



BRAND STANDARDS

One identity. One clear promise.

We bring server rooms, cooling and critical power into one coordinated project, from site assessment to tested handover.

Strategy, language, visual identity and production standards

01 STRATEGY

Positioning and purpose

What Africore is

A data infrastructure integrator operating from Lagos, Nigeria. The business coordinates server rooms, cooling, critical power, racks, cabling, monitoring and continuity through named specialists.

Our value proposition

We bring server rooms, cooling and critical power into one coordinated project, from site assessment to tested handover.

Our vision

To become Africa's leading infrastructure integration company for mission critical data environments.

Our mission

To design, build and integrate dependable data infrastructure through coordinated engineering, clear responsibilities and documented testing.

Brand boundaries

Keep physical data infrastructure at the centre. Outtabox retains workplace design, fit out and workplace performance checks. Other group brands retain their own distinct identities and offers.

02 BEHAVIOUR

Values expressed through delivery

Excellence

We agree the specification and acceptance checks, then verify the work against them.

Integrity

We give site based advice and make claims we can substantiate.

Accountability

We name the owner of each task, record changes and keep clients informed.

Collaboration

We coordinate the client's IT, facilities and procurement teams with the specialists required for the project.

Stewardship

We protect people, assets and information while considering energy use and lifecycle cost.

Apply these values in proposals, partner selection, site conduct, client updates and handover evidence.

03 IDENTITY

The logo stays intact



Primary use

Use the supplied transparent PNG on a solid navy or another approved dark surface. On white stationery, use an intentional navy masthead behind the transparent mark. The logo itself has no photographic or coloured background.

Clear space and scale

Keep at least the height of the capital A clear on every side. Preserve the original width to height ratio. Digital minimum width is 180 px as a working standard. At small print sizes, approve a physical proof for subtitle legibility.

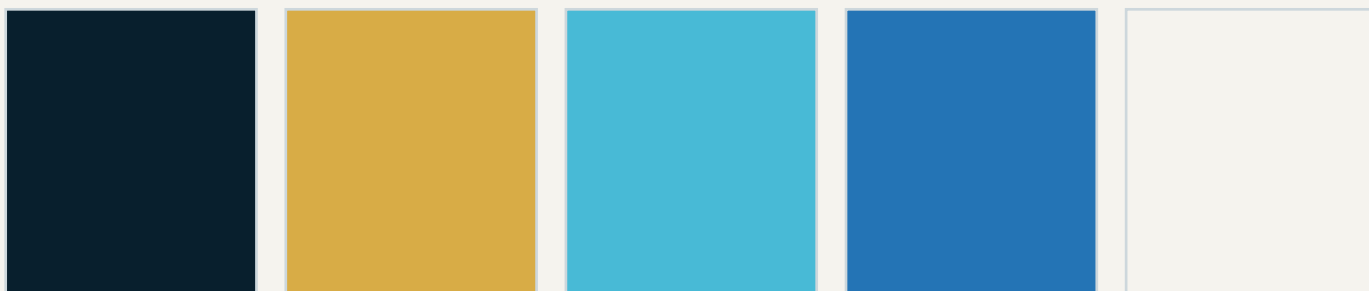
Protected construction

The terminal E opens into the frame. Cyan lines continue from the E and gold nodes form the active core. Never close this into a detached hexagon, redraw the wordmark, recolour parts, distort or add shadows.

Asset note The clean original is 437 × 113 px. The SVG supplied in this kit embeds that raster mark. It is not a vector master. Large format print and embroidery require approved vector redraw or digitisation.

04 COLOUR

A restrained technical palette



Core Navy

#081F2D

Signal Gold

#D8AC46

**Infrastructure
Cyan**

#48BAD6

Sovereign Blue

#2474B5

Ivory

#F5F3EE

Hierarchy

Navy carries authority. Ivory and white give reading space. Use cyan for technical detail and links, gold for a small emphasis. Avoid using all accents at equal intensity.

Accessibility

Use dark navy for body text on ivory or white. Small gold and cyan text needs a dark background. Check contrast for the actual output rather than assuming every palette pair is readable.

Print conversion

These are screen reference values. Ask the printer to convert through its CMYK profile and approve a hard proof. Do not invent universal CMYK or Pantone equivalents.

05 LANGUAGE

Typography and editorial voice

Type system

The website uses Space Grotesk headings and Inter body text. This portable document kit uses DejaVu Sans and DejaVu Sans Bold to keep editable files consistent. Office users may use Aptos or Arial only after checking reflow and exporting a new proof.

Write like a responsible delivery partner

Lead with the client problem, explain the service and name the next step. Use short sentences, concrete deliverables and measured claims. Use server room and data centre in prose. Use and instead of slashes.

Avoid

Avoid irrelevant agency services, hype, editorial colons, semicolons and stylistic dash separators in customer copy. Keep necessary hyphens in links and technical standards. Never invent Tier certification, OEM appointments, a 24/7 desk, stock availability or a guaranteed ranking.

A good opening

A warm server room needs a measured cooling and airflow review. Africore scopes the survey, identifies the likely causes and coordinates the engineering work needed for an agreed upgrade.

06 DIGITAL

A consistent public presence

Company name and tagline

Africore Data Systems

Data infrastructure integration in Nigeria. Server room design and build, data centre cooling and critical power.

Approved business details

+234 810 109 8588

hello@africoredatasystems.com

<https://africoredatasystems.com>

Lagos, Nigeria

RC 9030073. Incorporated 27 November 2025.

Channel identities

LinkedIn [linkedin.com/company/africore-data-systems/](https://www.linkedin.com/company/africore-data-systems/)

Instagram @africoredatasystems

TikTok @africoredatasystems

YouTube @africoredatasystems

Calls to action

Client projects go to /start. Technical experts and vendors go to /partners. Use the approved WhatsApp number. Keep a single action prominent in each post or document.

Use canonical profile links in public materials. Keep tracking parameters and temporary share links out of printed stationery and company identity records.

07 PHOTOGRAPHY

Images that support credibility

Use evidence where it exists

Use authentic project photography with owner permission, accurate captions and attribution. Identify the delivering company and the project scope. A client logo is not proof of a contract with Africore.

Outtabox attribution

Use selected Outtabox projects only as the founder's delivery background. Credit them to Outtabox on the same page. Never describe its workplace projects as Africore data centre delivery.

Representative imagery

Stock or generated facility imagery can support a technical topic. Do not imply that it shows an Africore facility, completed project, employee or office. Keep source records and use a clear source note where context could otherwise mislead.

Layout direction

Use generous margins, a clear reading order and one dominant message. Prefer real details over decorative server drawings. Keep text away from photo clutter. Do not place the logo directly on a busy image.

08 APPLICATIONS

Stationery and identification

Business cards

90 × 50 mm trim with 3 mm bleed. Keep essential content at least 4 mm inside trim. Founder and general company versions are supplied. Use the website QR, not an unverified employee validation service.

Letterhead

A4 and US Letter print masters, plus editable Word letterhead. Use legal name and RC in the footer. City only until a permanent office address is confirmed. Do not place a scanned signature in the reusable template.

Staff ID card

85.6 × 54 mm trim. The supplied card is a template, not an issued credential. Replace all placeholders only after the appointment is approved. Client site access is separately authorised. Keep personal identifiers off the card.

Production release

Confirm role, phone, email receipt, spelling, print size and colour proof. Request a press proof before a bulk order. The kit is production artwork for supplier proofing, not a paid order or certification of printer settings.

09 UNIFORMS

Apparel with quiet authority



Tee concept

Black or core navy fabric. Use the original mark on the left chest at approximately 80 mm wide. Keep back messaging restrained. The existing front and back concept above is a design mockup, not manufactured stock.

Polo and site wear specification

Use a navy polo with the same left chest placement as an optional alternative. For site PPE, preserve the manufacturer's compliance markings and approved reflective zones. Brand decoration must never compromise protective performance.

Approve a fabric sample, supplier digitisation and stitched or printed proof. Small DATA SYSTEMS text may require a wider mark. Never simplify or reconstruct the logo without founder approval.

10 GOVERNANCE

Keep the brand reliable

Document ownership

Founder approves public positioning, legal identity and credential claims. The technical lead approves engineering methods and statements for each scope. A document owner records the version, date and release audience.

Before publishing

Check service accuracy, logo integrity, contact links, source attribution, spelling, mobile readability and a clear next step. Confirm quoted technical claims with the responsible specialist. Test links in the exported PDF.

Separate public and internal material

Company profile, capability statement and these brand standards may be shared publicly. Personnel forms, commercial rates, supplier terms, evaluation notes and internal operating records stay controlled.

Master files

Use the clean transparent logo, editable profile, print SVG files and Word templates in the supplied kit. The existing rollout posts and their agreed schedule are not replaced by this document.

Brand owner Ekulide Miracle Chukwuemeka
Founder & Group Chairman
miracle@africoredata.com | <https://africoredata.com>