



BRAND GUIDELINES

African entertainment. World **stage.**

The visual identity of Vwaza – Africa's entertainment ecosystem. A guide for partners, press and anyone telling the Vwaza story with us.

VWAZA MULTIMEDIA INC. · LILONGWE, MALAWI

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01 The Brand

Stream free. Own what you love. Back the artists direct.

POSITIONING

Vwaza is a home for African entertainment across music, film, television and podcasts. Fans stream for free, buy the work they want to keep, and support the creators they love – without a foreign label or a middleman standing in between.

The identity is confident and typography-led: a single typeface, a decisive palette, and a lime chevron that threads through every product. It should read as one family whether it appears on a phone, a television or a pressing of vinyl.

THE CREATOR PROMISE

Creators are paid far above market rates, in 13 local currencies, straight to mobile money, bank or card. They set their own prices, keep their audience, and see exactly what they earn.

ECOSYSTEM IN ONE LINE

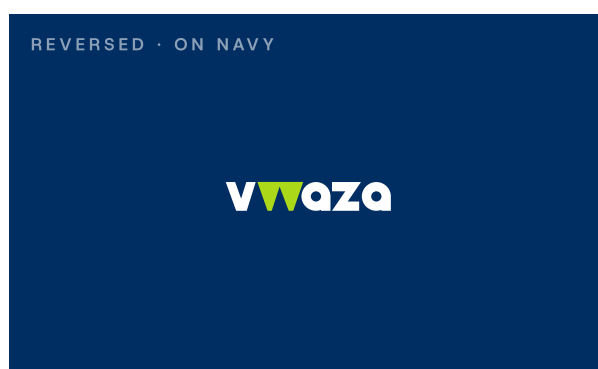
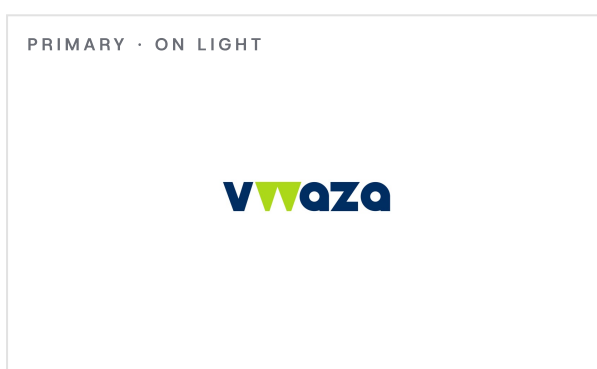
Watch, listen, own, create. Music and Store on the fan side, Studio on the creator side, TV and Podcasts for everything in between – all sharing one account and one identity.

WHAT THE BRAND STANDS FOR

- **African first.** Pan-African in outlook, rooted in Malawi, built for the continent's creators and audiences.
- **Ownership over rental.** Fans can buy and keep; creators own their catalogue, their audience and their revenue.
- **Direct.** No foreign label, no middleman – money moves straight to the creator.

02 The Logo

The core Vwaza wordmark leads the system. Each product extends it with its own mark, but the wordmark and the lime chevron are the constants that hold the family together.



V

Construction

The wordmark sets **vwaza** in a heavy weight. The two triangles between the opening letters form a lime chevron – the "V" – which doubles as the brand's standalone symbol. On dark surfaces the lettering reverses to white; the lime chevron never changes colour.

WORDMARK RULES

- Use the **full-colour wordmark** on light backgrounds, the **reversed wordmark** on navy or ink. Never the reverse.
- Keep clear space around the wordmark equal to the height of the lime chevron on every side.
- Never recolour the lettering, stretch the wordmark, or change the lime chevron to another colour.
- Always work from **supplied master files** – never trace, redraw or screenshot the logo from a website or app.

CO-BRANDING

In partner lockups, keep the full clear space between the Vwaza wordmark and the partner mark, separate the two with a thin hairline where possible, and send final artwork to info@vwaza.com for approval before it goes to print or publication.

03 Product Marks

Each product carries its own mark within the family. The same rules apply to every one of them: original files only, correct contrast, and the parent brand never dropped.

 Vwaza Music App mark	 Vwaza Studio App icon	 Vwaza Podcasts Full lockup, colour
 Vwaza TV Hook forms the "T", lime check the "V"	 TV icon Compact mark / launcher	 Podcasts icon Icon-only mark

NAMING

Always "Vwaza" plus the product – Vwaza Music, Vwaza Studio, Vwaza Podcasts, Vwaza Store, Vwaza TV. The parent brand is never dropped, abbreviated or replaced with an acronym.

NEED A MARK YOU DON'T SEE HERE?

Master logo files in every format – SVG, PNG, print-ready – are available on request from info@vwaza.com.

04 Colour

Five brand colours. Lime leads, navy anchors, and forest carries confirmation and growth. Gray and brown are supporting accents. Neutrals are near-black inks, never pure black.

PRIMARY	SECONDARY	TERTIARY	NEUTRAL	ACCENT
Vwaza Lime #ACD81A hsl(74° 89% 48%)	Vwaza Blue #002E62 hsl(213° 100% 19%)	Vwaza Forest #1C7C54 hsl(150° 64% 30%)	Vwaza Gray #3D3D3D hsl(0° 0% 24%)	Vwaza Brown #4F3824 hsl(25° 35% 22%)

LIME SCALE · PRIMARY TINTS

50	200	500	600	700	900
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INK & HAIRLINE NEUTRALS

Ink	Ink-2	Ink-3	Hairline	Paper-2	Paper
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Not in the palette: teal. Vwaza uses two greens only – Lime (hue 74°) and Forest (hue 150°). Anything in between is off-brand. Error red is a system state colour, not a brand colour.

05 Typography

AaGg

Host Grotesk WEIGHTS 300 – 800 · ROMAN & ITALIC PRIMARY TYPEFACE, ALL PRODUCTS

LIGHT · 300

African stories, streamed direct.

REGULAR · 400

African stories, streamed direct.

MEDIUM · 500

African stories, streamed direct.

SEMIBOLD · 700

African stories, streamed direct.

BOLD · 800

African stories, streamed direct.

PRINCIPLES

- Headings run heavy (**800**) with tight negative tracking; body stays at **400** for calm reading.
- Uppercase labels carry generous letter-spacing and use lime or forest – never body grey.
- One typeface does the whole job. Weight and size create hierarchy; decoration does not.

FOR PARTNER USE

- Host Grotesk is an open typeface, freely available via **Google Fonts**.
- Never substitute a system sans in Vwaza-branded material. If your toolchain cannot load Host Grotesk, ask us before choosing a fallback.
- Host Grotesk is the single brand voice across web, mobile and print.

06 The Products

Everything a fan watches, listens to and owns – and everything a creator uploads, prices and gets paid for – lives under one Vwaza identity and one account.

01 Vwaza Music

"Free streaming. Buy-to-own."

The consumer streaming app for African music – native on iOS and Android with a web player. Free ad-supported streaming plus buy-to-own downloads that work offline, airplane mode included. Already crossing 65 countries.

FOR

Listeners & fans

PLATFORM

iOS, Android, Web

02 Vwaza Studio

"Make it in Studio – upload, set your price, get paid."

The creator back-office, on the web at studio.vwaza.com. Upload music, set prices, manage Store products, read analytics and request payouts in 13 currencies. Supports solo creators plus labels, publishers and collectives with roster management, revenue splits and rights registration.

FOR

Artists, labels, collectives

PLATFORM

Web

03 Vwaza Podcasts

"African voices, streamed direct."

African podcasts in both audio and video, from creators across the continent – culture, business, technology, education and entertainment, with exclusive originals. Free to start, premium when you want full seasons.

FOR

Listeners & creators

PLATFORM

Audio & video

SECTION 06 · CONTINUED

04

Vwaza Store

"Vinyl, merch and buy-to-own, direct from the artist."

The customer-facing storefront to buy directly from artists with no middleman: vinyl, merch, buy-to-own music and tickets. Creators list products through Studio; fans check out through Store.

FOR

Fans & customers

PLATFORM

Web

05

Vwaza TV

"African cinema, distributed properly."

Streaming for African film and television – films, series and Vwaza Originals from across the continent, alongside Nollywood titles and indie cinema. A free tier plus rent-or-buy, resuming across any screen, plus your TV.

FOR

Viewers

PLATFORM

Mobile, Web, TV

WRITING ABOUT THE PRODUCTS

In headlines and body copy, use the full name on first mention – **Vwaza Music**, **Vwaza TV** – and keep the products distinct: Music and TV are where fans stream, Store is where they buy, Studio is where creators publish and get paid, Podcasts is where the continent talks.

07 Usage & Contact

Plain, direct, proud. Short sentences that lead with the benefit to the creator or the fan. Pan-African in outlook, never generic. Vwaza speaks in English and Kiswahili.

TAGLINES IN ROTATION

African entertainment. World stage.

Watch, listen, own, create.

All of it African.

Stream free. Own what you love.

Back the artists direct.

No foreign label, no middleman.

Do

- Work from the **supplied master files** and keep the clear space around every mark.
- Reverse the wordmark to white on navy or ink, and keep the lime chevron lime.
- Let one typeface and a decisive palette carry the design – hierarchy through weight, not decoration.
- Lead every product name with **Vwaza**.

Don't

- Introduce teal, or any green between lime and forest.
- Place the white wordmark on a light background, or the navy wordmark on a dark one.
- Substitute the typeface – no system sans in place of Host Grotesk.
- Stretch, recolour or crowd the logo, or recolour the chevron.

BOILERPLATE · ABOUT VWAZA

Vwaza is Africa's entertainment ecosystem – music, film, television and podcasts from African creators, streamed to the world. Fans stream for free, buy the work they want to keep, and back creators directly; creators set their own prices and are paid in 13 local currencies, straight to mobile money, bank or card. Vwaza Multimedia Inc. is headquartered in Lilongwe, Malawi. Learn more at vwaza.com.

OFFICIAL CHANNELS

X / Twitter

Facebook

Instagram

TikTok

YouTube

LinkedIn

BRAND & PRESS ENQUIRIES

info@vwaza.com

Logo files, product screenshots, founder photos and interview requests – one address for all of it.

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