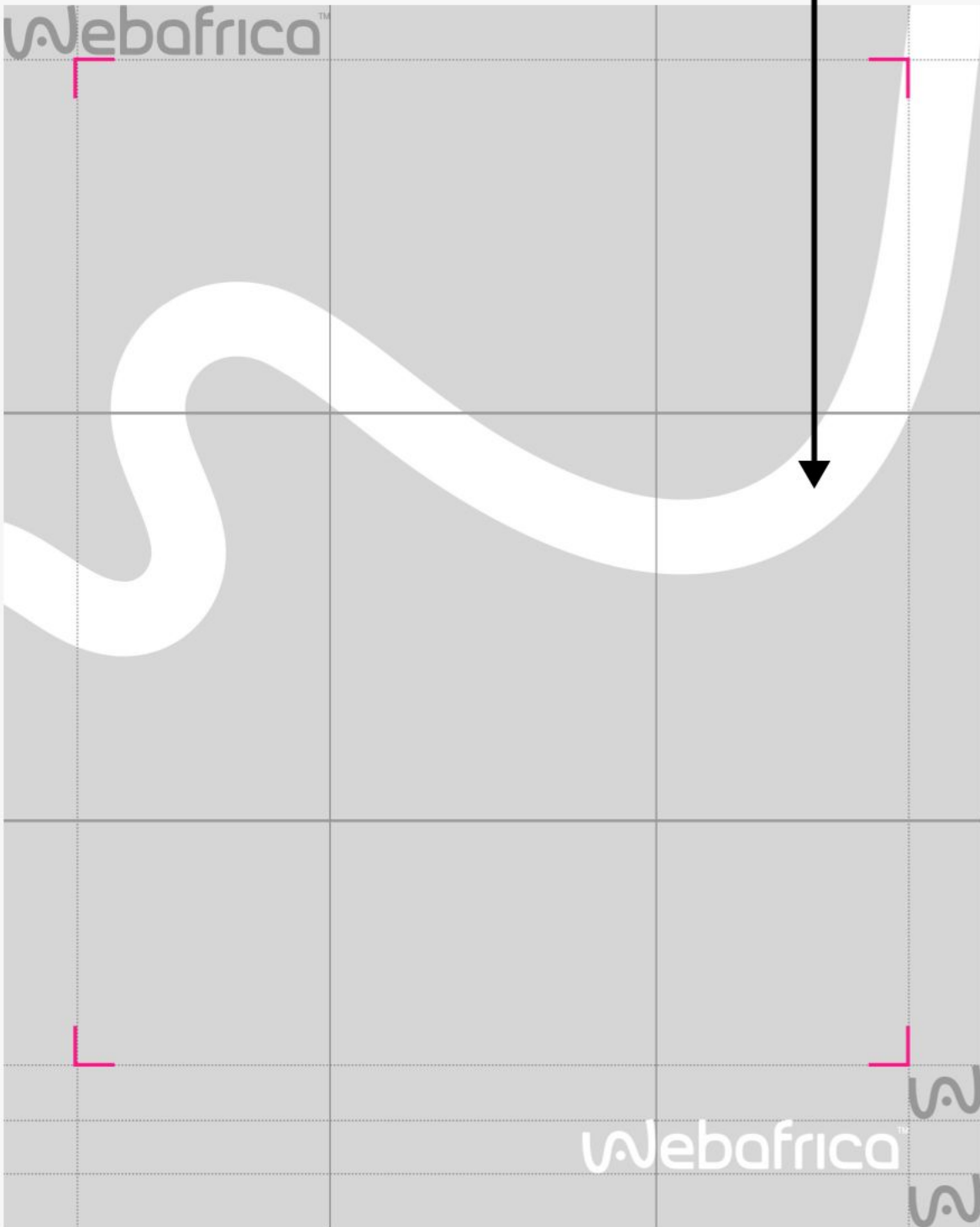
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Guideline Structure



Guide 1



Guide 2



Artwork

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The grid system establishes the foundational sizing of the logo, which serves as the primary scale reference for accompanying logos and typography.

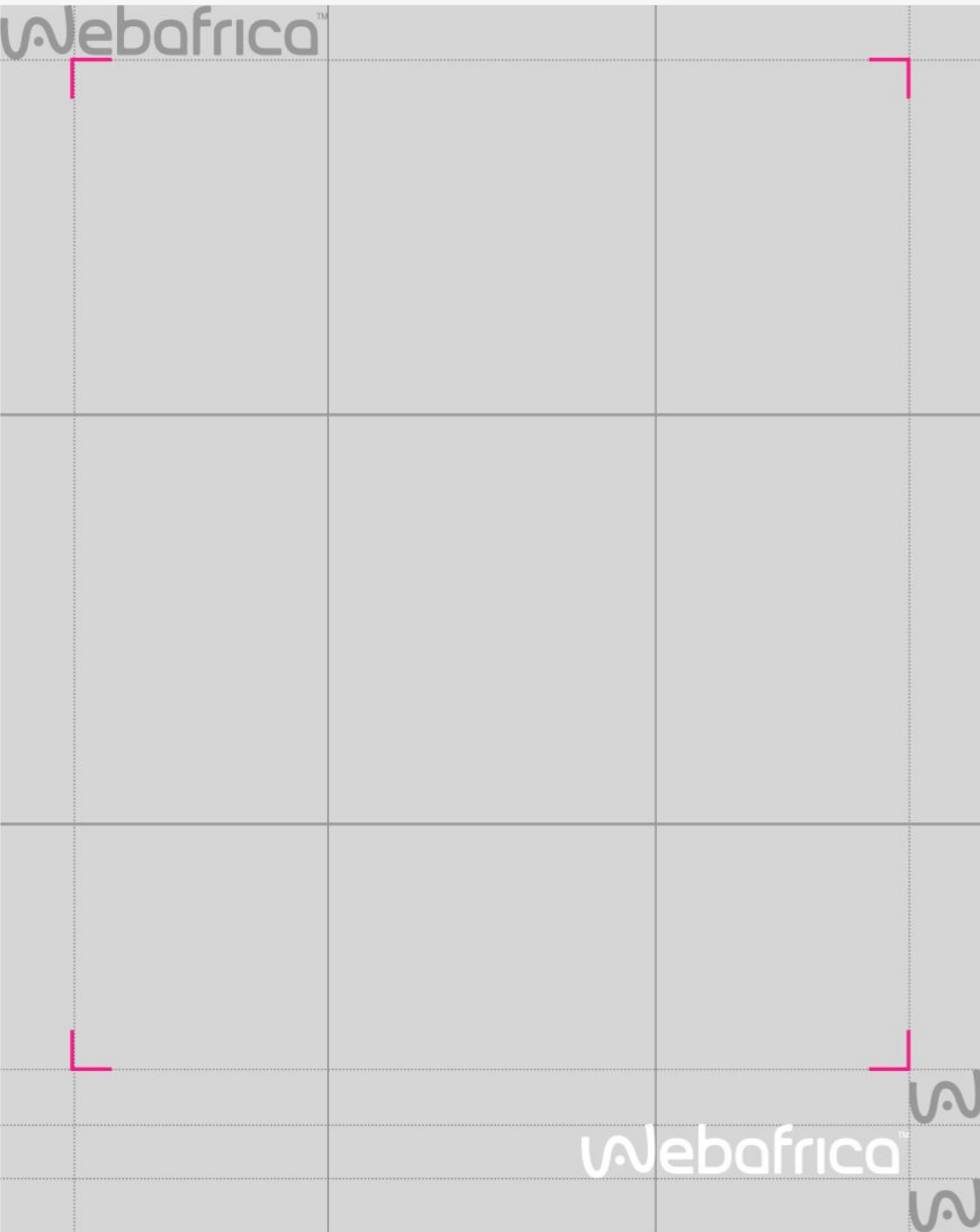
Typography may vary in size to suit the specific artwork but should always maintain proportionate alignment with the logo.

For portrait orientation formats use a 1/3 grid.

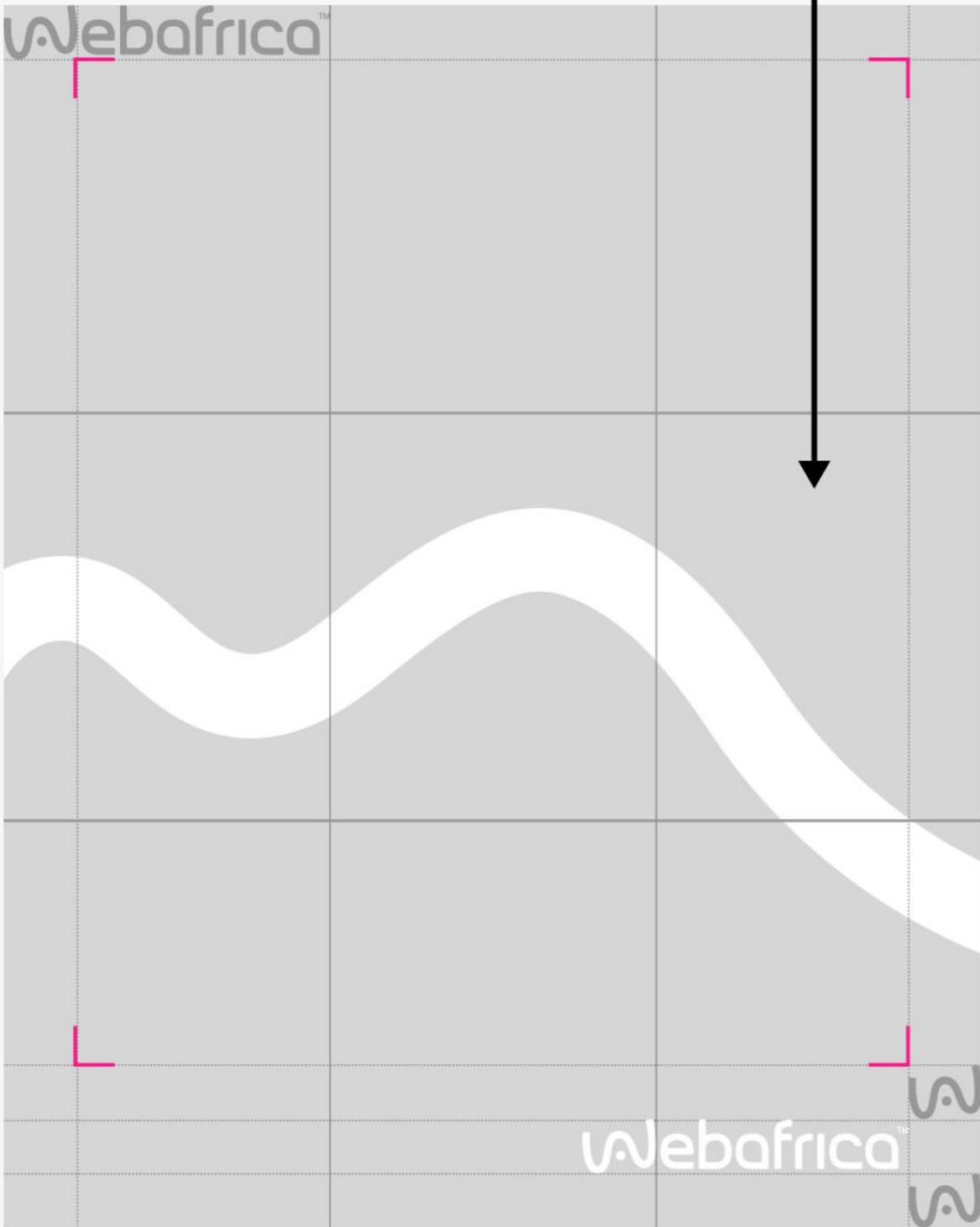
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Guideline Structure



Guide 1



Guide 2

The DataDoodle should not extend over more than 2/3 of the composition

Add icons and/or reaction stickers



Artwork

NOTE:
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The grid system establishes the foundational sizing of the logo, which serves as the primary scale reference for accompanying logos and typography.

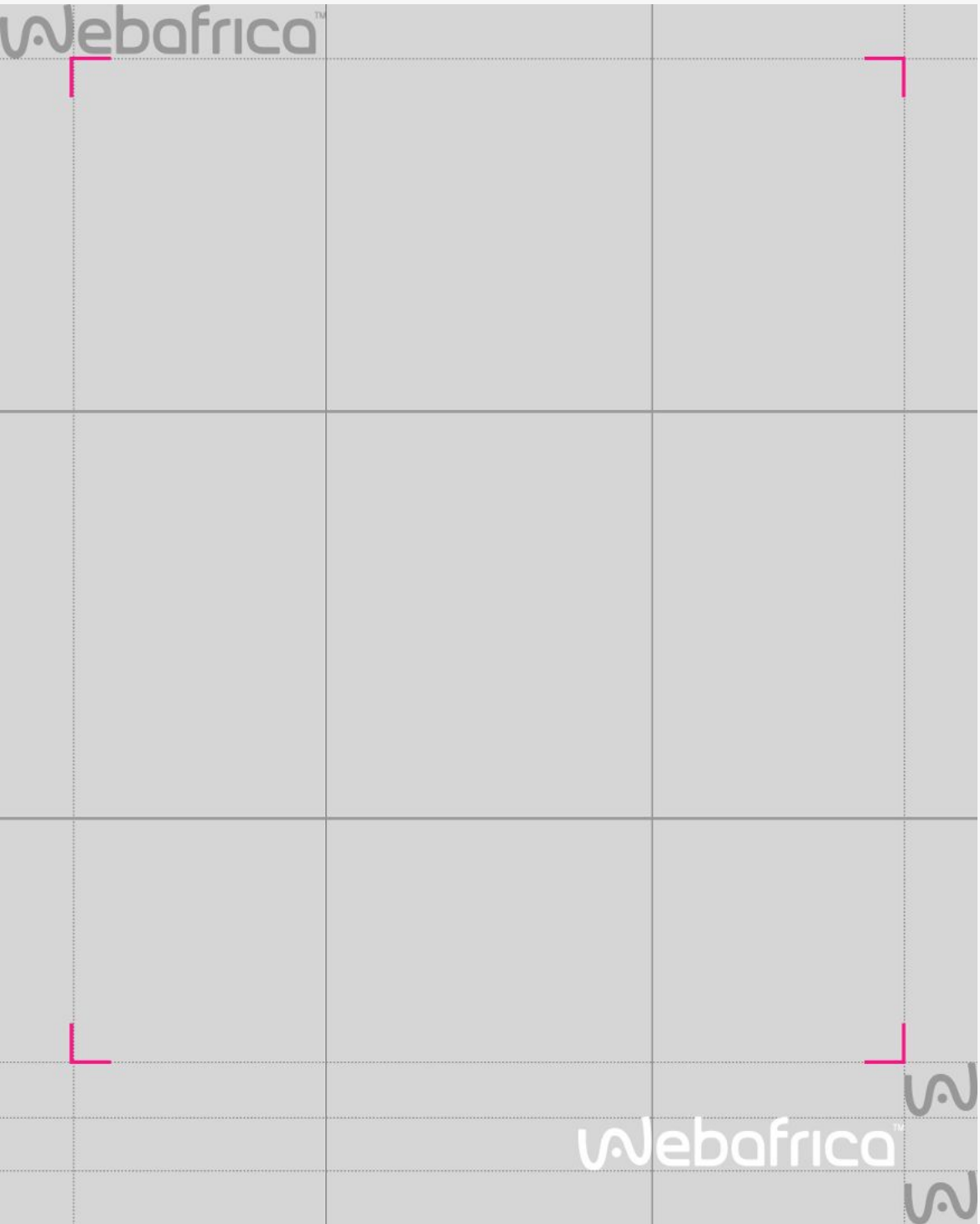
Typography may vary in size to suit the specific artwork but should always maintain proportionate alignment with the logo.

For portrait orientation formats use a 1/3 grid.

These grids guide design choices and logo placement, ensuring a cohesive visual structure.

While the defined grid sizes represent the minimum logo dimensions for each layout, the logo may be upscaled as needed to enhance the overall composition once the design is finalised

Guideline Structure



Guide 1



Artwork

The grid system establishes the foundational sizing of the logo, which serves as the primary scale reference for accompanying logos and typography.

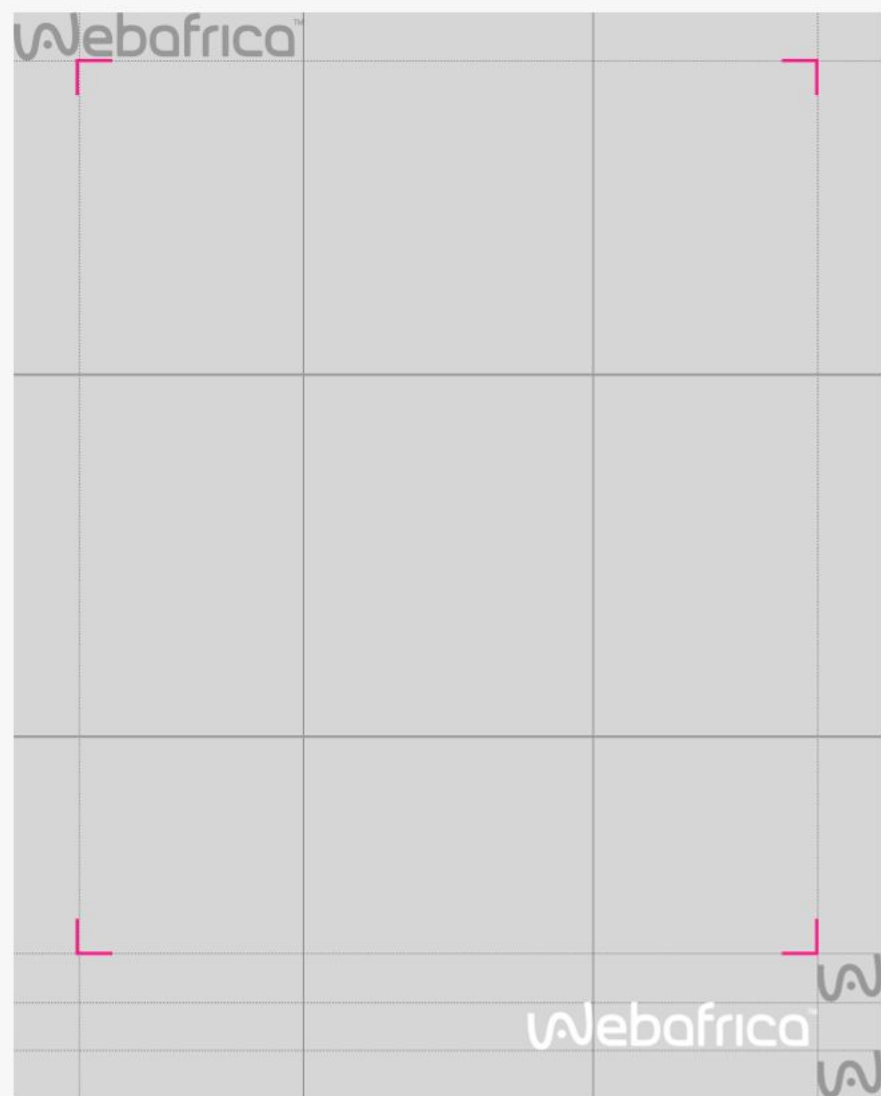
Typography may vary in size to suit the specific artwork but should always maintain proportionate alignment with the logo.

For portrait orientation formats use a 1/3 grid.

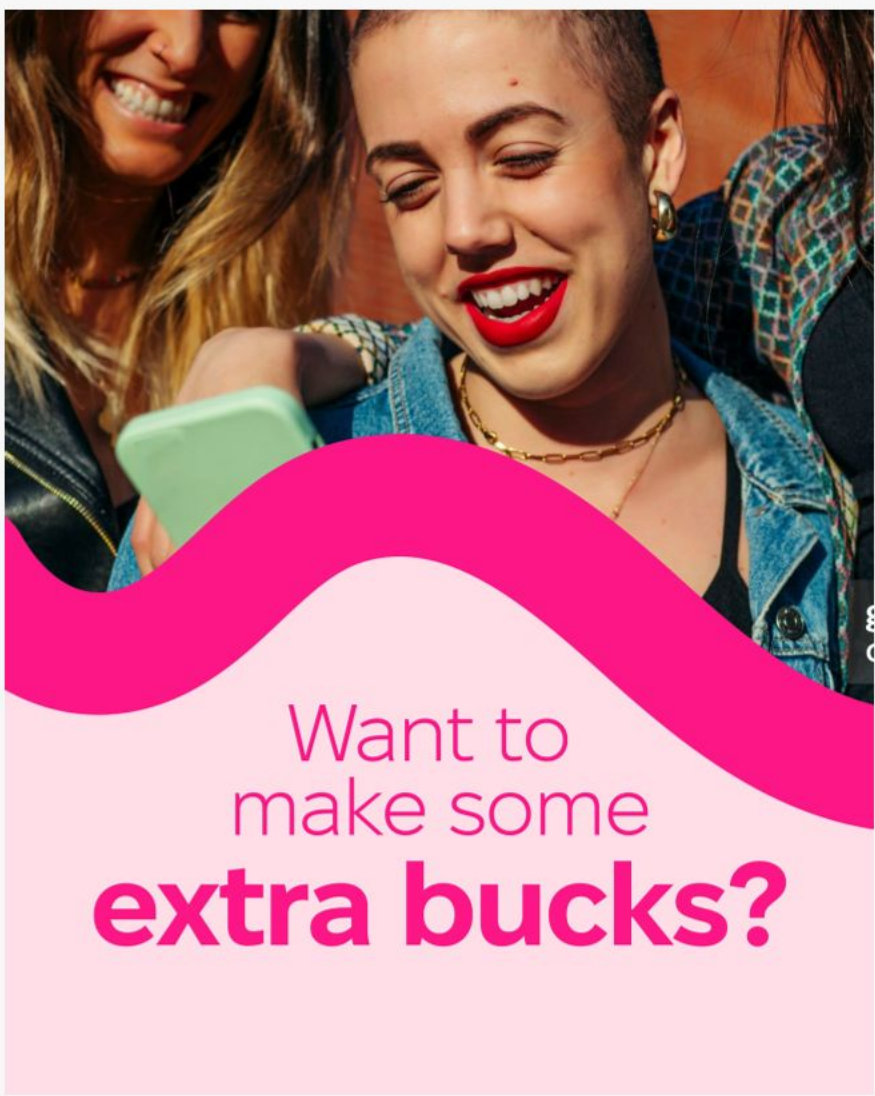
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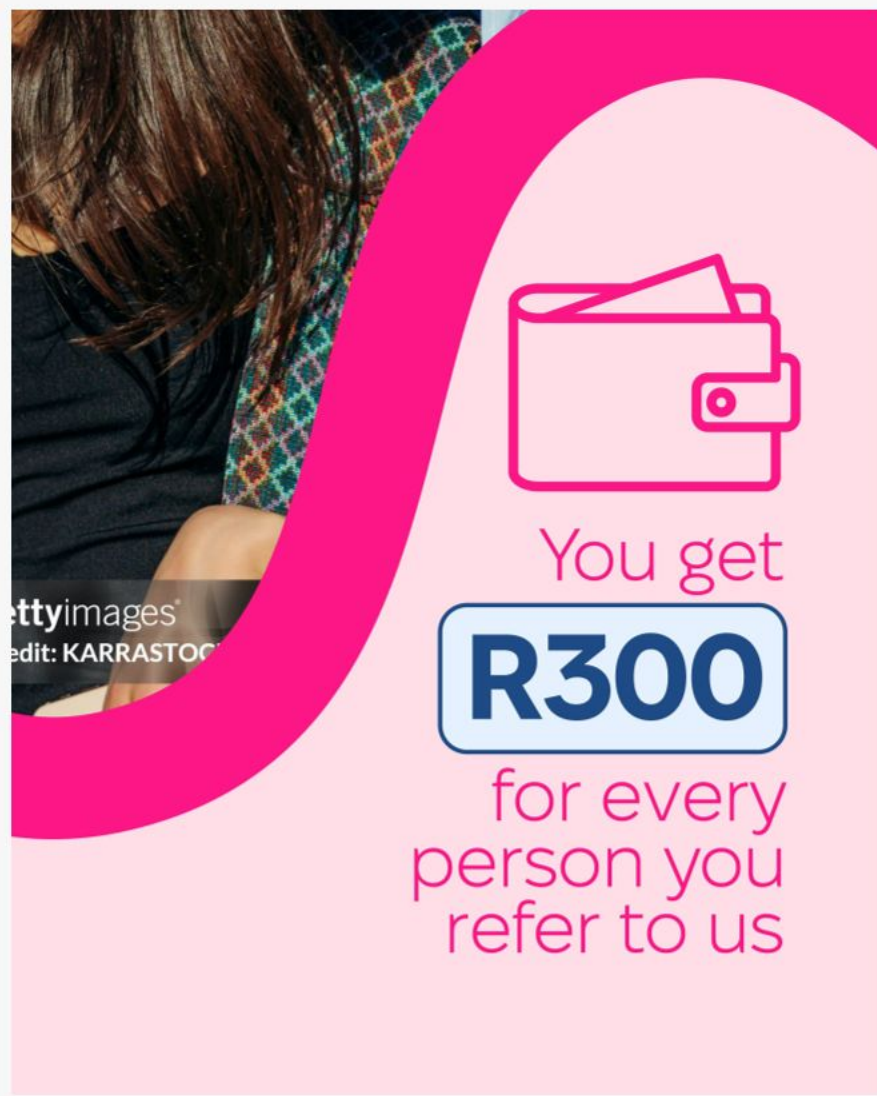
Guideline Structure



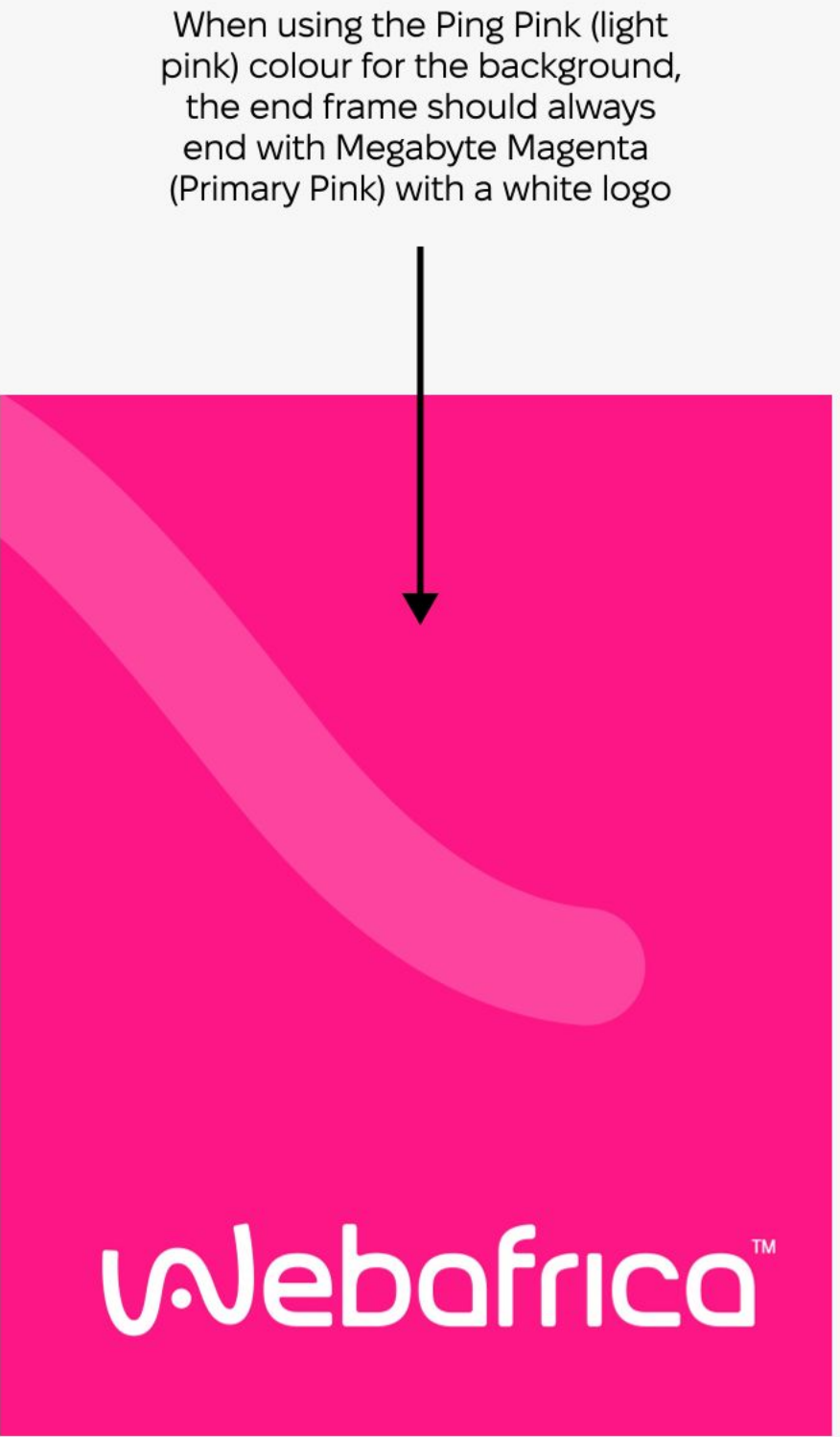
Guide 1



Frame 1



Frame 2



End Frame

When using the Ping Pink (light pink) colour for the background, the end frame should always end with Megabyte Magenta (Primary Pink) with a white logo

NOTE:
Text should never overlap the Data Doodle on this application

Thank you

Webafrika™