

Evidence-led.
Clear by design.

Prove your payments work across Africa.

One identity. A clear purpose.

AMI helps banks, fintechs and payment providers test live cross-border payments through verified local participants, showing the amount received, arrival time, payment details and the recipient's experience.

For partners, media and creative teams

This kit contains the existing AMI mark, single-colour variants, digital graphics, colour tokens and the licensed Geist font. Use these assets to represent AMI Payments consistently.

> **Our name is AMI Payments.**
> Use the full name in written references. "AMI" is appropriate when space is limited or the full name has already been introduced.

Brand and media enquiries · info@amiinsights.com

01 · LOGO

Keep the mark recognisable.



Forest on light backgrounds



White on dark backgrounds

Clear space & size

Leave clear space around the complete mark of at least one quarter of its displayed width. For the supplied square mark, start at 48px on screen; use the supplied icon when a smaller square asset is needed.

Use the right file

- **SVG:** scalable layouts, print artwork and high-resolution design.
- **Transparent PNG:** presentations, documents and applications that cannot use SVG. Supplied at 1600 × 1600px.
- **Icon:** the existing AMI icon at 512px and 32px, plus a multi-size ICO.
- **Black:** single-colour reproduction when the brand colours cannot be used.

> Do not stretch, crop, rotate, redraw or add effects to the mark. Keep the Africa detail and framing lines intact. Do not imply an endorsement, certification or customer relationship.

The vector files are traced from the same supplied AMI mark used on the website; no new logo concept is introduced.

02 · COLOUR

Forest, green and gold.

Use forest for strong brand surfaces, green for actions, and gold sparingly for emphasis. Keep reading surfaces quiet and spacious.

AMI Forest
#103D31 · RGB 16, 61, 49

Primary brand surfaces and the dark logo.

AMI Green
#257E55 · RGB 37, 126, 85

Links, buttons and positive evidence indicators.

AMI Gold
#D8BD70 · RGB 216, 189, 112

Highlights and accents; pair with dark text.

Warm White
#F7F5EF · RGB 247, 245, 239

Quiet backgrounds and editorial layouts.

White
#FFFFFF · RGB 255, 255, 255

Clear space and reversed text on dark backgrounds.

Ink
#1F2E27 · RGB 31, 46, 39

Primary text on light backgrounds.

These are digital sRGB values. For professional print, ask your printer to convert to the required profile and approve a physical proof; generic CMYK values are not a colour guarantee.

One family. Easy to read.

Geist for headings, body copy and interfaces.

Use 400 for body copy, 500–600 for labels and subheadings, and 600–700 for major headings. Avoid introducing a separate decorative headline family.

Practical digital hierarchy

Role	Recommended starting point
Main heading	40–64px · line height 1.05–1.15
Section heading	28–40px · line height 1.15–1.25
Body	16–18px · line height 1.5–1.7
Caption / supporting label	12–14px · never essential body copy

Accessible combinations

Text / background	Contrast ratio
White / AMI Forest	12.11:1
White / AMI Green	5.01:1
Ink / AMI Gold	7.73:1
Ink / Warm White	13.03:1

- Aim for WCAG AA: 4.5:1 for normal text and 3:1 for large text. Do not use gold as small text on white.
- Use descriptive alternative text, clear headings and visible keyboard focus. Do not rely on colour alone.
- Keep interactive targets at least 44 × 44px. Respect reduced-motion preferences.

The included Geist variable font is redistributed under the accompanying SIL Open Font License. Space Mono is reserved for code and data identifiers; it is not the marketing typeface.

04 · VOICE & APPLICATION

Specific. Useful. Evidence-led.

Explain what a payment team can learn. Use plain language and concrete outcomes rather than vague promises.

Approved headline

Prove your payments work across Africa.

Company description

AMI helps banks, fintechs and payment providers test live cross-border payments through verified local participants, showing the amount received, arrival time, payment details and the recipient's experience.

Useful language

Payment receipt. Amount received. Arrival time. Payment details. Recipient experience. Verified local participants. Bank-account and mobile-money payouts.

> Describe the service accurately. Do not add certifications, guaranteed settlement times, unverified customer claims or regulatory approvals.

Social & media formats

- LinkedIn banner: 1584 × 396px — editable SVG and ready-to-use PNG.
- Square social post: 1080 × 1080px — editable SVG and ready-to-use PNG.
- Story graphic: 1080 × 1920px — editable SVG and ready-to-use PNG.
- Social link preview: 1200 × 630px — editable SVG and ready-to-use PNG.

Install the included Geist font before editing SVG text. Keep essential story content away from platform controls at the top and bottom. Preserve generous margins when adapting artwork.

Need a different format or permission advice?
Contact info@amiinsights.com.

AMI Payments · Shared identity resources for accurate editorial and partner use. These assets do not grant rights to unrelated third-party marks.