

Ovamba

Brand guide 2020

Table of Contents

Brand Essence	1
Logo	2
Logo Variations	3
Logo Usage	4
Colors	5
Typography	6
Applications	7



Ovamba has been an award winning pioneer of FinTech and TradeTech innovation since 2013 when co-founders Marvin Cole and Viola Llewellyn launched the company from a kitchen table in Maryland, USA. The systems and processes that they and the team in Cameroon, USA, Ivory Coast and India have created are deeply rooted in a desire to create wealth and a thriving business ecosystem for Emerging Market Small and Medium Businesses (SMBs), especially the under-served and unbanked informal businesses for whom traditional finance is not attainable or suitable.

Ovamba's 'TradeTech' and 'Pamoja™ Growth & Performance Systems are used by partner banks to provide their customers with capital for trade, importation, manufacturing and business growth on a non-interest bearing (NIB), risk mitigated basis. Ovamba is a Policy support to Central Banks providing them with data analytics and technology to support policy initiatives that will lead to reduced Non-Performing Loans (NPLs), strengthen capital markets and ensure a safe, inclusive banking system for all.

The Ovamba identify consists of the dotted curved logo and the logotype. These elements should be used together: not one or the other.



LOGO VARIATIONS



LOGO USAGE



The Ovamba logo should not be displayed as rotations, warping, skewing, or distortions. It should also only be used on the approved brand colours as laid out on the previous page



LOGO COLOURS

The Ovamba brand is made up of the following colors. Any colors outside of this palette may not be used for the logo.

Pantone 2955 C

R 0, G 51, B 102

C 100, M 50, Y 0, K 60

#003366

Pantone 6 C

R 4, G 7, B 8

C 50, M 13, Y 0, K 97

#040708

COLORS FOR GRAPHIC PRODUCTION

The Ovamba brand is made up of the following colors.

Any colors outside of this palette may not be used.

Text colour

Pantone 6 C

R 4, G 7, B 8
C 50, M 13, Y 0, K 97
#040708

Colour 1

Pantone 2955 C

R 0, G 51, B 102
C 100, M 50, Y 0, K 60
#003366

Colour 2

Pantone 5555 C

R 88, G 140, B 126
C 37, M 0, Y 10, K 45
#588c7e

Colour 3

Pantone 7402 C

R 242, G 227, B 148
C 37, M 0, Y 10, K 45
#f2e394

Colour 4

Pantone 1485 C

R 242, G 174, B 114
C 0, M 28, Y 53, K 5
#f2ae72

Colour 5

Pantone 1675 C

R 179, G 64, B 51
C 0, M 64, Y 72, K 30
#b34033



HEADER

Open Sans

SUBHEADER

Open Sans

BODY TEXT

Open Sans Condensed

This is considered a header

This is considered a sub-header

It started with an idea....'What if we could create culturally attuned technologies that would improve business ecosystems and harness the ambitions of business owners in emerging markets? Imagine a world where our innovations were so effective that businesses became world class at running their shops, factories, warehouses or family businesses.

These are examples of how the Ovamba brand elements may be used in brand applications such as business cards.



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