

Proposal for Website Revamp & Brand Refresh

Rebuilding NJA's Digital Presence as a Pan-African Institutional Authority and Influence Platform

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Executive Summary

Nina Jojer Africa operates at the intersection of policy, advisory, and technology across multiple African markets and global institutions. However, its current digital presence does not adequately reflect this scale, authority, or impact. This proposal outlines a strategic transformation of NJA's brand and website into a flagship institutional platform that communicates credibility, attracts high-value clients, and amplifies thought leadership.

Our approach goes beyond redesign. We will build a digital ecosystem that positions NJA as a peer to leading global advisory firms while maintaining a distinct Pan-African institutional identity.

Understanding of the Project

This engagement is driven by a fundamental gap between NJA's real-world influence and its current digital representation. The objective is to align perception with reality.

The new platform must serve as a business development tool, a thought leadership engine, and a communications hub for multiple audiences including governments, multinational corporations, development finance institutions, and talent.

Our Approach & Methodology

Brand Identity

We will modernize NJA's visual identity to project institutional gravitas, global credibility, and African relevance. This includes refining the logo system, expanding the color palette, introducing typography systems, and developing a cohesive visual language.

UI/UX Design

We will design a structured, audience-driven user experience that guides users based on intent. The platform will prioritize clarity, hierarchy, and conversion while ensuring accessibility and responsiveness.

Web Development

We will build a high-performance, scalable website using a modern CMS architecture. The platform will be optimized for speed, security, and flexibility, enabling NJA to scale content, events, and services over time.

Content & SEO

We will transform NJA's existing content into a structured, high-impact narrative. SEO best practices will be implemented to enhance discoverability and authority in policy and advisory domains.

Deliverables

- Brand identity system and guidelines
- Full website redesign and development
- Intelligence Hub structure
- Content migration and optimization
- CMS setup and training
- Post-launch support

Project Timeline & Phases

Week 1: Discovery & Strategy Week 2: Brand Concept & Finalization Week 3: UX/UI Design Week 4: Development, Testing & Launch

Team Structure & Roles

- Project Lead
- Brand Strategist
- UI/UX Designer
- Frontend Developer
- Backend Developer
- Content Strategist

Relevant Experience

[Insert case studies of similar institutional, advisory, or government projects]

Tools & Technologies

- Laravel / WordPress CMS
- Vue.js / Modern frontend stack
- Figma for design
- SEO tools and analytics platforms

Quality Assurance & Testing

We will conduct cross-browser testing, performance optimization, accessibility compliance checks, and content validation before launch.

Risk Management

We will mitigate risks through structured timelines, rapid feedback cycles, and parallel workflows to ensure delivery within four weeks.

Communication & Reporting Plan

Weekly progress updates, milestone reviews, and dedicated communication channels will ensure alignment and transparency.

Pricing Structure

Estimated Project Cost: \$80,000 – \$120,000 Detailed breakdown available upon request.

Conclusion / Call to Action

We are confident in our ability to transform NJA's digital presence into a world-class institutional platform. We look forward to partnering with you to deliver this critical transformation.