

Investa Africa

VETTED AFRICAN BUSINESSES RAISING CAPITAL

A brand system, copywriting, user experience design and three web applications for an investor marketplace of vetted operating businesses across twelve African markets.

1

BRAND SYSTEM

27

WEBSITE PAGES

3

WEB APPLICATIONS



Forest, brass and paper



Investa Africa



Ink

#13241E



Forest

#1E4A3B



Forest Mid

#2A5E4B



Brass

#B8892B



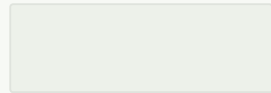
Brass Deep

#7A5710



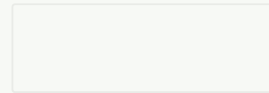
Sage

#8FAE9C



Paper

#EDF1EA



Ground

#F7F9F5

Aa

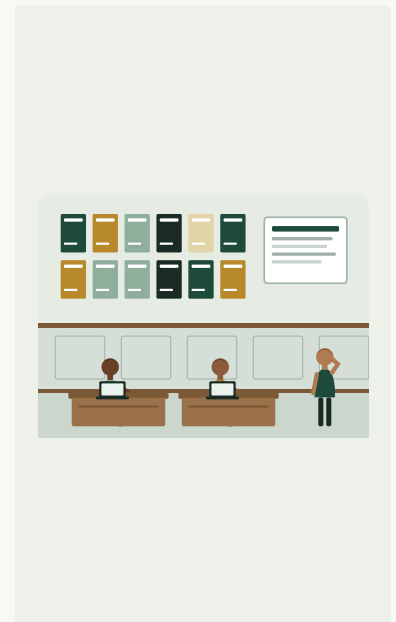
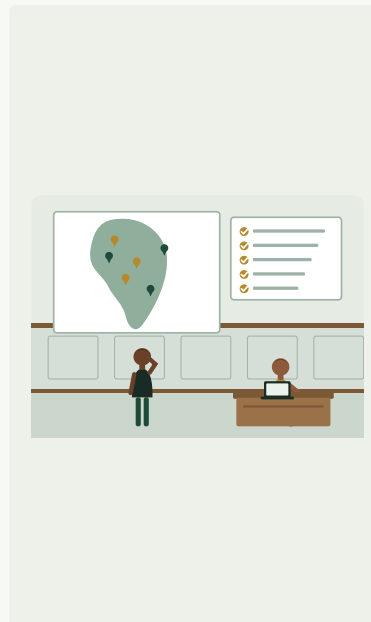
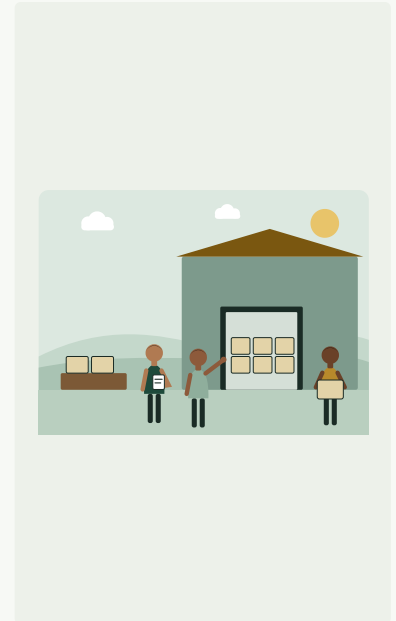
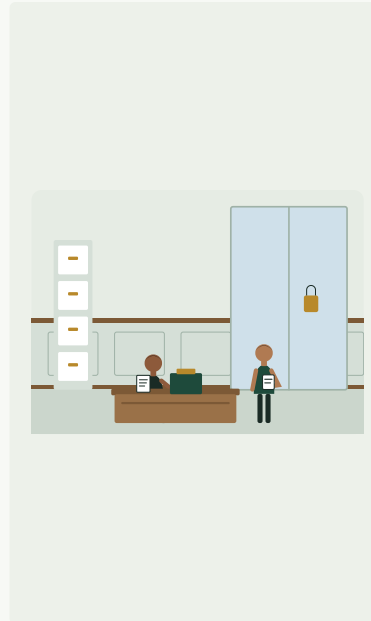
Lora

Headlines and the wordmark, a bookish serif with the weight of a ledger.

Aa

Poppins

Body copy, listing cards and forms, even and legible at small sizes.



— 02 - COPYWRITING

Discipline, stated plainly

The copy is written for two readers who must be convinced of the same thing: that the standard is real. It names who vets, who answers for the result and what each side pays, then gives businesses, investors and advisory firms their own way in. The voice is measured, exact and calm – the voice of a deal room.

HERO HEADLINE

Vetted African businesses raising capital.

SECTION HEADLINE

Twelve markets, one standard.

BODY COPY

Every opportunity passes a defined vetting standard, carried out by an accountable Moeletsi Africa member firm, before it is published.

INTERFACE COPY

Set your mandate once and see what fits.

REASSURANCE

No business is named on the board. Each carries a REF, and names and the vetted file are released when an introduction is made.

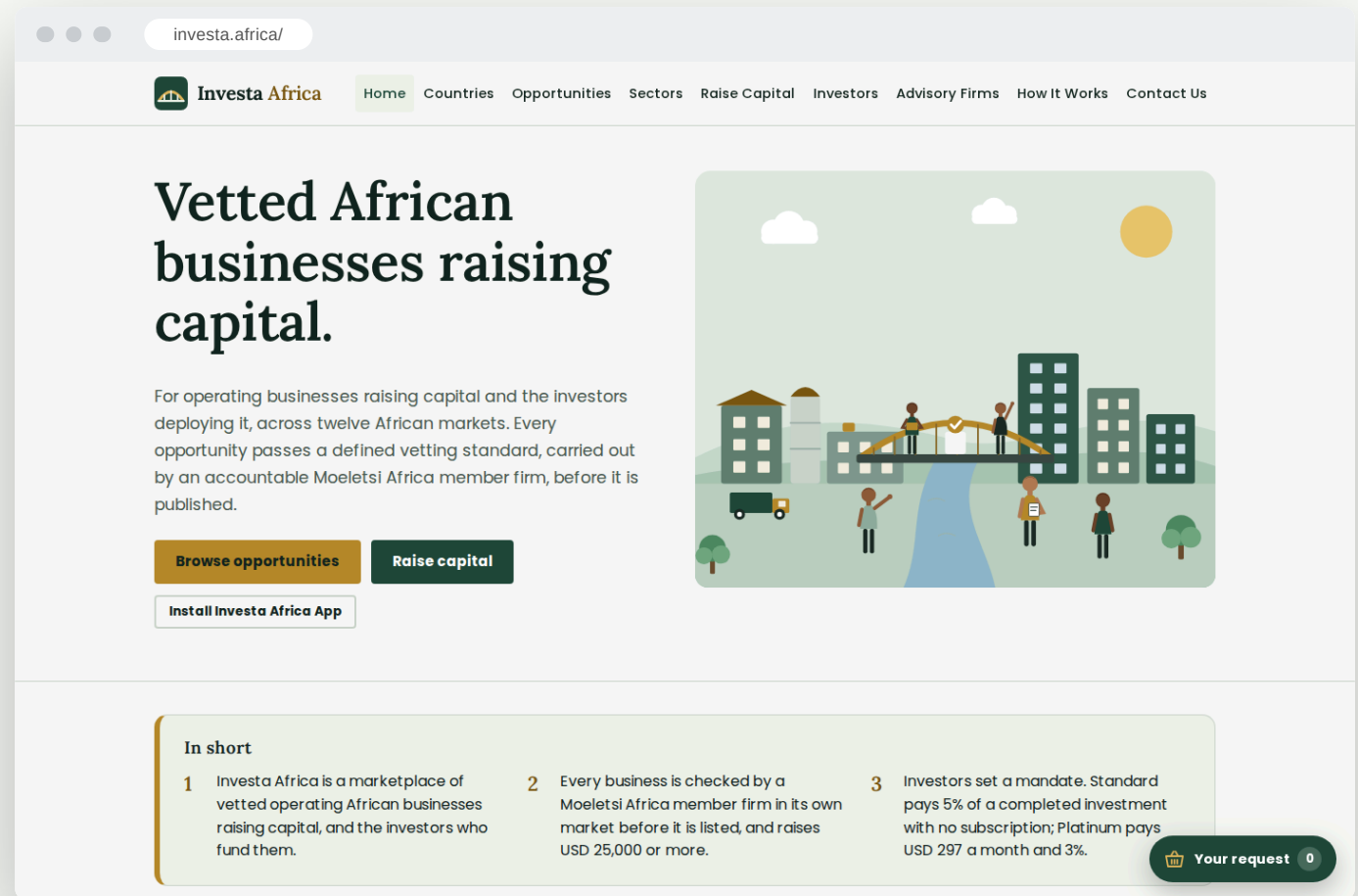
PRIMARY CALL TO ACTION

BROWSE OPPORTUNITIES

03 - USER EXPERIENCE DESIGN

Raise, invest or vet

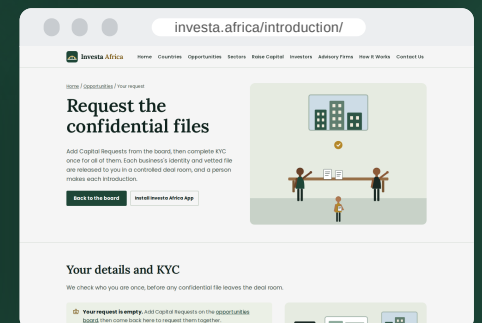
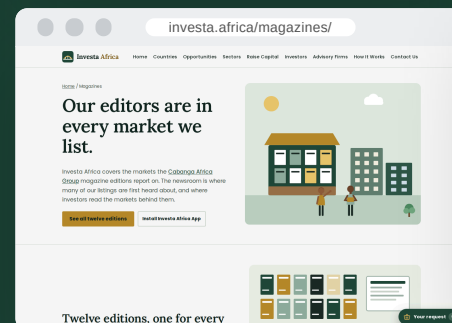
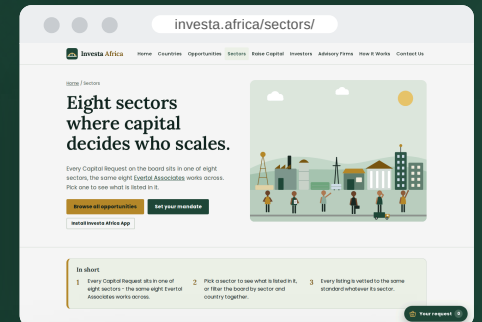
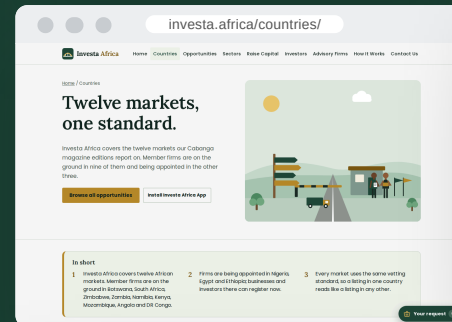
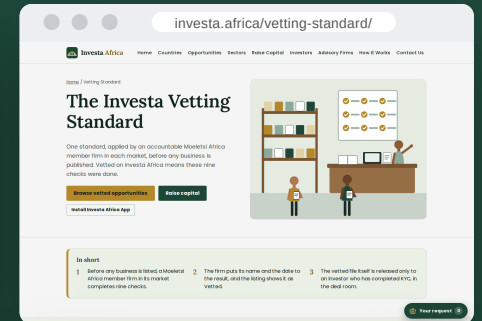
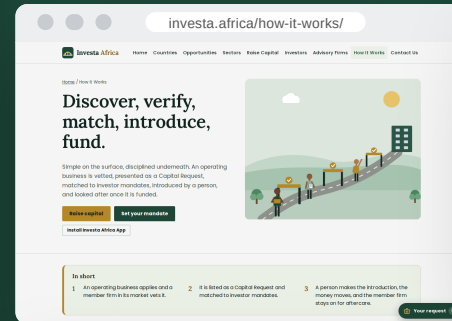
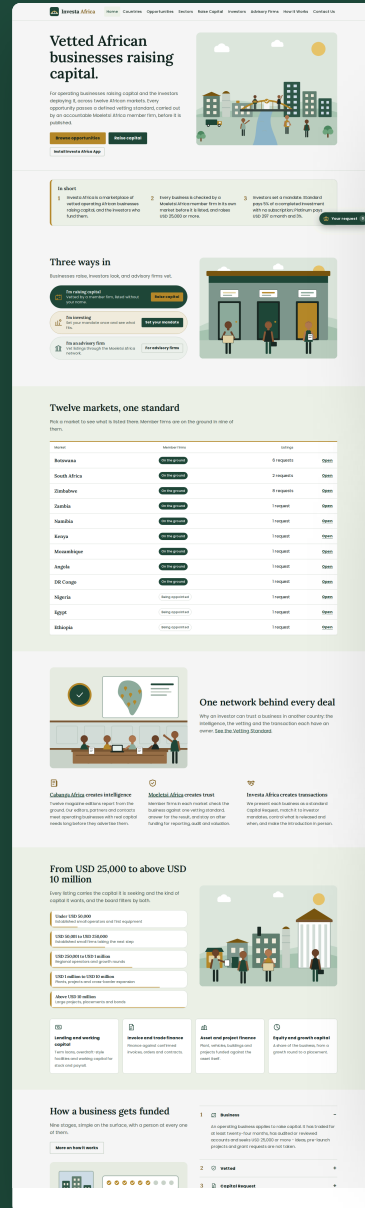
The homepage opens on a drawn market town with a bridge carrying capital across the river, the marketplace's line and the vetting promise. Browse opportunities and raise capital sit side by side, the app installs from the hero, and an in-short panel states the whole model in three sentences.



03 - USER EXPERIENCE DESIGN

Discover, verify, match, introduce, fund

The architecture follows the deal. Countries, sectors and the opportunities board let an investor find the fit; the vetting standard, charter and disclaimer set the terms; investors, businesses and advisory firms each have their own door; and every one of the twelve markets holds its own page beside the magazines that report from it.



Three instruments, one deal room

These are live applications, not articles. An investor filters and gathers opportunities, sets a mandate and requests the confidential files, and a business applies to raise - every step feeding the member-firm vetting behind the board.

The screenshot shows the 'investa.africa/opportunities/' page. It features a filter bar at the top with dropdowns for Country (All twelve), Sector (All sectors), Type of capital (All types), Capital sought (All amounts), and Show capital in (USD, ZAR, ZMW, BWP). Below the filters, it displays '25 Capital Requests shown'. The main area contains a grid of nine opportunity cards. Each card includes a 'Vetted' badge, a date (30 Sep 2026), a reference ID (e.g., REF IA-2A-1001), a title (e.g., 'Regional business magazine, South Africa and Eswatini'), a 'See the details' link, and a capital sought amount (e.g., US\$93,750) with an 'Add to request' button.

The Opportunities Board

FILTERS · FOUR CURRENCIES · REQUEST BASKET

Vetted Capital Requests filtered by country, sector, capital type and amount, shown live in USD, ZAR, ZMW or BWP and gathered into one request.

The screenshot shows the 'investa.africa/investors/' page with the title 'Set your mandate'. A sub-header states: 'It takes two minutes. Full KYC comes later, only when you ask for a confidential file.' The form is divided into several sections: 'Your name *', 'Organisation *', 'Email *', 'Mobile or WhatsApp number *', 'You invest as *', 'Preferred ticket size (USD) *', 'Countries *' (with checkboxes for Botswana, South Africa, Zimbabwe, Zambia, Namibia, Kenya, Mozambique, Angola, DR Congo, Nigeria, Egypt, Ethiopia), 'Sectors *' (with checkboxes for Financial Services, Mining & Resources, Manufacturing, Agribusiness, Energy & Infrastructure, Retail & FMCG, Technology, Professional Services), 'Capital Instruments *' (with checkboxes for Lending and working capital, Invoice and trade finance, Asset and project finance, Equity and growth capital), and 'Pricing *' (with radio buttons for Standard and Platinum). A 'Save my mandate' button is at the bottom.

Investor Mandate

COUNTRIES · SECTORS · TICKET SIZE

Investors set their countries, sectors, capital instruments and ticket size once, and every vetted listing that fits is matched to them.

The screenshot shows the 'investa.africa/list/' page with the title 'Apply to raise capital'. A sub-header states: 'We confirm your email with a six-digit code, then a person on the team takes it from there.' The form includes fields for 'Business name *', 'Company registration number *', 'Country the business operates in *', 'Sector *', 'Trading since *', 'Number of employees *', 'Turnover in the last 12 months *', 'Capital sought (USD) *', 'Type of capital needed *', 'Stage *', 'Your name *', 'Email *', 'WhatsApp number *', and 'What the capital is for *'. A 'Do you have an advisor or accounting firm?' checkbox is at the bottom.

Raise Capital Application

USD 25,000 AND ABOVE · 24 MONTHS TRADING

Operating businesses apply with the capital they need and their trading record, and are routed to a member firm for vetting before listing.

Vetted African businesses raising capital.

A brand system, copywriting, user experience design and three web applications, built for Investa Africa and live on the web.

INVESTA.AFRICA