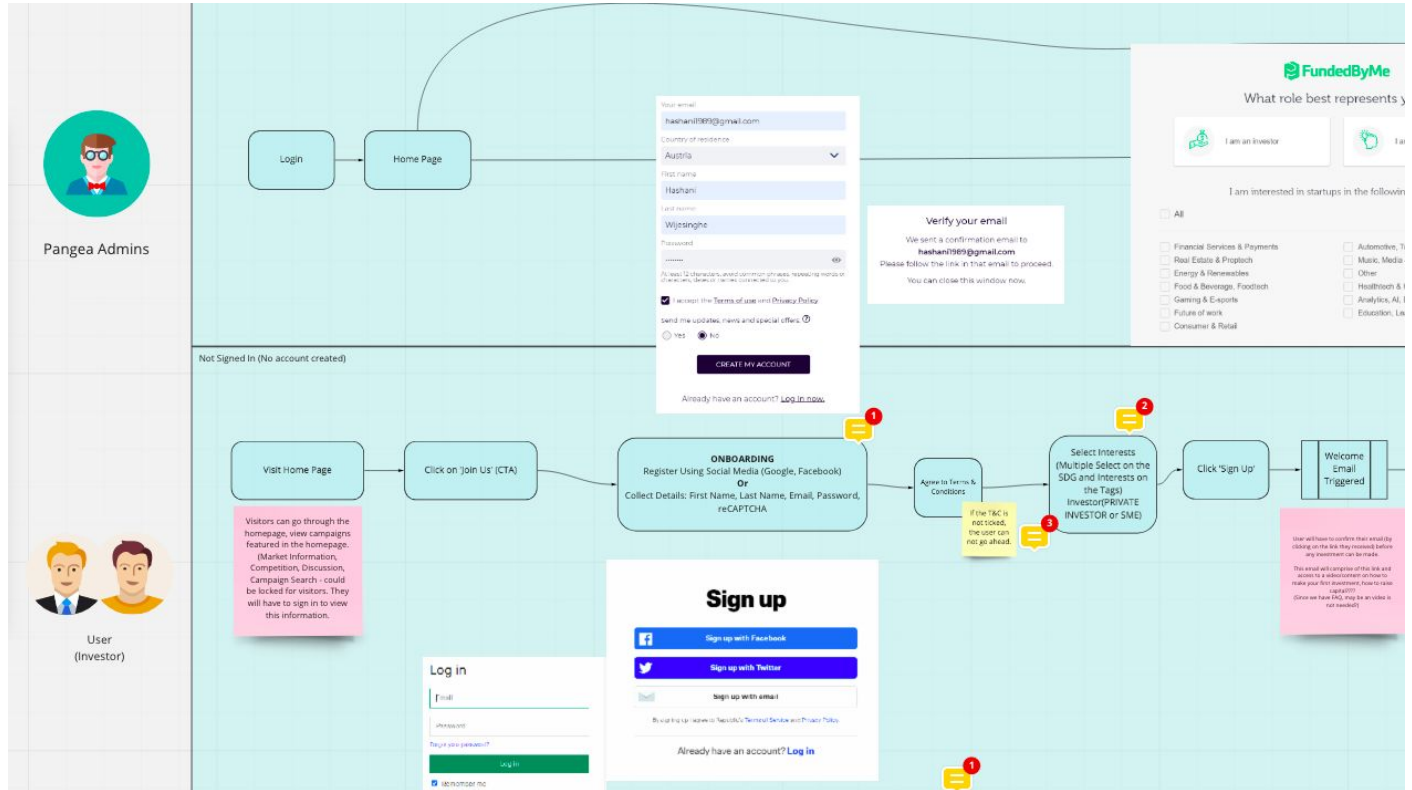


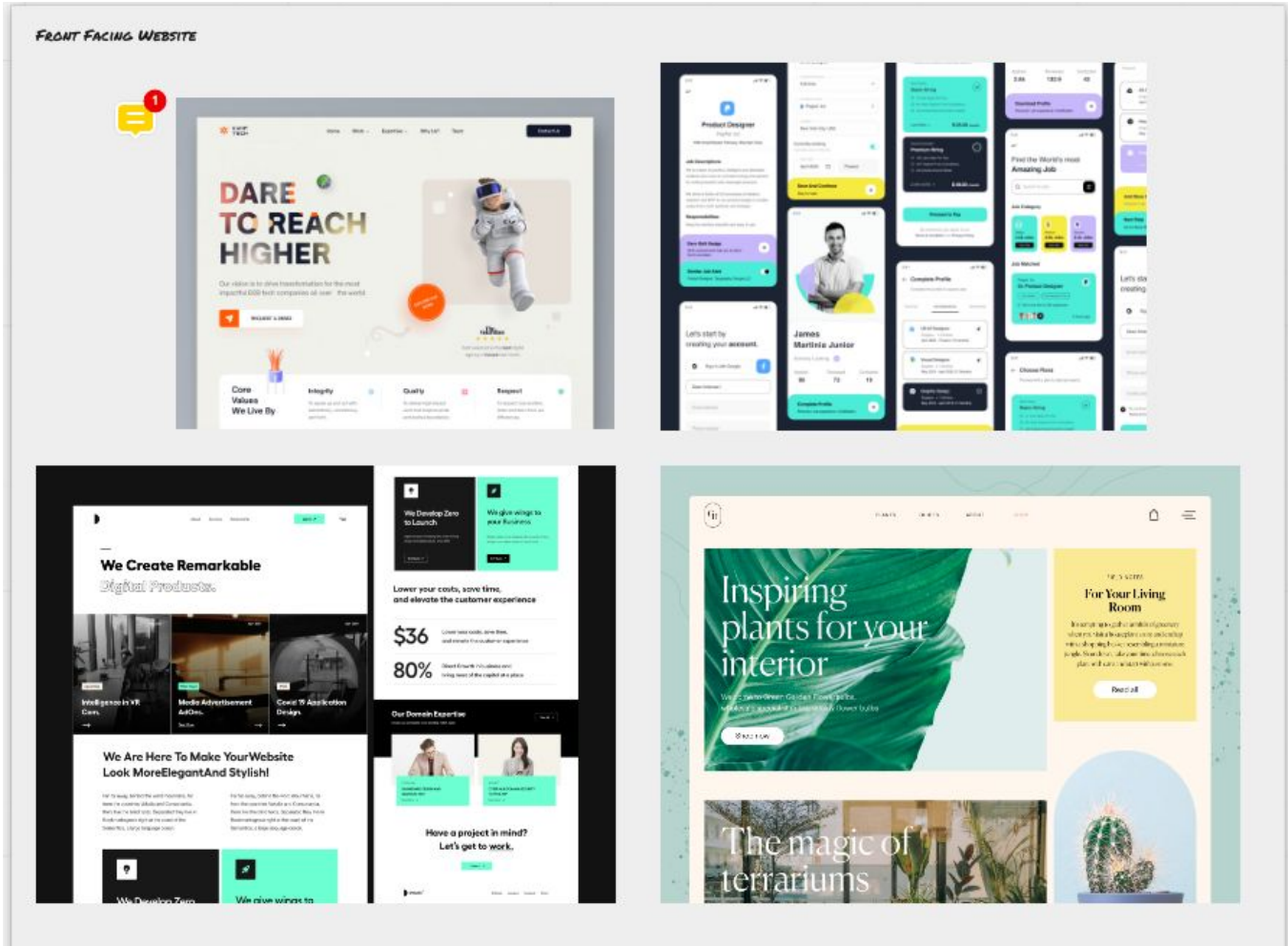


Branding and communication

UI/UX DESIGN – BUILDING THE USER JOURNEY



IDENTIFY THE LOOK AND FEEL



THE BRAND NAME

3. Brand Making

Brand Naming

Shortlist of 10
(use the scorecard)

Available domain & nordic trademarks

- investmaze
14 varumärken
i 6 klasser
- panaffinity
2 varumärken
i 2 klasser

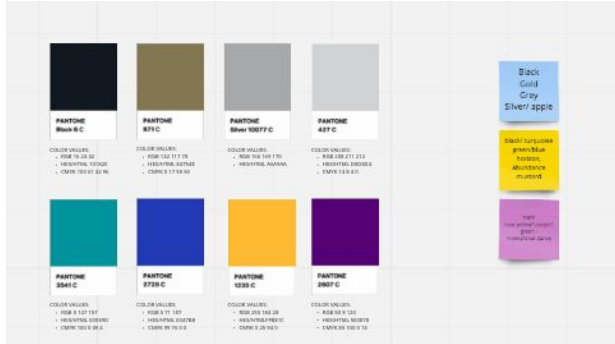
panmoney or Pan - moni hahahah	Yetu	Yetu - swahili - ours	tether - rope or chain	bridge, link (panlink) panafrican link	for one, Panone
panco (pangea cooperation HABA)	Affinity - attractive to something/s omeone	harmony	pangea invest	One pangea or Pangea One	

Brand Name Score Card

Criteria	no	pangea connect.io	Name 2 ...
Does it fit what we want our brand name to evoke?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Is it unique and memorable?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ALWAYS FOR THE FUTURE
Can the name be trademarked?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Must choose trademark
Are the online domain and the social media handles available?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	panconnect.io is not available
Does it have positive connotations in the markets and countries that you will be active in?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Does it give an indication of what industry or category the product or service is in, what it does, or what makes it different?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Does it sound right, is it a nice word to pronounce?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	yes, it sounds right
Is it easy to spell when you hear it?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Pangea is not (D&S) but Connectio is
Does it suit the target audience (spelling, sound, readability)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Is it timeless? Can it survive at least the next ten years?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Can it be mistaken for something else when you hear it (another brand, another product/ service, a word with a bad connotation)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Total score		9/11	

COLORS – THE SELECTION PROCESS

Step 1



Step 2



Step 3



Step 4



Step 5



Pangea connect in a nutshell

Vision

Pangea Connect's vision is to unleash generational wealth building next African Unicorns.

Mission

Pangea Connects mission is to connect generations of sustainable investors with impact driven startups in Africa.

Values

- Trust
- Transparency & informative
- Inclusivity & belonging
- Growth mindset
- Winner mentality
- Being selective

DEMO

Pangea Connect - Access highly- x +

pangeaconnect.io

PANGEA CONNECT

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Be the Difference

Access highly-vetted investment opportunities in African startups and SMEs

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