



Unusual  
ideas.  
As usual

Our

Logo

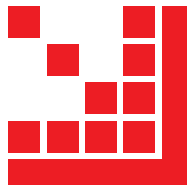
# Logo

The ID Africa logo is the most important element of our identity - a graphical interpretation of the brand. We must treat it with respect.

The logo is a universal signature across all ID Africa communications, that guarantees a quality that unites our diverse messages, products and services.

# IDA Logo Elements

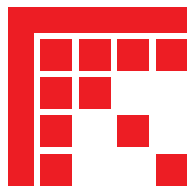
IDA promises to connect brands and individuals with the people they care about.



## Top Arrow:

The top arrow represents these 'people' - consumers, customers, users, audience, stakeholders, etc., that the 'brands and individuals' care about.

Whoever it is that the marketing message or communication materials are targeted at. With creative content, sexy platforms, smart communication and effective promotion, IDA ensures that the top arrow is drawn to the bottom arrow.



## Bottom Arrow:

This represents 'brands and individuals' that we serve - clients, friends, family, plus the message, product or idea that they are offering.

With an understanding of consumer behaviour and the marketplace, as well as use of digital tools and creative marketing communication techniques, IDA will tell the stories that need to be told, so as to achieve desired objectives.

# IDA Logo Elements

## Top Arrow's Cubes:

What do people in the top arrow want? What do we promise them? (10 Outputs and Outcomes)

- 
- Entertainment
  - Information
  - Guidance
  - Solution
  - Convenience
  - Appreciation
  - Fun & Delight
  - Value for money
  - Respect
  - Power

## Bottom Arrow's Cubes:

What do people in the top arrow want? What do we promise them? (10 Outputs and Outcomes)

- 
- Strategy
  - Assets development
  - Design
  - Content marketing
  - Advertising & Promotion
  - Research & Analysis
  - Sales
  - Relationship management
  - Community management
  - Creative communication

**THANK  
YOU**