



Sanlam

Live with confidence

Investments

SI EXECUTIONAL CODE

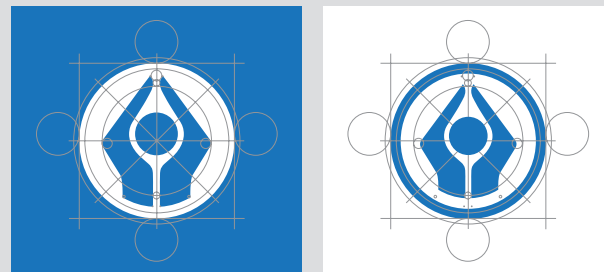
Primary Logo



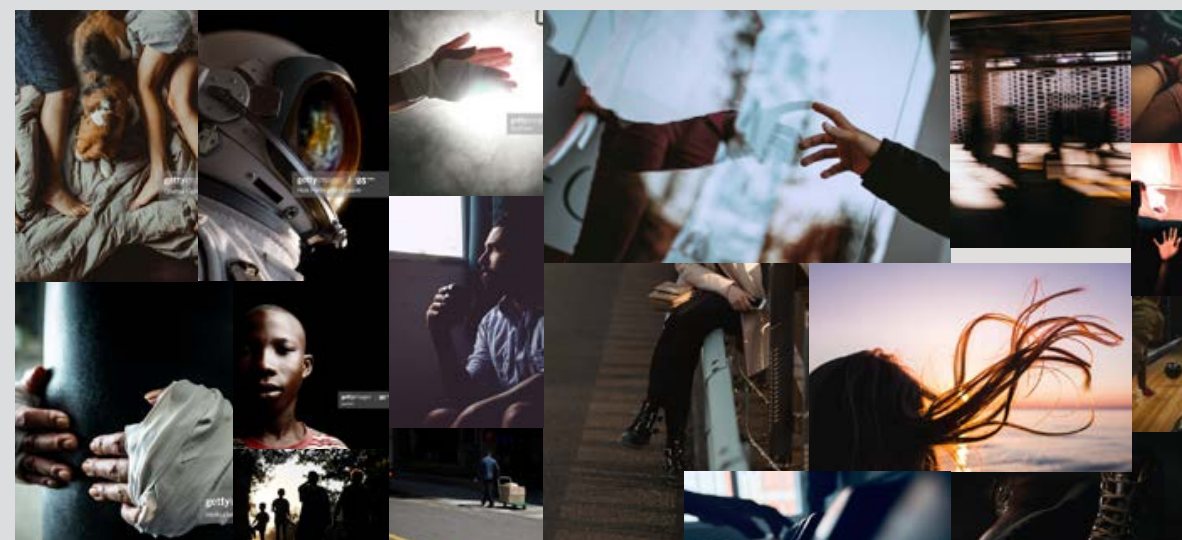
Colour Palette



Trademark application



Trademark icon



Photographic Style

Helvetica Neue

Primary font: Headlines + type focal points

Aa Bb Cc Dd

Gotham

Secondary font: Subheadlings + type focal points

Aa Bb Cc Dd

Arial

Substitution font: Digital font suite

Aa Bb

Fonts

Sanlam Fonts

Primary font

Headlines: Helvetica Neue

This font should be used for headlines in all brand communication as well as to create a focal point in subheadings and body copy.

Secondary font

Gotham OTF / HTF

This font should be used for subheadings and body copy across all brand communication.

Substitution font

Arial

When Gotham is unavailable, the Arial font suite may be used for internal communication or HTML text only. Arial should never be used in consumer-facing executions or brand communication.

Fonts

Helvetica Neue

Primary font: Headlines + type focal points

Aa Bb Cc Dd

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

The Helvetica Neue font family consists of 14 type styles. Condensed type styles must be avoided and are not to be used for brand communication.

Gotham

Secondary font: Subheadings + type focal points

Aa Bb Cc Dd

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

The Gotham font family consists of 20 type styles. Condensed type styles must be avoided and are not to be used for brand communication.

Arial

Substitution font: Digital font suite

Aa Bb

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[].,/?

When Gotham is unavailable, Arial (Bold and Regular) may be used for internal communications and HTML text only. Arial should never be used in consumer-facing brand communication.

Sanlam corporate logo

A - Full-colour logo application

The Sanlam logo should always be in PANTONE® 3005 C, regardless of the background colour.

B - Reversed out logo application

The Sanlam logo may only be reversed out in white when placed on Sanlam Blue – PANTONE® 3005 C.

C - Sanlam Investments logo application

The Sanlam logo must be in PANTONE® 3005 C when used in conjunction with Sanlam Investments Black – PANTONE® Black C. This colour combination visually differentiates the Sanlam Investments expertise from the main Sanlam Group.

D - Sanlam Wealth logo application

The Sanlam logo must be in PANTONE® 3005 C when used in conjunction with Sanlam Wealth Grey – PANTONE® 432 C. This colour combination visually differentiates the Sanlam Wealth expertise from the main Sanlam Group.

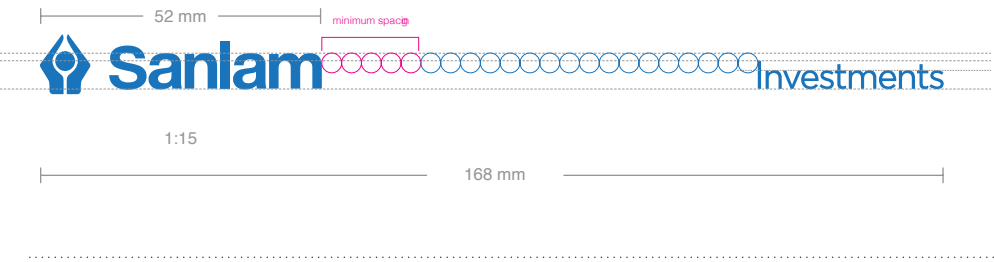
Clearance areas

E - Logo clearance area

The logo clearance area is defined by the grid alongside. This is the minimum clearance permitted and should be adhered to at all times.

F - Unit of measurement

The unit of measurement is the circle in the centre of the Sanlam hands emblem. Using a measurement unit that is core to the construct of the logo ensures that spacing and clearance are retained.



Trademark icon

Design intent

The trademark icon is a design element used to create brand presence in the absence of the Sanlam logo. The Sanlam logo and the trademark icon should never be used in the same line of sight.



01 BRAND COLOURS - Our Colour Palette

PERFORMANCE



Our versatile colour palette lets us be **real, colourful, inspiring** and **purposeful**.

VALUES AND RATIOS

Black should load all communication, supported by selected secondary, tertiary and accent colours.

Black must, however, always be dominant.

NOTE: Uncoated stock will use Pantone® coated colours.

DENSITIES

COLOUR	DENSITY	DOT GAIN 40% RANGE	DOT GAIN 80% RANGE
CYAN	1.50	20%	13%
MAGENTA	1.40	20%	13%
YELLOW	1.40	20%	15%
BLACK	1.90	27%	15%

PRIMARY BRAND COLOUR

Sanlam
Investments Black

PANTONE®
Black

CMYK 100 65 25 100
RGB 16 24 31
10181f

SECONDARY COLOURS

Sanlam
Blue

PANTONE®
3005 C

CMYK 100 29 0 0
RGB 0 117 201
0075c9

Sanlam
Grey

50% Black

CMYK 0 0 0 50
RGB 157 157 156
9d9d9c

COMMON BRAND COLOURS

Sanlam
Aqua

PANTONE®
563 C

CMYK 50 0 30 5
RGB 118 194 182
76c2b6

Sanlam
Fynbos Grey

PANTONE®
5507 C

CMYK 27 5 17 18
RGB 157 183 180
9db7b4

Sanlam
Orchid

PANTONE®
5135 C

CMYK 51 74 34 11
RGB 130 84 116
825474

Sanlam
Centennial Blue

PANTONE®
282 C

CMYK 100 76 0 67
RGB 0 24 77
00194d

ACCENT COLOURS

TERTIARY COLOURS

Sanlam
Orange

PANTONE®
1595 C

CMYK 0 71 100 3
RGB 216 96 24
d86018

Sanlam
Rock Grey

PANTONE®
Warm Grey 9 C

CMYK 0 10 20 55
RGB 138 126 113
8a7671

PERFORMANCE INDICATORS

Sanlam
Performance

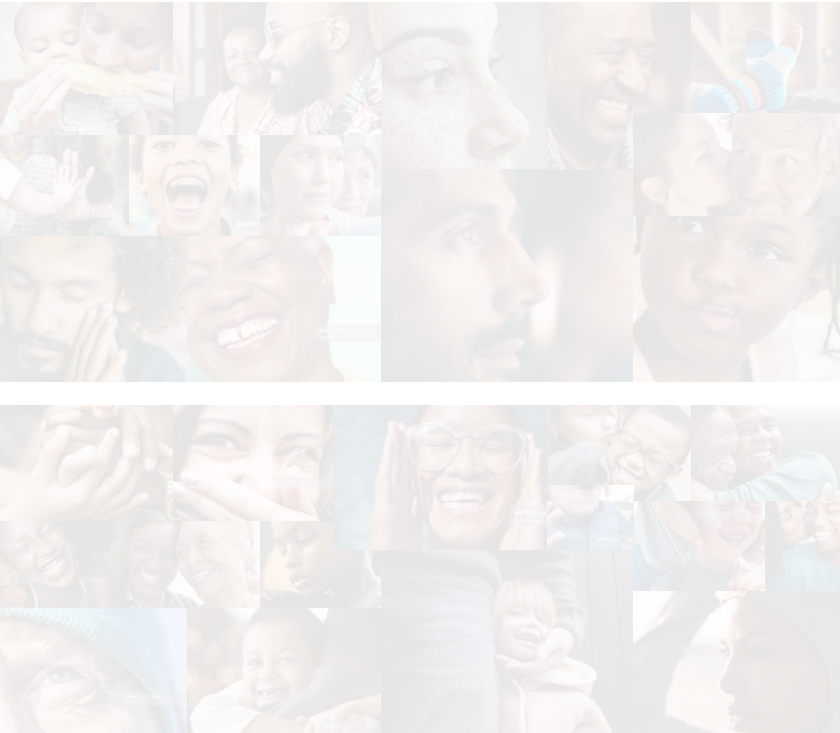
PANTONE®
1797 C

CMYK 2 97 85 7
RGB 203 51 59
cb333b

PHOTOGRAPHY STYLE OVERVIEW

RETAIL

RETAIL AFFLUENT, RETAIL MASS, CORPORATE

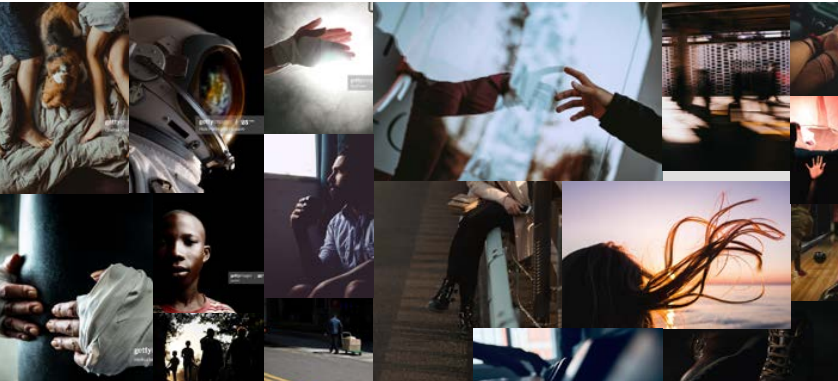


HIGHLY SATURATED / WITH A HINT OF BLUE

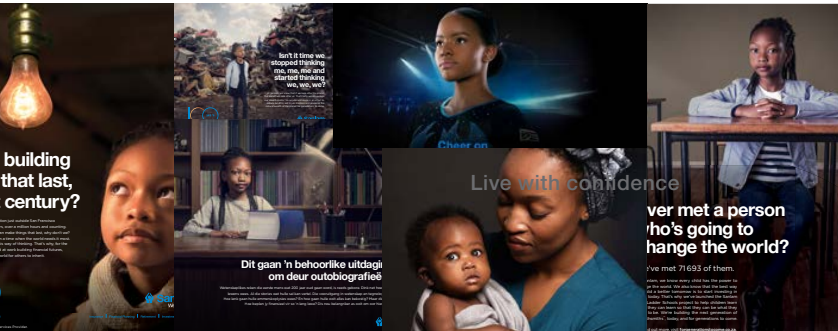
The photography style for RETAIL should be DEEP, RICH, HIGHLY SATURATED LIFESTYLE IMAGERY, with a hint of blue, of candid moments captured spontaneously so they appear relaxed and natural. Just like our brand these moments need to feel honest and authentic. A real slice of life! When capturing objects, there needs to be a human element in the composition to make it feel real and unstaged. It goes without saying that we need to be culturally sensitive and relevant. It's about authentic human connections, which now more than ever is what people crave.

PREMIUM

SANLAM INVESTMENTS



SANLAM GROUP



NATURAL DARK TONES AND RICH CONTRASTS

The photography style for PREMIUM should include, natural dark tones and rich contrasts of black which represent the premium platform. People are not required to be the focal point of an image, however, elements of depth and perspective are encouraged. Just like our brand these moments need to feel honest and authentic. The overall hues should be warm and focus on connections and building relationships.

LUXURY

SANLAM PRIVATE WEALTH



SANLAM UK

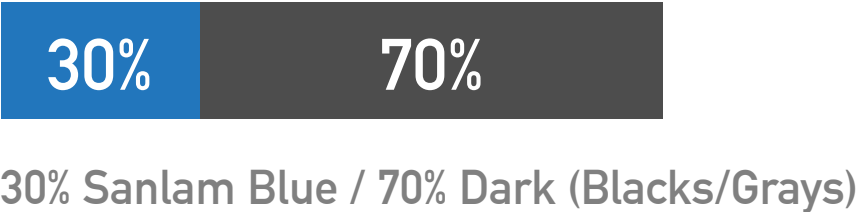
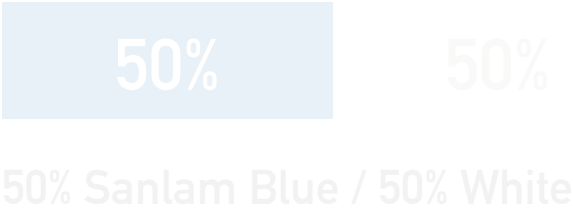


CRAFT

The photography style for LUXURY is associated with craftsmanship, talent & innovation by using REAL artists/artisans. Objects must be captured within their natural environments and not created or staged to simulate a specific scenario or setting. An illustration style has been introduced to reinforce the "your wealth, our craft" positioning in an authentic way!

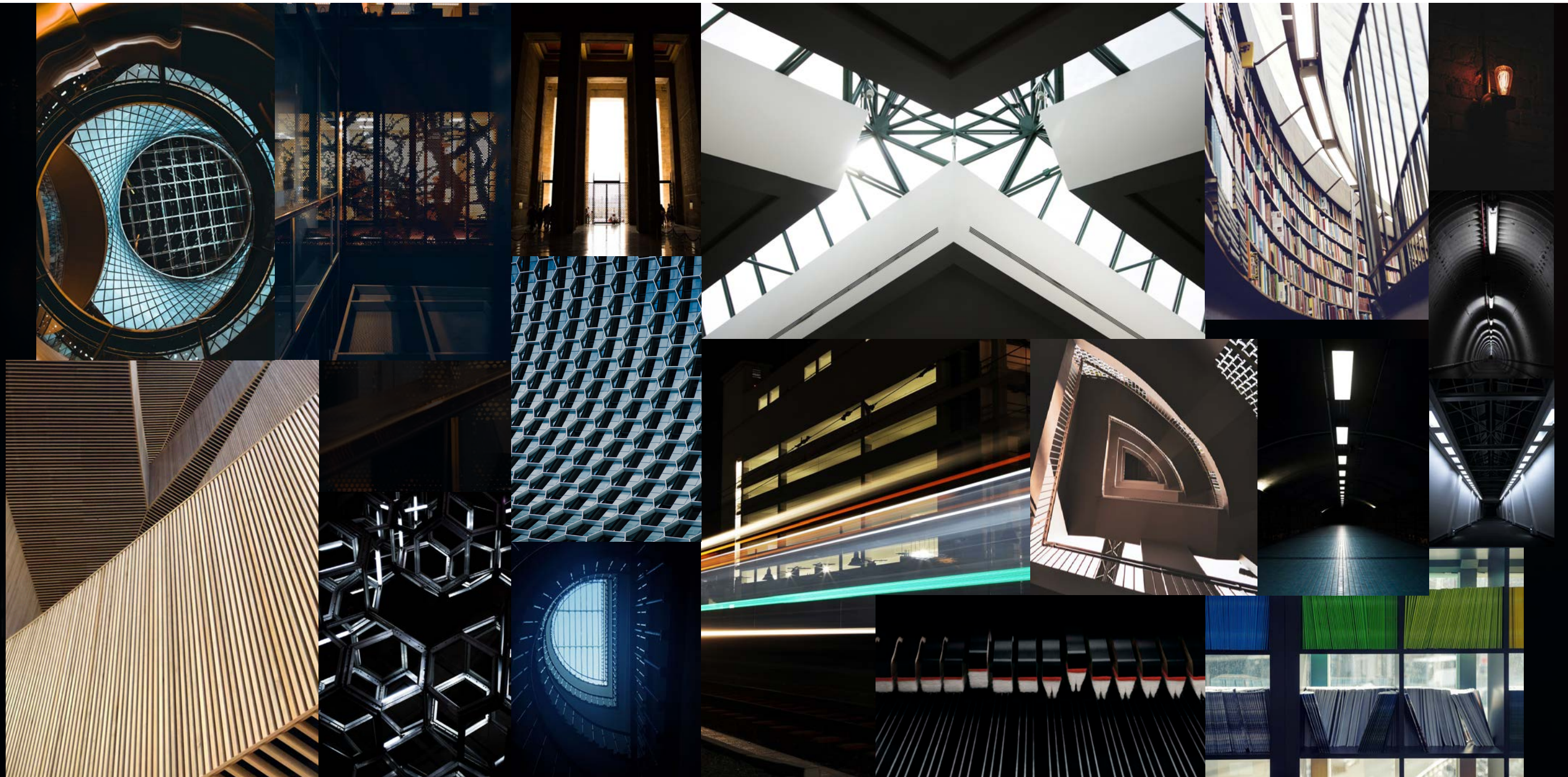
MASS

NICHE



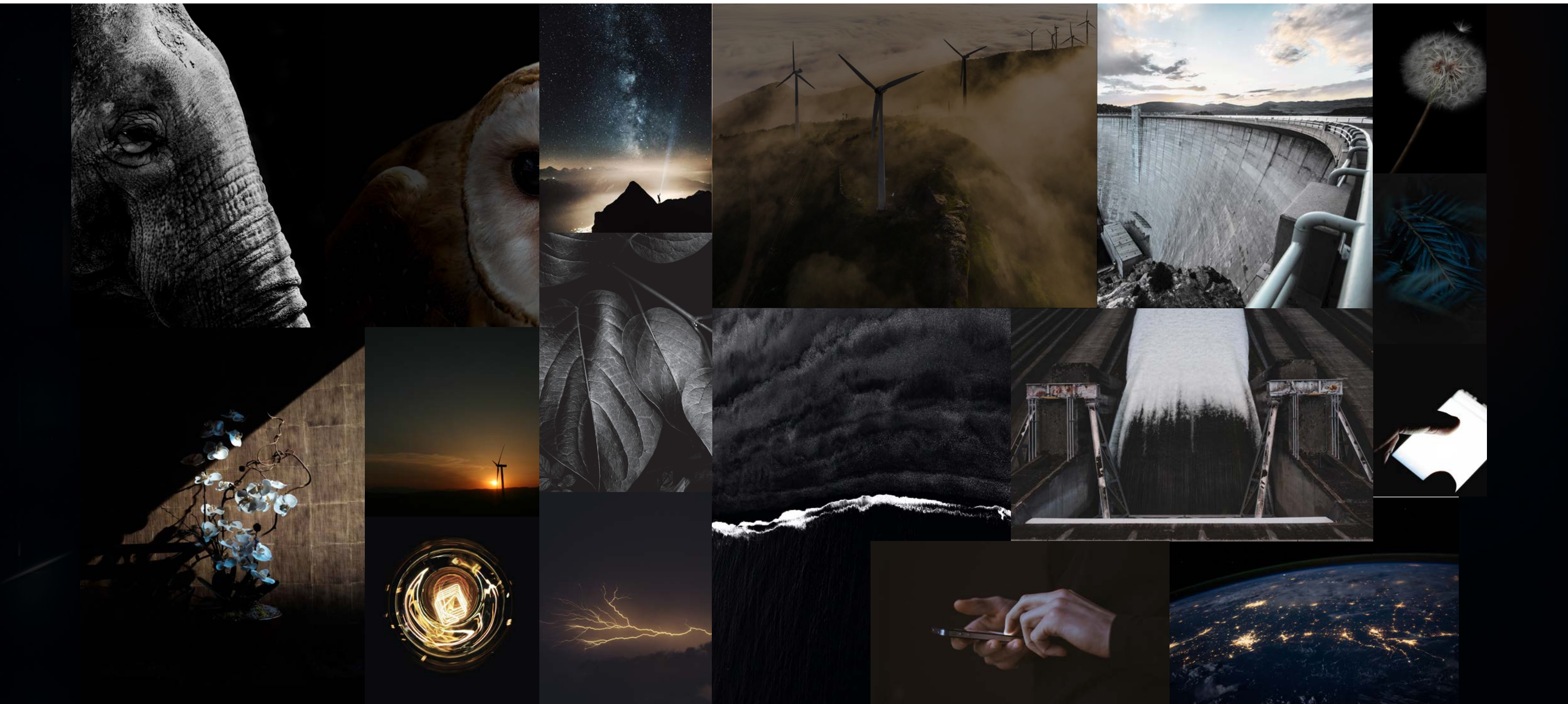
ACTIVE PASSIVE

Bridges - Journey - Construction- Pathways - Leading the way



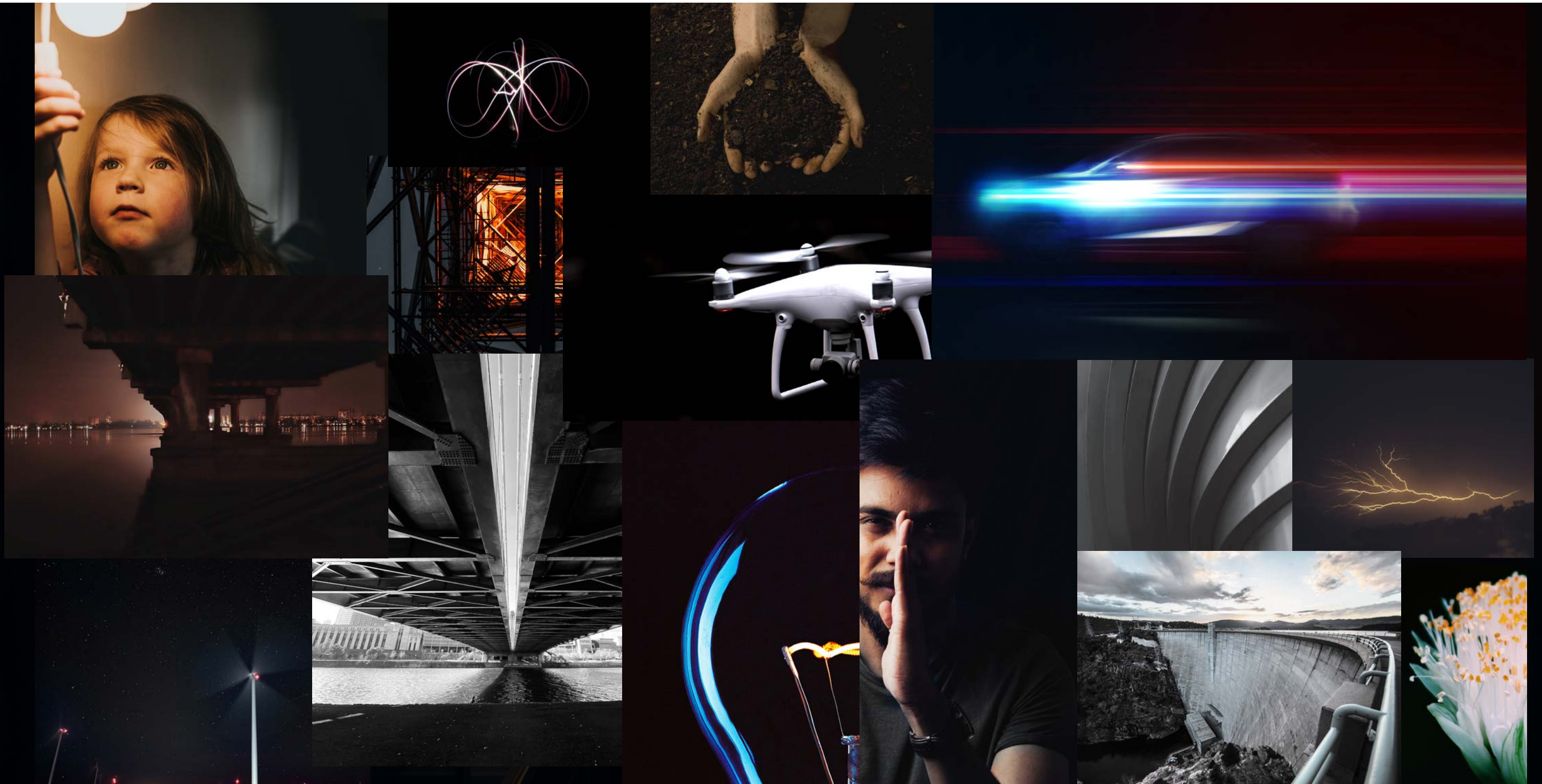
ALTERNATIVE

New energy sources: Hydro / Wind / Solar - AI (artificial intelligence) - Technology



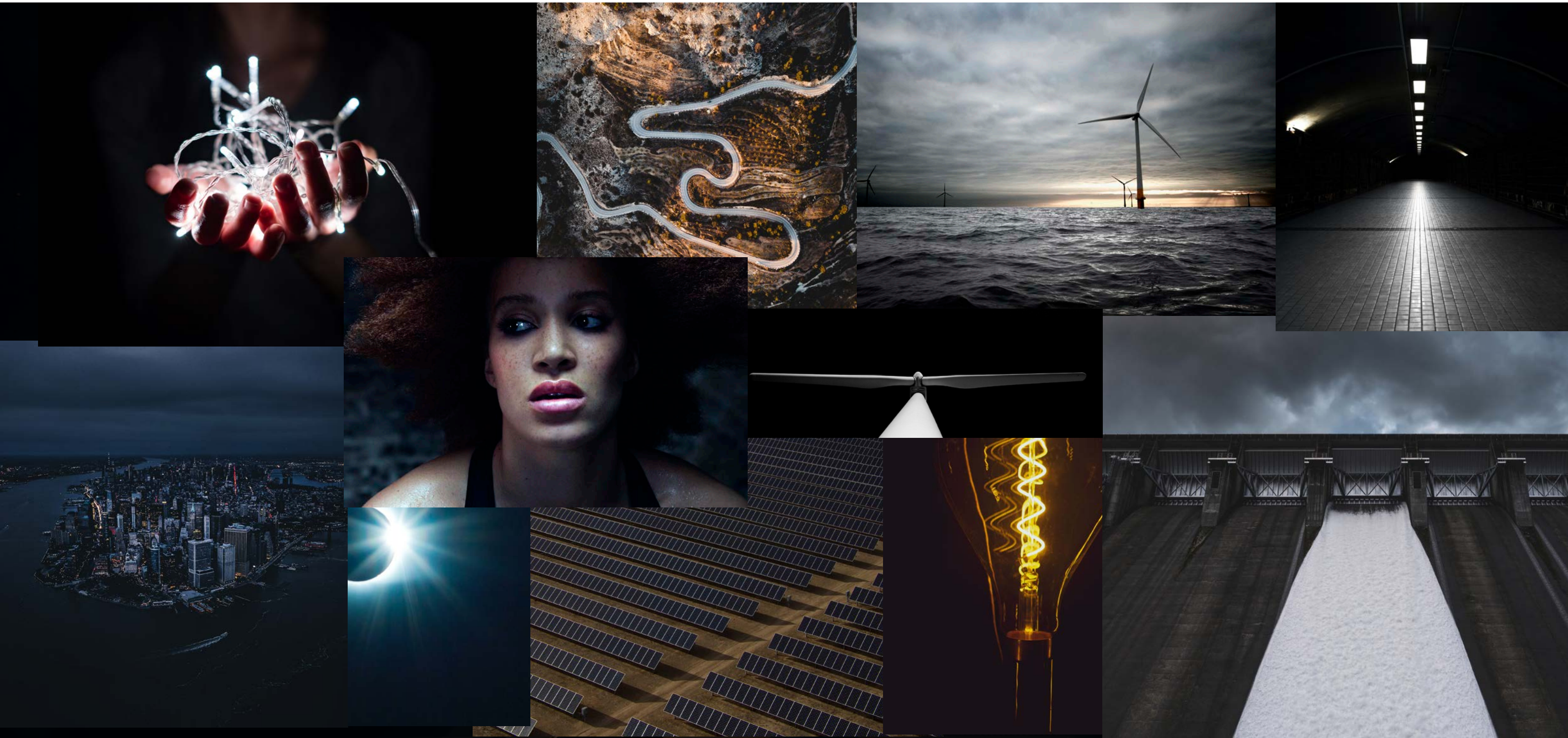
ALTERNATIVE

New energy sources: Hydro / Wind / Solar - AI (artificial intelligence) - Technology



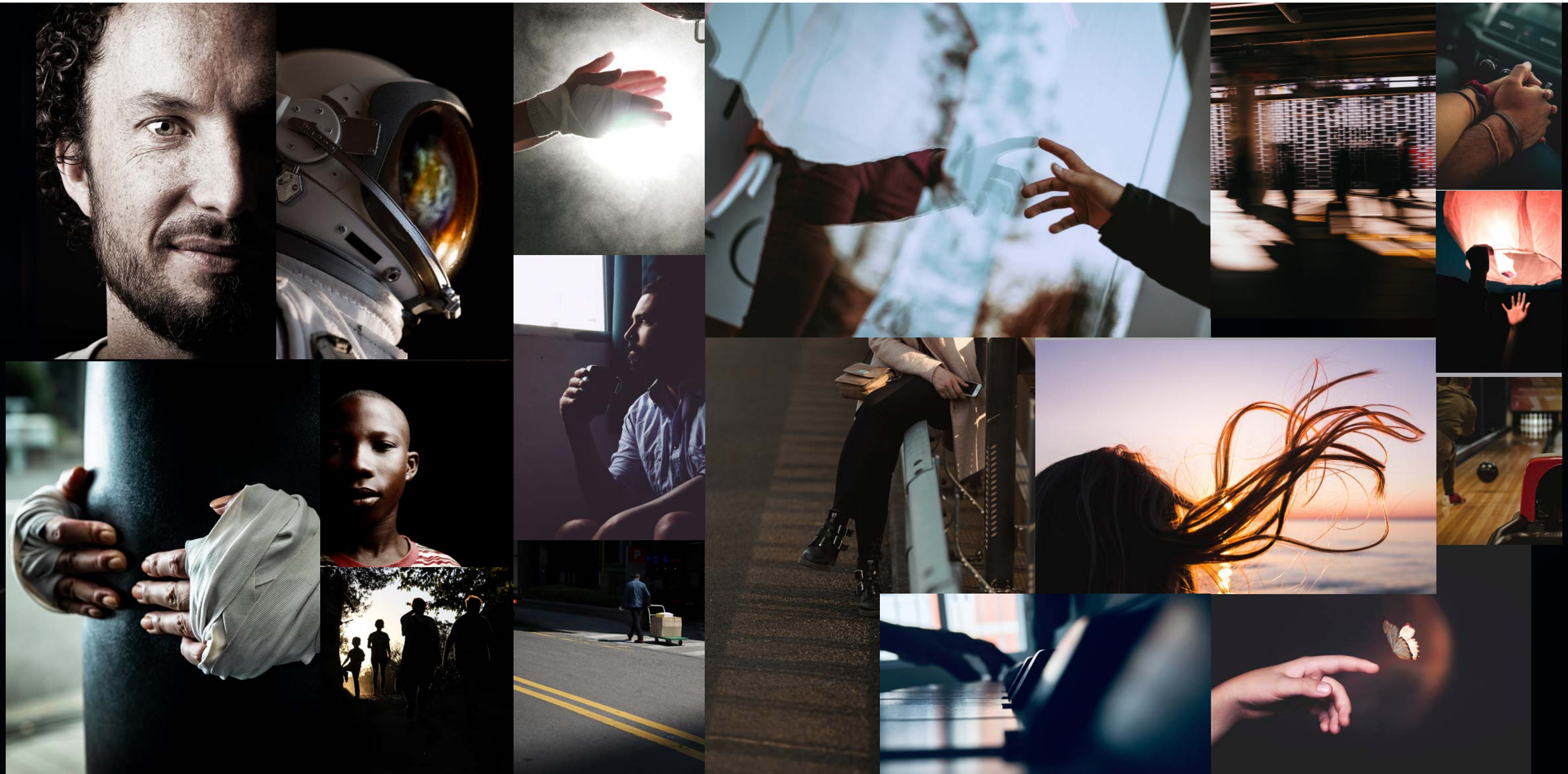
ALTERNATIVE

New energy sources: Hydro / Wind / Solar - AI (artificial intelligence) - Technology



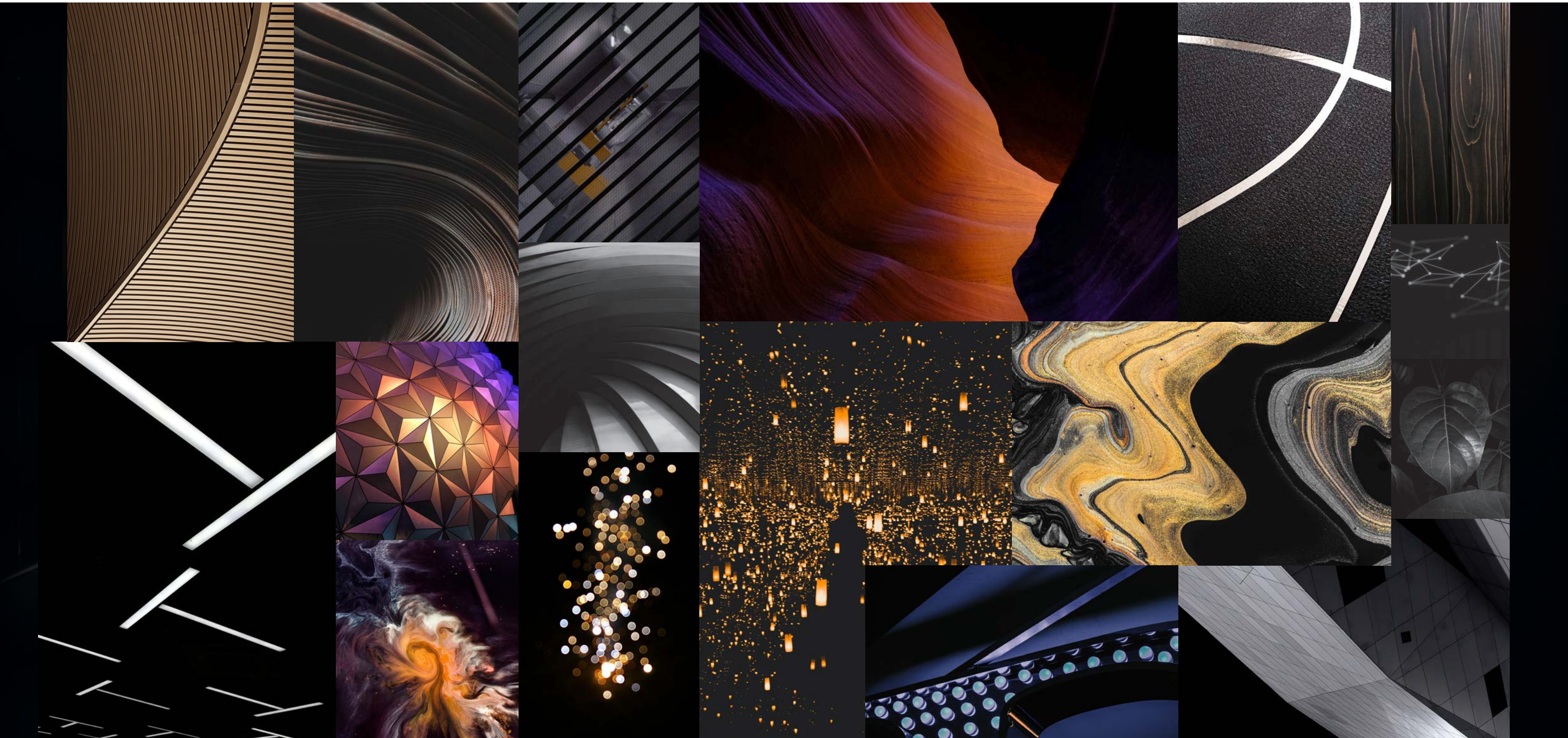
MULTI MANAGER

People - Business - Industry - Connections



ADDITIONAL TEXTURES

Abstract - macro - pattern - texture - line



EXAMPLES OF BRAND COLLATERAL

Brochure, Social, Online, Print

Investments

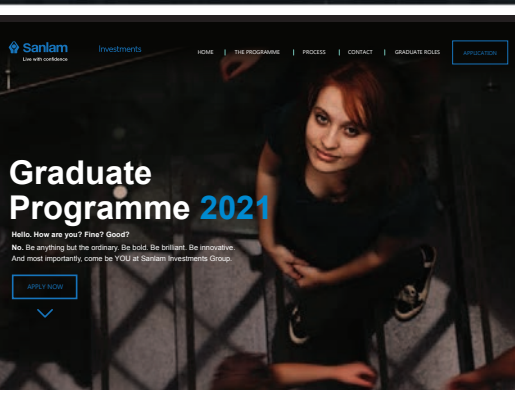
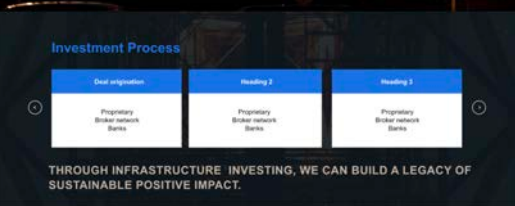
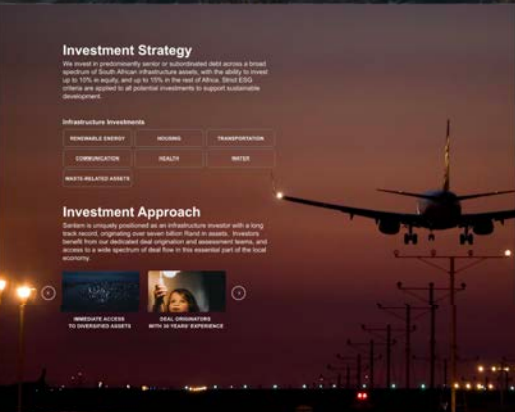
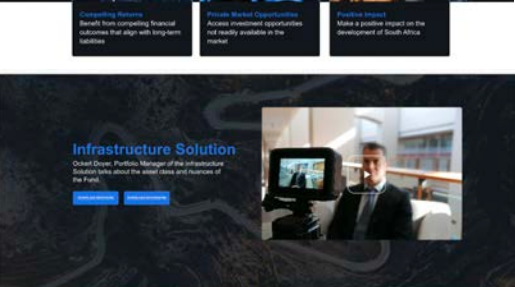
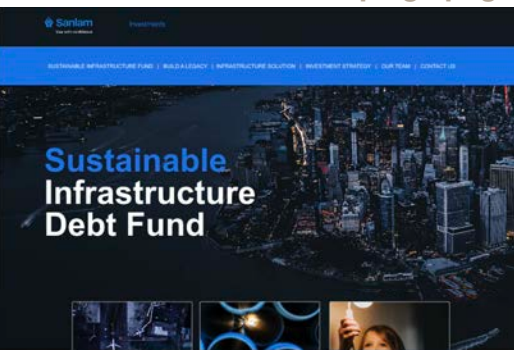
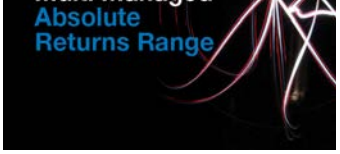
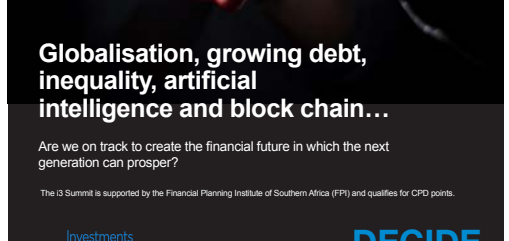
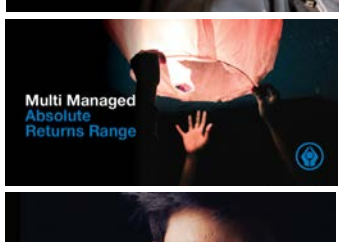
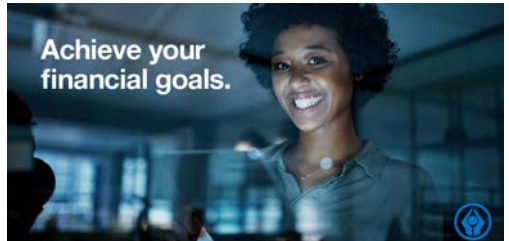
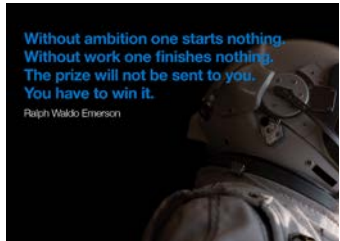
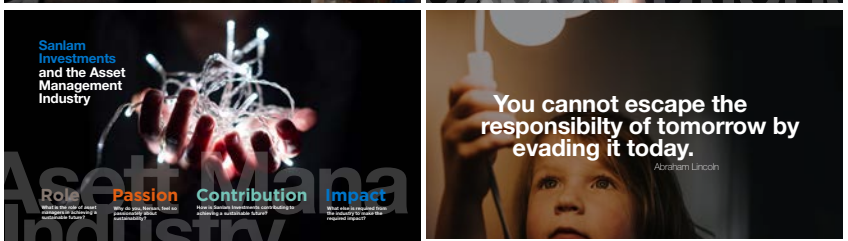
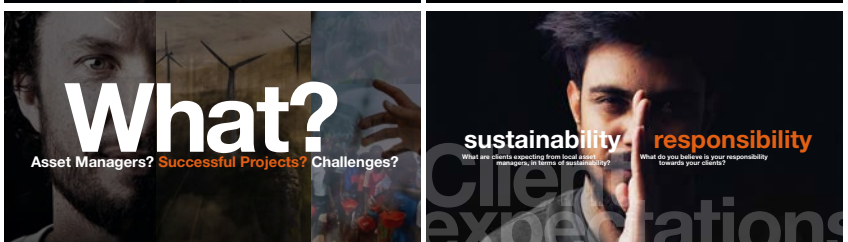
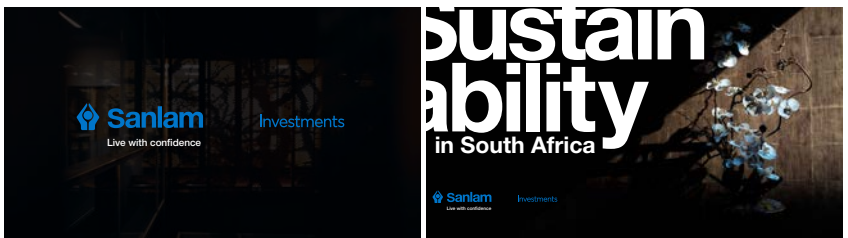
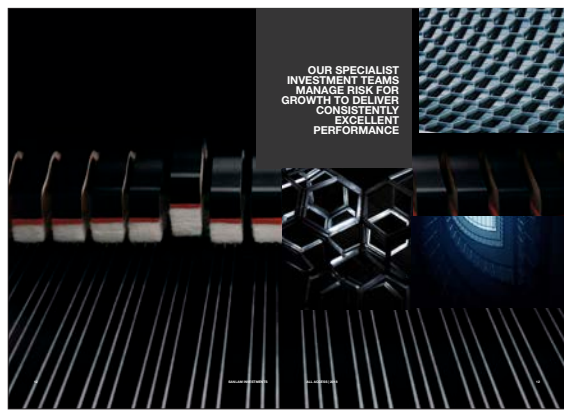
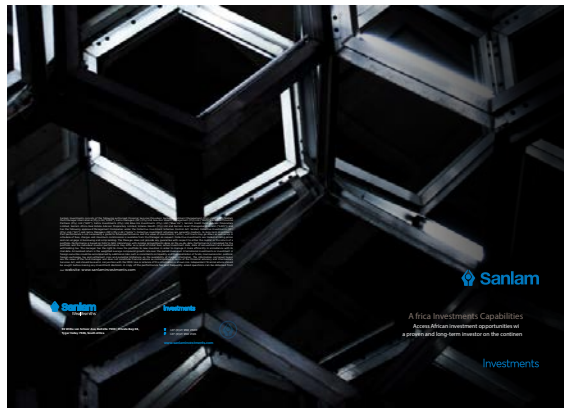
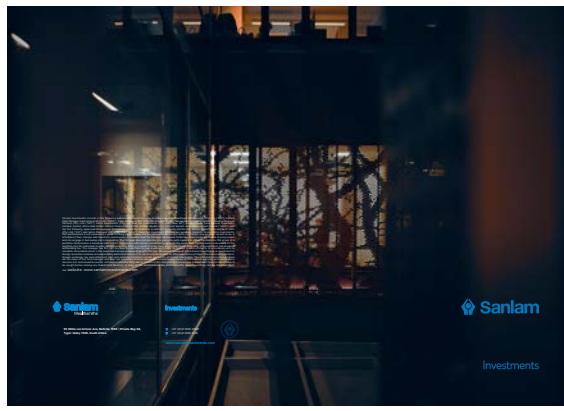


Traditional / Digital Design

PowerPoint

Web / Campaign page

AV / Webinar





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This guide provides you with a modular and adjustable tool kit of design collateral devices that can be used at all points of the customer journey in order to purposefully capture the attention of the premium customer with our brands' visual signatures and messages.

The guide delivers information on how to maximise impact and consistency, as well as suggests technical specifications and sizes.