DzalekaPay

Press kit

DzalekaPay

Approved descriptions, facts, logos and colours for journalists, partners and event organisers.

Website	pay.dzaleka.com
Press contact	info@mail.dzaleka.com (write "Press" in the subject line)
Updated	25 September 2026

About

Describing DzalekaPay

Use either description as written. You may shorten it, but please do not change the facts.

Short (42 words)

> DzalekaPay is a payment platform for shops, organisations and events in and around Dzaleka Refugee Camp, Malawi. Businesses take mobile money and card payments through a link, a QR code or a request to the customer's phone, and every payment is recorded.

Long (99 words)

> DzalekaPay is a payment platform for shops, community organisations and event organisers in and around Dzaleka Refugee Camp in Dowa District, Malawi. Businesses take mobile money and card payments through a payment link, a printed QR code or a request sent to the customer's phone; customers do not need an account. Organisations sell event tickets and run fundraising campaigns that show their goal, budget and updates. Stores are verified with the documents refugees hold, including refugee and asylum seeker IDs. Payments are processed by PayChangu, a licensed payment provider, and settle the next day. DzalekaPay is not a bank.

Writing our name

- Write DzalekaPay as one word with a capital D and P. Not Dzaleka Pay, Dzalekapay or DZALEKAPAY.
- Possessive: DzalekaPay's.
- Dzaleka Refugee Camp is the place; DzalekaPay is the service. Do not shorten the camp's name to “Dzaleka Pay”.

About

Fact sheet

Name	DzalekaPay (one word, capital D and P)
What it is	A payment platform for businesses and organisations. Not a bank, mobile-money operator or remittance service.
Founded	23 June 2026
Based in	Dzaleka Refugee Camp, Dowa District, Malawi
Who it serves	Shops, traders, community organisations and event organisers in and around Dzaleka, and the customers and supporters who pay them
Products	Payment links and QR codes, counter payment requests, storefronts, event ticketing with gate check-in, fundraising campaigns, statements, and an API for developers
Payment methods	Mobile money (Airtel Money and TNM Mpamba) and cards (Visa and Mastercard). Bank transfer when it is switched on.
Payment processing	PayChangu, a licensed payment provider in Malawi
Currency	Malawian kwacha (MWK)
Pricing	5% per payment (3% PayChangu processing + 2% DzalekaPay). Mobile money cash-outs 1%, from MWK 30 to MWK 200. No sign-up or monthly fees.
Settlement	Next day: payments settle just after midnight Malawi time
Verification	A selfie plus one ID: refugee or asylum seeker ID, UNHCR proof of registration, ration card or Malawi National ID
Website	pay.dzaleka.com
Press contact	info@mail.dzaleka.com

People and press

Who to talk to

Bakari Mustafa	Founder and Board member
Amisi Hassan Jospin	Local representative and Board member
Press enquiries	info@mail.dzaleka.com

Writing about Dzaleka

- Describe people by what they do: traders, tailors, shop owners, organisers. Use “refugees and asylum seekers” for the population, not “victims”.
- Do not name, photograph or film anyone in the camp without their informed consent. Being identified can put some refugees and their families at risk.
- We do not share merchants' or customers' personal details, payment data or balances with the press.
- Check population and aid figures against current UNHCR and WFP data; they change often. Our mission page lists sources with dates.
- DzalekaPay does not hold deposits or lend money. PayChangu, a licensed payment provider, processes payments and cash-outs.

Logo

Logo files

Every file is included as SVG and as a transparent PNG in the brand assets ZIP. The lettering is drawn as shapes, so the files look the same without any fonts installed.



Logo, colour
Default. White or light backgrounds.
`dzalekapay-logo-colour.svg`



Logo, colour on dark
Dark backgrounds and dark photos.
`dzalekapay-logo-inverse.svg`



Logo, black
One-colour print, fax, engraving.
`dzalekapay-logo-black.svg`



Logo, white
One-colour on dark or busy backgrounds.
`dzalekapay-logo-white.svg`



Stacked, colour
Square spaces: posters, stickers, social avatars.
`dzalekapay-logo-stacked-colour.svg`



Stacked, colour on dark
Square spaces on dark backgrounds.
`dzalekapay-logo-stacked-inverse.svg`



Mark, colour
Small spaces where the name appears nearby, such as app icons.
`dzalekapay-mark-colour.svg`



Mark, white
Small spaces on dark backgrounds.
`dzalekapay-mark-white.svg`

Logo

Using the logo

Clear space

Leave empty space around the logo at least as wide as the green shape in the mark, on every side.



Do

- Use the files as supplied, in SVG where the software allows it.
- Use the colour logo on white or light backgrounds, and the colour-on-dark or white logo on dark ones.
- Scale the logo evenly, keeping its proportions.

Do not

- Change the colours, or recolour the two words differently.
- Stretch, squash, rotate or skew it.
- Add shadows, outlines, glows or gradients.
- Rearrange the mark and the name, or change the space between them.
- Retype the name in another font to make a logo.
- Put it on a busy photo or a background without enough contrast.



Do not stretch or squash it



Do not change the colours



Do not add shadows or effects



Do not rotate it

Logo

The right logo for the background

Choose the version by what is behind it. When in doubt, use the colour logo on white.

On white or light



Yes: Preferred



Yes: One-colour print

No: Disappears

On ink or dark



Yes: Preferred



Yes: One colour

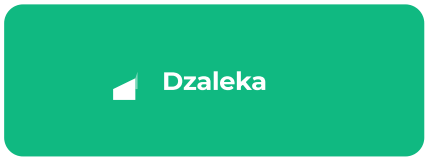


No: The name is lost

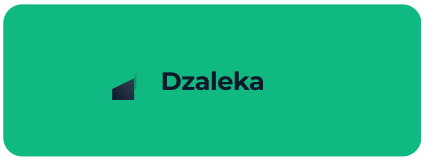
On emerald



Yes: The only choice



No: Green on green



No: Green on green

Minimum size

Version	On screen	In print
Horizontal logo	20 px high	8 mm high
Stacked logo	64 px high	20 mm high
Mark on its own	16 px	6 mm

In the horizontal logo, the gap between the mark and the name is fixed. Do not move them closer or further apart; use the files as they are.

Badges

Badges and the pay button

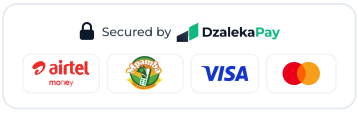
Tell customers their payment goes through DzalekaPay. Every badge is included as SVG and PNG in the brand assets ZIP.



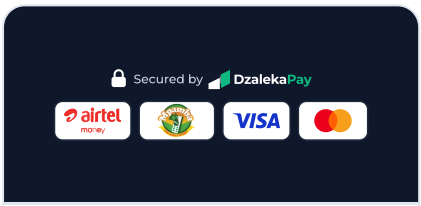
Secured by DzalekaPay, dark
Checkout pages, receipts and posters on light backgrounds.
`dzalekapay-secured-dark.svg`



Secured by DzalekaPay, light
Dark backgrounds, or light pages where a softer badge fits.
`dzalekapay-secured-light.svg`



Payment methods, light
Shows customers how they can pay: under a price or next to a checkout button.
`dzalekapay-payment-methods-light.svg`



Payment methods, dark
The same, for dark backgrounds.
`dzalekapay-payment-methods-dark.svg`



Pay with DzalekaPay button
Posters, flyers and images that point people to your payment link. On a website, use the live button from QR Links instead.
`pay-with-dzalekapay-button.svg`

Using badges

- Use a badge only where DzalekaPay takes the payment, such as next to your payment link, QR code or checkout.
- Show the payment methods tag only if your checkout accepts all the methods on it.
- Do not change the wording, colours or proportions, or crop the badge.
- A badge does not mean DzalekaPay endorses, insures or guarantees a business. Do not suggest it does.
- On a website, link the badge to your DzalekaPay payment page.

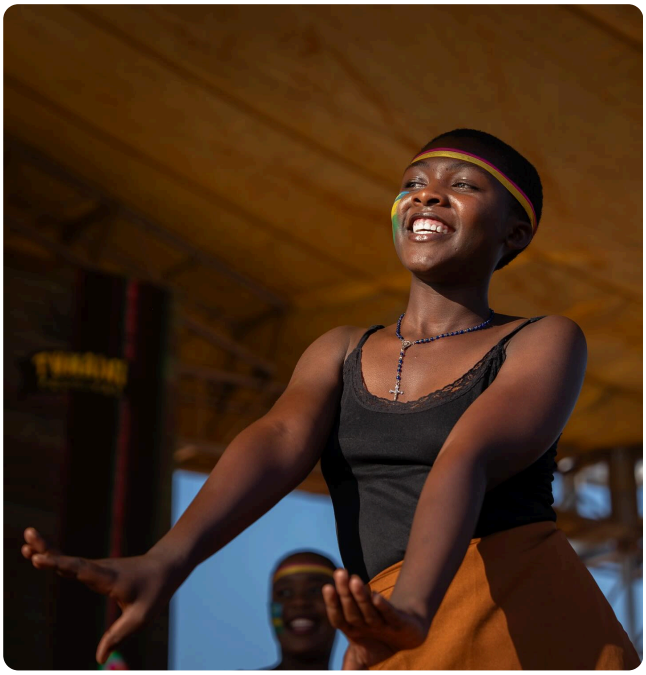
Airtel Money, TNM Mpamba, Visa and Mastercard logos belong to their owners. Use them only as they appear on the tag, to show that your checkout accepts these methods.

Photos

These photos come from the Dzaleka Online Services photo archive. Its licence allows commercial and non-commercial use with credit, for example “Photo by Joseph Dalton / Dzaleka Online Services”. It does not allow use in AI training, or collecting the photos into a competing photo service. Read the full terms on the archive's licence page. https://services.dzaleka.com/photos/license



A trader at work outside a shop in Dzaleka Refugee Camp.
Photo by Joseph Dalton / Dzaleka Online Services
`dzaleka-trader-winnowing-joseph-dalton.jpg`



A performer on stage at the Tumaini Festival, held in the camp since 2014.
Photo by Joseph Dalton / Dzaleka Online Services
`tumaini-festival-performer-joseph-dalton.jpg`



A drummer at the Tumaini Festival.
Photo by Joseph Dalton / Dzaleka Online Services
`tumaini-festival-drummer-joseph-dalton.jpg`



Dancers perform for a crowd at the Tumaini Festival.
Photo by Joseph Dalton / Dzaleka Online Services
`tumaini-festival-dancers-joseph-dalton.jpg`

Colour and type

Colours

Ink

Screen	HEX #0F172A RGB 15, 23, 42
Print	CMYK 64, 45, 0, 84

The word “Dzaleka”, the dark shape in the mark, headings and dark backgrounds.

Emerald

Screen	HEX #10B981 RGB 16, 185, 129
Print	CMYK 91, 0, 30, 27

The word “Pay”, the green shape in the mark, and buttons.

Slate

Screen	HEX #334155 RGB 51, 65, 85
Print	CMYK 40, 24, 0, 67

The end of the gradient in the dark shape, and secondary text.

Deep green

Screen	HEX #064E3B RGB 6, 78, 59
Print	CMYK 92, 0, 24, 69

The thin shadow between the two shapes in the mark only.

White

Screen	HEX #FFFFFF RGB 255, 255, 255
Print	CMYK 0, 0, 0, 0

Backgrounds, and the logo on dark surfaces.

CMYK values are converted from the screen colours for office and digital printing. For professional print, ask the printer to match the HEX value on a proof. DzalekaPay has no Pantone references yet.

Colour and type

Colours in the app

The app uses these for states such as completed or failed payments. They are not logo colours.

Primary	`#10B981`	Buttons, links and selected items. The same Emerald as the logo.
Success	`#16A34A`	Completed payments and confirmations.
Warning	`#F59E0B`	Pending payments and things that need a look.
Error	`#EF4444`	Failed payments and actions that cannot be undone.
Border	`#E5E5E5`	Lines around cards, tables and fields.
Muted	`#F5F5F5`	Quiet backgrounds behind secondary content.

Typefaces

Montserrat	The wordmark and the official badges only. The files already contain the lettering as shapes, so you do not need the font to use them. Do not set other words in Montserrat to imitate the logo.
Inter	Everything else: the website, the app, documents and this press kit. Free from Google Fonts.

The DzalekaPay name and logo belong to DzalekaPay. You may use them to refer to DzalekaPay in news coverage and partner materials; do not use them in a way that suggests an endorsement we have not given. The wordmark is drawn from Montserrat, licensed under the SIL Open Font Licence 1.1.