

Mayowa Adeosun

Brand Guidelines

Builders over fundraisers.



Brand Overview

Mayowa was born in the United Kingdom and moved to Nigeria in 2010, against the prevailing current, to build. He began in currency operations at the Central Bank of Nigeria, spent five years underwriting contractor performance risk and financial exposure at Leadway Assurance, and advised institutions on strategy at Accenture. In 2019, he co-founded Sycamore, a regulated financial services group that today disburses billions of naira monthly to small and medium businesses across credit, savings, investments, and capital market products. In 2025, he founded Assetrica, governance infrastructure for African real asset capital markets. His work centres on a single conviction: African real assets earn institutional capital when every mandate runs on an independent, verifiable record.



Building institutions for the next chapter of African growth.

Mission & Vision



Mission

To build and champion the systems, institutions, and ideas that enable sustainable growth across Africa.

Mayowa's mission is to contribute meaningfully to Africa's development by building foundational infrastructure, advancing better governance, and bringing technology and innovation into the systems that underpin African capital markets and economies.

Vision

A future where Africans are not simply participants in global progress but builders of the systems that define it.

Mayowa envisions an Africa with the infrastructure, governance, institutions, technology, and capital-market systems required to support long-term, sustainable development.

His vision extends beyond any single company or venture.

It is about contributing to a generation of African builders who create the foundational systems that allow businesses, institutions, and communities to thrive.

A future where Africa's story is increasingly defined by what its people build, own, govern, and sustain

Brand Values & Personality

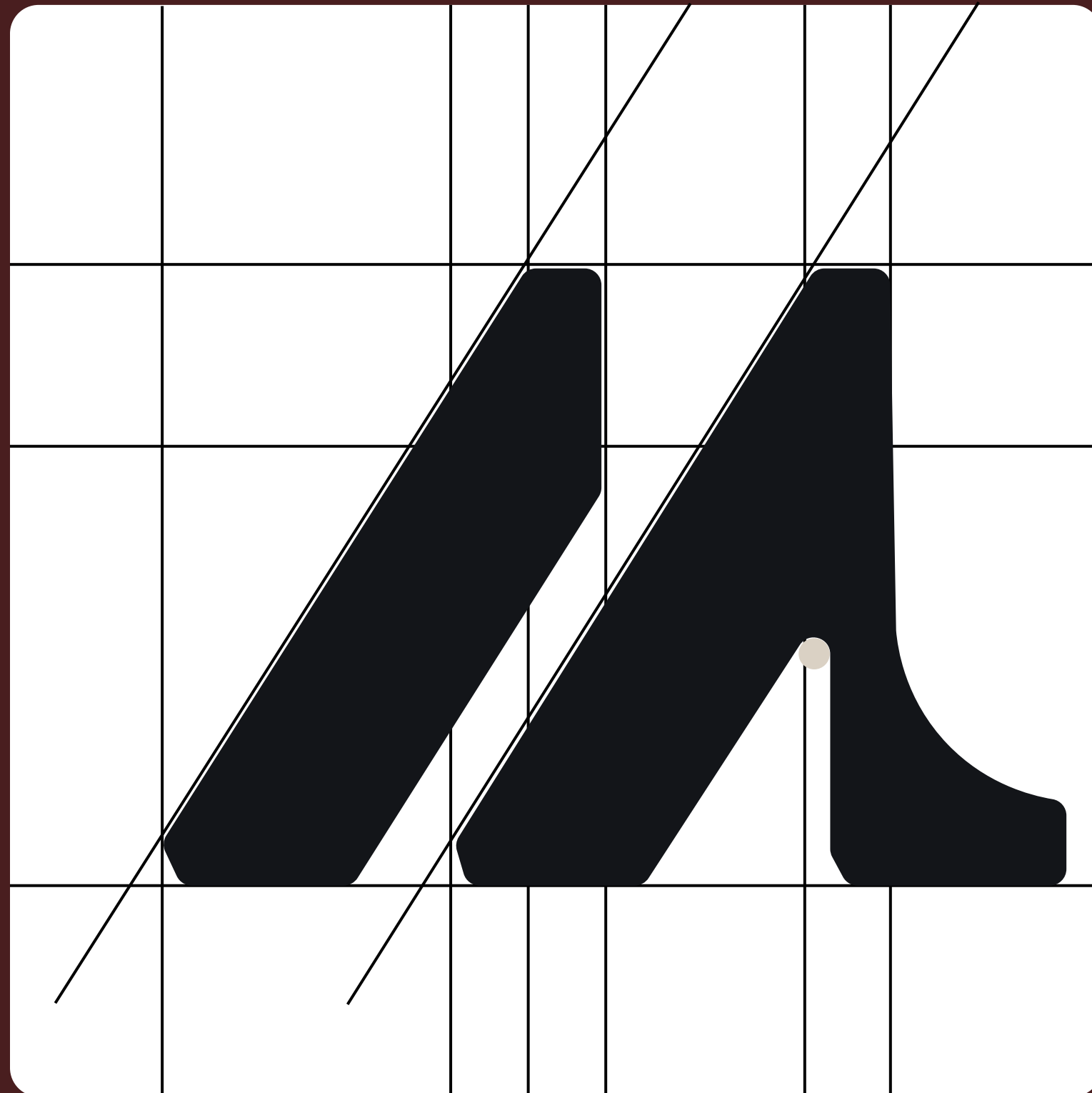


Values

Building, Conviction
Innovation, Authenticity and Optimism

Personality

Composed, Convicted
Intelligent and Forward-Thinking



Primary Logo



Secondary Logo



Logomark



Logo Guidelines

A logo earns its impact through consistency. These guidelines outline how the Mayowa Adesoun mark should be placed, scaled, and protected, ensuring it always reads clearly and represents the brand with the same strength wherever it appears.



MAYOWA
ADEOSUN

01

Logo Placement

02



MAYOWA
ADEOSUN

Logo Placement



03

Logo Placement



Do not rotate the logo.



Do not flip the logo.



Do not add effects to the logo.

Color Palette

Our palette is built on contrast and restraint. Deep maroon carries the weight of the brand; ivory and taupe soften it; charcoal sharpens the edges. Together, they give every asset a distinct, cohesive presence.

Maroon

HEX: #491E1F
RGB: 73, 30, 31
CMYK: 44, 81, 71, 65

Warm Taupe

HEX: #DAD1C4
RGB: 218, 209, 196
CMYK: 14, 14, 21, 0

Ivory

HEX: #F8F7EF
RGB: 248, 247, 239
CMYK: 2, 1, 5, 0

Charcoal

HEX: #131519
RGB: 19, 21, 25
CMYK: 77, 69, 63, 79

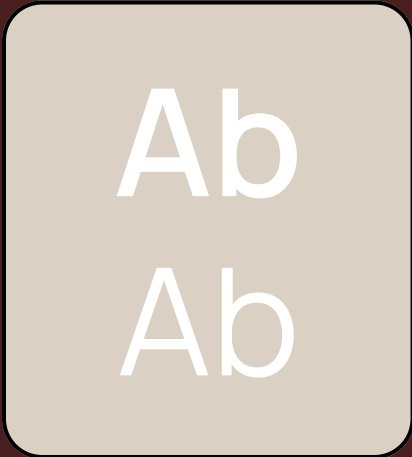
Typography



Playfair Display
(SemiBold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Primary Typeface
For Headlines



Manrope
(SemiBold, Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Secondary Typeface
For H2 & Body Text



Great typography lives in the tension between old and new. Playfair Display brings elegance and gravity to our headlines, while Manrope keeps the supporting text light, legible, and unmistakably modern, a pairing built for lasting impact.



Visual Style

The visual style is warm, confident, and rooted in genuine connection. Through photography that captures real moments, collaboration, focus, and presence, the brand feels professional yet approachable, polished yet human.

Brand Voice & Tone

Tone

- Professional & Institutional
- Thought Leadership
- Personal Reflection
- Social / Community
- Inspirational

The brand voice should reflect a person who is composed, intelligent, convicted, forward-thinking, and human.

The voice remains consistent, but the tone should adapt to the context.

Voice

The voice should feel:

Confident, not arrogant. Intelligent, not complicated.

Convicted, not aggressive. Ambitious, not performative.

Institutional, not corporate. Personal, not informal.

Optimistic, not naive. African, not stereotypical.

Forward-looking, not trend-driven.

Do's

Don'ts

✱	Use official colors, fonts, and logo styles.	✱	Alter or recolor the logo.
✱	Keep logo spacing and size correct.	✱	Use unapproved fonts or colors.
✱	Apply the right tone of voice.	✱	Add effects to the logo.
✱	Use high-quality, on-brand images.	✱	Use poor-quality or off-brand visuals.



Brand Guideline Sheet



MAYOWA
ADEOSUN

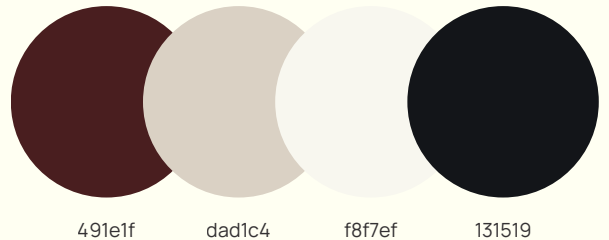


Aa Bb
Playfair Display

This is the font used in the Mayowa Adeosun logo. This was used mainly on the type.

Aa Bb
Manrope

This is the secondary font for the Mayowa Adeosun Identity. This is mainly for body text.



491e1f

dad1c4

f8f7ef

131519

