



AFRICAN TECHNOPRENEURS

(PTY) LTD

Corporate Identity Guidelines

EDITION 01 / JULY 2026

A practical identity system for an EARN Group company working across immersive technology, smart devices and AI-enabled operations.

DISTINCTLY AT.
RECOGNISABLY EARN.

A usable identity, not just a logo.

Corporate identity is the combined effect of our name, symbols, language, colour, imagery and behaviour. Consistent use helps clients recognise the company, understand its role and connect it correctly to the EARN Group.

CONTENTS

What this guide covers

03	Brand architecture	Parent and company roles
04	Corporate signature	Original and responsive forms
05	Logo protection	Clear space and minimum size
06	Incorrect usage	What not to do
07	Colour	Core and supporting palette
08	Typography	Display, body and digital type
09	Voice	Principles and messaging
10	Photography	People, place and technology
11	Digital applications	Website and interface use
12	Business applications	Stationery and email
13	Co-branding	Working with EARN and partners
14	Governance	Assets, approval and contacts

One Group ambition. Two clear roles.

African Technopreneurs is an endorsed company brand within the EARN Group. AT leads in customer-facing technology contexts; EARN provides the wider ecosystem connection and Group trust.

PARENT BRAND

EARN Group

Connects enterprise, impact, opportunity and African market access across the wider ecosystem.

01

COMPANY BRAND

African Technopreneurs

Turns emerging technology into practical solutions, products, deployments, training and support.

AN EARN GROUP COMPANY

02

Use the supplied artwork only.



**AFRICAN
TECHNOPRENEURS**
(PTY) LTD

ORIGINAL CORPORATE SIGNATURE

Preferred full logo for the website and formal applications.



**African
Technopreneurs**

AN EARN GROUP COMPANY

RESPONSIVE WEBSITE SIGNATURE

Use in navigation and compact digital contexts where the full legal signature becomes unreadable.

RULE

Keep the hierarchy intact

The original mark remains the corporate source artwork. The responsive treatment adapts scale and endorsement for digital legibility; it does not replace the original identity.

Give the identity room to work.



CLEAR SPACE

Keep clear space of at least X on every side, where X is the cap height of the word TECHNOPRENEURS in the supplied artwork.

DIGITAL

Minimum 260 px



Minimum width for the full signature. Below this size, use the responsive website signature.

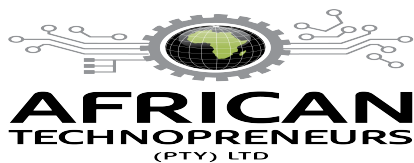
PRINT

Minimum 45 mm

Measure the full width of the signature. Always reproduce from a production-quality file and complete a print proof.

45 MM REFERENCE

Consistency protects recognition.



DO NOT DISTORT

Keep the original proportions.



DO NOT RECOLOUR

Use approved colour variants only.



DO NOT ADD EFFECTS

No shadows, bevels or outlines.



DO NOT ROTATE

Keep the signature level.



DO NOT USE BUSY BACKGROUNDS

Protect contrast and clarity.



DO NOT MERGE LOGOS

Use approved co-branding layouts.

Connected to EARN. Distinctly technology-led.

AT Ink

#0F1A21

RGB 15 / 26 / 33

CMYK 55 / 21 / 0 / 87

Headings, wordmark, foundations
and high-contrast fields.

EARN Blue

#00AFEF

RGB 0 / 175 / 239

CMYK 100 / 27 / 0 / 6

Technology accents, links, motion and
Group connection.

EARN Green

#A2BB55

RGB 162 / 187 / 85

CMYK 13 / 0 / 55 / 27

Growth, progress, section markers and
supporting details.

AT Cloud

#F6F8FA

RGB 246 / 248 / 250

CMYK 2 / 1 / 0 / 2

Primary page background and generous
neutral space.

**Bold ideas.
Plain language.**

DISPLAY / OBLIK BOLD

**Build what
Africa needs.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Use for major headlines, section titles and concise brand statements. Never use Oblik for long paragraphs.

BODY AND UI / ARIAL

Clear by default.

Technology should be explained clearly, deployed responsibly and supported where it is used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & @ % ?

Arial supports the EARN digital standard and keeps web, email, presentations and documents broadly compatible.

Optimistic, grounded and useful.

01

Practical, not performative

Lead with the use case, the next step and the outcome. Explain technology in language a client can act on.

02

African, not generic

Write from lived market context: local teams, procurement realities, skills transfer and support after delivery.

03

Ambitious, not inflated

Show what is possible, then support every claim with a product, service, partner, deployment or route to proof.

SEE WHAT IS POSSIBLE.

MAKE IT PRACTICAL.

SUPPORT WHAT COMES NEXT.

CORE BRAND PROMISE

Show technology in use, in context.

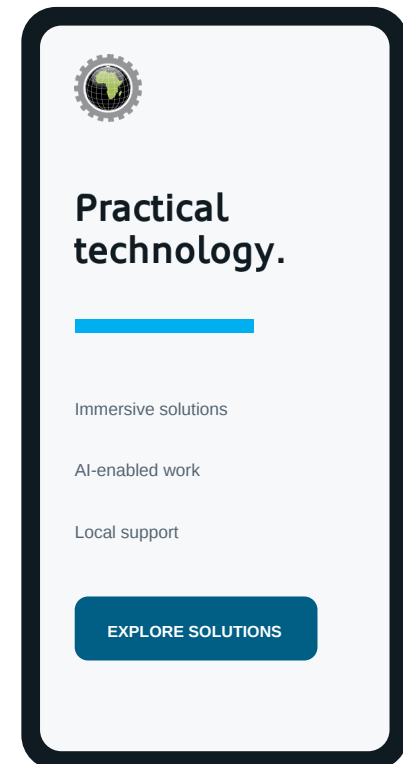
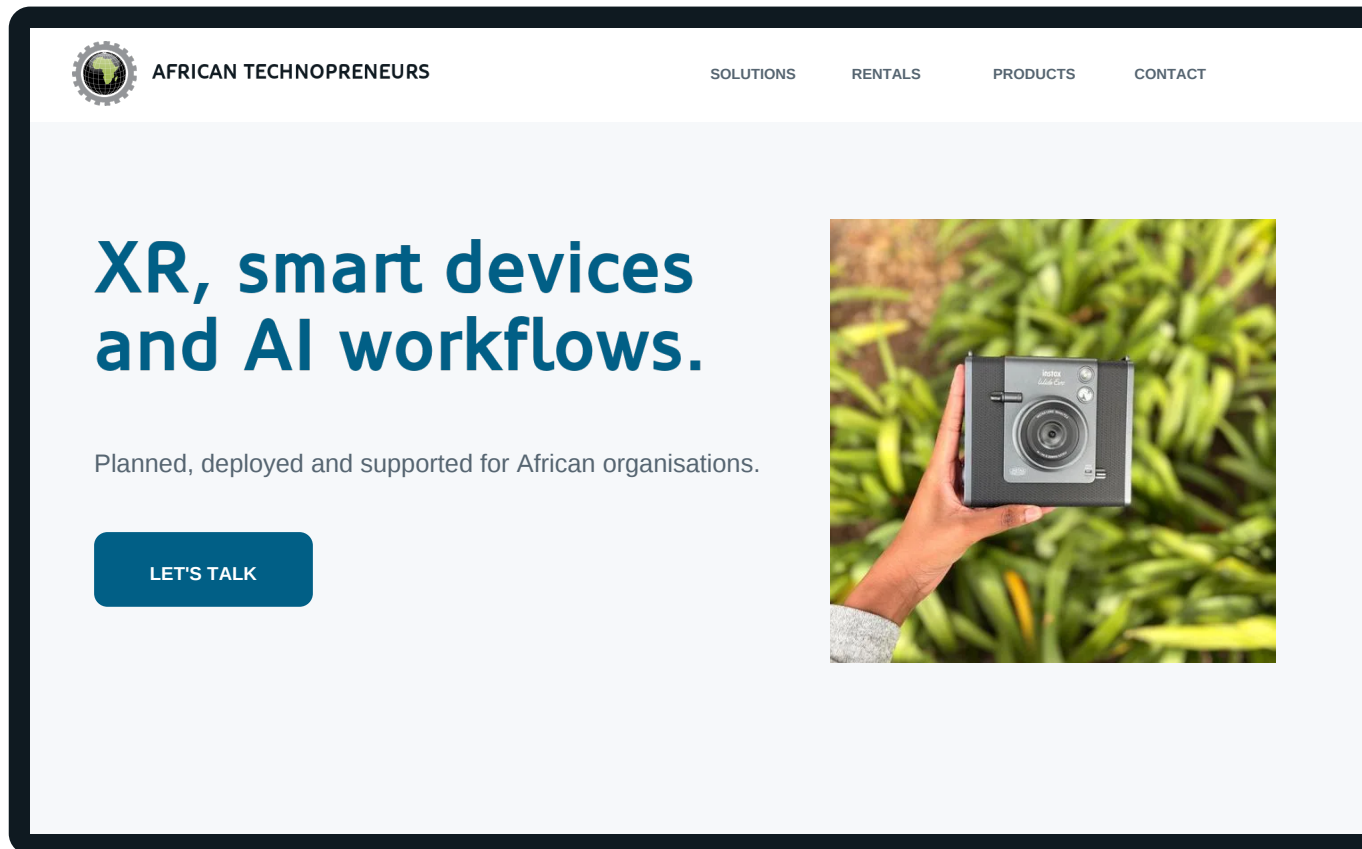


PEOPLE BEFORE PRODUCTS

REAL ENVIRONMENTS / NATURAL TREATMENT

DOCUMENTARY / CLEAR / HUMAN

Designed for clarity at every viewport.



Professional at every point of contact.



Daliso Ngoma

Managing Director

African Technopreneurs (Pty) Ltd

info@africantechno.com

+27 12 946 2665

www.africantechno.com



Daliso Ngoma

Managing Director / African Technopreneurs

T +27 12 946 2665

E info@africantechno.com

W africantechno.com

An EARN Group company

EVERYDAY USE

Keep applications simple

Use white or AT Cloud backgrounds, a single blue line or button, and green as a supporting detail. Avoid decorative technology motifs that compete with the logo or message.

Keep ownership and relationships clear.

African Technopreneurs

AN EARN GROUP COMPANY

Use this endorsed relationship when AT is the lead company and the Group connection adds context or trust.

EARN GROUP

Use the EARN identity as the lead only for Group-wide initiatives, ecosystem communications and formal parent-brand material.

PARTNER LOCKUPS

Equal visual respect

Separate marks with a neutral divider and equal optical height. Do not merge symbols, recolour partner artwork or imply ownership that does not exist.

AT | **PARTNER**

APPROVAL REQUIRED

Request review before publishing sponsorship decks, public signage, merchandise, press kits, event environments or any new combined lockup.

info@africantechno.com

Use approved assets. Ask when unsure.

PRODUCTION ASSETS

Request the correct file

Use supplied PNG, vector or print artwork appropriate to the application. Do not extract logos from screenshots, documents or social media.

info@afriantechno.com

BRAND SUPPORT

Approval and co-branding

For partner lockups, sponsorships, signage, merchandise, press use or unfamiliar applications, request guidance before publishing.

info@afriantechno.com

Live guide: afriantechno.com/brand

AFRICANTECHNO.COM/BRAND

AFRICAN TECHNOPRENEURS / AN EARN GROUP COMPANY