

Our **iconography**



## Sanlam iconography

### Construction guides

Step-by-step guidelines demonstrating how to generate new icons in line with Sanlam's iconographic style.



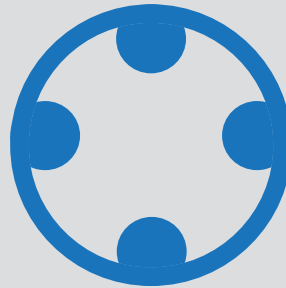
#### The trademark icon

The trademark icon forms the foundation / basis for all iconography across the Sanlam brand.



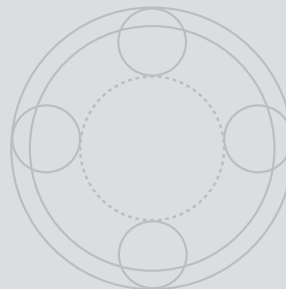
#### Unit of measurement

The centre circle is the unit of measurement for new icon development.



#### Defining the graphic area

The unit of measurement is multiplied and placed at the top, bottom and both sides inside the outer circle.



#### Defined area

The defined area marks the placement and scale of the graphic icon.



## Sanlam iconography

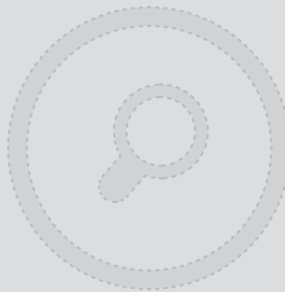
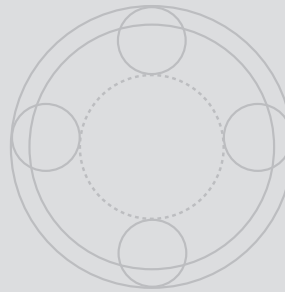
### Construction guides

#### > Acceptable

- Is applied in solid one colour only
- Design language is singular in execution
- Rounded lines and corners
- Is retained in the prescribed circular holding shape

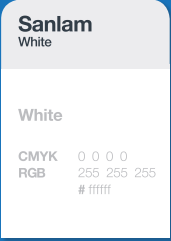
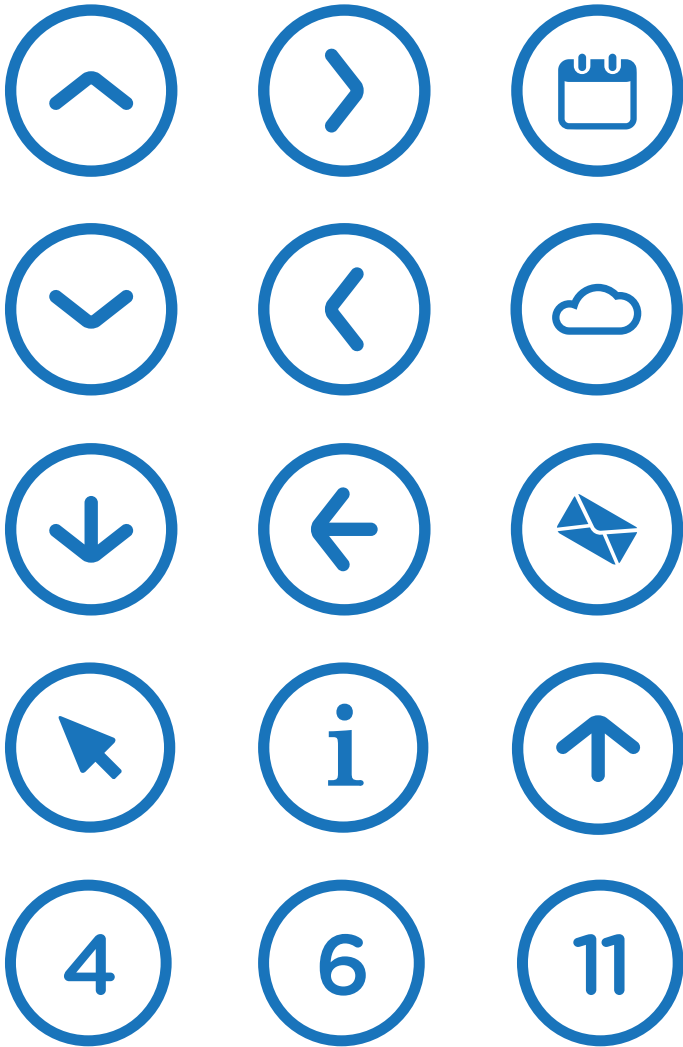
#### > Avoid

- Multiple-colour executions
- Multiple icons used in the defined area
- Hard and sharp corners
- Icons without the circular holding shape
- Solid icons – circular holding shape filled in
- Drop shadows / Emboss / Filters or other effects



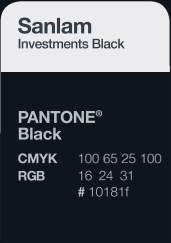
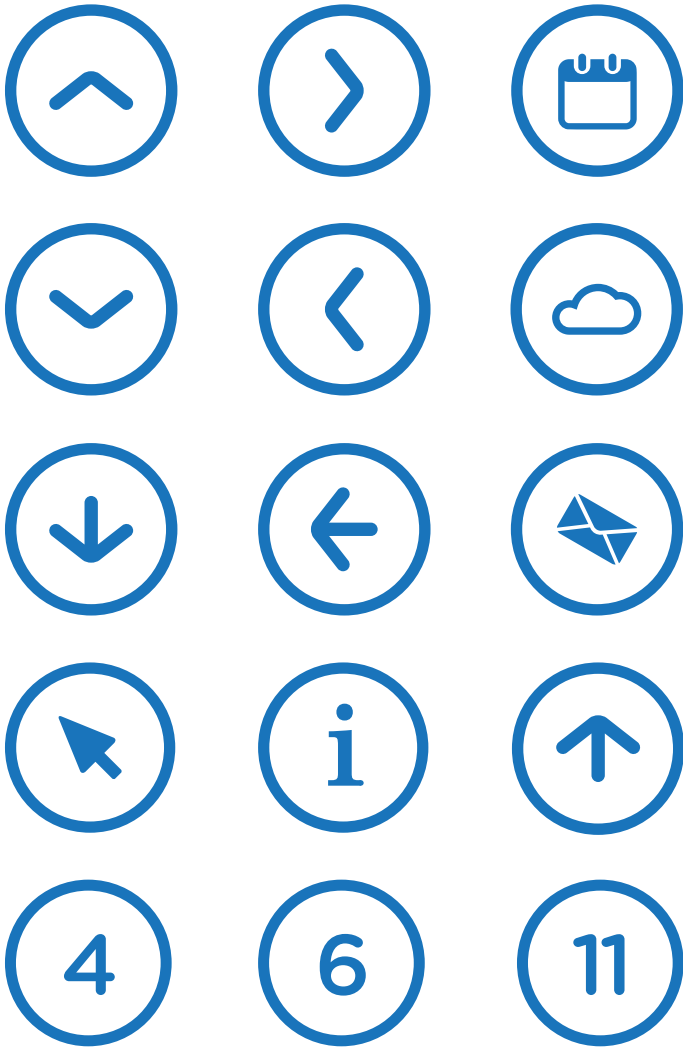


Sanlam Group



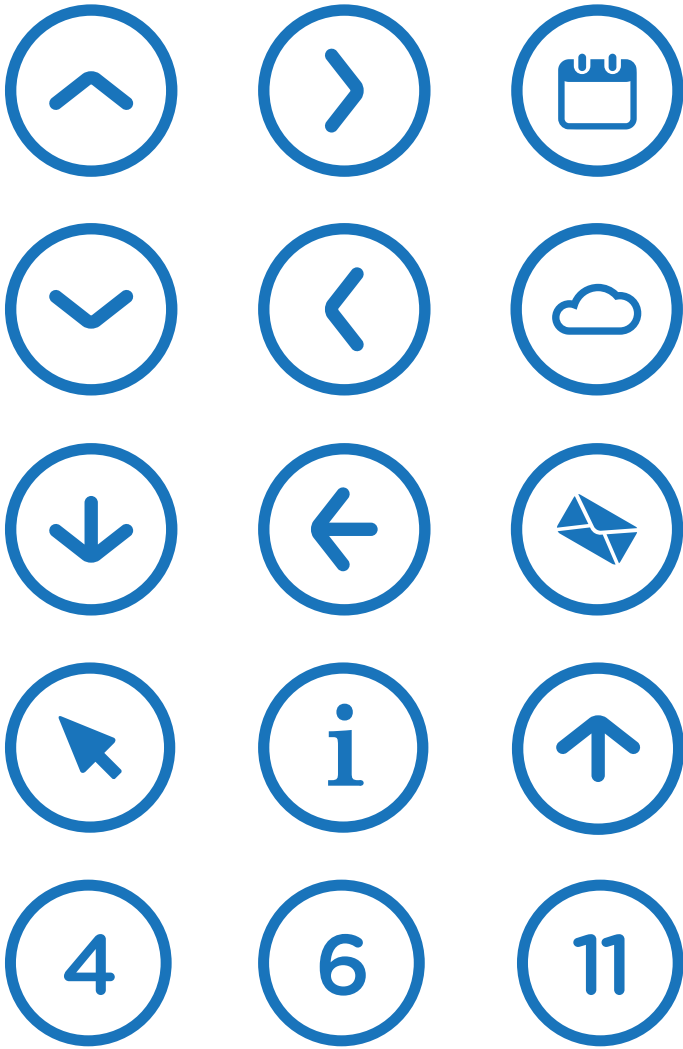


# Sanlam Investments





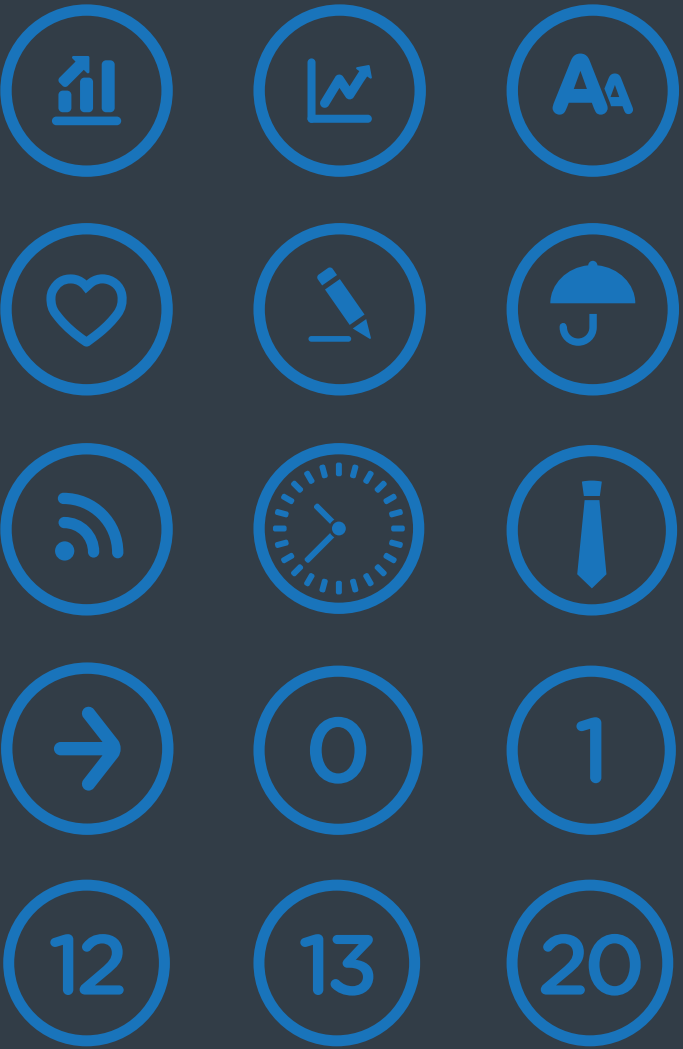
# Sanlam Wealth



Sanlam  
Blue

PANTONE®  
3005 C

CMYK 100 29 0 0  
RGB 0 117 201  
# 0075c9



Sanlam  
Wealth Grey

PANTONE®  
432 C

CMYK 65 43 26 78  
RGB 51 62 72  
# 333e48



## Sanlam iconography

### Application and exceptions

Various iconographic constructs are acceptable in certain instances. These specific instances are relevant where production and/or applications are limited, for example: full colour vs. one colour black and white. These exceptions are demonstrated alongside.



#### Outline inverse



#### Greyscale

Neutral applications as well as when full-colour applications are not possible.



#### One colour black and white

Applied when full-colour applications are not possible.





## Sanlam iconography

### Colour applications

Various colour applications can be explored and applied to all types of brand communication, provided that the primary, secondary, tertiary and accent colours are used. No other colour may be introduced into these formats.



### Tertiary colour

Only to be used in conjunction with dominant use of Sanlam Blue



### Accent colour

Only to be used in conjunction with dominant use of Sanlam Blue or a dominant expertise colour



**Sanlam**  
Aqua

**PANTONE®**  
563 C

**CMYK** 50 0 30 5  
**RGB** 118 194 182  
# 76c2b6

**Sanlam**  
Dusk Blue

**PANTONE®**  
7454 C

**CMYK** 62 23 4 12  
**RGB** 84 147 189  
# 5493bd

**Sanlam**  
Aubergine

**PANTONE®**  
7659 C

**CMYK** 32 75 0 64  
**RGB** 86 36 80  
# 562450

**Sanlam**  
Freesia

**PANTONE®**  
1235 C

**CMYK** 0 25 100 0  
**RGB** 255 194 14  
#ffc20e

**Sanlam**  
Avocado

**PANTONE®**  
7749 C

**CMYK** 25 12 97 52  
**RGB** 111 113 21  
# 6f7115

**Sanlam**  
Rock Grey

**PANTONE®**  
Warm Grey 9 C

**CMYK** 0 10 20 55  
**RGB** 138 126 113  
# 8a7e71



Our graphic **language**