

## VISUAL CREDIBILITY INFRASTRUCTURE

# The visual *proof* of the *operating* footprint.

*A Fortune 500 institution does not tell readers its operations are real. It shows them. This is the strategic recommendation for the photographic, video, and infographic media that miziba.com requires to convert institutional copy into institutional credibility — with full production discipline, brand integration, and a phased deployment plan.*

## I · THE STRATEGIC CASE

# Copy *tells*. Media *shows*. Fortune 500 institutions *show*.

*The current website has institutional copy, brand discipline, and a documentation library. What it lacks is the visual proof that those operations exist in physical reality. Bank credit officers and DFI investment officers verify what they read; the absence of original photography is itself a credibility signal.*

## What the reader is *silently asking*.

Every institutional reader on miziba.com is running an unspoken verification loop. They read "six TradePoint hubs" and they look for an image. They read "10,000+ farmers" and they look for faces. They read "weighbridge data, photo-documented loading, GPS-tagged dispatch" and they look for the weighbridge. When the images are absent, the reader does not consciously register the absence — they unconsciously downgrade the credibility of every claim around it.

This is not a marketing problem. It is a **structural verification problem** — and it is precisely the problem TSCF was built to solve in commodity finance. The website must demonstrate that Miziba practises the same verification discipline visually that it demands operationally.

## What Fortune 500 peers *actually do*.

Goldman Sachs's commodity research site is illustrated with original commodity-yard photography, named analyst portraits, and proprietary data visualisations. Olam International's investor site carries original aerial drone footage of warehouse operations, named-farmer testimonial portraits, and infographic-grade trade-flow maps. Rabobank's Food & Agribusiness Research site uses original commodity-cycle photography, named-economist portraits, and editorial-quality country reports.

None of these institutions use stock photography on their institutional pages. The reason is structural: *stock photography is a credibility liability*. A bank credit officer who recognises a Getty Images cashew shot from another agritech site will discount everything else on the page.

## The current *media gap* on miziba.com.

The site currently uses dark surfaces with subtle gold/forest gradients as decorative atmosphere, plus the wordmark and the og-image. Beautiful but abstract. There are zero photographs of the operating footprint, zero portraits of the named leadership, zero infographics of the structural mechanics, and zero video. **This is the single largest credibility gap in the brand stack.** Closing it is the move from 70–75% Fortune 500 standard to 85–90%.

## II · THE SIX VISUAL DISCIPLINES

## Six principles. *Applied to every frame.*

*Before the asset list, the discipline. Every photograph, video frame, or infographic produced for Miziba follows these six principles. They are the visual equivalent of the brand voice principles in the Brand System Manual.*

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### *i* Document *actual operations*. Never stage marketing scenes.

Every shot must be of real Miziba and JINI AGRI Ltd operations — the actual weighbridge at the Tamale TradePoint hub, the actual loading event at Wa, the actual farmer being paid via mobile money at the moment of delivery. Marketing scenes (people pointing at laptops, contrived handshakes, posed group photos) are forbidden.

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### *ii* Identify *specific people, places, dates*.

Every image carries a caption with named subject, named location, and date. "Cashew loading at Wenchi TradePoint hub, 14 March 2026" not "smallholder farmer in Africa." This is the visual equivalent of the brand voice rule "every claim attached to a number." The caption is what converts the image from decoration to evidence.

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### *iii* Hold the *brand colour discipline*.

The image palette must work with Near Black #0A0F0D, Forest Green #1B5E20, Sovereign Gold #C9A84C, and Paper #FBF9F2. Earth tones, deep shadows, gold-hour light. Reject high-saturation tropical-aid stock palettes. The grading philosophy: editorial documentary, not NGO promotional.

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### *iv* Composition is *journalistic*, not corporate.

Reference points: Sebastião Salgado's commodity work, the New York Times Africa desk, the Financial Times's Lex column photography. Not corporate annual report photography, not NGO impact-report photography. The aesthetic register is editorial documentary at institutional scale.

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### *v* Privacy and *dignity* are non-negotiable.

Every named farmer, hub worker, or counterparty appears in photography only with informed written consent on file. Children never appear without explicit parental consent. The dignity test: would the subject be proud to show this image to their family? If no, do not publish.

## vi

Production at *institutional standard*.

Full-frame mirrorless or professional medium-format only. Minimum 24 megapixels. RAW capture for grading flexibility. No phone photography in published assets (acceptable for internal references only). Consistent grading across all images by a single colourist who has been briefed on the brand system.

## III · TIER 1 ASSETS · HIGHEST PRIORITY

# The *operating footprint* photography.

Twelve photographs that prove the verification stack is physical. These are the highest-priority assets — without them, the institutional positioning has no visual anchor. Single field production trip across Northern Ghana over five days, single photographer, single colourist for the grading.

## ASSET 01 · PROOF OF VERIFICATION

## HIGHEST PRIORITY

## Weighbridge at *Tamale TradePoint hub*

A wide editorial frame of the calibrated weighbridge in operation, with cashew or shea sacks being weighed, the field officer recording the weight, and the digital readout visible. **This image alone closes the largest single credibility gap on the website.** When the website reads "weighbridge data," this is the picture the reader will hold in mind.

|                   |   |
|-------------------|---|
| PLACEMENT         | Approach page hero secondary; Where We Work page operating-footprint section; Programme page structure section  |
| SPECIFICATIONS    | Wide horizontal, 3:2 ratio; 4000×2667px minimum; warm gold-hour grading   |
| CAPTION<br>FORMAT | "Weighbridge verification at the [Hub Name] TradePoint, [Date]. Each kilogram is recorded against the registered farmer's identity before any capital deploys." |

## ASSET 02 · LOADING EVENT

## HIGHEST PRIORITY

## Photo-documented *loading* at the hub

Editorial frame of the loading event — sacks being loaded onto a transport vehicle, with the field officer visibly recording the load with a camera or tablet. The action is the photo-documentation itself, captured in the act. Conveys: "every kilogram is photo-evidenced before bank capital releases."

|                   |  |
|-------------------|--|
| PLACEMENT         | Programme page step-by-step lifecycle; Bank flier digital integration on web; documents page hero                        |
| SPECIFICATIONS    | Vertical or wide horizontal; 4000px minimum on long edge; documentary register   |
| CAPTION<br>FORMAT | "Photo-documented loading at [Hub Name], [Date]. Bank-side reporting portal receives the loading evidence in real time." |

## ASSET 03 · SAME-DAY PAYMENT

## HIGHEST PRIORITY

## Mobile money *settlement* at farmer-gate

A named farmer receiving the SMS notification of mobile money credit at the moment of delivery, with the field officer visible. The phone screen is in frame but the farmer's face carries the moment. Conveys: "98.5% same-day settlement SLA" as a physical reality, not a metric.

**PLACEMENT** Where We Work farmer network section; DFI Impact flier digital integration; LinkedIn social square refresh

**SPECIFICATIONS** Vertical preferred for human focus; 3000×4000px minimum; warm earth-tone grading

**CAPTION** "[Farmer name], [Village], receives same-day mobile money payment at delivery, [Date]. The trust relationship between JNI AGRI Ltd and the registered farmer base is the reason the verification layer functions."

**FORMAT**

## III · TIER 1 CONTINUED

The remaining *nine operating* assets.

## ASSET 04 · COMMODITY DETAIL

HIGHEST PRIORITY

Cashew, *close detail*, hub-side

Editorial close-up of raw cashew nuts in burlap sack at hub, with hands visible doing the quality grading. Conveys the commodity itself as a physical reality. Same composition repeats across shea, sesame, sorghum, and soya as a coherent set.

**PLACEMENT** Where We Work commodity cards; Programme page export-corridor section

**SET** 5 commodity close-ups (cashew, shea, sesame, sorghum, soya) in identical composition for visual consistency

## ASSET 05 · HUB ARCHITECTURE

HIGH PRIORITY

The *TradePoint hub*, exterior establishing shot

Wide architectural frame of a TradePoint hub building from the access road, captured at gold hour. The hub signage is visible. Trucks may be in frame. This is the equivalent of a corporate headquarters establishing shot — signals the institution is real and physically located.

**PLACEMENT** Where We Work hero section; About-page institutional photography

**SET** 2–3 different hub establishing shots for variety across pages

## ASSET 06 · FIELD OFFICER PORTRAIT

HIGH PRIORITY

Named *field officer* at the hub

Environmental portrait of a named JINI AGRI Ltd field officer at the weighbridge or loading bay. Subject in working attire, in working environment, with appropriate verification equipment visible (clipboard, tablet, camera). Editorial register, not corporate headshot.

**PLACEMENT** Where We Work people section; LinkedIn profile featured posts; LinkedIn social square refresh

**SET** 3–4 named field officers across different hubs; consent on file for each

## ASSET 07 · FARMER PORTRAIT

HIGH PRIORITY

Named *farmer at the source*

Environmental portrait of a named registered farmer at their farm or compound. Subject in working environment, dignity-first composition. The first image on the Where We Work page should be a farmer portrait — the human anchor of the entire programme.

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|           |  |
|-----------|--|
| PLACEMENT | Where We Work hero or farmer section; DFI Impact flier; Brand-system manual case studies               |
| SET       | 4–6 named farmers across the six commodities; representational diversity (women, youth, elder farmers) |

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ASSET 08 · LANDSCAPE

STANDARD PRIORITY

## Northern Ghana *commodity landscape*

Wide landscape of cashew or shea growing region at gold hour or early morning. No marketing-style processing — documentary register. Functions as the geographic establishing shot for the operating footprint argument.

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|-----------|---|
| PLACEMENT | Where We Work region cards; LinkedIn banner refresh       |
| SET       | 2–3 landscapes across different regions and growing zones |

## IV · TIER 2 ASSETS · HIGH PRIORITY

# The *leadership* portraiture.

The Leadership page currently has named bios but no faces. This is the second-largest credibility gap. Institutional readers do business with named humans — the absence of leadership portraits forces them to imagine the team, and they default to discounting the institutional weight.

## ASSET 09 · FOUNDER PORTRAIT

## HIGHEST PRIORITY

## Joel *NtiAmoah Marfo*, environmental portrait

Editorial portrait of Joel in working environment — ideally at a TradePoint hub, in a credit-committee setting, or at the Miziba office in Accra. Composition register: *The Economist* founder portraits, *FT Weekend* leadership profiles, the *HBR* "Executive Spotlight" series. Not corporate headshot. Not LinkedIn selfie. Editorial documentary.

|                |  |
|----------------|--|
| PLACEMENT      | Leadership page Joel section; Press page spokesperson reference; LinkedIn personal profile photo refresh |
| SPECIFICATIONS | 3000×4000px minimum; vertical for portrait orientation; medium-format texture preferred                  |
| VARIANT SET    | 1 environmental wide; 1 mid portrait; 1 close detail. Same session, same wardrobe, same grading.         |

## ASSET 10 · LEADERSHIP TEAM

## HIGH PRIORITY

## Daniel, Priscilla, Jennifer — *individual portraits*

Three additional environmental portraits, each in their working environment: Daniel in capital-partnership context (office, Accra); Priscilla at the JINI AGRI Ltd office or escrow-signing setting; Jennifer at a TradePoint hub in field operations. Same photographer, same session if possible, same grading discipline.

|                |  |
|----------------|--|
| PLACEMENT      | Leadership page individual sections; LinkedIn company page team feature                                    |
| SPECIFICATIONS | Each 3000×4000px minimum; consistent vertical orientation; consistent grading across all four              |
| SET DISCIPLINE | All four portraits (Joel + Daniel + Priscilla + Jennifer) shot by same photographer for visual consistency |

## ASSET 11 · TEAM IN OPERATION

## STANDARD PRIORITY

## Daniel and Joel in *working session*

An editorial documentary frame of Daniel and Joel in actual working session — reviewing a deal model on screen, in a credit-committee meeting, walking through a hub. Captured candid, not staged. Conveys: leadership in operation, not leadership in photoshoot.

**PLACEMENT** Approach page mid-section break; About-page institutional context

**SPECIFICATIONS** Wide horizontal; 4000px minimum on long edge; documentary register; available light

## V · TIER 3 ASSETS · STRATEGIC PRIORITY

# The *video* assets.

Video sits in Tier 3 because it is more expensive and slower to produce than photography — but the highest-leverage video assets compound dramatically. A single 90-second institutional film captures attention for the full duration of an investment-committee review, and a series of 30-second LinkedIn clips compounds into months of content.

## ASSET 12 · INSTITUTIONAL FILM

## HIGHEST IMPACT

## The *institutional film* — 90 seconds

A single, high-production institutional film that opens the website on the homepage and lives at the centre of capital partner pitches. **Reference works:** Goldman Sachs's "Insights" film series, Olam's "From Source to Shelf" institutional reel, Mastercard Foundation's investment-stories format. Editorial documentary register; no narrator voiceover; ambient sound from Northern Ghana with strategic on-screen text in Source Serif 4. Closing title card: "Built to bank standard. miziba.com / TSCF."

|            |  |
|------------|--|
| PLACEMENT  | Homepage hero or above-fold autoplay; press page; LinkedIn featured post; pitch deck opening   |
| PRODUCTION | 1080p minimum (4K preferred for archive); cinematic grading consistent with photography; 5.1 surround audio mix; subtitled in English by default |
| LENGTH     | 90 seconds primary; 60-second cutdown for LinkedIn; 30-second cutdown for social   |

## ASSET 13 · FOUNDER ADDRESS

## HIGH PRIORITY

## Joel's *founder address* — 60 seconds

Joel speaking to camera, in a working environment (TradePoint hub or Accra office), articulating the structural diagnosis in 60 seconds: "African commodity finance has a verification problem, not a credit problem. Here is what we built." Single take if possible; no marketing polish; the candour is the credibility.

|            |  |
|------------|--|
| PLACEMENT  | Approach page secondary hero; LinkedIn featured founder post; pitch deck opening                                 |
| PRODUCTION | Talking-head with environmental b-roll; lavalier mic for clean audio; consistent grading with institutional film |

## ASSET 14 · PROCESS REEL

## STANDARD PRIORITY

## The *verification process* in 30 seconds

A short, fast-cut reel of the actual verification stack in operation: weighbridge reading, photo-documented loading, GPS-tagged dispatch, mobile money settlement. No voiceover; on-screen text labels each step. The reel converts the abstract concept of "the verification stack" into a visible sequence in 30 seconds.

**PLACEMENT**

Programme page structure section; LinkedIn carousel; bank flier digital companion

**PRODUCTION**

Captured during the same field trip as photography; same photographer/videographer; same colourist for grading

## VI · TIER 4 ASSETS · STRUCTURAL CLARITY

# The *infographic* assets.

The website's structural arguments — the protection cascade, the catalytic equation, the lifecycle — are communicated through CSS-rendered tier lists and grids today. They render well, but they do not carry the visual weight of proper data visualisation. A small number of bespoke infographics convert the structural arguments into shareable, citable artefacts.

## ASSET 15 · PROTECTION CASCADE

## HIGHEST IMPACT

## The *seven-layer protection cascade*, illustrated

A bespoke, brand-disciplined infographic showing the seven layers of protection beneath bank principal, with each layer's coverage percentage and dollar logic visible. Reference works: McKinsey Global Institute infographics, Bain capital-flow charts, Goldman Sachs commodity research visualisations. Vector-built (SVG), responsive, brand colours.

**PLACEMENT** Approach page principles section; Programme page capital stack; bank flier; pitch deck slide 11

**SPECIFICATIONS** SVG primary, PNG fallback; vertical orientation for web responsive; standalone PDF version for print/handoff

## ASSET 16 · CATALYTIC EQUATION

## HIGH IMPACT

## The *\$1 → \$8 → \$28* catalytic chart

A bespoke chart visualising the catalytic equation as a flow diagram: USD 1 of concessional capital catalyses USD 8 of commercial bank deployment which delivers USD 28 of annual farmer payments at 3.5x cycle turnover. Editorial-quality animation when used as a video asset; static SVG when used on the website.

**PLACEMENT** Programme page catalytic equation section; DFI impact flier; pitch deck slide 14; LinkedIn social square refresh

**SPECIFICATIONS** SVG with animation hooks; brand colours throughout; responsive across screen widths

## ASSET 17 · OPERATING FOOTPRINT MAP

## HIGH IMPACT

## The *Northern Ghana* operating map

A custom-rendered map of Northern Ghana with the six administrative regions marked, the six TradePoint hubs as gold-marker nodes, the 150+ village reach as smaller dots, and commodity overlays. **Editorial reference:** the New York Times Africa-desk maps, the Financial Times country-profile maps, the Economist data graphics. Not Google Maps embed.

**PLACEMENT** Where We Work hero or stats section; pitch deck slide on geography; LinkedIn footprint post  
**SPECIFICATIONS** SVG with interactive hover states on the website version; static PNG for documentation

ASSET 18 · TRADE LIFECYCLE

STANDARD PRIORITY

## The *six-stage trade lifecycle*, illustrated

An infographic showing the six stages of a TSCF trade from contract to settlement, with each stage's verification artefact, escrow position, and bank-side reporting visible. Functional companion to the buyer flier's swim-lane structure but optimised for web display rather than print A4.

**PLACEMENT** Programme page lifecycle section; buyer flier digital companion

## VII · THE COMPARATIVE FRAMEWORK

# What to *avoid*. What to *commission*.

The single most common institutional brand error is the substitution of stock photography for original media. The compare grid below makes the discipline explicit. Every commissioned image must pass the right-column test.

## AVOID · STOCK CONVENTIONS

### What dilutes *institutional credibility*

- × Generic "African farmer" stock images from Getty, Shutterstock, Adobe Stock
- × Smiling-group-photo stock conventions (people pointing at laptops, contrived handshakes)
- × High-saturation tropical-aid colour grading (over-saturated greens, orange-skin warming)
- × NGO impact-report aesthetic (children's faces in distress, "voiceless beneficiaries")
- × Marketing-staged scenes (people pretending to weigh cashews who are not field officers)
- × Drone footage of generic landscapes that could be anywhere in West Africa
- × Phone-quality screenshots of dashboards or apps presented as institutional photography
- × Corporate stock photography of "diverse hands shaking" or "abstract financial graphs"

## USE · INSTITUTIONAL DISCIPLINE

### What builds *institutional credibility*

- ✓ Original commissioned photography of the actual Miziba and JMI AGRI Ltd operations
- ✓ Editorial documentary register (Salgado, NYT Africa desk, FT Lex column references)
- ✓ Brand-disciplined grading consistent with Near Black / Forest Green / Sovereign Gold / Paper
- ✓ Dignity-first composition with named subjects, named locations, dated captions
- ✓ Real verification events captured in the act, not staged for the camera
- ✓ Aerial work used selectively to establish operating geography, with named coordinates
- ✓ Full-frame mirrorless or medium-format only, with consistent post-production discipline
- ✓ Bespoke vector infographics built from brand colours, not embedded chart-tool screenshots

## THE SINGLE TEST

*Could a Goldman Sachs or McKinsey institutional brand legitimately publish this image without modification?*

If yes, the image meets the standard. If no, it does not. This single test catches 95% of brand errors before they reach the website. Apply it to every photograph, every video frame, every infographic before publication.

## VIII · INDICATIVE BUDGET

The *investment*, plainly stated.

Indicative budget for the full media production package, calibrated to Ghana market rates with Accra and Northern Ghana sourcing. Lower bound assumes a single domestic photographer with regional editorial credentials; upper bound assumes a London or New York-based editorial photographer with Africa documentary credits.

| ASSET CLASS                 | NOTES   | LOWER             | UPPER             |
|-----------------------------|---|-------------------|-------------------|
| <b>Tier 1 photography</b>   | 12 operating-footprint assets. Single 5-day field trip across 3 hubs. Photographer + assistant + transport + lodging + post-production grading.               | USD 8,000         | USD 22,000        |
| <b>Tier 2 portraiture</b>   | 4 leadership portraits + 2 team-in-operation. Single 2-day session split between Accra and one TradePoint hub. Same photographer if possible.                 | USD 2,500         | USD 8,000         |
| <b>Tier 3 video</b>         | Institutional film (90s), founder address (60s), process reel (30s). Single 5-day field trip; includes director, DP, audio, post-production grading and edit. | USD 15,000        | USD 45,000        |
| <b>Tier 4 infographics</b>  | 4 bespoke infographics: protection cascade, catalytic equation, operating footprint map, trade lifecycle. SVG-built, brand-disciplined.                       | USD 3,500         | USD 9,000         |
| <b>Production direction</b> | Creative direction, brand alignment review, caption copywriting, consent paperwork, final QA across all assets. Internal or contracted.                       | USD 2,000         | USD 6,000         |
| <b>TOTAL INDICATIVE</b>     | <b>Full media production package, ready-to-deploy across miziba.com, LinkedIn, fliers, pitch deck, press releases.</b>  | <b>USD 31,000</b> | <b>USD 90,000</b> |

The *cost-benefit* argument.

Compared to the cost of a single bank engagement that fails because the institutional brand looked underdeveloped (typical loan structuring fee opportunity: **USD 50,000–200,000** per facility), the lower-bound media budget is recovered on a single avoided lost engagement. Compared to the cost of a single DFI guarantee partnership that closes because the institutional brand looked Fortune 500-ready (typical guarantee facility: **USD 5–25 million**), the upper-bound budget is recovered on a fraction of one closed engagement.

The strategic question is not whether the budget is justified. It is whether the brand can credibly engage Tier 1 institutional capital without it. The answer, for Fortune 500 standards, is no.

## IX · THE THREE-PHASE PLAN

From *recommendation* to *live*.

Phased deployment over 90 days. Phase one closes the largest credibility gap. Phase two builds the institutional weight. Phase three completes the system. Each phase is independently valuable and compounds the previous.

## PHASE I

Operating footprint *photography*.

Days 1–30

The single 5-day field trip producing all 12 Tier 1 operating-footprint photographs. Photographer commissioning, brief alignment, consent paperwork, field production, post-production grading. End of phase: **12 brand-disciplined photographs ready to deploy across miziba.com**, with named subjects, named locations, dated captions.

DELIVERABLES · 12 PHOTOGRAPHS · CAPTIONS · CONSENT FORMS · RAW ARCHIVE

## PHASE II

Leadership portraiture & *institutional film*.

Days 31–60

The 2-day portraiture session for Joel, Daniel, Priscilla, Jennifer plus the institutional film 5-day shoot. Captures the human institutional weight and the cinematic 90-second flagship asset. End of phase: **full leadership portraiture deployed on miziba.com Leadership page; institutional film deployed on homepage hero and as the opening asset of pitch decks.**

DELIVERABLES · 4 PORTRAITS · INSTITUTIONAL FILM · FOUNDER ADDRESS · PROCESS REEL

## PHASE III

Bespoke *infographics*.

Days 61–90

SVG-built brand-disciplined infographics for the protection cascade, catalytic equation, operating footprint map, and trade lifecycle. Web deployment with responsive logic; print-ready PDF versions for documentation library. End of phase: **full Fortune 500-grade media system live across miziba.com, LinkedIn, the institutional fliers, the pitch deck, and the press releases.**

DELIVERABLES · 4 SVG INFOGRAPHICS · PRINT-READY PDFS · INTEGRATION ACROSS THE BRAND STACK

## X · INTEGRATION MAP

## Where each *asset* deploys.

*Every commissioned asset earns its budget by deploying across multiple touchpoints. The integration map below shows where each asset class lives in the brand stack, including miziba.com pages, LinkedIn channels, and the institutional documentation pack.*

### *Homepage* integration.

Hero region: institutional film as autoplay background loop with reduced-motion accessibility fallback to a single hero photograph (the weighbridge frame). What We Do section: the field officer portrait as a half-page editorial image. Track Record section: the JNI AGRI Ltd hub establishing shot. TradeAxis section: the protection cascade infographic as the visual anchor. Where We Work section: the operating footprint map and the farmer portrait as a dual visual statement. Leadership section: the four leadership portraits.

### *Approach page* integration.

Hero secondary: the founder address video. Diagnosis section: the weighbridge photograph as the visual anchor for "verification problem." Pull-quote: a wide editorial environmental landscape of Northern Ghana as a visual breath. Operating principles: the protection cascade infographic embedded between principles iii and iv. Closing CTA: the team-in-operation photograph as institutional transition.

### *Programme page* integration.

Three-step flow: each of the three step cards anchored by an operating photograph (trader at hub, bank facility documentation, buyer settlement event). Capital stack: the protection cascade infographic as the dominant visual. Catalytic equation: the bespoke catalytic chart as the dominant visual. Lifecycle: the trade lifecycle infographic as the dominant visual.

### *Where We Work* integration.

Hero: the operating footprint map. Operating footprint stats: the hub establishing shots in carousel. Six commodities: the five commodity close-ups in matched-composition grid. Six regions: each region card carries its own landscape thumbnail. Closing: a wide regional landscape as institutional breath.

### *Leadership page* integration.

Hero: the team-in-operation wide editorial frame. Each leader section: the individual environmental portrait as the dominant visual. CTA: a candid working-session frame as the institutional transition.

### *Press · Documents · Connect* integration.

Press page: the founder portrait at the top of the journalist FAQ section, conveying named-spokesperson credibility. Documents page: institutional film thumbnail in the foundational-document featured band; commodity

close-up grid as the visual texture for the capital partner reference section. Connect page: the Accra office establishing shot as the institutional anchor at the direct-contacts strip.

## FROM HERE

# The visual *institutional* weight begins.

*Eighteen assets. Three production phases. Ninety days. The strategic move from "well-written institutional copy" to "Fortune 500-grade institutional brand" is a single field trip, a single portraiture session, and a single infographics commission. Each asset is brand-disciplined, evidence-driven, and deployable across the entire institutional stack — miziba.com, LinkedIn, the capital partner fliers, the pitch deck, and the press releases.*

*The institutional brand discipline that built the verbal stack now extends to the visual stack. Every photograph attached to a date and a name. Every infographic derived from the master CSS. Every video graded to the brand. The activation does not relax the discipline — it deploys it at a new layer.*