

AFREX MARKET

THE CORRIDOR'S MARKET

A brand system, copywriting, user experience design and four web applications for the South Africa to Mozambique B2B sourcing marketplace of Afrexpays (Pty) Ltd, written in English and Portuguese at equal status.

1

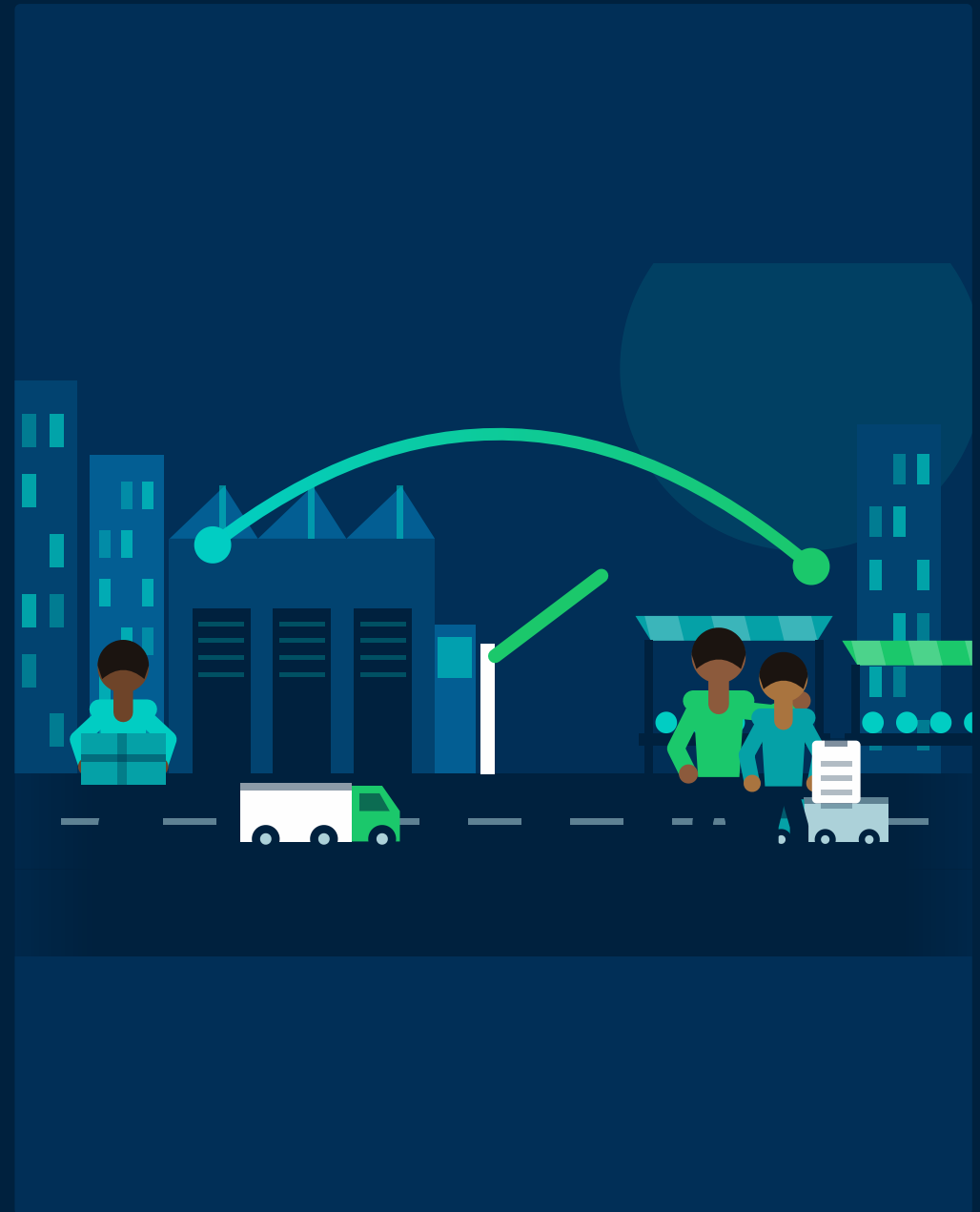
BRAND SYSTEM

48

WEBSITE PAGES

4

WEB APPLICATIONS



DEEP WATER, TEAL AND GREEN LIGHT



Ink
#00213E



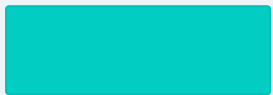
Navy
#012F57



Blue
#035E93



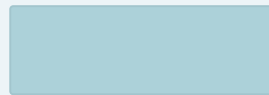
Teal
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Cyan
#01CDC3



Green
#1BC86B



Powder
#ACD1D9



Mist
#EDF4F7

AA

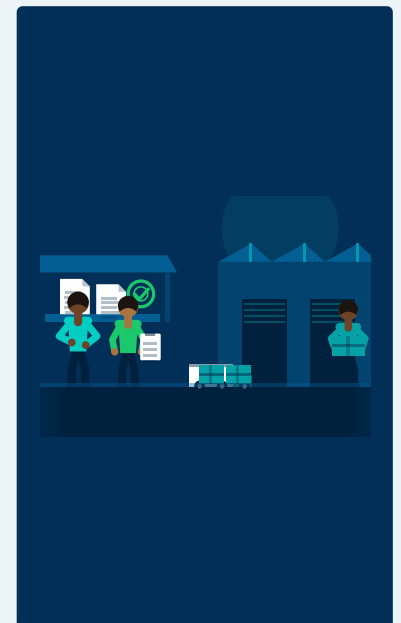
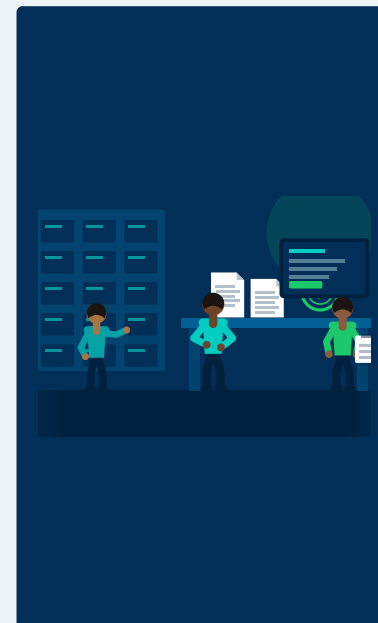
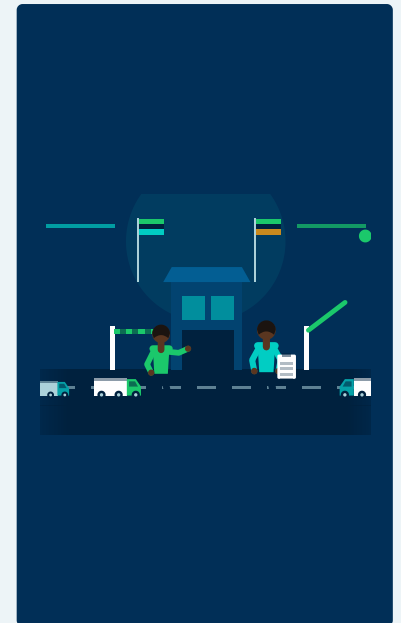
Inter

Headlines, the wordmark and body copy - one family carried across English and Portuguese.

Aa

IBM Plex Mono

References, quantities and order data on the trade floor and the tracker.



02 - COPYWRITING

DEMAND FIRST, IN TWO LANGUAGES

The copy argues from the buyer's side of the corridor. It says what AfrexMarket does in a single sentence - find the supplier, verify them, put one quotation forward and settle through Afrexpay - then gives buyers, suppliers and settlement each their own door. Every line stands at equal status in English and Portuguese. The voice is plain, commercial and exact.

HERO HEADLINE

The corridor's market.

SECTION HEADLINE

**More than a catalogue.
A trade desk behind
every line.**

BODY COPY

Tell us what you need to buy. We find the supplier, check that they can actually deliver, put one quotation in front of you and settle the payment through Afrexpay.

PORTUGUESE EDITION

O mercado do corredor.

REASSURANCE

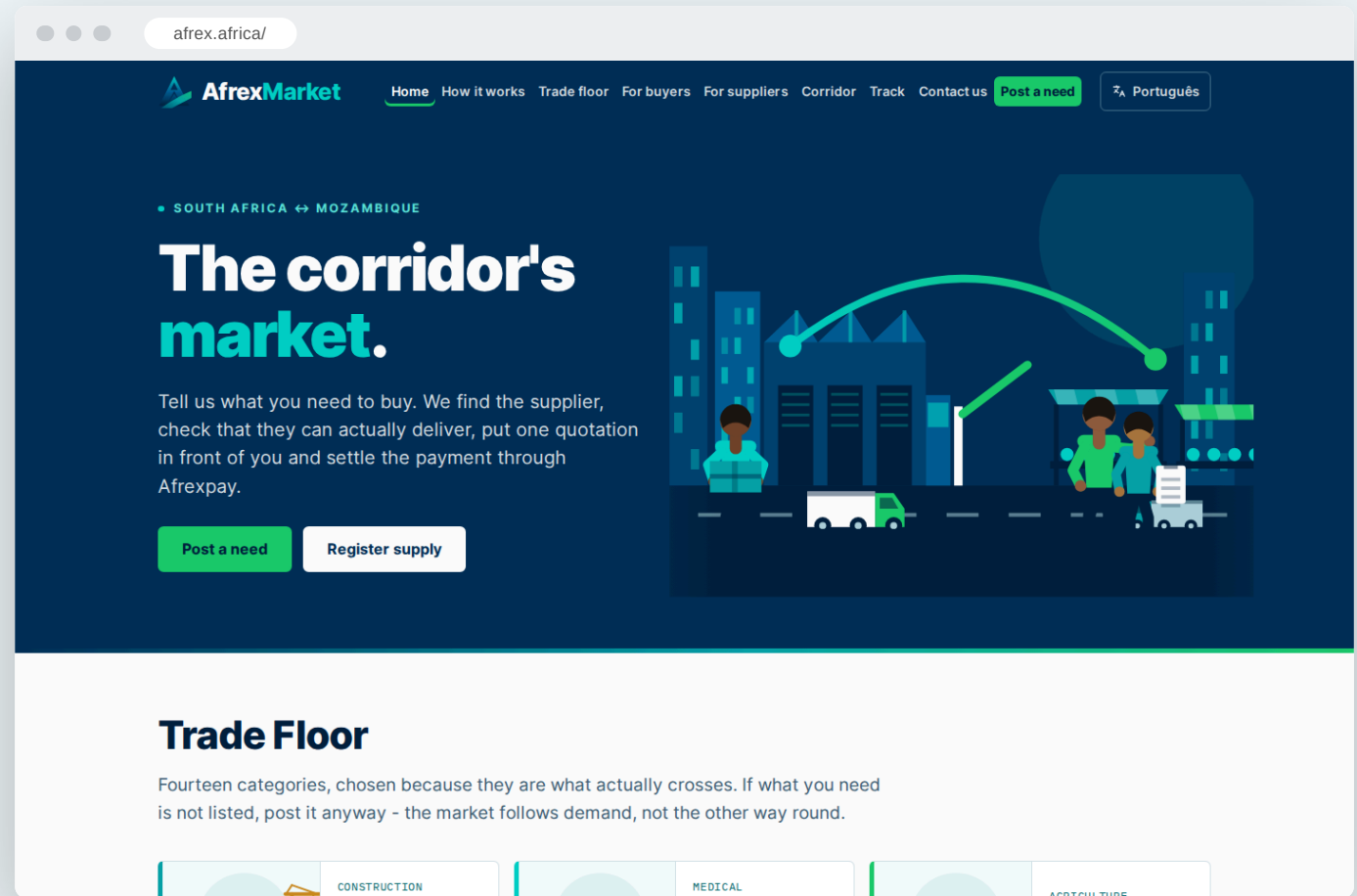
Nobody's name is on the board - our desk knows who is behind each post and makes the introduction.

PRIMARY CALL TO ACTION

POST A NEED

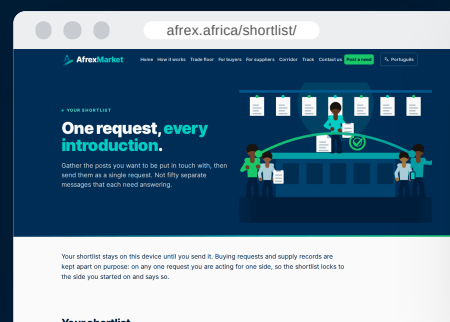
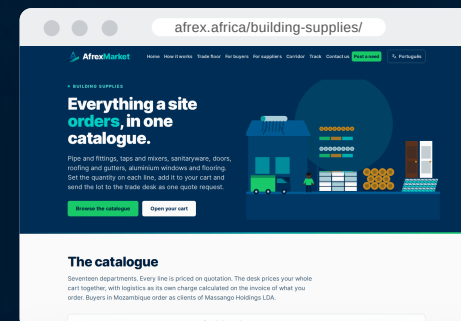
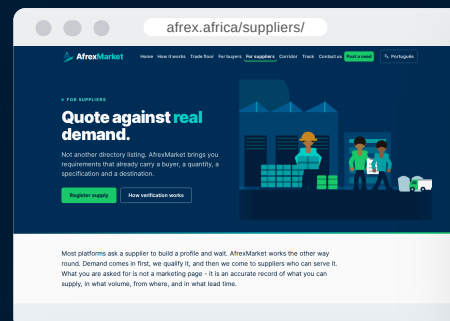
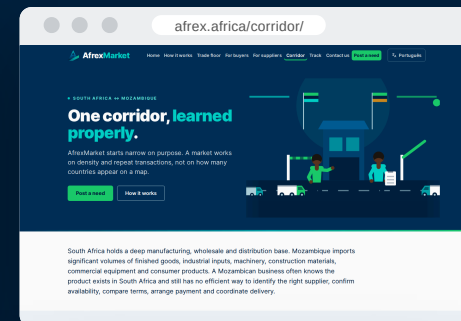
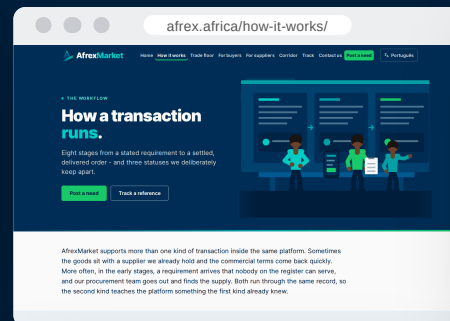
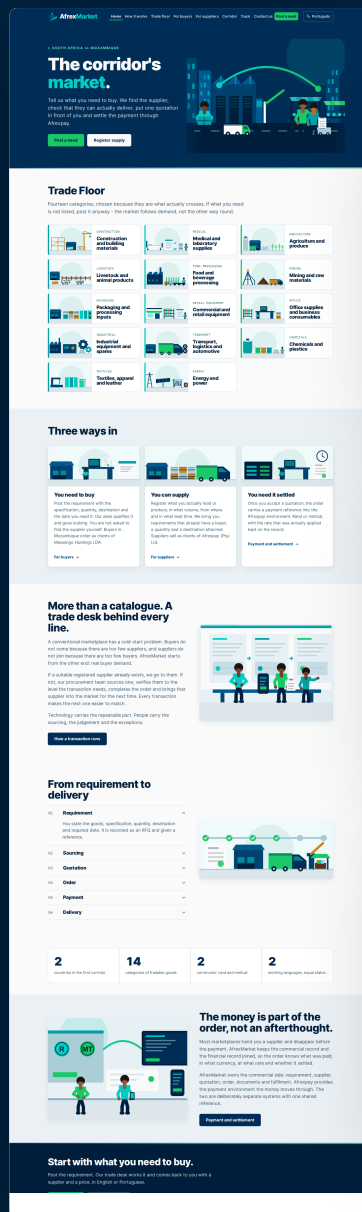
BUY OR SUPPLY FROM THE FIRST SCREEN

The homepage opens on the corridor itself - warehouses, trucks and the arc of a trade crossing the border - with the market's line and a one-sentence account of how it works. Buyers post a need and suppliers register supply from the same screen, and a single switch carries the whole site into Portuguese.



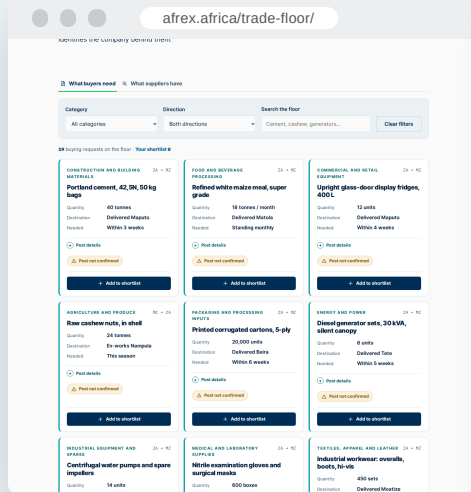
EIGHT STAGES, ONE RECORD

The journey follows a transaction from a stated requirement to a settled, delivered order. How it works, the corridor, buyers, suppliers, verification, payments and logistics each hold their own page, the trade floor and two supplier catalogues sit alongside, and the whole architecture is mirrored in Portuguese - forty-eight pages in all.



A TRADE DESK, NOT A DIRECTORY

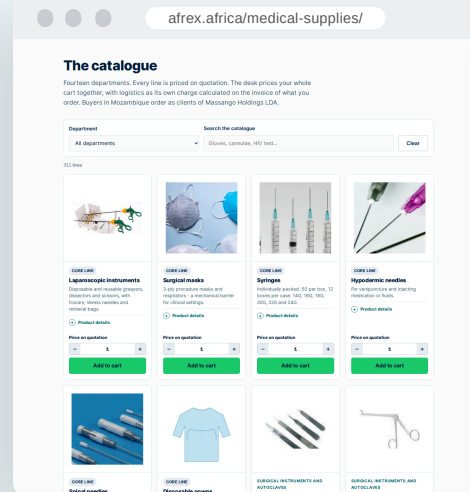
These are working instruments, not brochure pages. Buyers and suppliers post, browse, build a shortlist, send a request and follow the order to delivery - every step carried on one AfrexMarket reference.



THE TRADE FLOOR

BOTH SIDES POST · FILTER · SHORTLIST

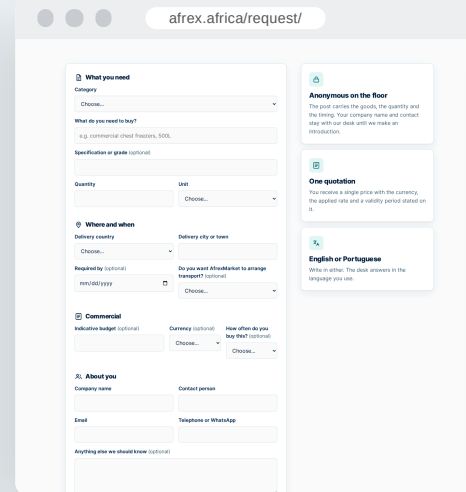
Buyers post what they need and suppliers post what they hold, anonymously. Everyone browses by category and direction of travel, and the desk makes the introduction.



SUPPLIER CATALOGUES

MEDICAL · BUILDING SUPPLIES

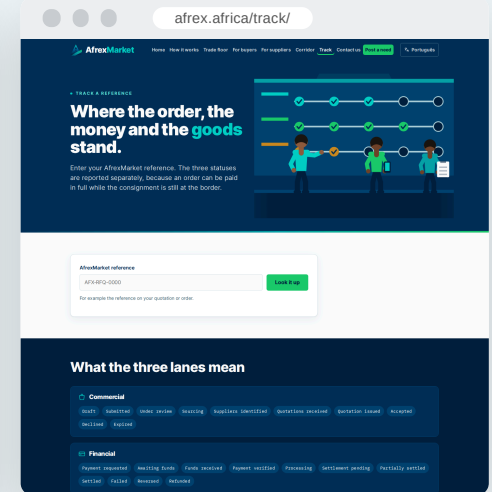
Full supplier catalogues priced on quotation. Buyers set quantities line by line, build a cart and send the lot to the trade desk as one request.



POST A NEED

GUIDED REQUIREMENT FORM

Category, specification, quantity, destination and date in one guided form that puts the need on the floor and starts the sourcing.



ORDER TRACKING

ONE REFERENCE · THREE STATUSES

Enter an AfrexMarket reference and see where the order, the money and the goods stand, each reported as its own status.

THE CORRIDOR'S MARKET.

A brand system, copywriting, user experience design and four web applications, built for AfrexMarket and live on the web.

AFREX.AFRICA