

Corporate and Investment Banking

TxB AIS Custody Toolkit

July 2025

Your story matters



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Introduction

A new positioning for Absa

Throughout our brand journey, Absa has focused on creating a brand that is authentically African. A bank for the people, with its roots and an outlook that is firmly of this soil. We took inspiration from the people and the landscapes – the things that are inherent parts of our identity.

As we embark on a new chapter in the Absa story, we're embracing a narrative that is focused on people and their stories. By placing ourselves as a supporting character in their lives, we aim to play a meaningful role in their potential to live a better life. To them, we say, "Your story matters". And this is our new positioning.

We want to put our customers and clients first in everything we do – it's their story and we are there to support them empathetically, by offering financial solutions that will help them achieve their goals.

The new positioning also affects how we show up as a brand from a visual identity perspective. We have condensed our visual identity to mark the change and make it more simplified and distinctive.

This toolkit is for Corporate and Investment Banking (CIB) in South Africa and Absa Regional Operations (ARO) specifically. Detailed guidelines that support these toolkits can be found on the Absa Brand Management Platform.

Recap | Defining the CIB value proposition and communication platform (point of distinction)

Absa Group Purpose

Empowering Africa's tomorrow, together ... one story at a time.

Group Brand essence
and key pillars of fame

We see an opportunity in every story

Human-centred empathy
that builds partnerships

Client experience that makes
things seamless

Absa positioning line

Your story matters

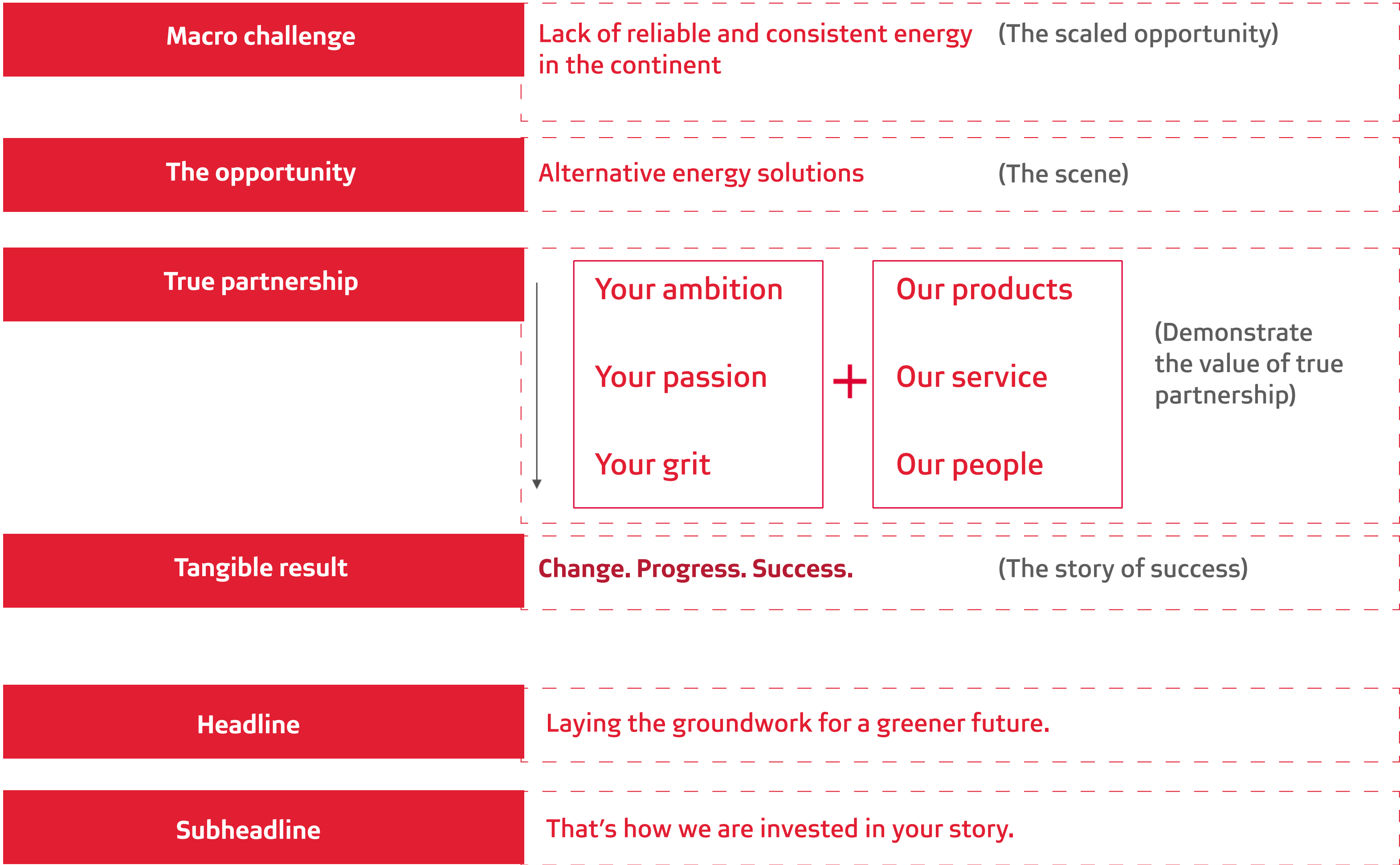
CIB translation

Deep, human-centred partnerships that enable client ambitions through a
seamless and intuitive client experience

CIB proposition and
communication platform

Invested in your story

Messaging construct



Messaging construct

The copy construct is always the same when it comes to headlines and subheadlines.

Headlines:

The headline always demonstrates either a client benefit that Absa CIB enables, or a product or solution that Absa CIB offers.

Example 1: Insights, so you can break into new markets.

Example 2: Secure, multi-channel, 24/7 digital solutions to power your business.

Subheadline:

The main headline always speaks to the client benefit, which is a proof point of how we are invested in our client's stories.

Positioning line:

That's how we are invested in your story.

For example:

Headline:

Digital solutions for a sustainable future

Subheadline:

When your business needs to grow and prepare for an ever-growing digital future, we have the solutions to support you.

Positioning line:

That's how we are invested in your story.

CTA:

cib.absa.co.za

Tone of voice (CIB-specific)

Absa's tone of voice reflects our brand personality and is the way we communicate with our clients. We need to be human, caring and transparent. Formal language, although more suited to CIB, should be used sparingly.

It is important to note that even though we are speaking to highly educated individuals, proficiency in English does not dictate a person's level of education. As a country with 12 official languages, English is not necessarily their first language.

The intention is to keep our approach conversational and personal. To maintain a formal positioning as a corporate bank, we avoid using contractions, which is more informal. Also ensure that simpler synonyms of words are used to keep communication clear.

**We don't just hear our clients' stories.
We take the time to understand them.
We actively work to bring them to life.**

**We buy into our clients' ambitions and goals.
We see the impact of what they can achieve.**

**They have the vision.
All they need is the support.
We see the opportunity in every story.**

**We're empowering Africa's
tomorrow, together ... one story at a time.**

Note: For detailed information on Absa's tone and style as well as language rules, please refer to the Tone of voice guideline and Language Guide on the Absa Brand Management Platform.

[Download resources](#)

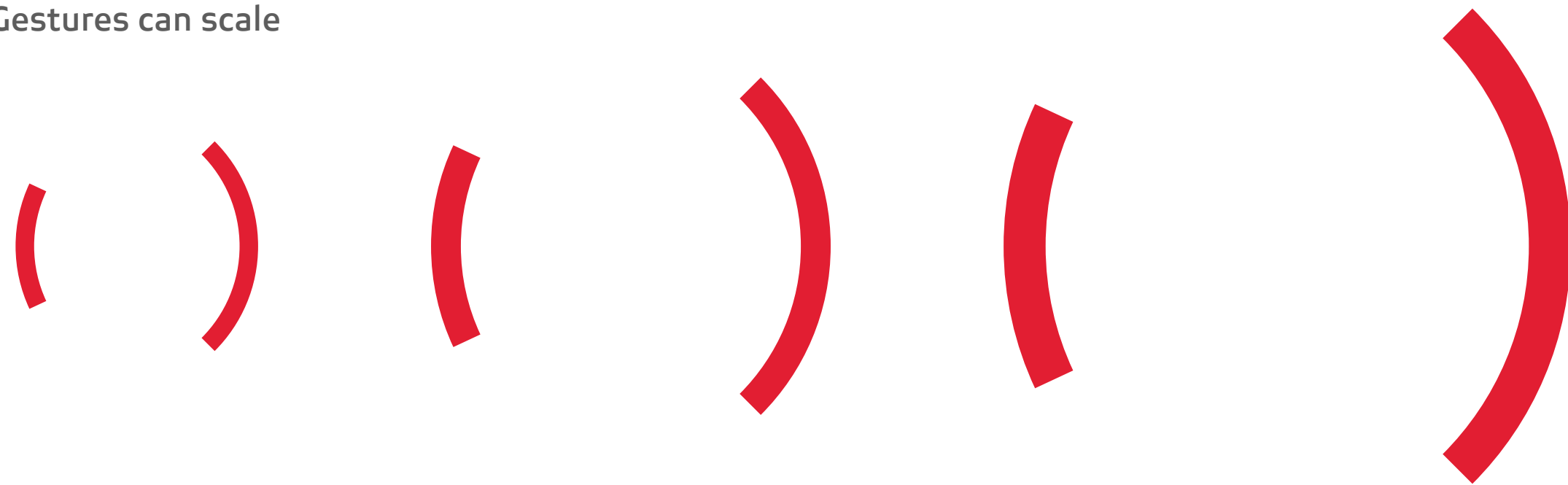
Gestures

Gesture scale expression

Embrace

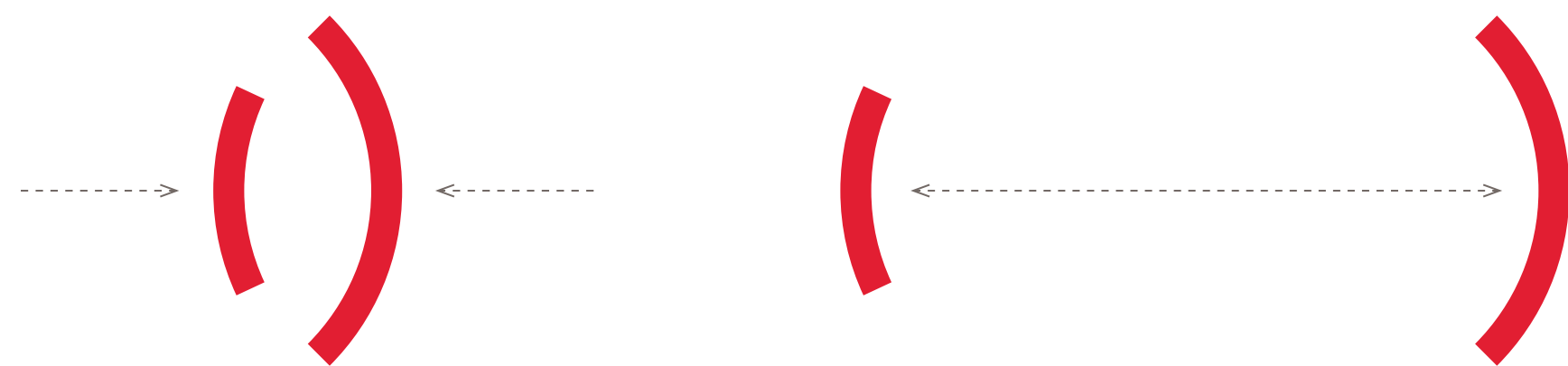
Gestures can be contracted or expanded around the focal point or be rotated, but should maintain their aspect ratio. Both solid Serene white or Passion red Gestures can be used.

Gestures can scale

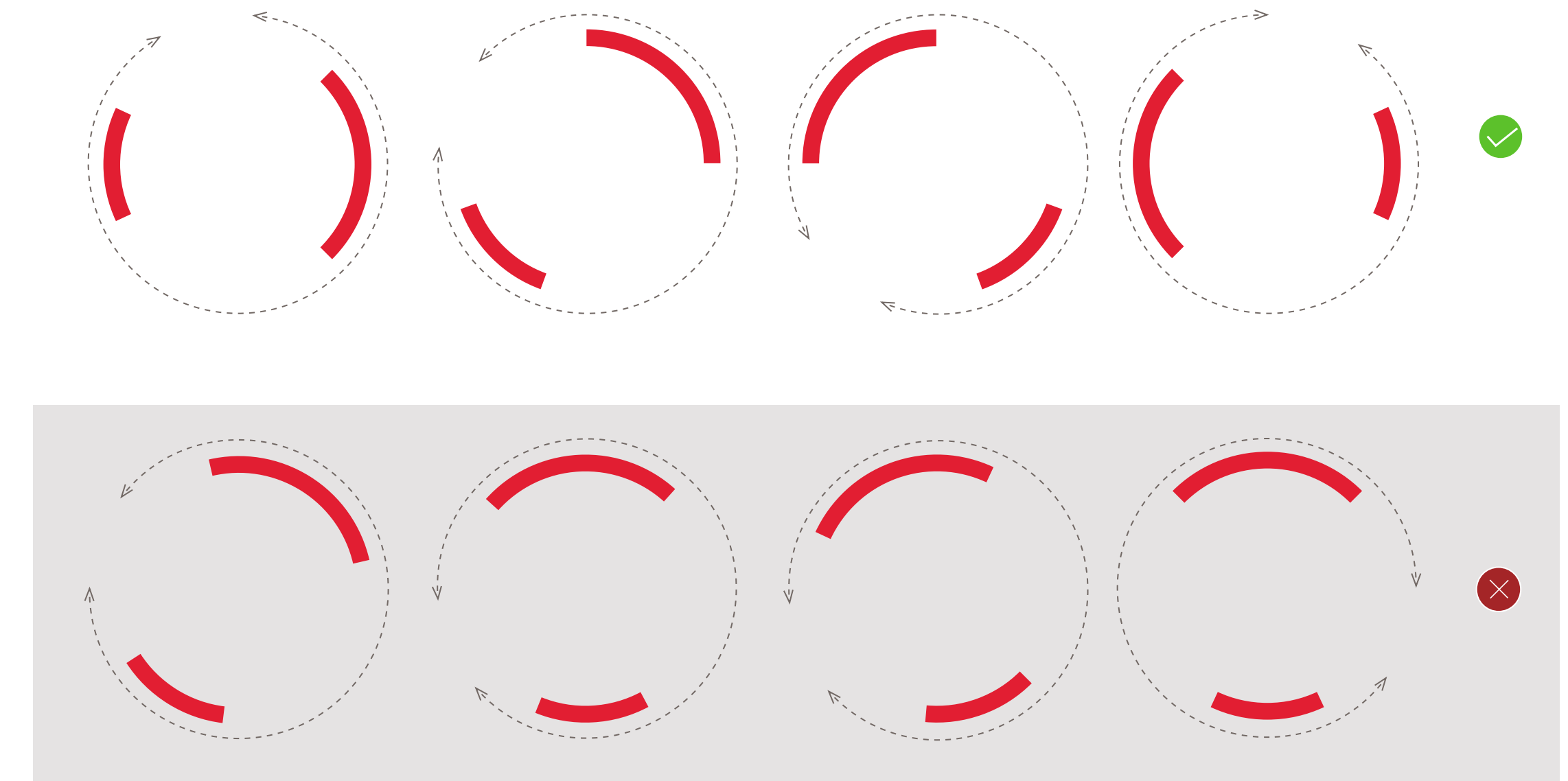


Gestures can be contracted or expanded horizontally, but cannot be rotated once they have been contracted or expanded.

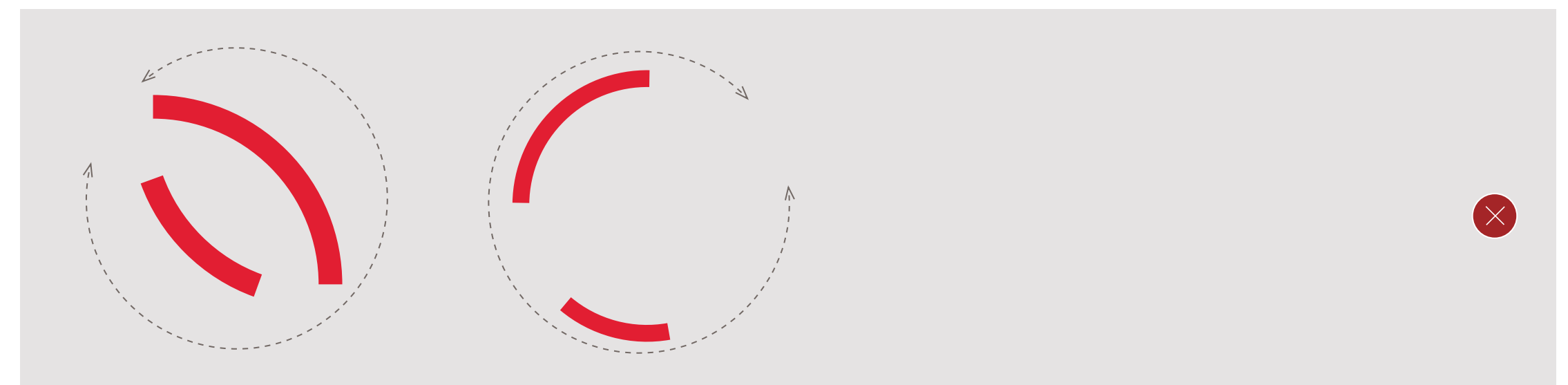
Note: Once expanded or contracted, Gestures cannot be rotated.



Gestures can rotate to a maximum of 45 degrees and flipped horizontally



Gestures should rotate as a pair and cannot be rotated separately



Gesture scale expression

Echo

Gestures can be contracted or expanded around the focal point or be rotated, but should maintain their aspect ratio. Both solid Serene white or Passion red Gestures can be used.

Gestures can scale

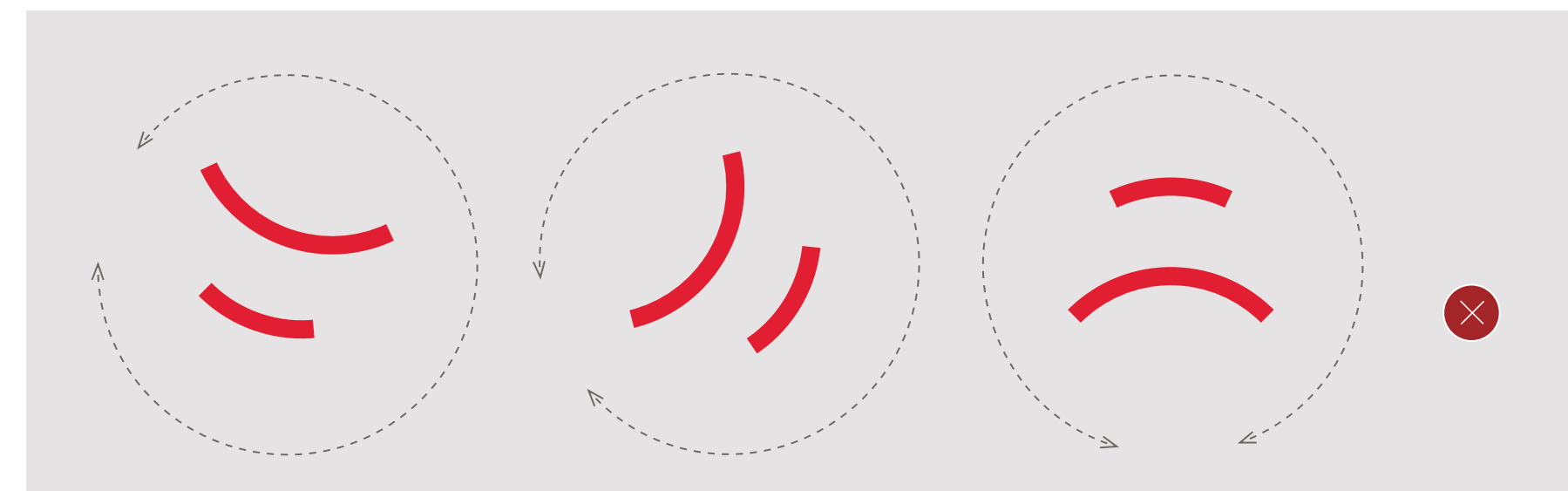
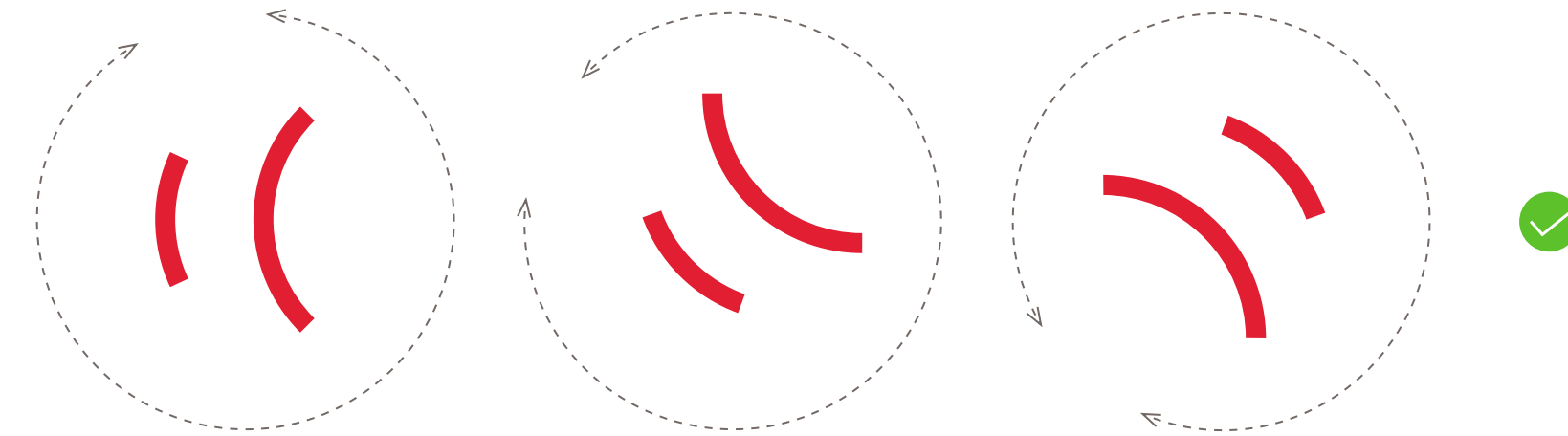


Gestures can be contracted or expanded horizontally, but cannot be rotated once they have been contracted or expanded.

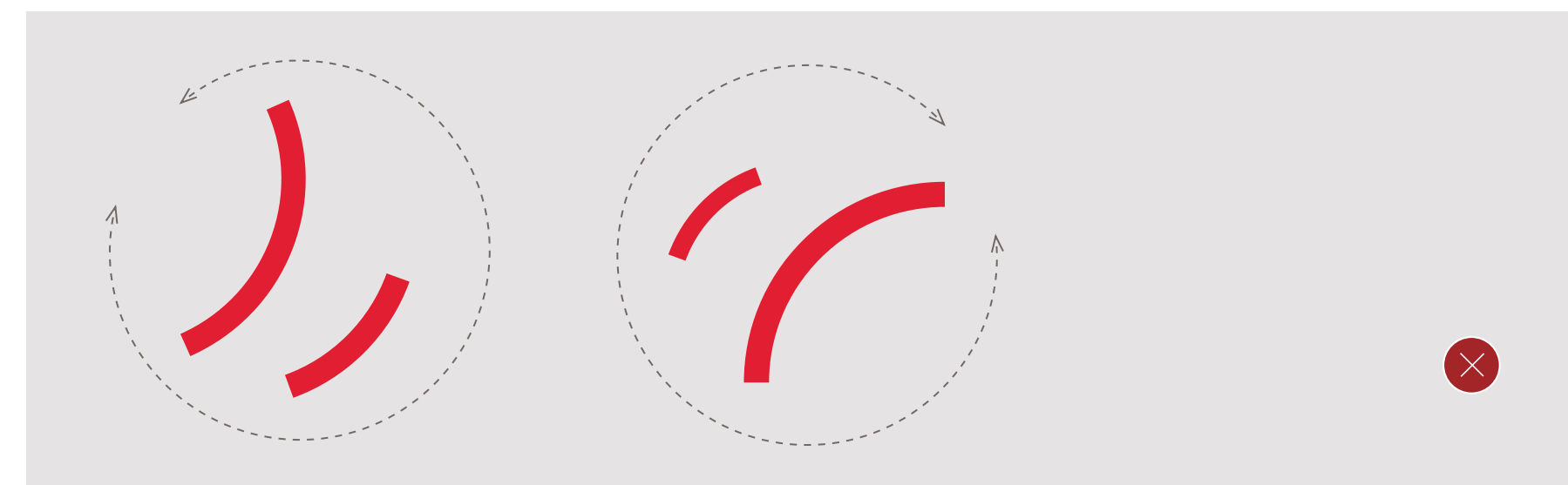
Note: Once expanded or contracted, Gestures cannot be rotated.



Gestures can rotate to a maximum of 45 degrees and can be flipped horizontally



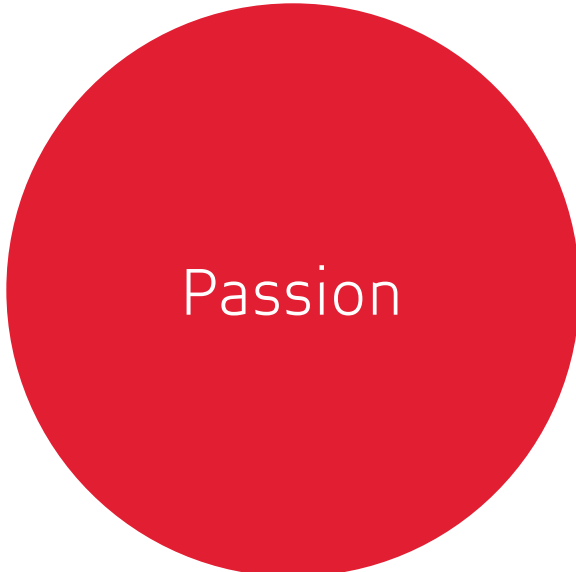
Gestures should rotate as a pair and cannot be rotated separately



Colour

The stories behind our colour names

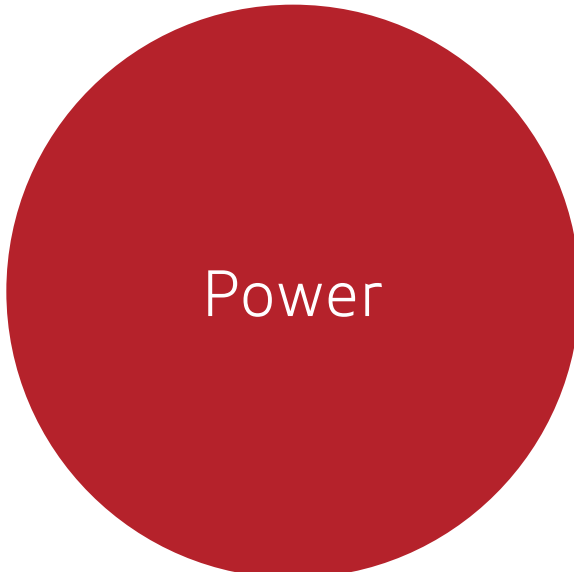
Africa stirs something deep within the soul. It's a land of passion and feeling. A land that moves you. To capture this essence, we delved deep into colour psychology and hand-picked names inspired by what these colours mean. To reflect our broader narrative, each colour builds on our African story and is underpinned by our strategic ambition, purpose, values or brand essence.



Passion

220R 0G 55B
1C 99M 78Y 0K
#DC0037
Pantone® 199C


We're **passionate** about Africa and its people. We turn our passion into purpose as we strive to empower them to write their stories of turbulence and triumph as we co-create a better tomorrow.



Power

181R 2G 50B
8C 97M 79Y 20K
#B50232
Pantone® 200C

The **power** of the African continent lies in its people. In their hopes and dreams and aspirations. We recognise this drive, and we support it, so that the Africa of tomorrow will be seen as a leader on the world stage.



Hope

149R 5G 42B
16C 94M 80Y 27K
#95052A
Pantone® 201C

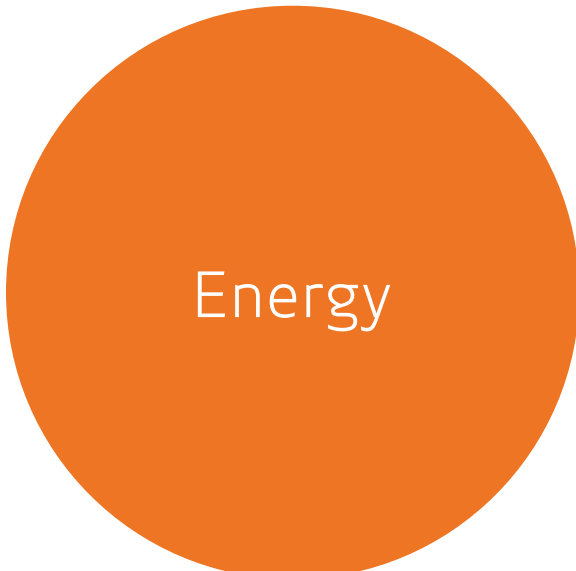
Hope is the ember that keeps the fire alive in the soul of the African nation. And it's the heartbeat that drives us to be better, do more and commit to creating a brighter future for us all.



Inspire

119R 2G 30B
13C 95M 88Y 45K
#77021E
Pantone® 202C

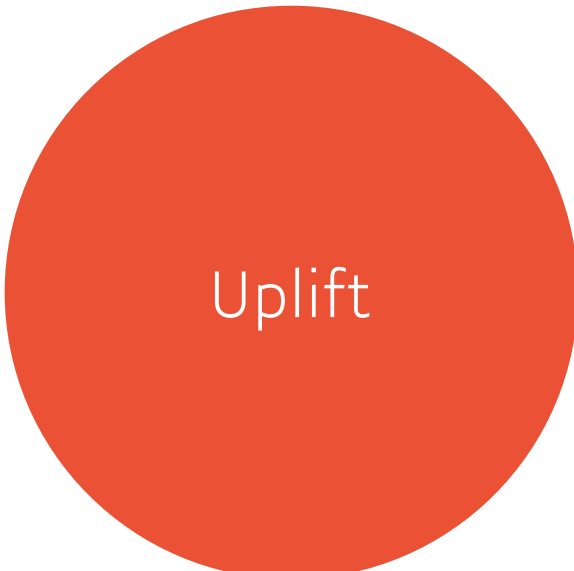
Africa is our muse, our source of **inspiration**. From scarlet sunsets to the roaming hills and it's resilient people, it's what drives us to build, progress and empower Africans to use their wealth to change the world.



Energy

255R 120G 15B
0C 65M 100Y 0K
#FF780F
Pantone® 1585C

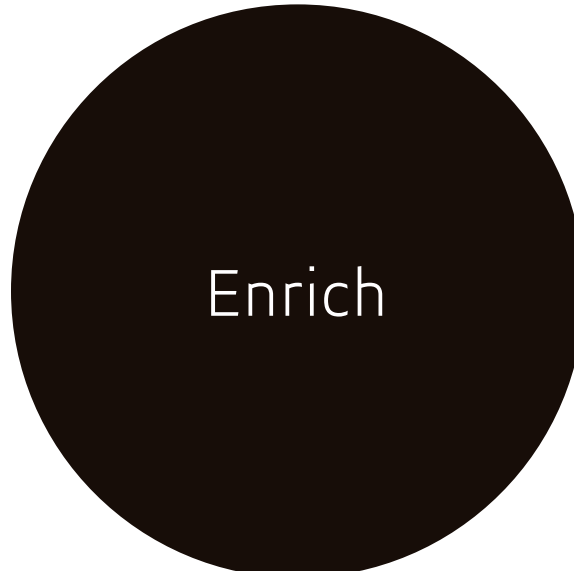
Energy is that endless source of perseverance that drives you to carry on. It's that will to outperform that's innate to Africa. And it's this tenacity that we fuel so that all Africans can have the tomorrow they deserve.



Uplift

249R 63G 36B
0C 80M 80Y 0K
#F93F24
Pantone® Warm Red C

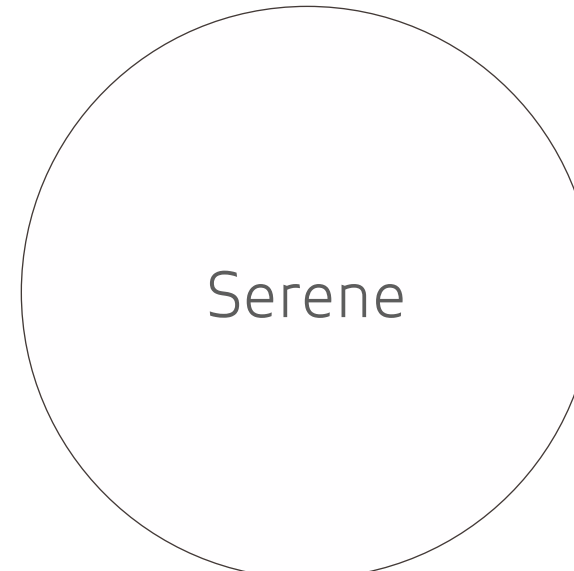
Africa and its people are what push us to achieve more every day. And by being a force for good in our communities, we help inspire, guide and encourage others so that they too can **uplift** themselves to new heights.



Enrich

19R 16G 16B
40C 70M 70Y 100K
#131010
Pantone® 6C

As a bank rooted in Africa, we're fortunate to have been **enriched** by its diverse people. We're a tapestry of their pasts and presents, their aspirations, drive and energy. We appreciate them and endeavour to support them.



Serene

255R 255G 255B
0C 0M 0Y 0K
#FFFFFF

The unmatched beauty of Africa evokes a sense of tranquility in all that gaze upon it. And it's this sense of **serenity** that we hope to instill in the people of this great land through our ethos of being an active force for good.

Black overlay device

Overlay explanation



Preferred overlay opacity is 70% up to a maximum of 90%, depending on the background image. The background image should always be visible against the overlay and should not be flat black.

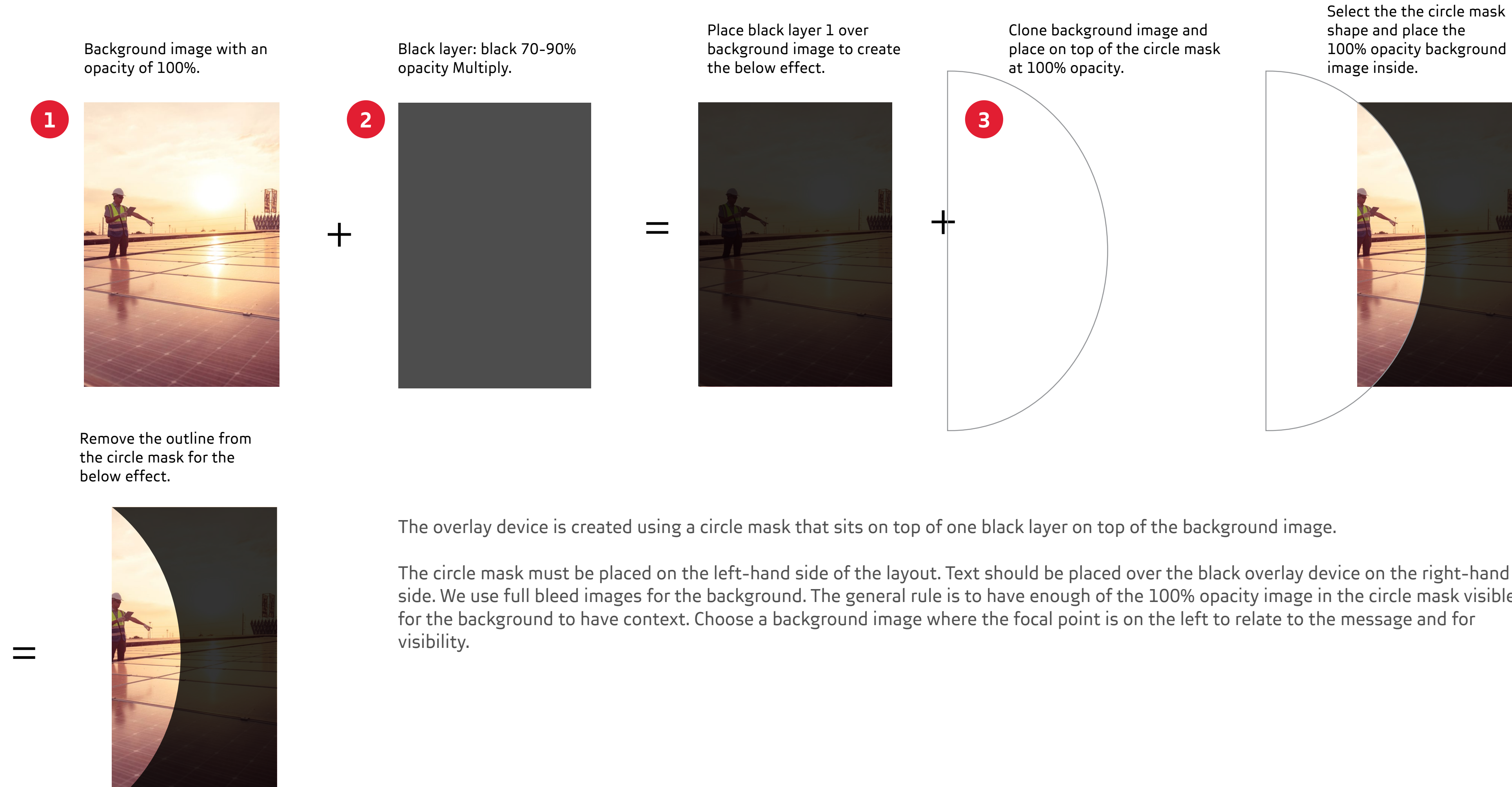
Overlay layers

- 2 Layer 2**
This is the background image.
- 1 Layer 1**
This is the overlay device that consists of a 100% black tint with an 80% opacity. Effects | Multiply.

Example: 80% opacity | Multiply

Black overlay device

The black overlay device gives CIB a distinctive and polished look. Here's how to construct and use it:



Using the black overlay device

Images must be visible and relevant to the category. Choose a background image that relates to the the message.

If needed, add a pop of red by changing the colour on an element such as a shirt, device screen, tie, etc. For the most part we use flat images with the overlay (**Option 1**), however we can use deep-etched images **only** on narrow executions or where the black overlay covers too much of the subject in the image (**Option 2**).



Option 1



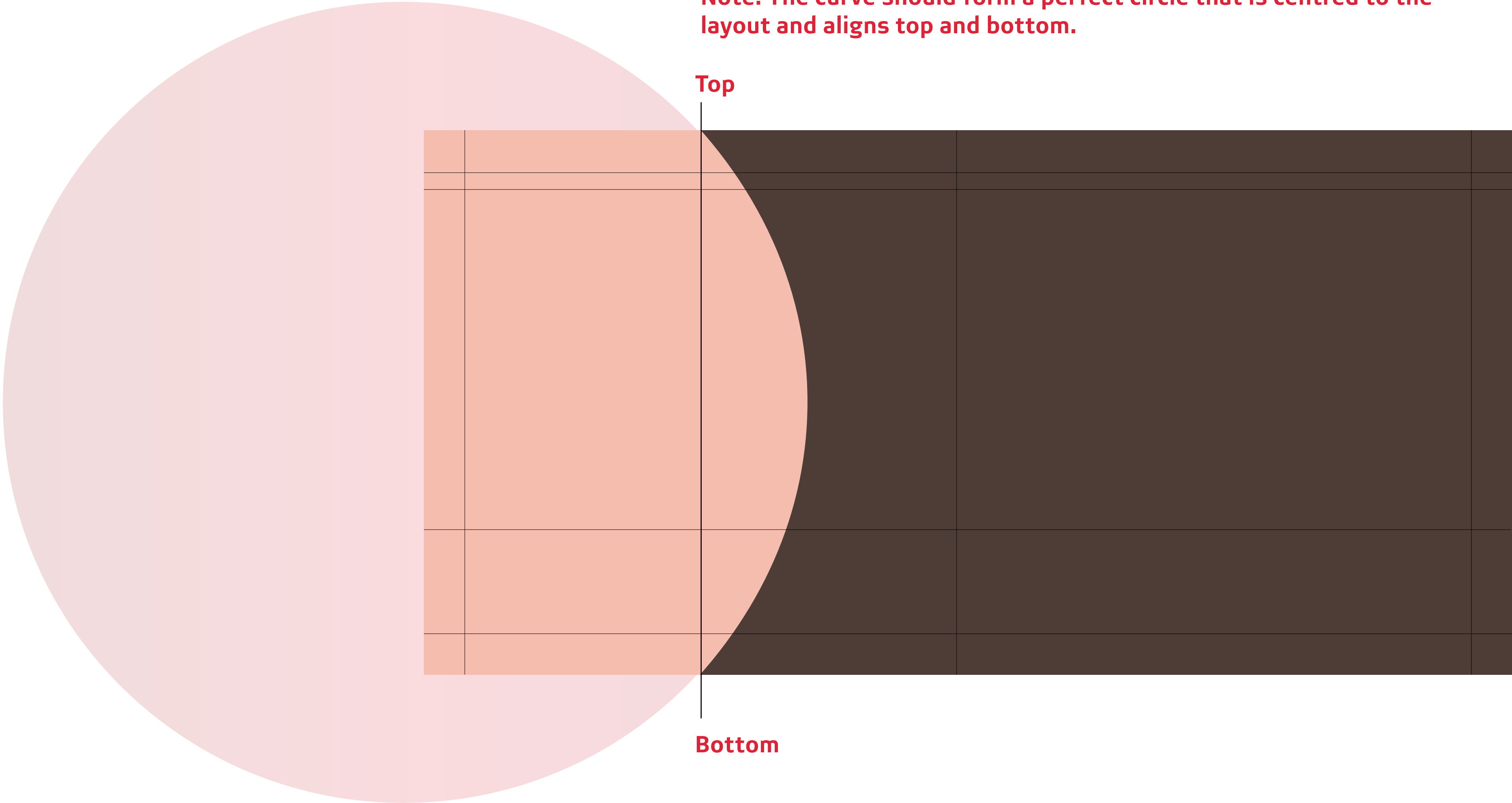
Option 2

Please note:
If you are unclear on how to deep-etch images or if you are unsure if this treatment is working for your layout, please reach out to Avatar Agency or the Absa Brand team.

Note: For detailed information on the treatment of images, please refer to the Photography guideline on the Absa Brand Management Platform.

[Download resources](#)

CIB landscape OOH - overlay construction



Note: The curve should form a perfect circle that is centred to the layout and aligns top and bottom.

Logo lockup and signposting

Visual identity primary assets - Logos

A Primary logo lockup

- The primary logo lockup was introduced in early 2024 with the new brand positioning launch. This is the preferred logo to use across all elements, depending on the type and spatial constraints.

B Secondary logo lockup

- On narrower formats such as social media, digital display ads, co-branding and web, the secondary logo lockup should be applied.

C Absa logo badge

- The logo badge is the identifier for the brand and is used as a sizing tool for the primary and secondary logo lockup. The logo badge comprises the logo symbol, wordmark and holding shape.
- These three components can never be separated or used in isolation. The logo symbol cannot be used as a graphic device, nor can it be incorporated in creative executions.
- Even though the primary or secondary logo lockup should be used in most executions, the logo badge can be applied in specific instances.

Your story matters

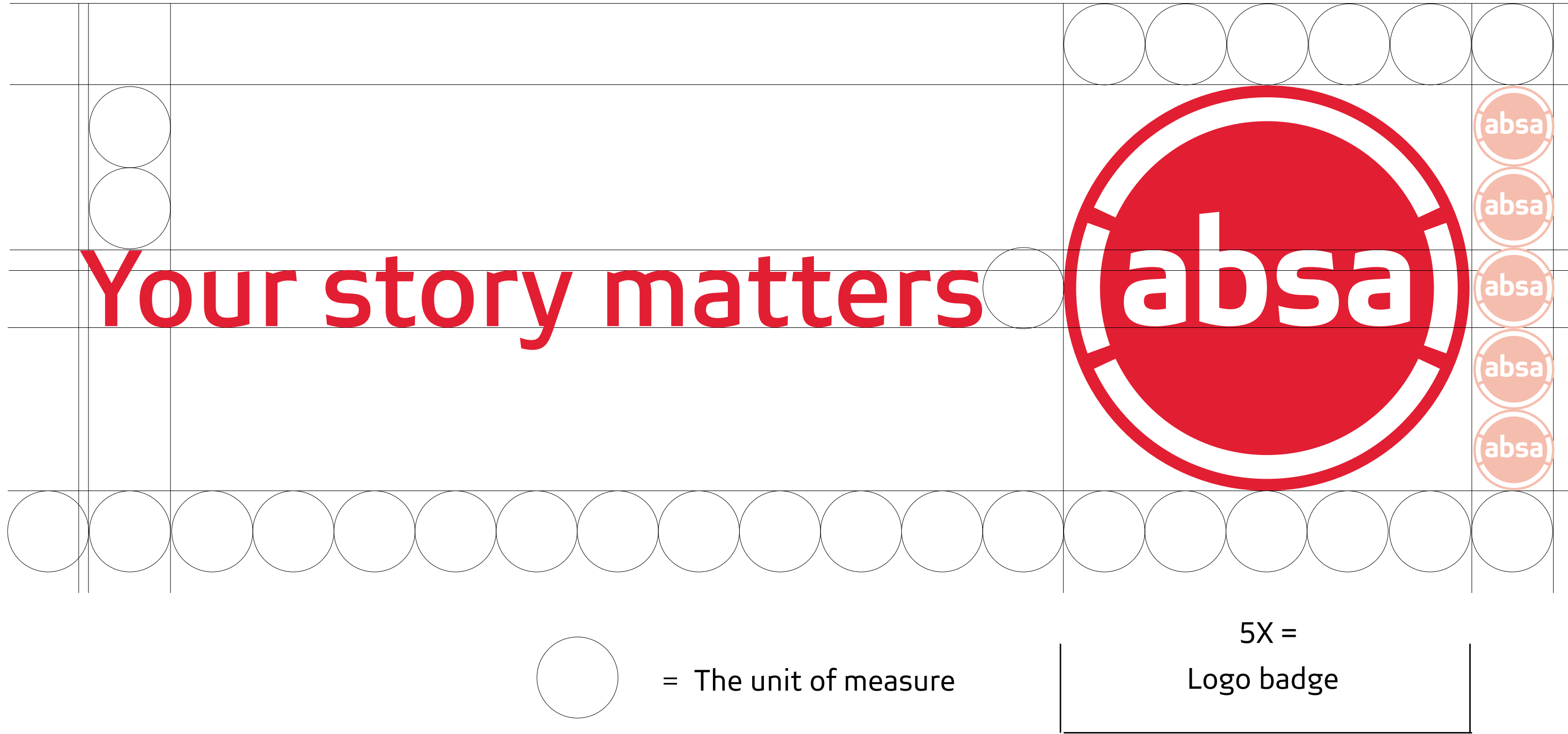


Your
story
matters



[Download resources](#)

Primary logo lockup (print and DOOH)



The unit of measure
"X" is 20% of the width of the logo badge

Signposting for primary logo lockup (print and DOOH)

A Dark background

- Absa CIB is used in Serene white against a dark background. The font type is Brave Sans Bold. This is the most common as the signposting will mainly be used over the black overlay.

B Light background

- Absa CIB is used in Enrich black against a light background. The font type is Brave Sans Bold.

C Signposting in relation to the logo lockup

- The signposting should be aligned to the logo lockup across all artworks or layouts.

D Example

- OOH print example of the placement and alignment.

A

Corporate and Investment Banking

B

Corporate and Investment Banking

C

Corporate and Investment Banking

Your story matters



D

Corporate and Investment Banking

Your story matters



Where to use the primary logo lockup

The primary logo lockup should be applied to the following marketing elements.

Your story matters



Application

- **TVC**

- **Standard marketing and communications elements**
 - QTV
 - Brochures
 - Posters
 - Print advertising
 - Pull-up banners

- **Business tools**
 - Letterheads
 - Agendas
 - Emailers – not co-branding
 - Minutes
 - Compliment slips
 - Envelopes

- **Promotional items.**

Secondary logo lockup



The unit of measure
"X" is 20% of the width of the logo badge

Signposting guidelines for secondary logo lockup (primarily digital)

A Dark background

- Absa CIB is used in Serene white against a dark background. The font type is Brave Sans Bold. This is the most common as the signposting will mainly be used over the black overlay.

B Light background

- Absa CIB is used in Enrich black against a light background. The font type is Brave Sans Bold.

C One-line signposting (for explanation purposes only)

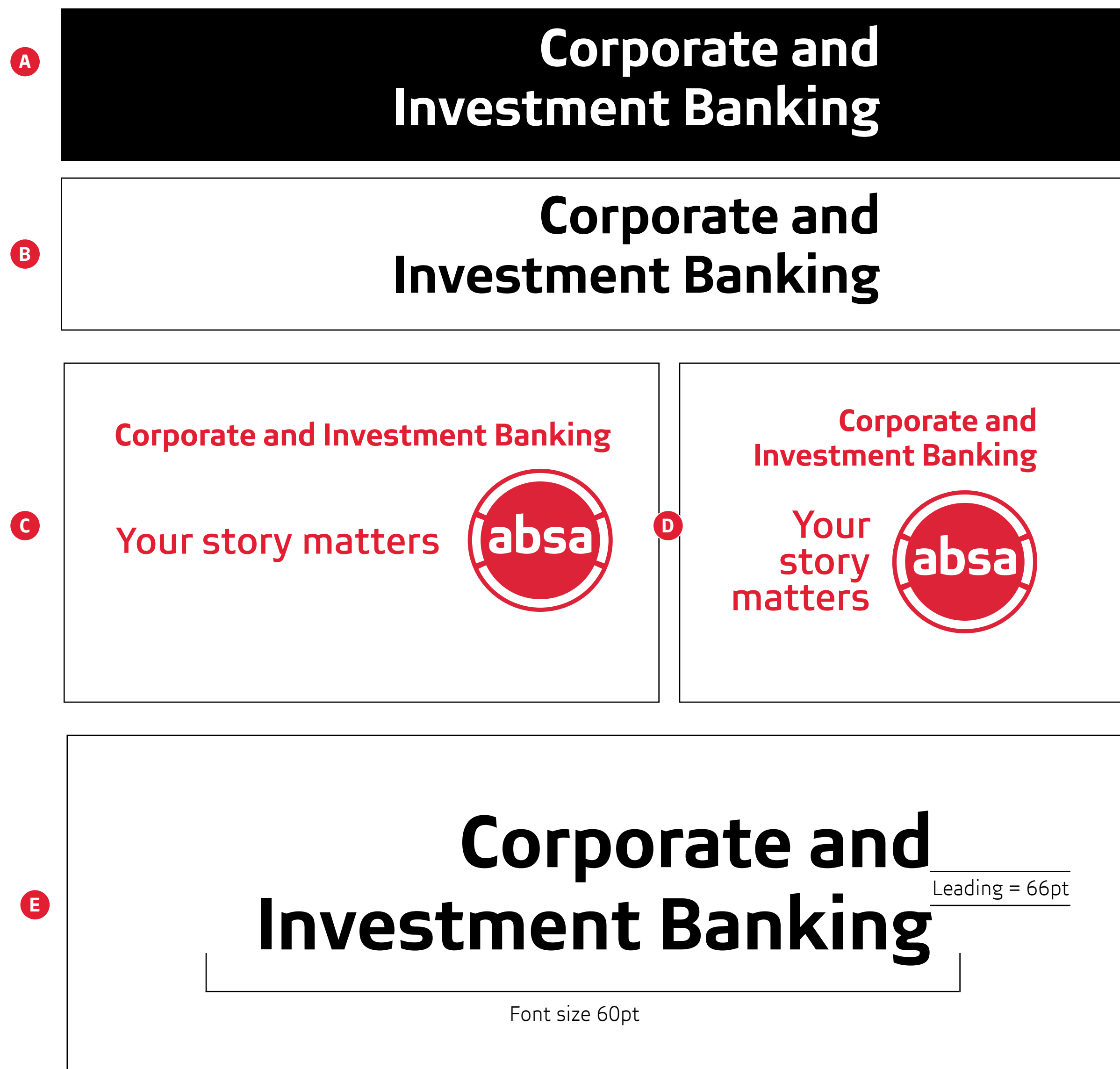
- The signposting in C is sized with the length of the logo lockup. Then the sentence is broken after "and" with 10% leading as shown in E.

D Two-line signposting

- The signposting is sized with the length of the logo lockup. The sentence is then split into two lines as seen on D.

E Font type rules

- Brave Sans Bold typeface.
- Leading is calculated by font size times 10% of the type, i.e. if the font size is 30pt, leading is $30 + 3 = 33\text{pt}$.



Where to use the secondary logo lockup

The secondary logo lockup should be applied to the following marketing elements.



Application

- Absa-led co-branding placed in the top right-hand corner.
- Executions that have space limitations for the primary logo lockup, e.g. narrow OOH formats, pull-up banners, etc.
- Digital display ads, web and social media.
- Email signatures.
- MMS, WhatsApp messaging.
- ATM screens.

Scaling co-brand logos

Any co-brand logo in an Absa-led scenario must conform to the sizes set out on this page.

The size of a co-brand logo is determined by its orientation:

Square co-brand logo

The width and height of the logo mustn't exceed 60% of the size of the Absa logo.


Horizontal co-brand logo

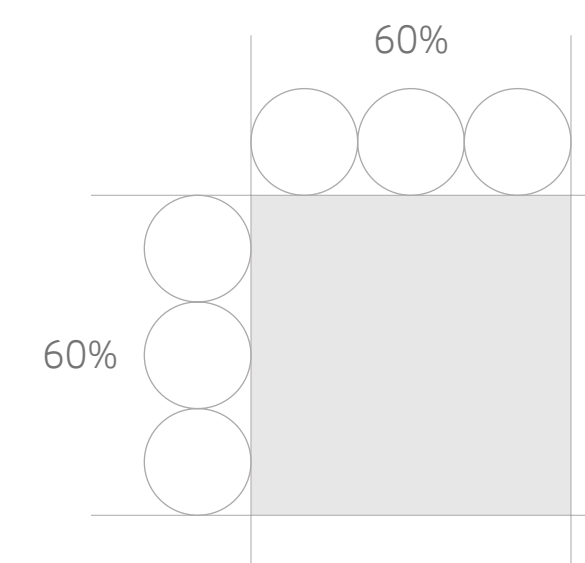
The width of the logo should be no more than 100% and the height should be no more than 40% of the size of the Absa logo.

Vertical co-brand logo

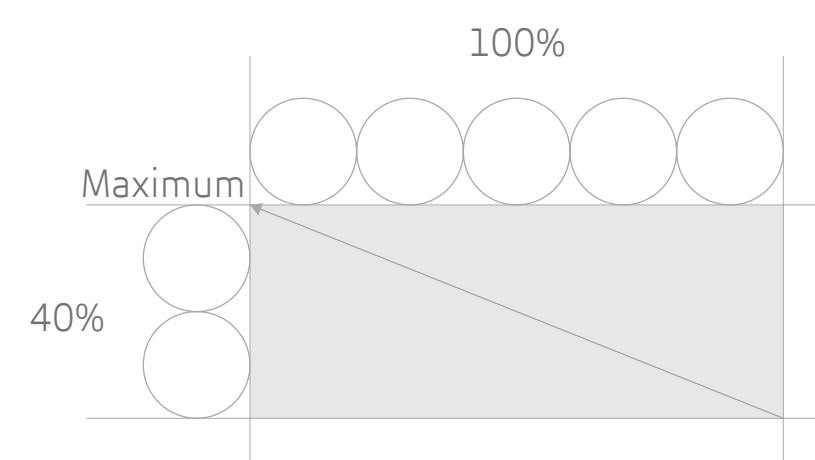
The width of the logo should be no more than 50% and the height should be no more than 70% of the size of the Absa logo.



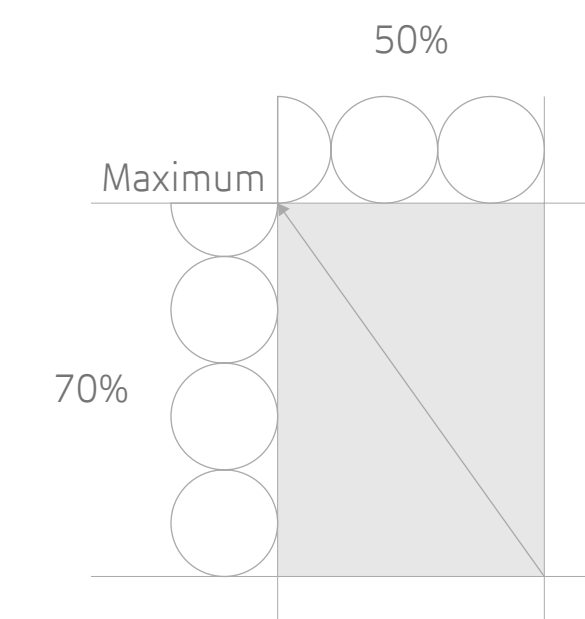
 = The unit of measure



Square logo proportion



Horizontal logo proportion



Vertical logo proportion

[Download resources](#)

Call to action

Call-to-action pill in relation to body copy

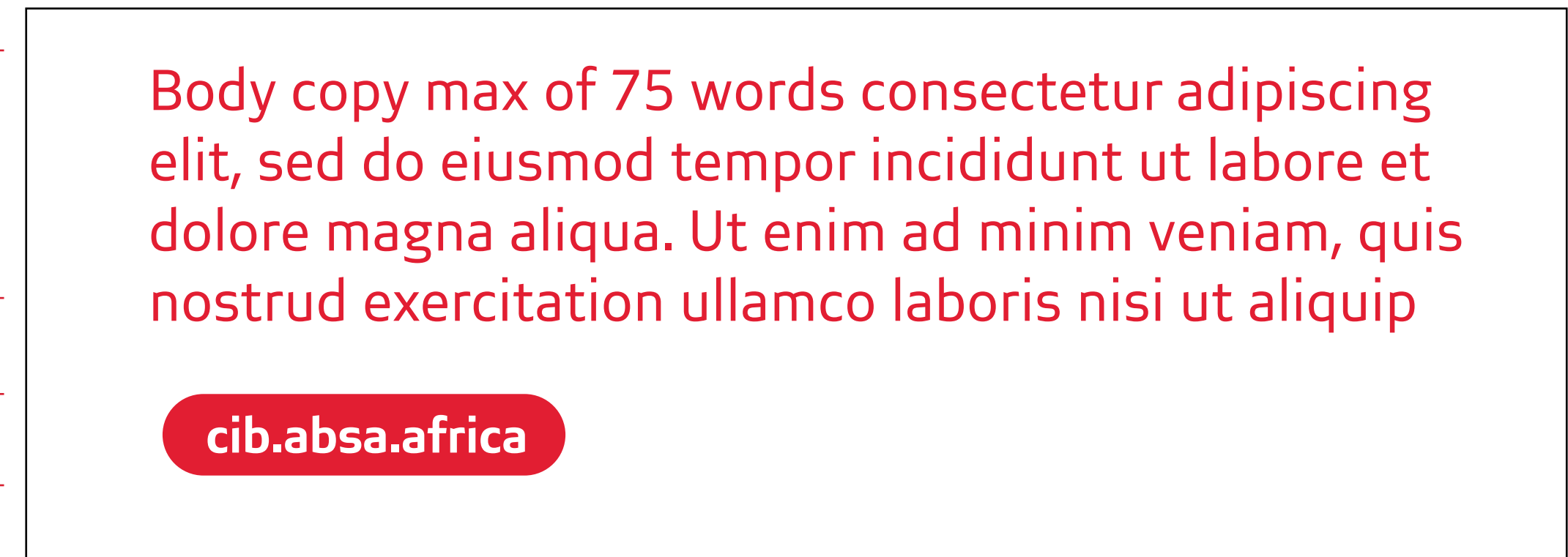
- A Pill-shaped holding device**
 - The holding device must not have an outline.
 - Fill with Passion red.
- B White copy**
 - Copy must be 100% white or 0000.
 - Copy must be centred to the holding device.
- C Call to action**
 - Only one call to action should be used, multiple call to actions confuse the reader on what the expected action is for them.
 - Don't use "www," the url starts with "cib."
- D Font type**
 - Use Brave Sans Bold for the URL.
- E Body copy sizing**
 - In relation to the body copy, the size of the URL text can be 5pt smaller than the body copy text or equal to its size.
- F Subheadline sizing**
 - In relation to the subheadline, the URL text size should be half.



30pt

E

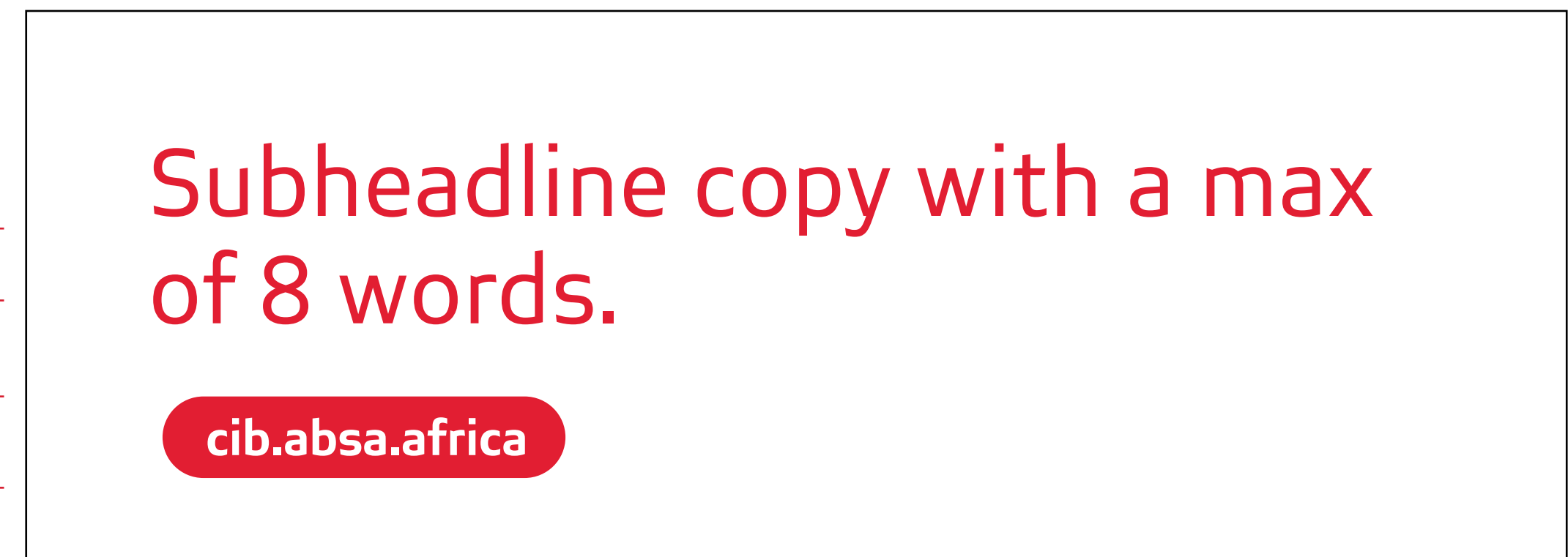
25pt



F

50pt

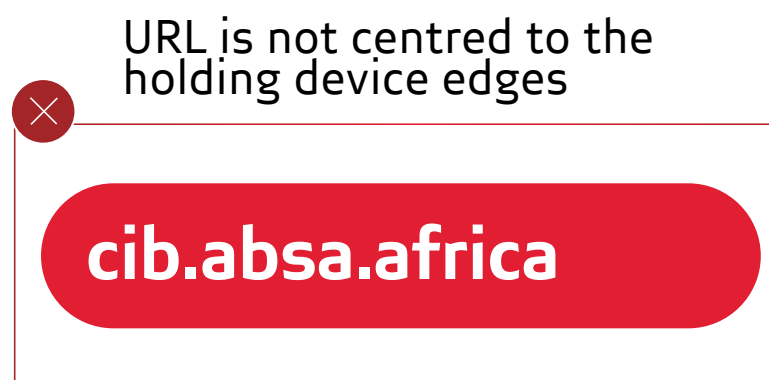
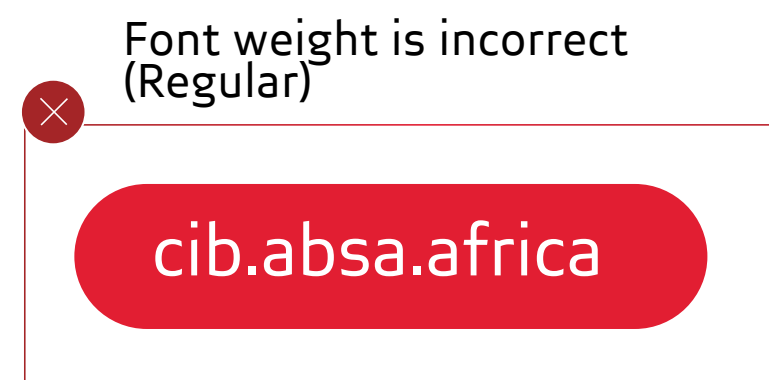
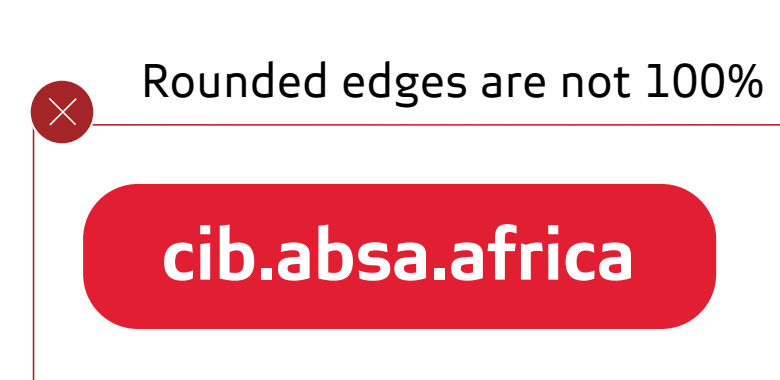
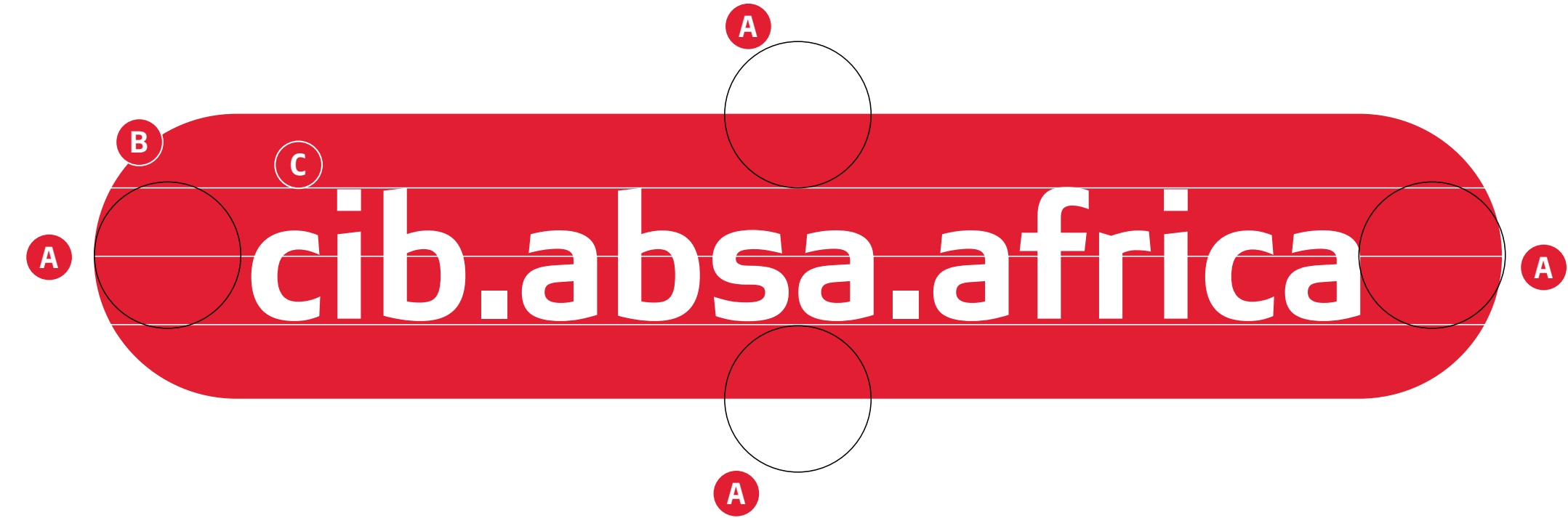
25pt



Call-to-action alignment

Call to actions are placed in a pill-shaped holding device that is centre-aligned top, bottom, left and right.

- A Spacing**
 - Spacing around the top and bottom should be 100% equal to each other.
 - The spacing on the left and right should also be 100% equal to the edges.
- B Pill-shaped device**
 - The round Passion red device has to be curved 100%.
- C Font type**
 - **Brave Sans Bold** should be used.



Legal line

Legal line guideline

A Terms and conditions apply

- The “Terms and conditions apply” line is always 2pt bigger than the country-specific legal line when used over two lines which is generally in print.
- If the legal line runs across one line (e.g. TV) the text size is the same.
- Always write it with no full stop at the end.

B Country-specific legal line

- The country-specific legal line is always 2pt smaller than the terms and conditions line when used over two lines and should be placed below the terms and conditions.
- If the legal line runs across one line (e.g. TV) the text size is the same.
- The country-specific legal line should be replaced with the legal line that applies to the country and creative.

C One-line legal line – SA-specific

- When using the full terms and conditions with the legal line there has to be 2 spaces between each section. This is usually on DOOH, OOH and TVCs.

D Font type

- Brave Sans Regular should be used on both lines if used over 2 lines.
- Brave Sans Regular should be used on the full line if used over one line.

Spacing

- Note that legal line sections should be separated by double spaces as indicated.

A Terms and conditions apply

B Country-specific legal line

Example – SA-specific

- C Terms and conditions apply || Authorised Financial Services Provider || Registered Credit Provider || Reg No NCRCP7
- D Terms and conditions apply
Authorised Financial Services Provider || Registered Credit Provider || Reg No NCRCP7

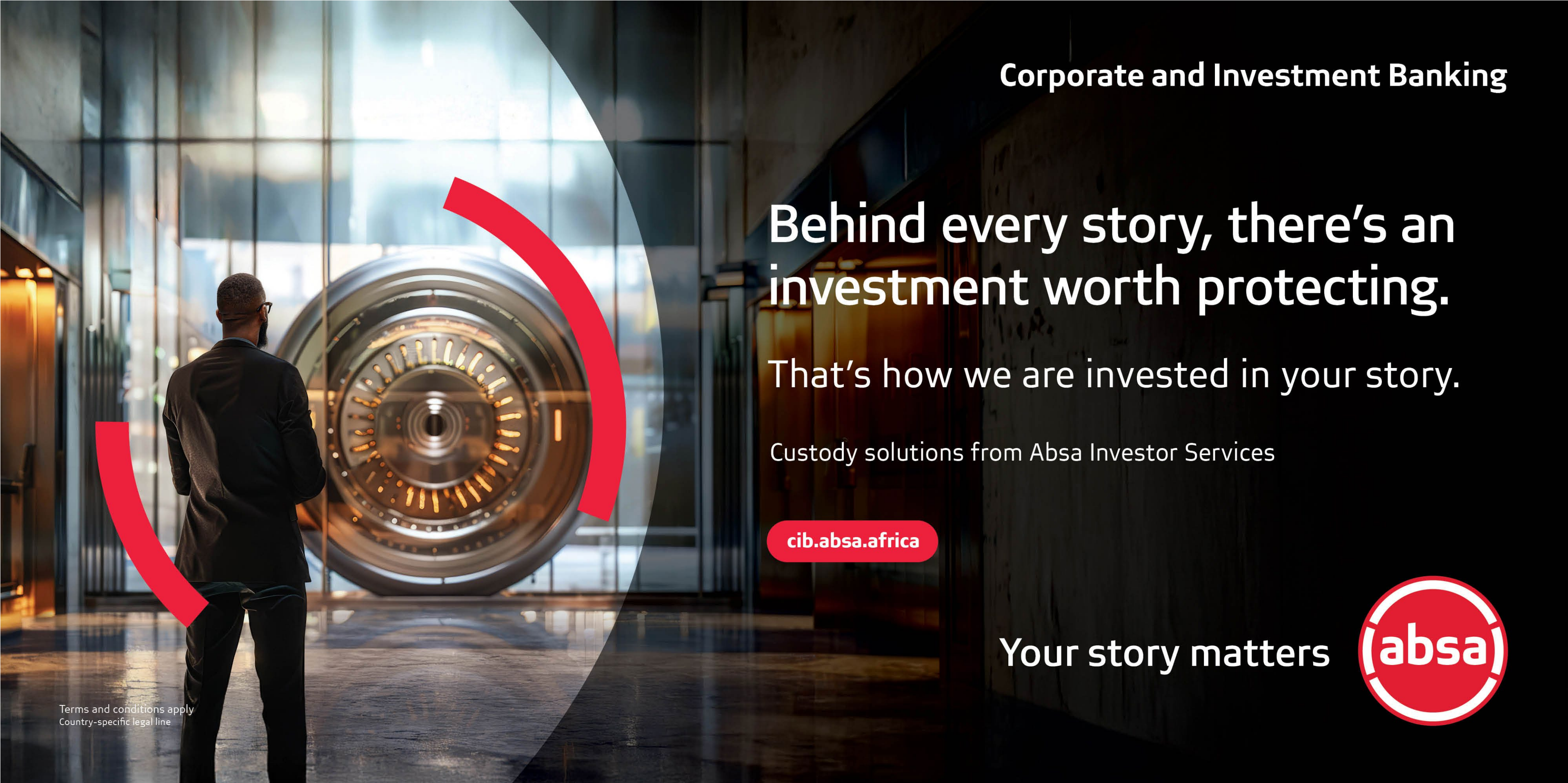
Example – SA-specific

- ✓ Terms and conditions apply
Authorised Financial Services Provider Registered Credit Provider Reg No NCRCP7
- ✓ Terms and conditions apply Authorised Financial Services Provider Registered Credit Provider Reg No NCRCP7

Out-of-home (OOH) layouts

Landscape OOH - examples

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.




Corporate and Investment Banking

Behind every story, there's an investment worth protecting.

That's how we are invested in your story.

Custody solutions from Absa Investor Services

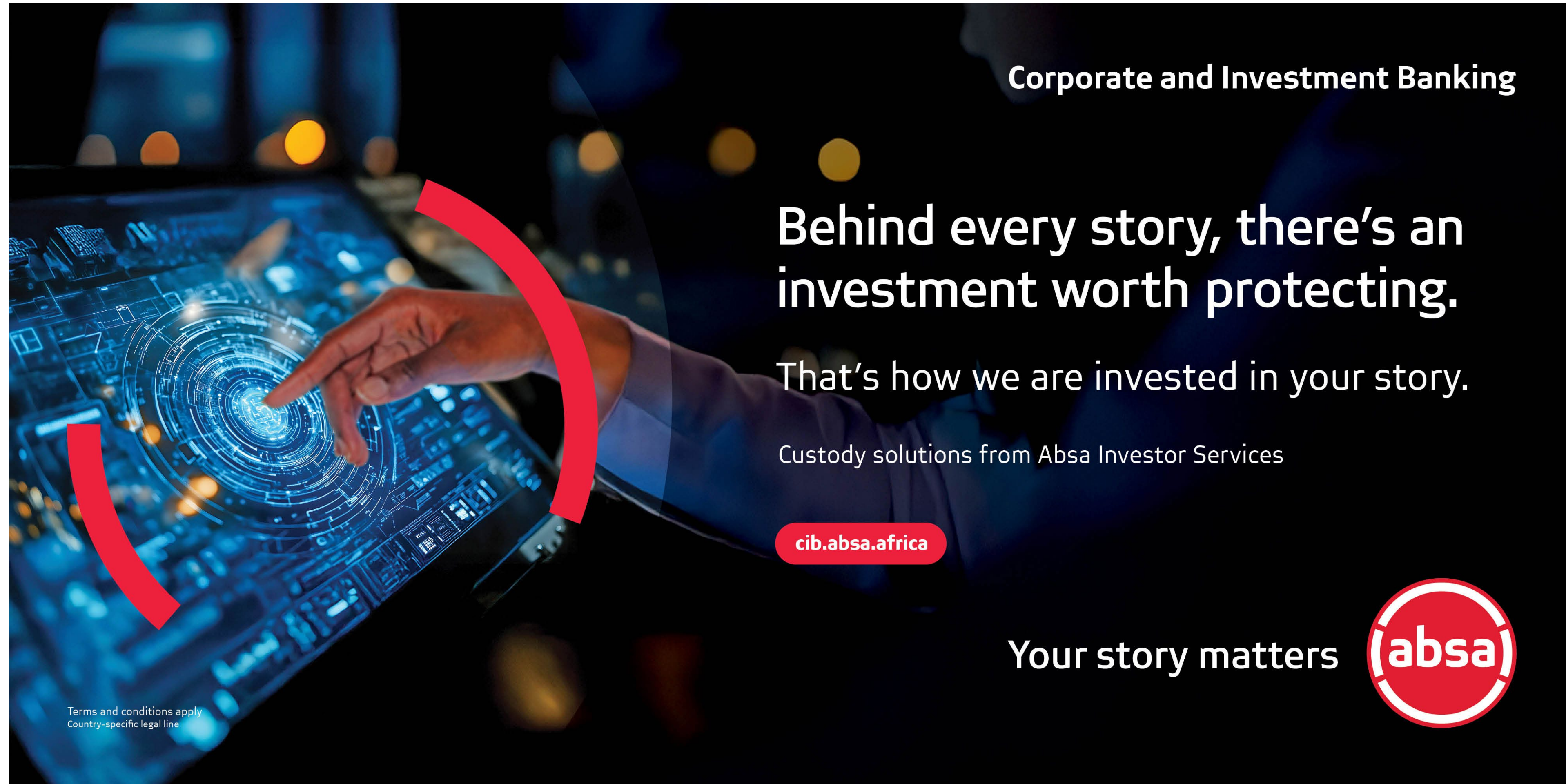
cib.absa.africa

Your story matters 

Terms and conditions apply
Country-specific legal line

Landscape OOH - examples

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.




Corporate and Investment Banking

Behind every story, there's an investment worth protecting.

That's how we are invested in your story.

Custody solutions from Absa Investor Services

cib.absa.africa

Your story matters 

Terms and conditions apply
Country-specific legal line

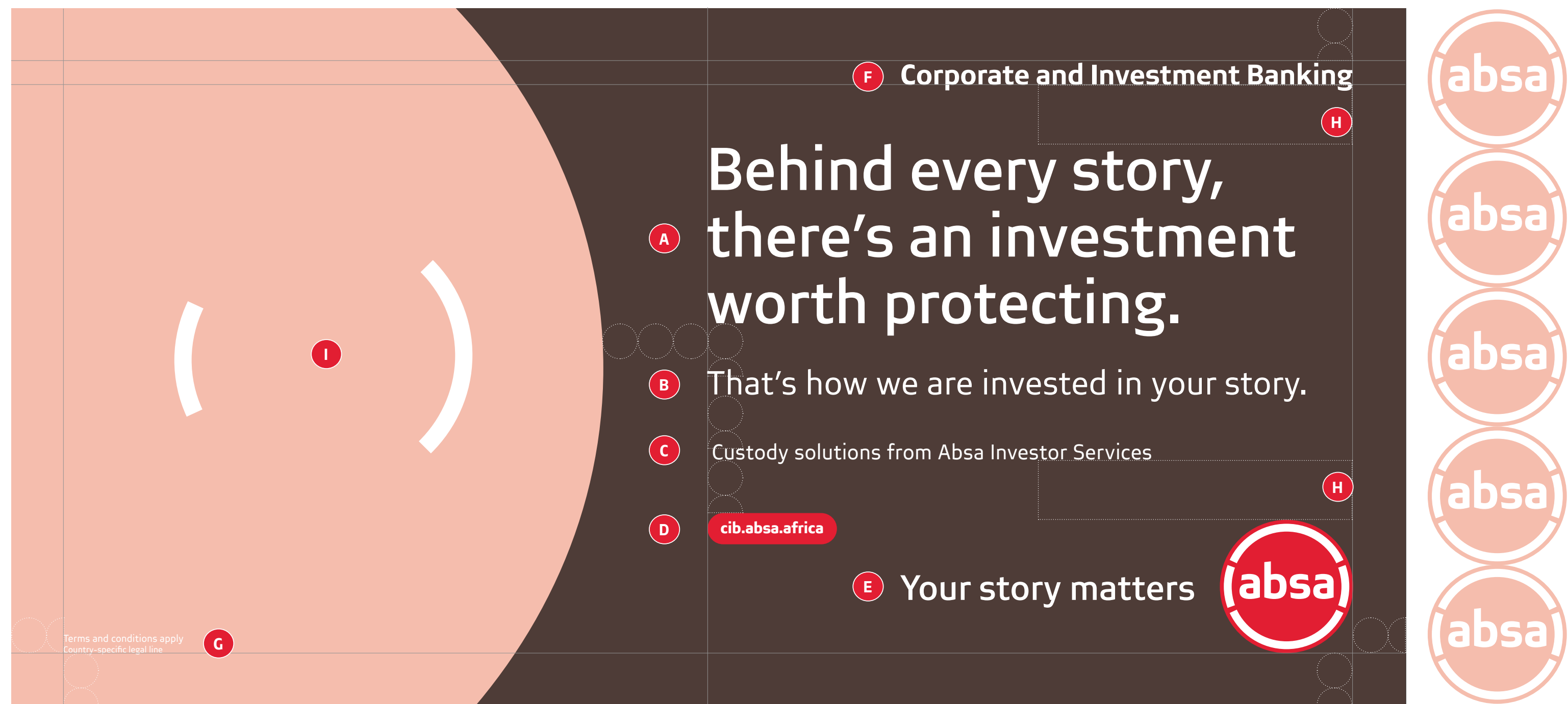
Landscape OOH - safety guides

- A** **Headline**
 - The headline should be short (10 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- B** **Subheadline**
 - The subheadline should be short (10 words maximum) and provide supporting text for the headline.
- C** **Secondary subheadline**
 - This is for conference names, dates, etc. There is no specific rule in place for font size, however, the font should be a few points smaller than the subheadline.
- D** **URL (call to action)**
 - The URL serves as the call to action.
- E** **Primary logo lockup**
 - Keep it away from the safety area provided. Additionally, ensure the background image allows for clear legibility of the logo lockup, avoiding obstruction with heavy details that may hinder readability.
- F** **Signposting**
 - Signposting is 1.5X from the top and right.
- G** **Legal line/terms and conditions**
 - Before publication, secure approval from the relevant legal and compliance officer for the legal line to ensure compliance with all regulatory requirements. This line must always be written without a full stop: "Terms and conditions apply".
- H** **Alignment**
 - Copy on the layout should be centred and have equal spacing above and below as indicated in H.
- I** **Gestures (optional)**
 - Gestures are free to move and scale within the designated guides on the page. While rotation is allowed for optimal alignment, it's crucial to ensure they do not overlap any of the text A + B + C + D + G.

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

65% 50%

Black overlay device at 70-90%, max 65% length of document, min 50%.



Font size

- Headline should be Brave Sans Medium
- Subheadline should be Brave Sans Regular
- Signposting should be Brave Sans Bold
- Legal line and terms and conditions should be Brave Sans Regular
- Call to action should be Brave Sans Bold.

Font leading

- Headline leading should be 10% of the headline font size plus the font size, e.g. 35pt font size, 38.5pt leading.
- If going over 2 lines, subheadline leading should be 20% of the subheadline font size, plus the font size, e.g. 25pt font size, 30pt leading.

General rule

Avoid any overlap or underlap of the Gestures with text elements, including the headline, subheadline, URL and logo lockup.

Landscape OOH - safety guides: overlay rules

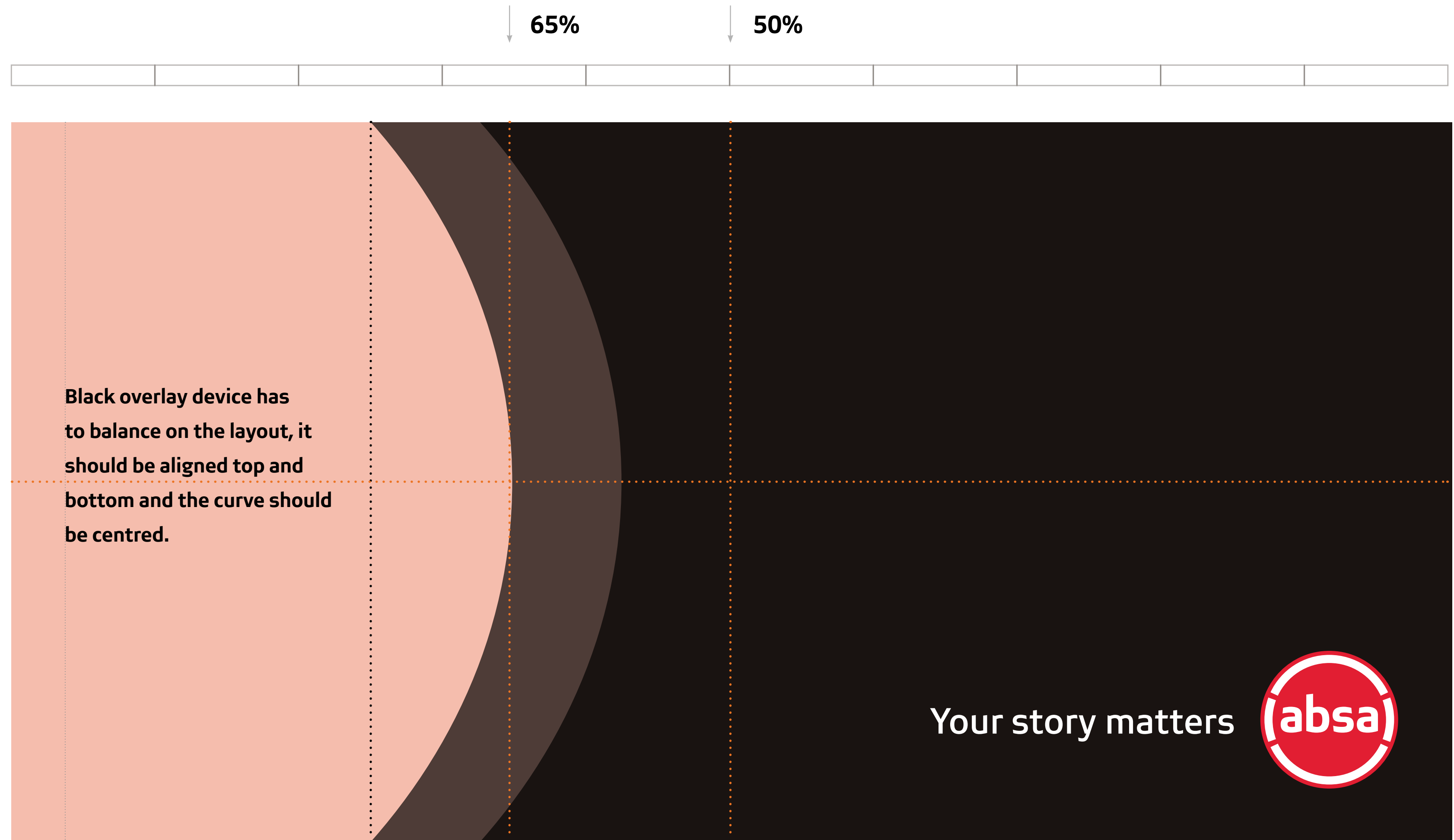
Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Black overlay device at 70-90% opacity multiplied over background image.

When using a very dark background image, the opacity of the overlay can be a minimum of 50% multiplied.

Max: 65% length of document, min 50%.

Please note: These are two separate overlays to demonstrate the placement parameters.



Black overlay device has to balance on the layout, it should be aligned top and bottom and the curve should be centred.

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Portrait OOH - examples

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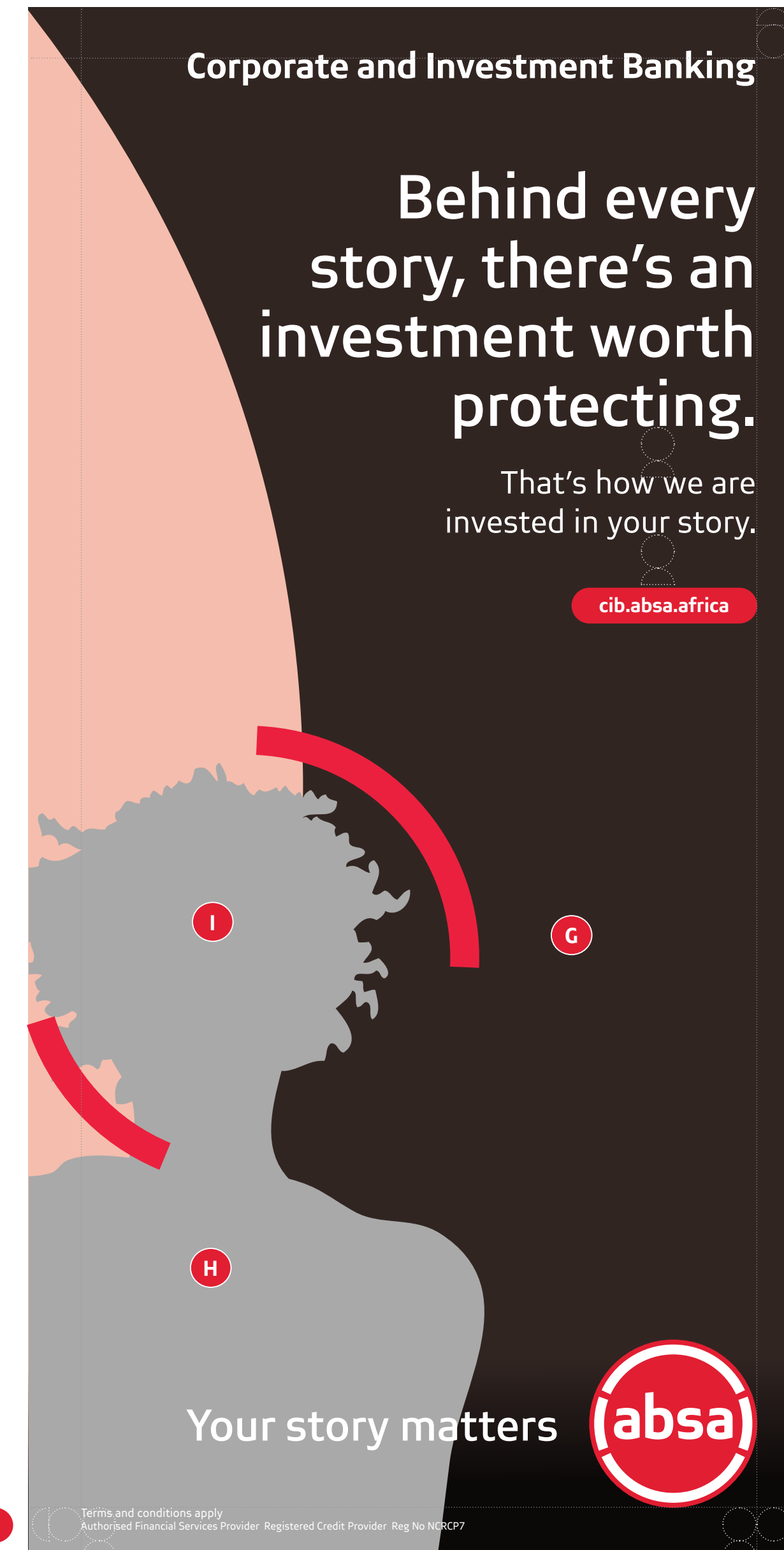
Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Portrait OOH - safety guides

With black overlay device, and deep-etched image and gestures.

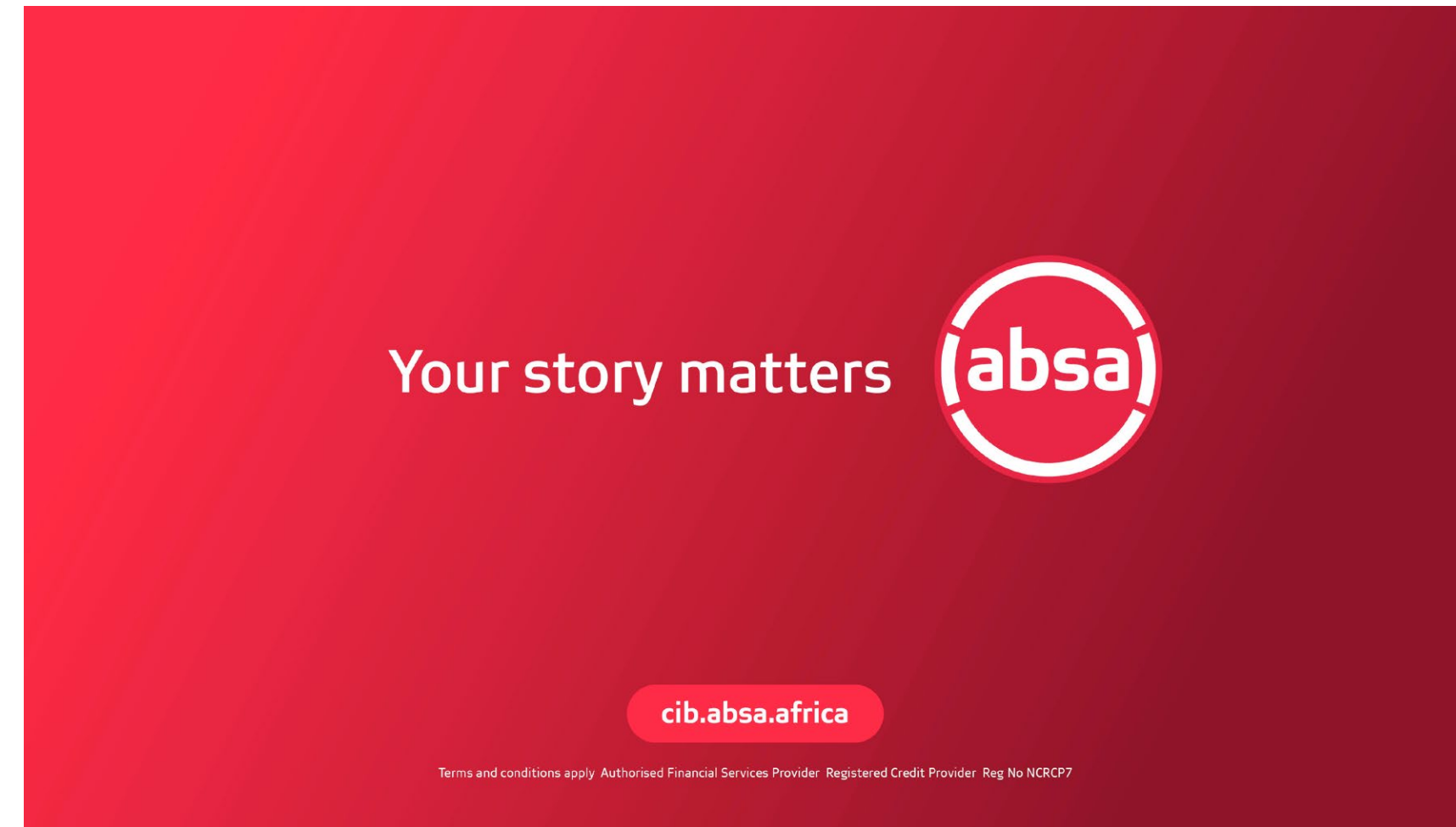
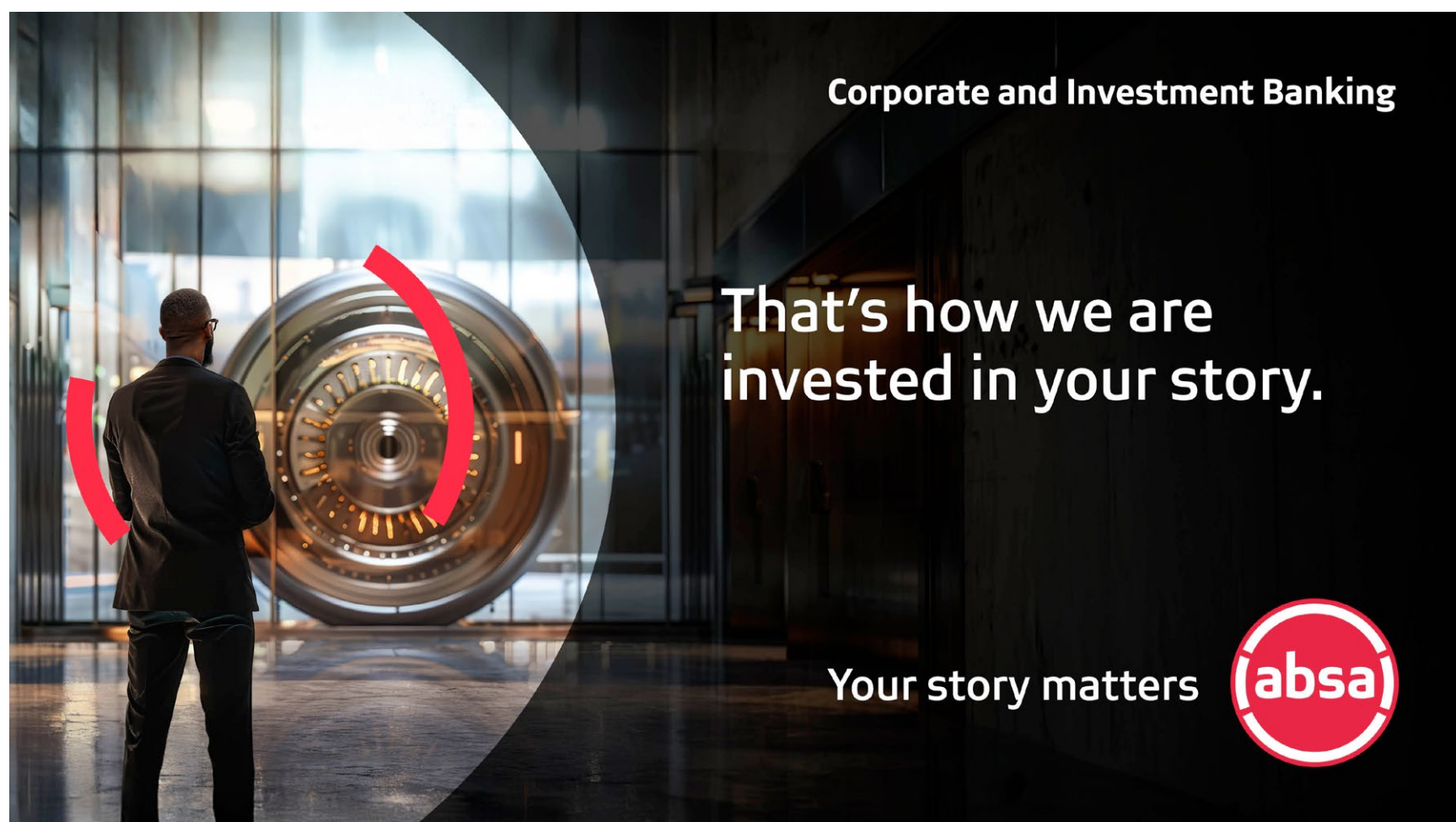
- A Signposting**
 - Signposting is 1,5X from the top and aligned the width of the logo lockup.
- B Headline**
 - The headline should be short (8 words maximum) and can run over the overlay across the image.
- C Subheadline**
 - The subheadline should be short (8 words maximum) and provide supporting text for the headline.
- D Logo lockup**
 - For OOH we use the primary logo lockup and it can stretch as far as the layout allows. It needs 1X from the left and right side if used at its maximum.
- E URL (call to action)**
 - The URL serves as the call to action.
- F Legal line/terms and conditions**
 - Before publication, secure approval from the relevant legal and compliance officer for the legal line to ensure compliance with all regulatory requirements. This line must always be written without a full stop: "Terms and conditions apply".
- G Black overlay**
 - Black overlay device (Multiply opacity) at 70-90% at 75% length of the document. Opacity of 50% is allowed and recommended for very dark images.
- H Deep-etched image**
 - On narrow layouts, consider using a deep-etched image to better fit the layout. Not all images lend themselves to this treatment – use your discretion wisely.
- I Gestures (optional)**
 - Gestures are free to move and scale within the designated guides on the page.

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.



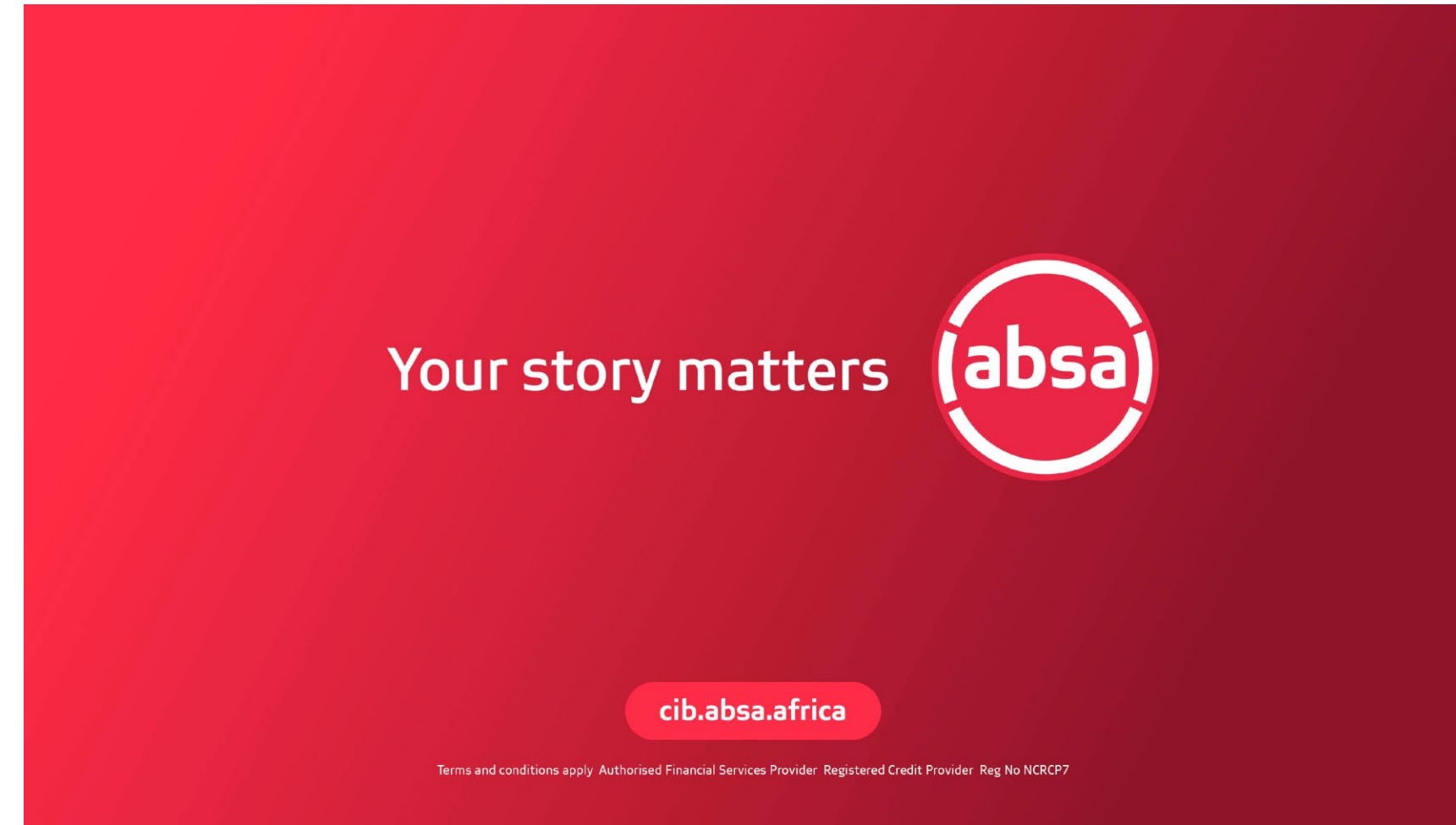
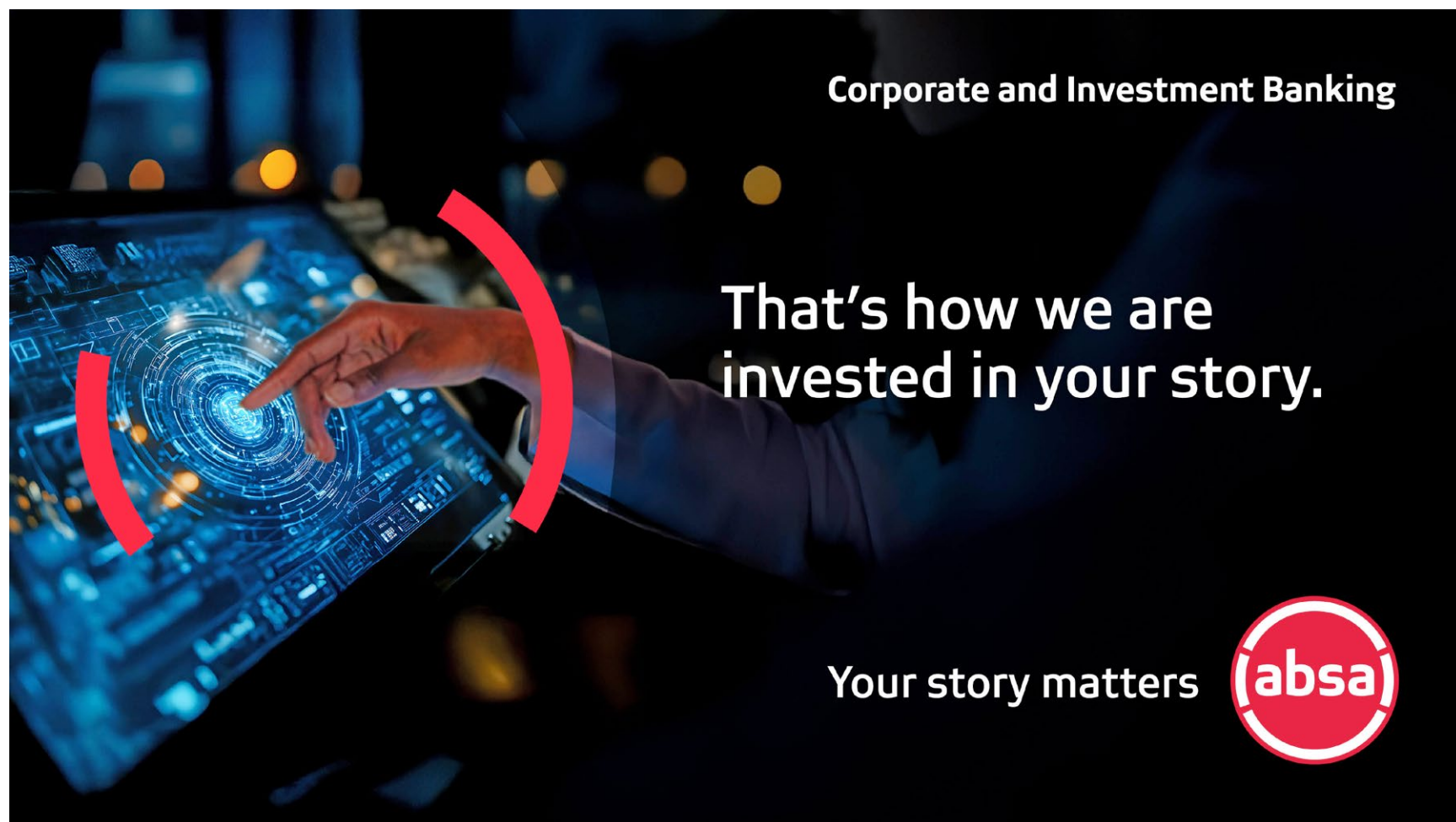
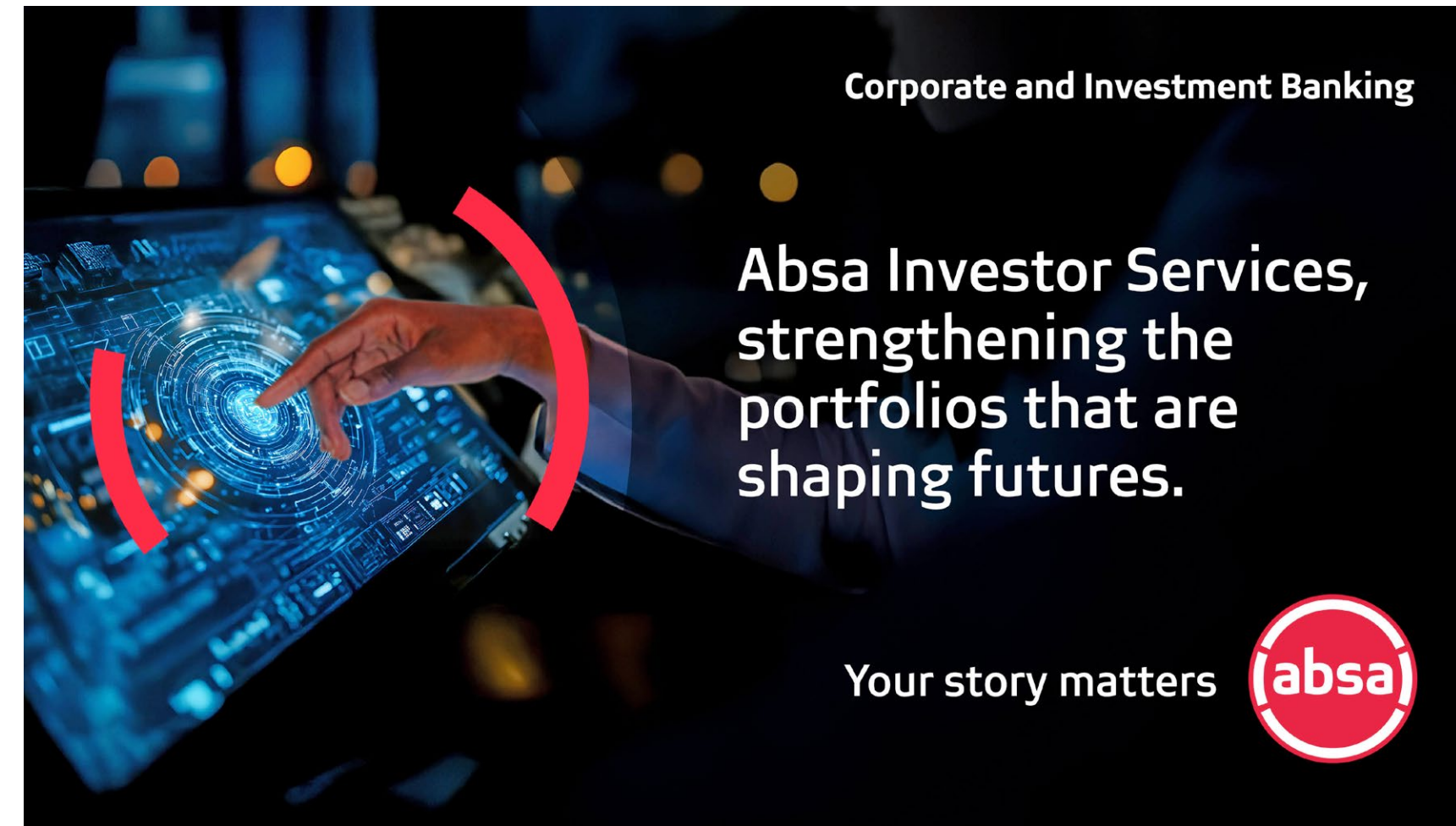
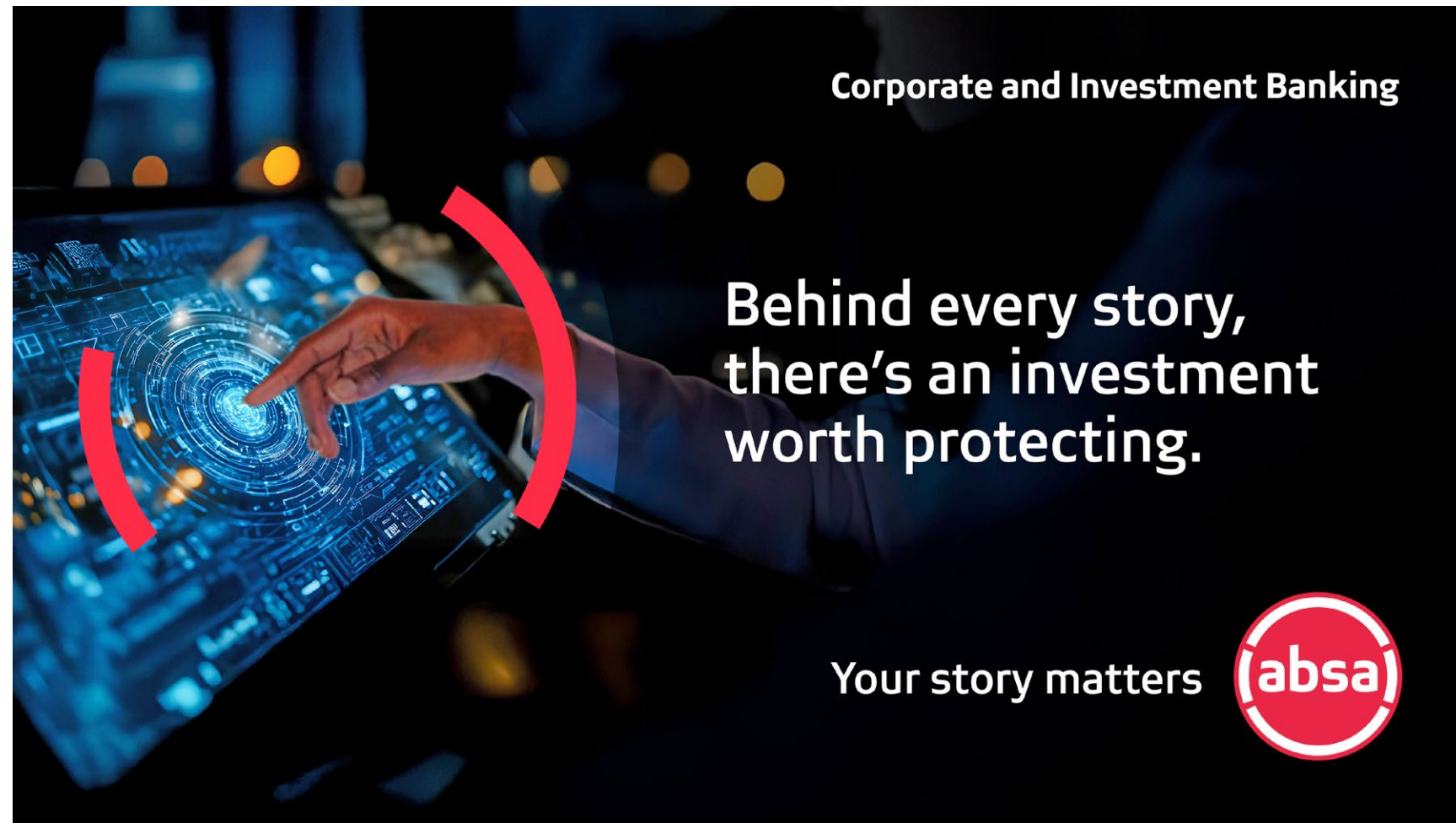
Digital out-of-home (DOOH) layouts

DOOH storyboard example 1: 1920x1080



Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

DOOH storyboard example 2: 1920x1080

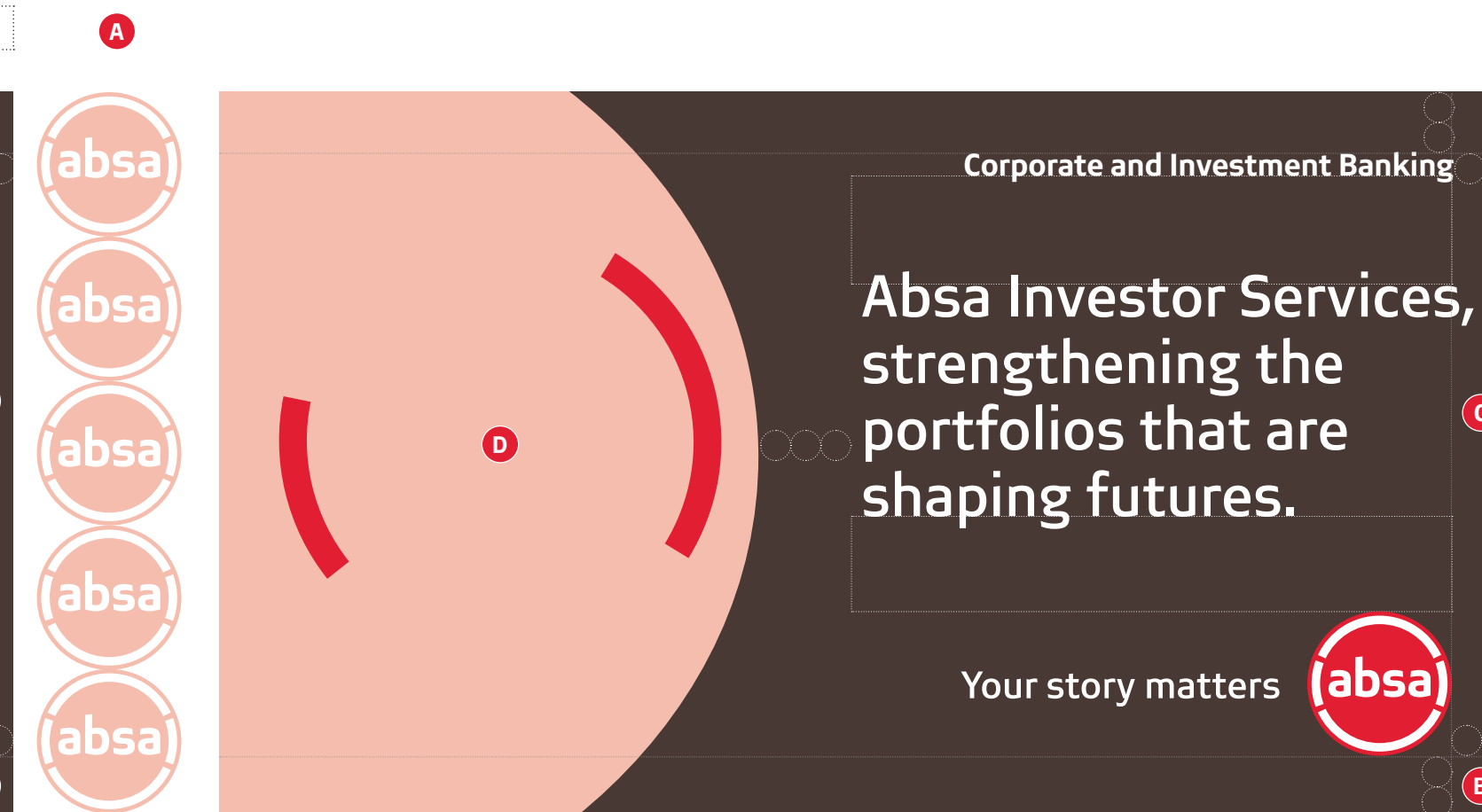
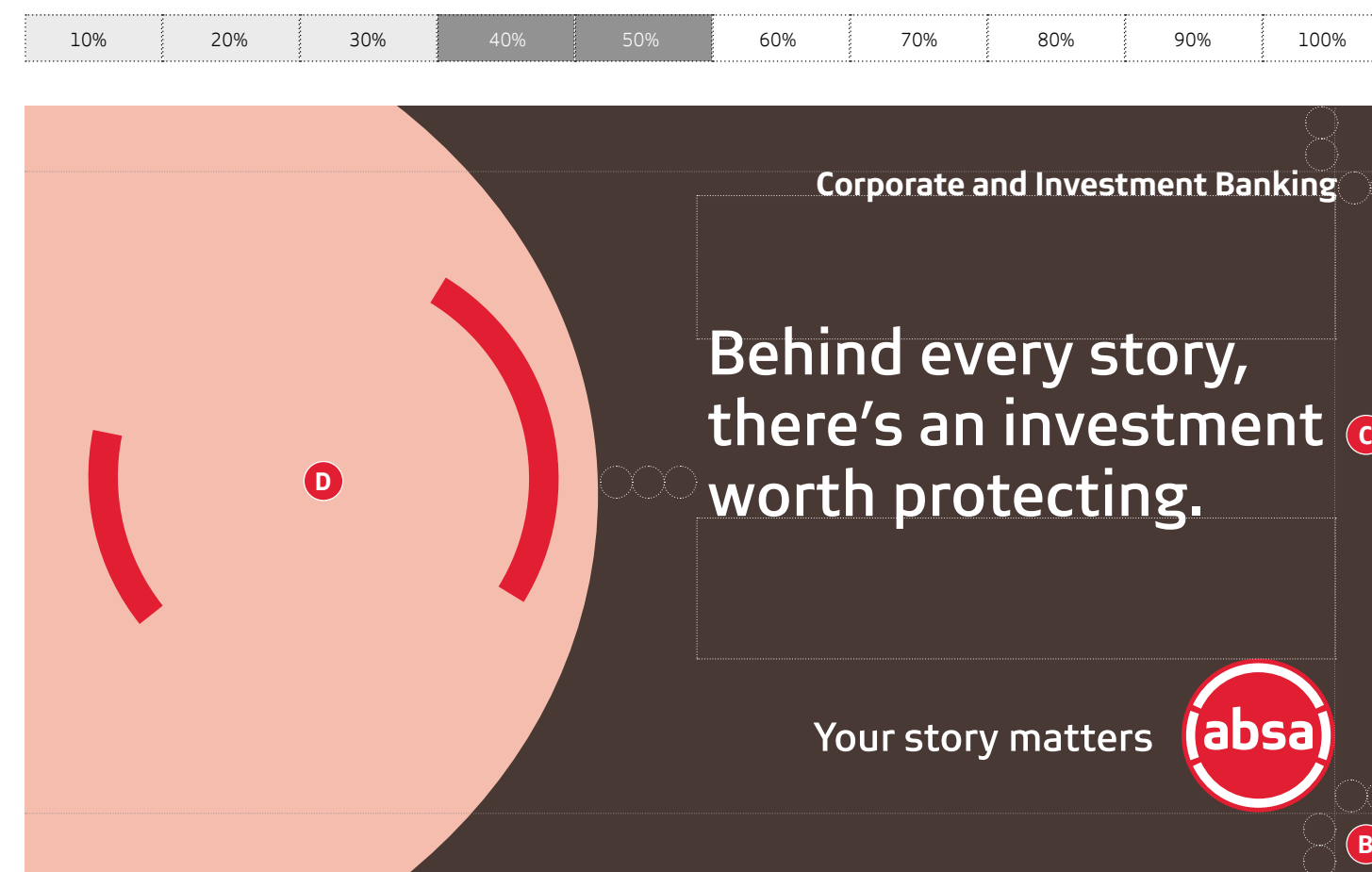


Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

DOOH storyboard safety guides: 1920x1080

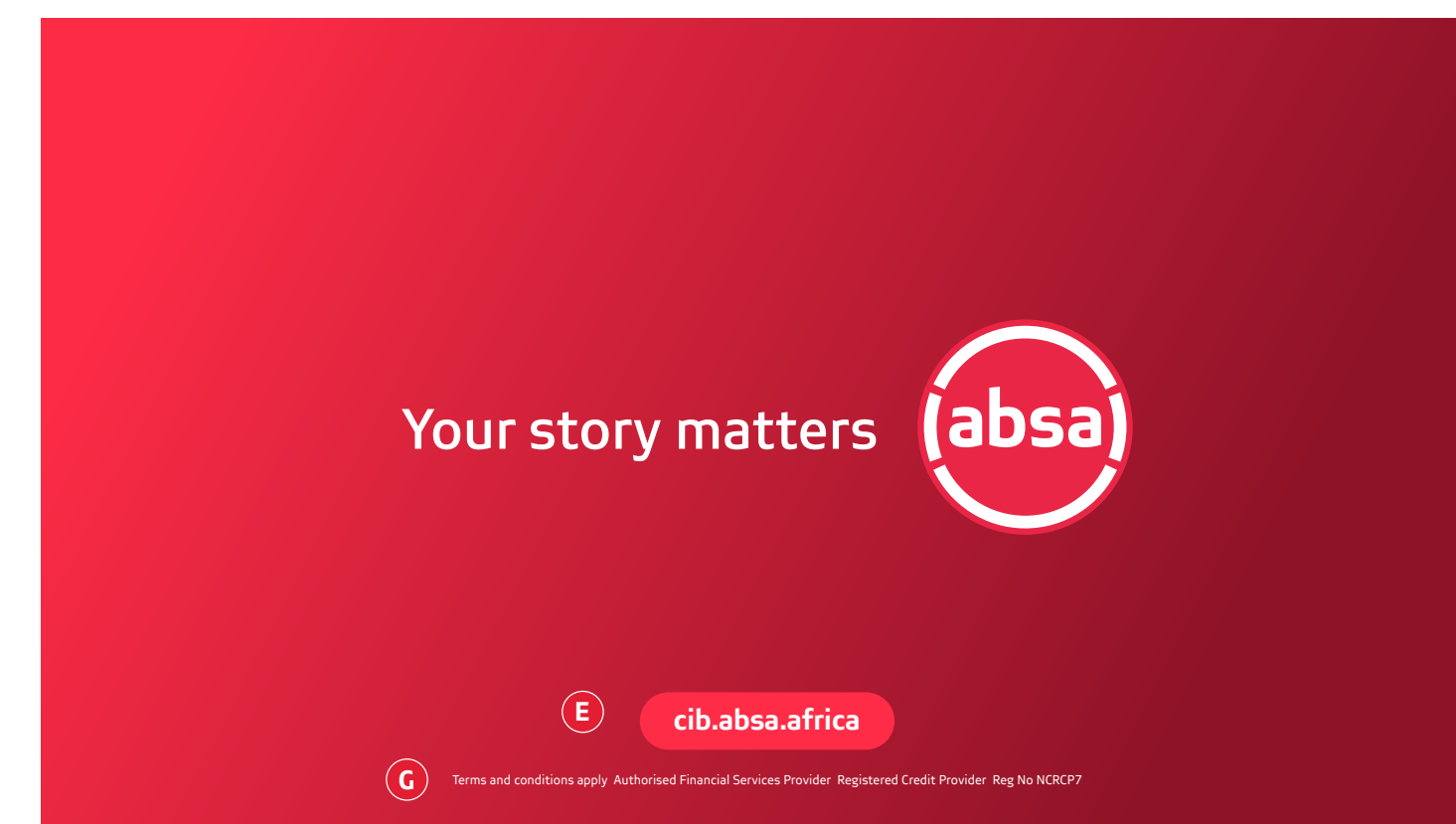
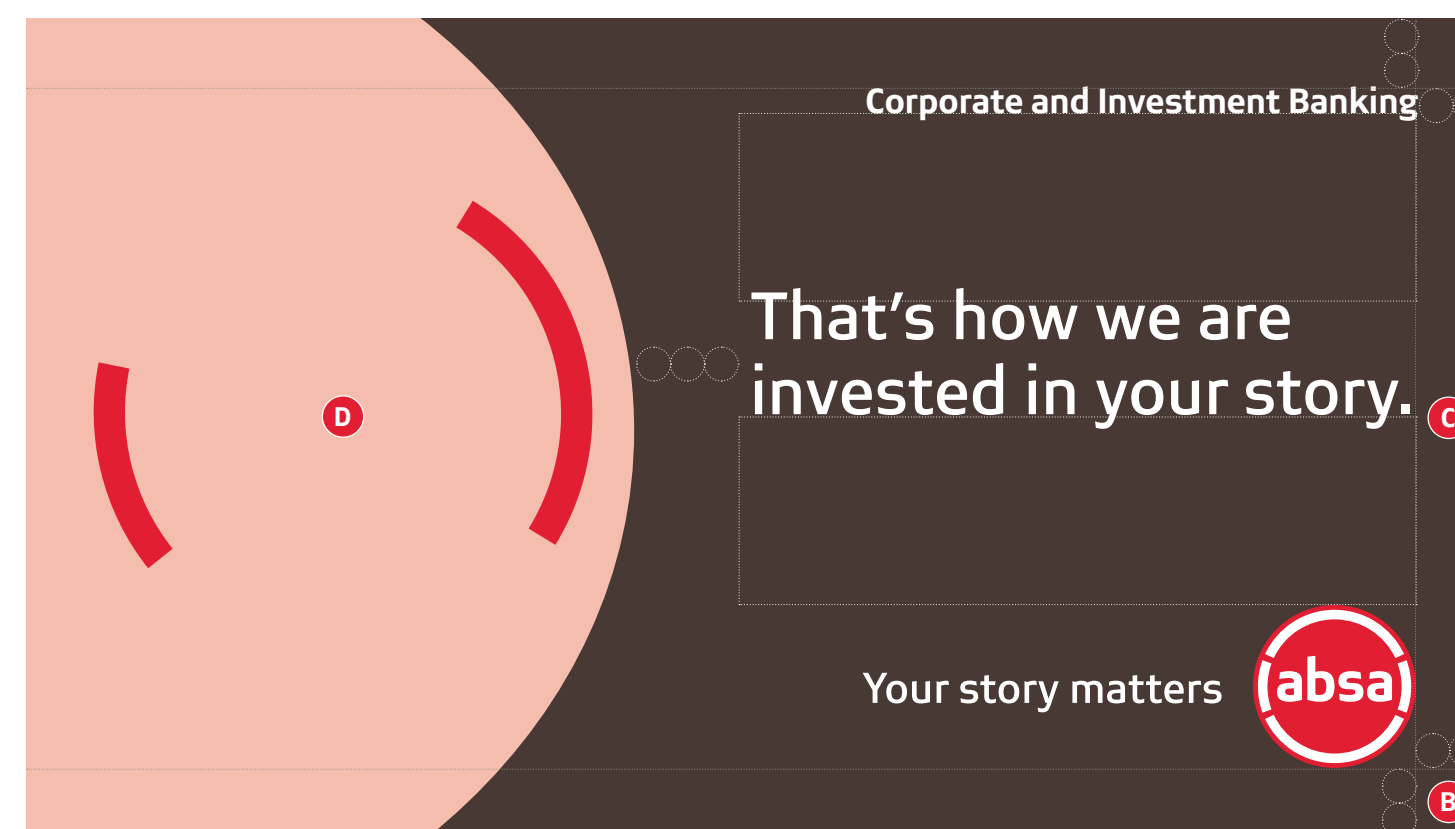
Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

- A Logo badge size (for construction purposes)**
 - Copy pages: vThe logo badge’s size is equal to the height of the shortest side of the layout divided by 5.
- B Margins**
 - Once the primary logo lockup’s size has been established, the following margins must be established:
 - 2X on the top, bottom, left and right of the artwork.
- C Headline**
 - The headline should be short (10 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- D Gestures (optional)**
 - Gestures can be used to frame the focal point.

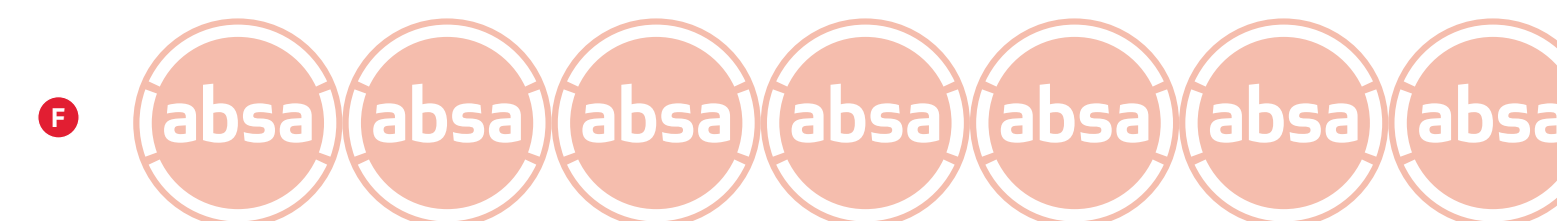


End frame

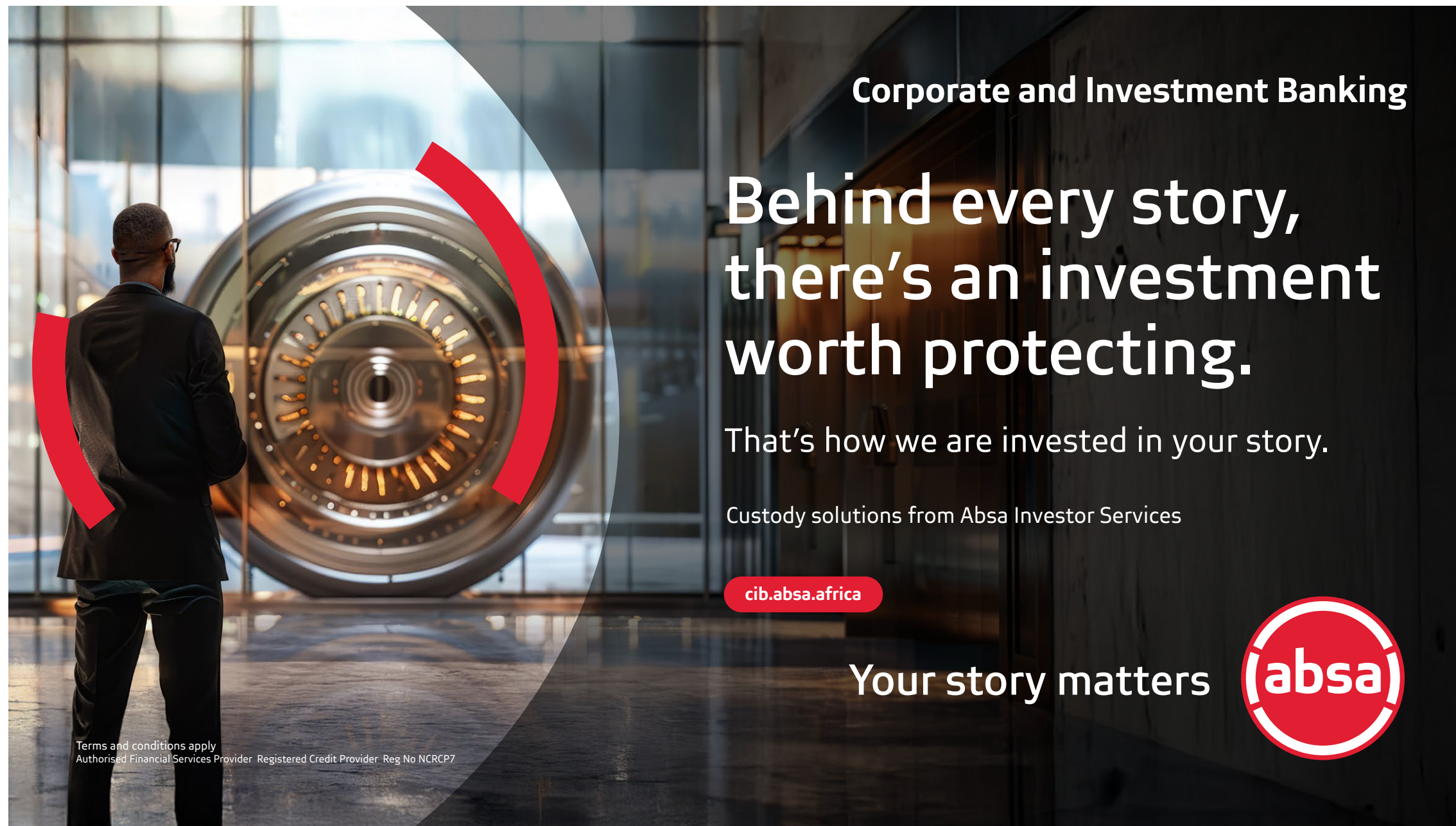
- E URL (Call to action)**
 - Our URL serves as the call to action .This appears only on the last animated frame. Type font should be Brave Sans Bold.
- F Logo badge size (for construction purposes)**
 - The logo badge’s size is equal to the length of the longest side of the layout divided by 7.
- G Legal line/terms and conditions**
 - Before publication, secure approval from the relevant legal and compliance officer for the legal line to ensure compliance with all regulatory requirements. This line must always be written without a full stop: “Terms and conditions apply”.



Please note: This layout was created in Adobe InDesign. When recreating it in Adobe After Effects the leading should be equal to the font size, e.g. font size 70pt, leading 70pt.



QTV/digital outdoor static- examples




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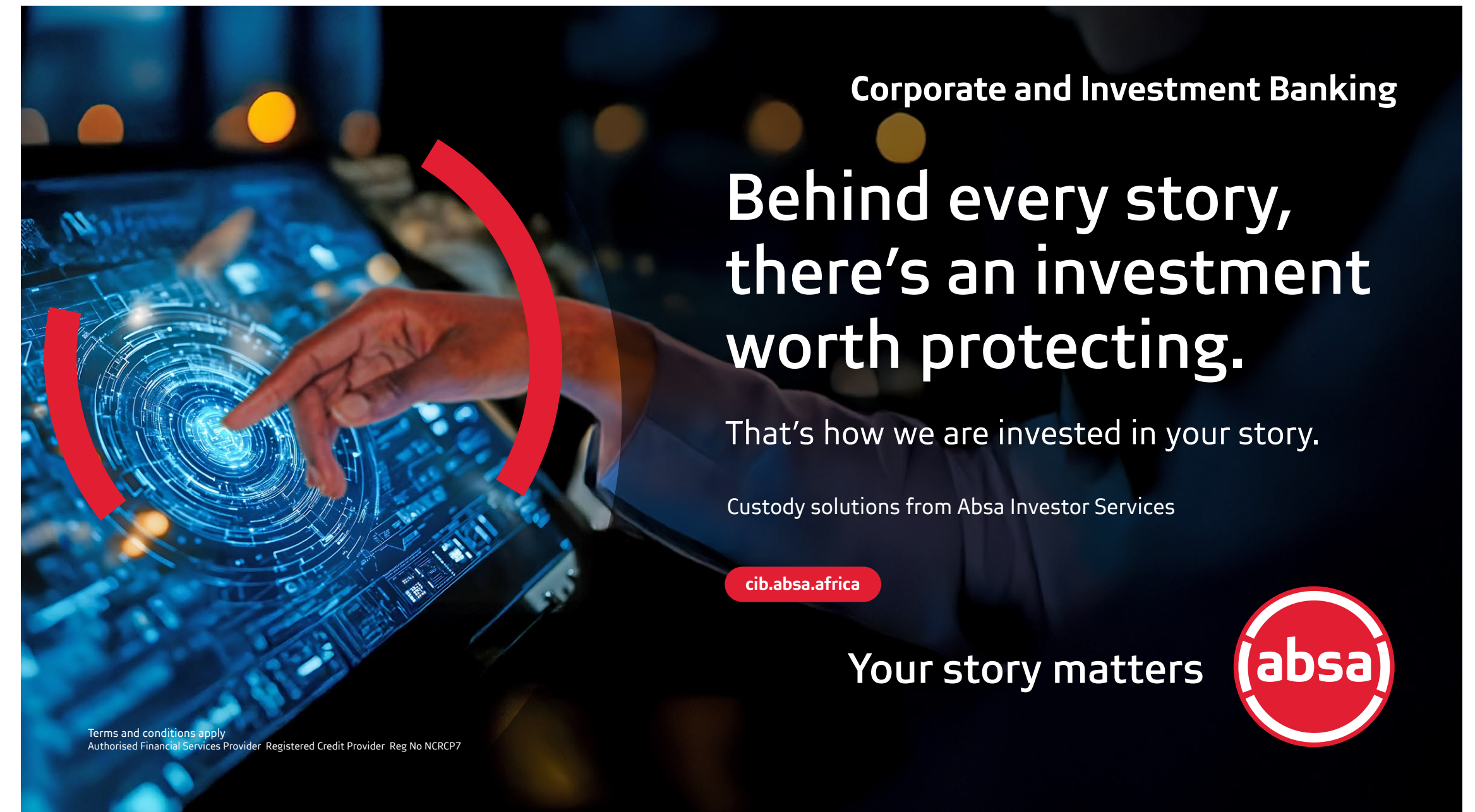
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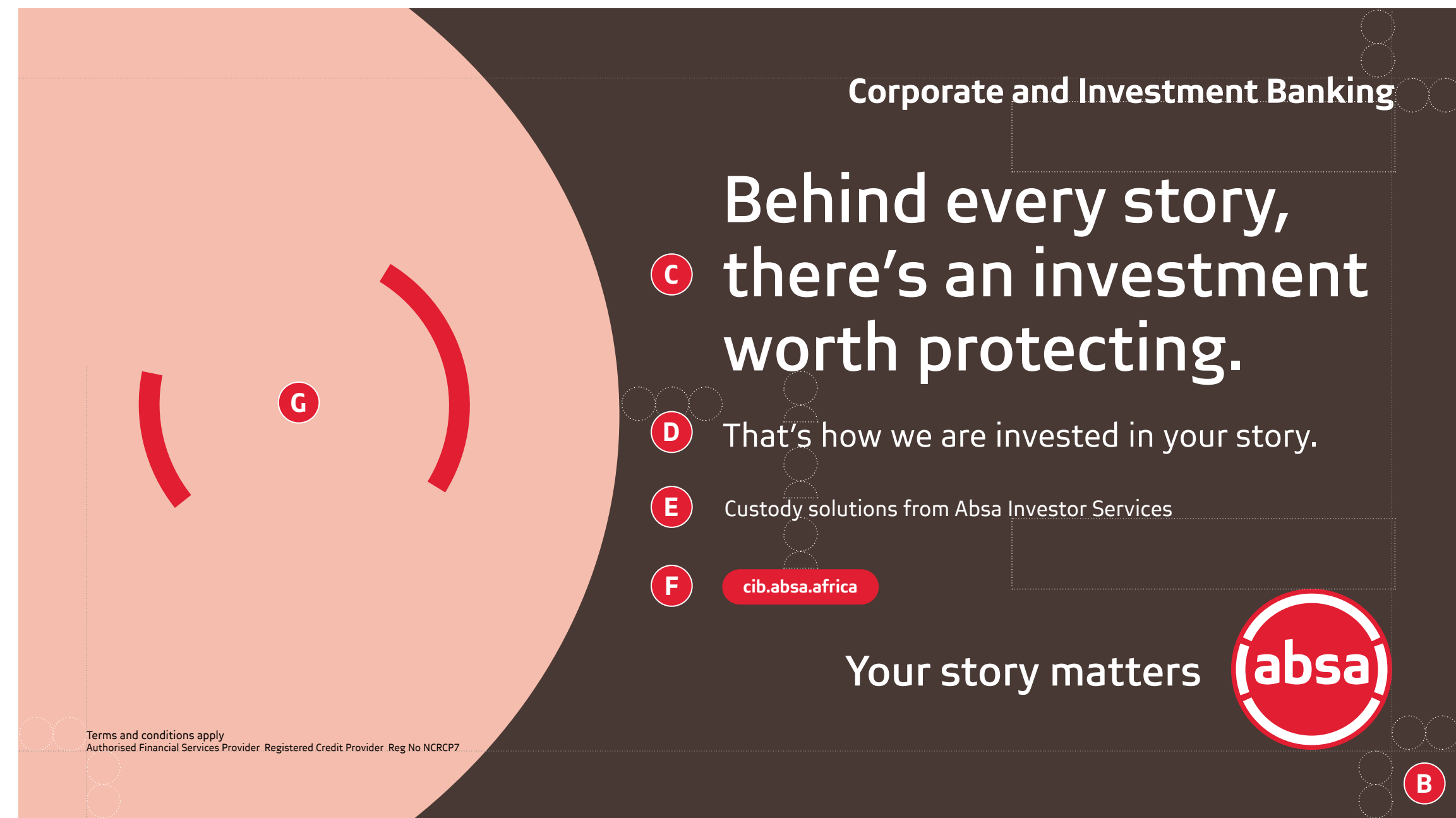
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QTV/digital outdoor static - safety guides

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the shortest side of the layout divided by 5.
- B Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2X top, bottom, left and right of the artwork.
- C Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- D Subheadline**
 - The subheadline should be short (10 words maximum) and provide context for the headline.
- E Secondary subheadline**
 - This is for conference names, dates, etc. There is no specific rule in place for font size, however the font should be a few points smaller than the subheadline.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.
- G Gestures (optional)**
 - Gestures can be used to frame the focal point.

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.



A

Please note:

This layout was created in Adobe InDesign. When recreating it in Adobe After Effects the leading should be equal to the font size, e.g. font size 70pt, leading 70pt.

Typography guidelines

Font size

- Headline should be Brave Sans Medium
- Subheadline should be Brave Sans Regular
- Signposting should be Brave Sans Bold
- Legal line and terms and conditions should be Brave Sans Regular
- Call to action should be Brave Sans Bold.

Font leading

- Headline leading should be 10% of the headline font size plus the

font size, e.g. 35pt font size, 38.5pt leading.

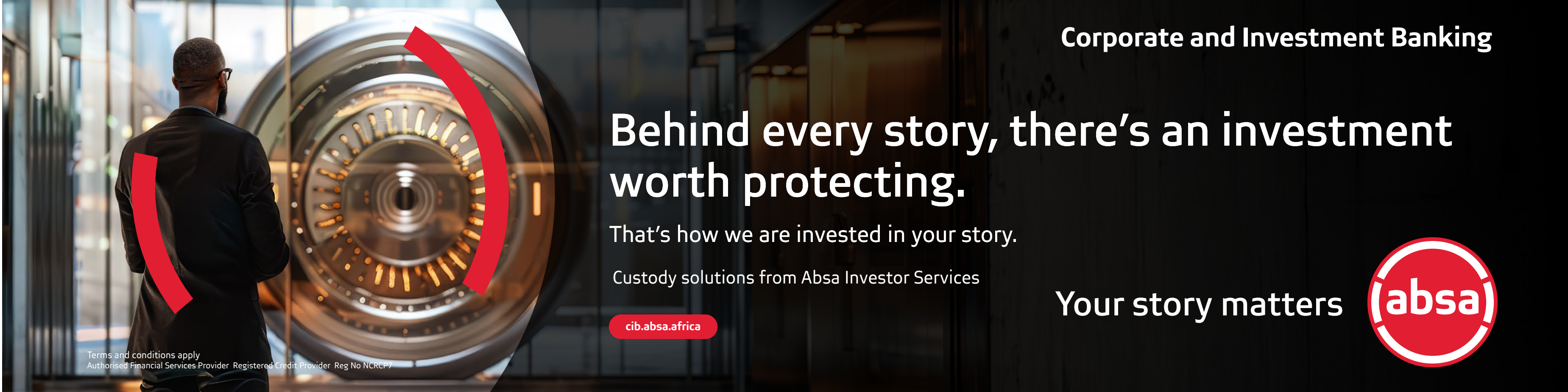
- If going over 2 lines, subheadline leading should be 20% of the subheadline font size, plus the font size, e.g. 25pt font size, 30pt leading.

General rule

Avoid any overlap or underlap of the Gestures with text elements, including the headline, subheadline, URL and logo lockup.

DOOH 2048x512 - static examples

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request template from Avatar Agency.




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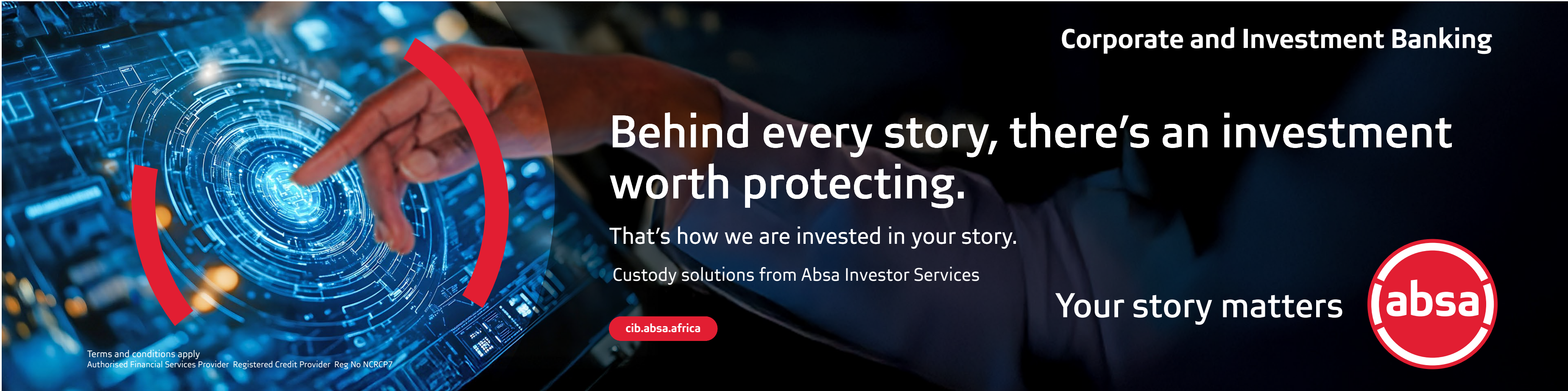
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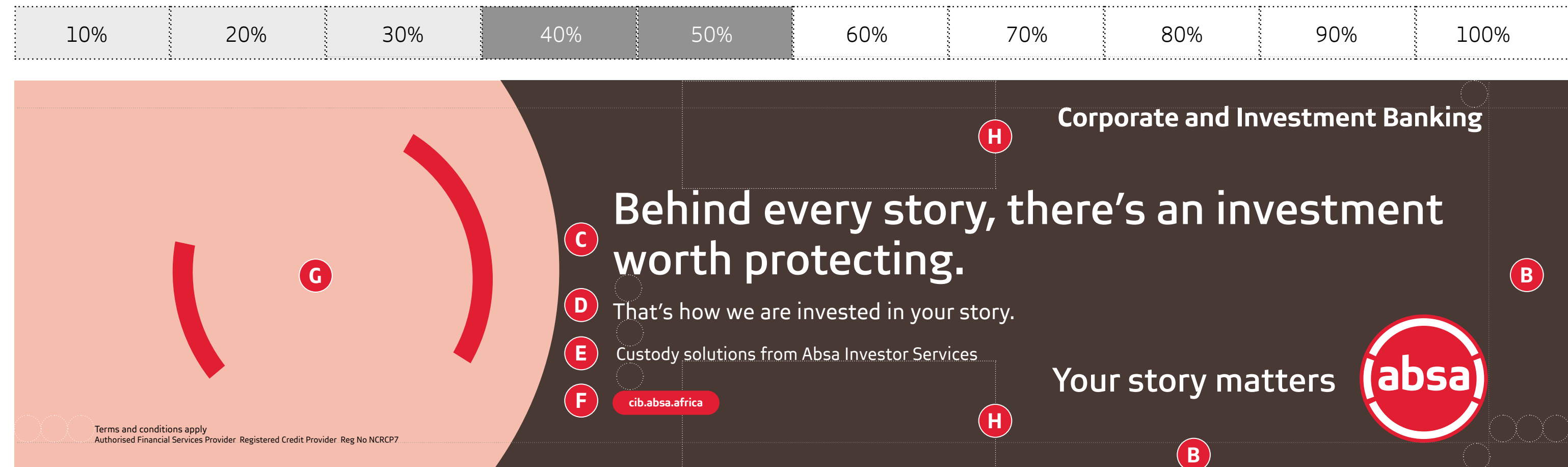
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DOOH 2048x512 - safety guides

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the shortest side of the layout divided by 3.
- B Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 1X on the top and bottom of the artwork.
 - 3X on the left and right of the artwork.
- C Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- D Subheadline**
 - The subheadline should be short (10 words maximum) and provide context for the headline.
- E Secondary subheadline**

This is for conference names, dates, etc. There is no specific rule in place for font size, however, the font should be a few points smaller than the subheadline.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Bold.
- G Gestures (optional)**
 - Gestures can be used to frame the focal point of the image/person.
- H Copy cluster**
 - On narrow executions the copy cluster includes the headline, subheadline and CTA pill. The cluster should be spaced centred to the layout top and bottom as shown in H.



Please note:

This layout was created in Adobe InDesign. When recreating it in Adobe After Effects the leading should equal the font size, e.g. font size 70pt, leading 70pt.

Typography guidelines

Font size

- Headline should be Brave Sans Medium
- Subheadline should be Brave Sans Regular
- Signposting should be Brave Sans Bold
- Legal line and terms and conditions should be Brave Sans Regular
- Call to action should be Brave Sans Bold.

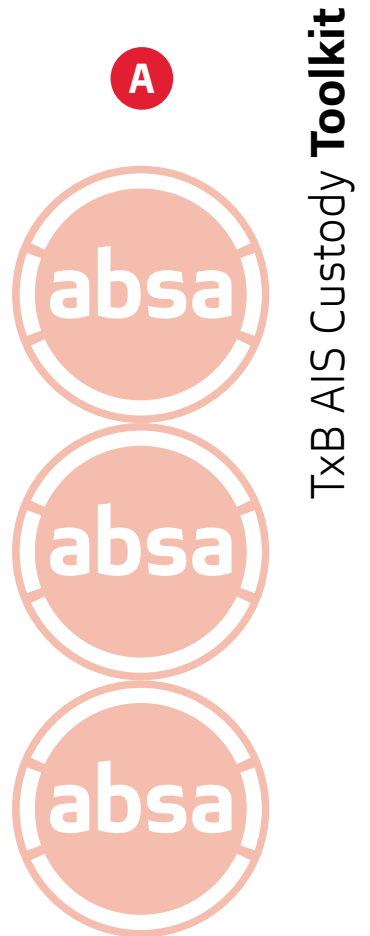
Font leading

- Headline leading should be 10% of the headline font size plus the font size, e.g. 35pt font size, 38.5pt leading.
- If going over 2 lines, subheadline leading should be 20% of the subheadline font size, plus the font size, e.g. 25pt font size, 30pt leading.

General rule

Avoid any overlap or underlap of the Gestures with text elements, including the headline, subheadline, URL and logo lockup.

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.



DOOH 1080x1920 - examples

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DOOH 1080x1920 - safety guides

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the shortest side of the layout divided by 6.
- B Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2X on the top, bottom, left and right of the artwork.
- C Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- D Subheadline**
 - The subheadline should be short (10 words maximum) and provide context for the headline. In other words.
- E Secondary subheadline**
 - This is for conference names, dates, etc. There is no specific rule in place for font size, however the font should be a few points smaller than the subheadline.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Bold.
- G Gestures (optional)**
 - Gestures can be used to frame the focal point of the image/person.

Font size

- Headline should be Brave Sans Medium
- Subheadline should be Brave Sans Regular
- Signposting should be Brave Sans Bold
- Legal line and terms and conditions should be Brave Sans Regular
- Call to action should be Brave Sans Bold.

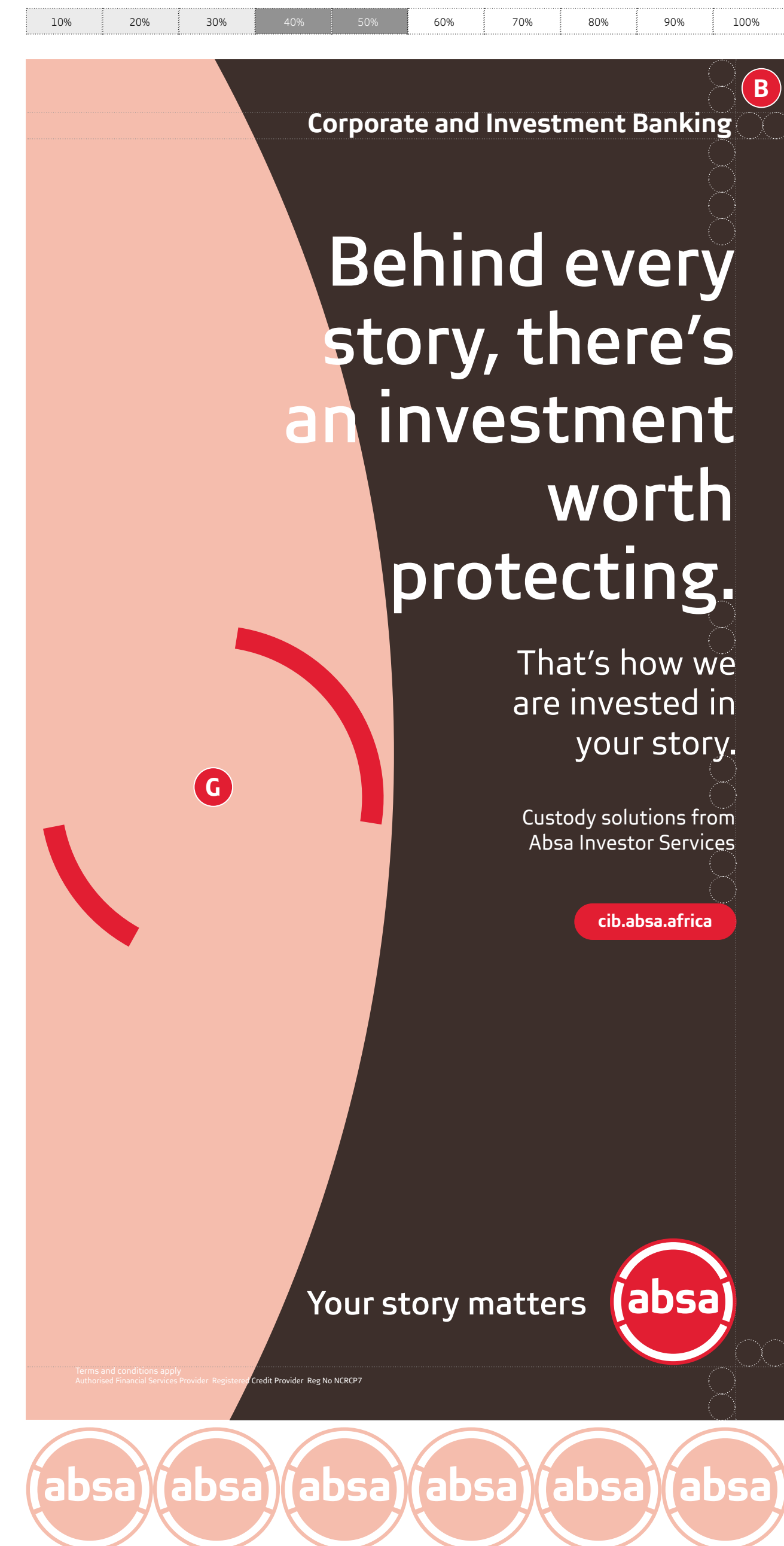
Font leading

- Headline leading should be 10% of the headline font size plus the font size, e.g. 35pt font size, 38.5pt leading.

- If going over 2 lines, subheadline leading should be 20% of the subheadline font size, plus the font size, e.g. 25pt font size, 30pt leading.

General rule

Avoid any overlap or underlap of the Gestures with text elements, including the headline, subheadline, URL and logo lockup.



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Print ad

Portrait print ads - examples

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Portrait print ad - safety guides

A Logo badge size (for construction purposes)

- The logo badge's size is equal to the height of the longest side of the layout divided by 11.

B Margins

- Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the top, bottom, left and right of the layout.

C Headline

- The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.

D Subheadline

- The subheadline should be short (10 words maximum) and provide context for the headline. In other words, if the headline speaks to the heart, the subheadline should speak to the head.

E Body

- The body should be maximum 75 words.

F URL (Call to action)

- Our URL serves as the call to action. Type font should be Brave Sans Bold.

G Gestures (optional)

- Gestures can be positioned around the focal point of the image.

H Legal line

- Before publication, secure approval from the relevant legal and compliance officer for the legal line to ensure compliance with all regulatory requirements.



Font size

- Headline should be Brave Sans Medium
- Subheadline should be Brave Sans Regular
- Signposting should be Brave Sans Bold
- Legal line and terms and conditions should be Brave Sans Regular
- Call to action should be Brave Sans Bold.

Font leading

- Headline leading should be 10% of the headline font size plus the font size, e.g. 35pt font size, 38.5pt leading.
- If going over 2 lines, subheadline leading should be 20% of the subheadline font size, plus the font size, e.g. 25pt font size, 30pt leading.

General rule

Avoid any overlap or underlap of the Gestures with text elements, including the headline, subheadline, URL and logo lockup.

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Narrow portrait print - examples

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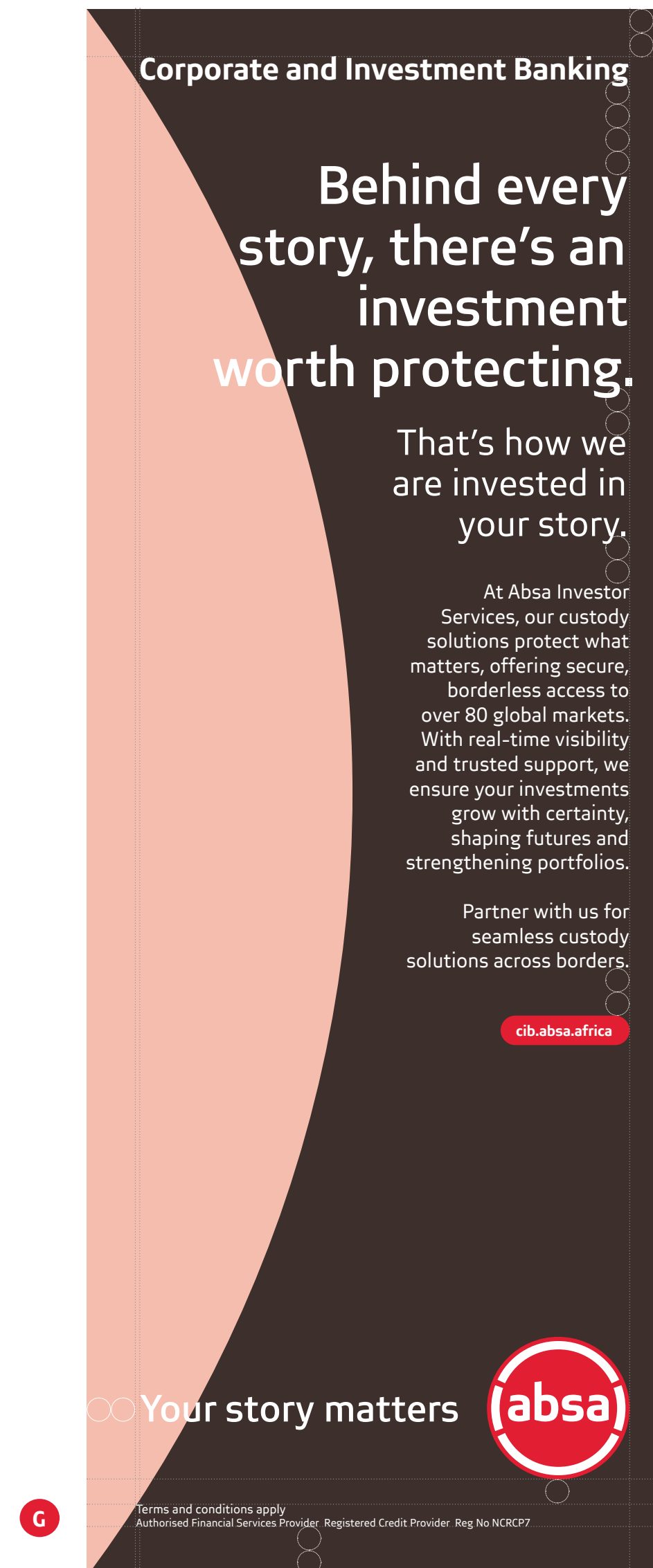
Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Narrow portrait print – safety guides

With black overlay device without Gestures.

- A** **Headline**
 - The headline should be short (8 words maximum) and can run over the overlay across the image.
- B** **Subheadline**
 - The subheadline should be short (8 words maximum) and provide supporting text for the headline.
- C** **Body**
 - The body should be maximum 75 words.
- D** **Logo lockup**
 - For OOH we use the primary logo lockup and it can stretch as far as the layout allows. It needs 2X from the left and right side if used at its maximum.
- E** **Signposting**
 - Signposting is 2X from the top and aligned to the logo lockup.
- F** **call to action)**
 - The URL serves as the call to action.
- G** **Legal line/terms and conditions**
 - Before publication, secure approval from the relevant legal and compliance officer for the legal line to ensure compliance with all regulatory requirements. This line must always be written without a full stop: “Terms and conditions apply”.

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.



Font size

- Headline should be Brave Sans Medium
- Subheadline should be Brave Sans Regular
- Signposting should be Brave Sans Bold
- Legal line and terms and conditions should be Brave Sans Regular
- Call to action should be Brave Sans Bold.

Font leading

- Headline leading should be 10% of the headline font size plus the font size, e.g. 35pt font size, 38.5pt leading.
- If going over 2 lines, subheadline leading should be 20% of the subheadline font size, plus the font size, e.g. 25pt font size, 30pt leading.

General rule

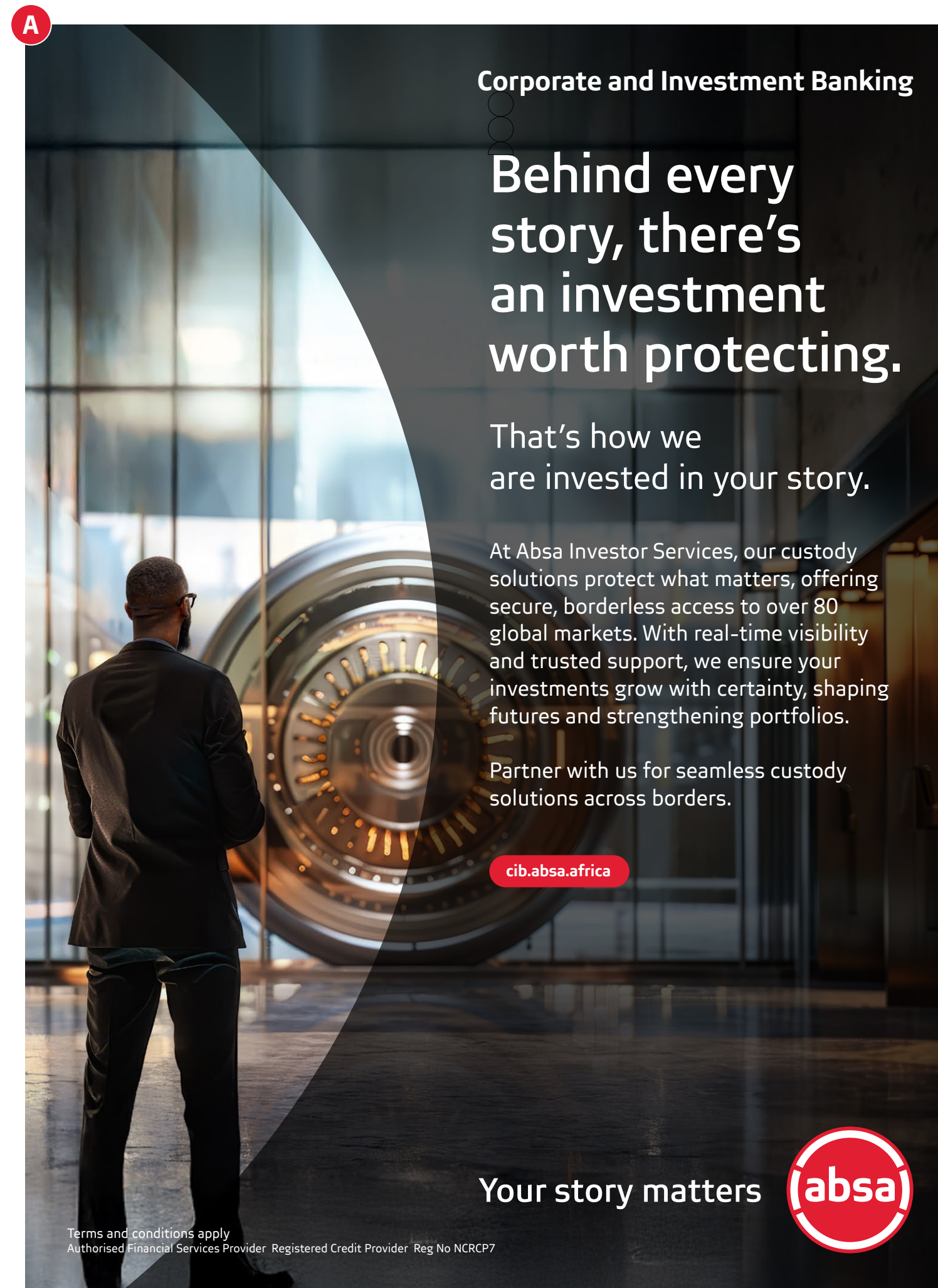
Avoid any overlap or underlap of the Gestures with text elements, including the headline, subheadline, URL and logo lockup.

Right- or left-alignment: Safety guides

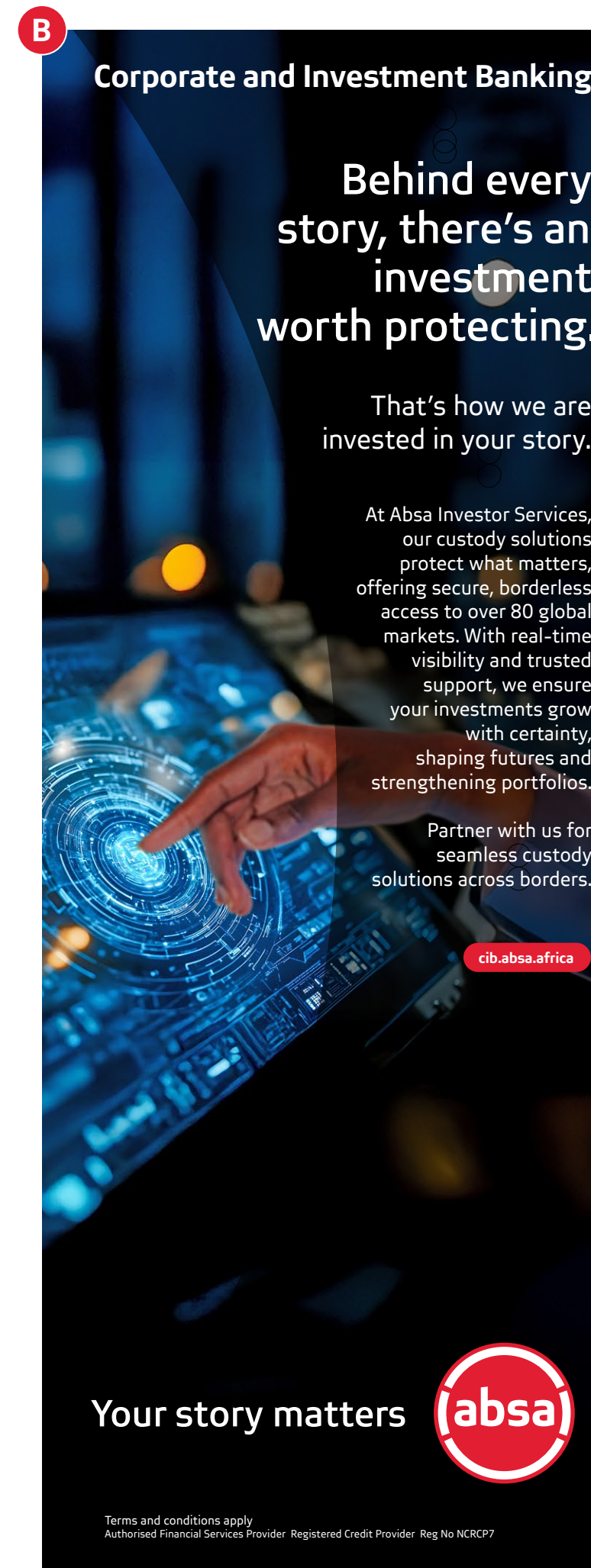
- A Left-aligned**
 - We primarily set our text to be left-aligned as it looks neat and the line-breaks in the sentence feel natural.
- B Right-aligned**
 - If the layout is very narrow, the text may sit more comfortably on the overlay if it is right-aligned. You must take care to craft the text so that it still reads easily and the line-breaks feel natural.

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

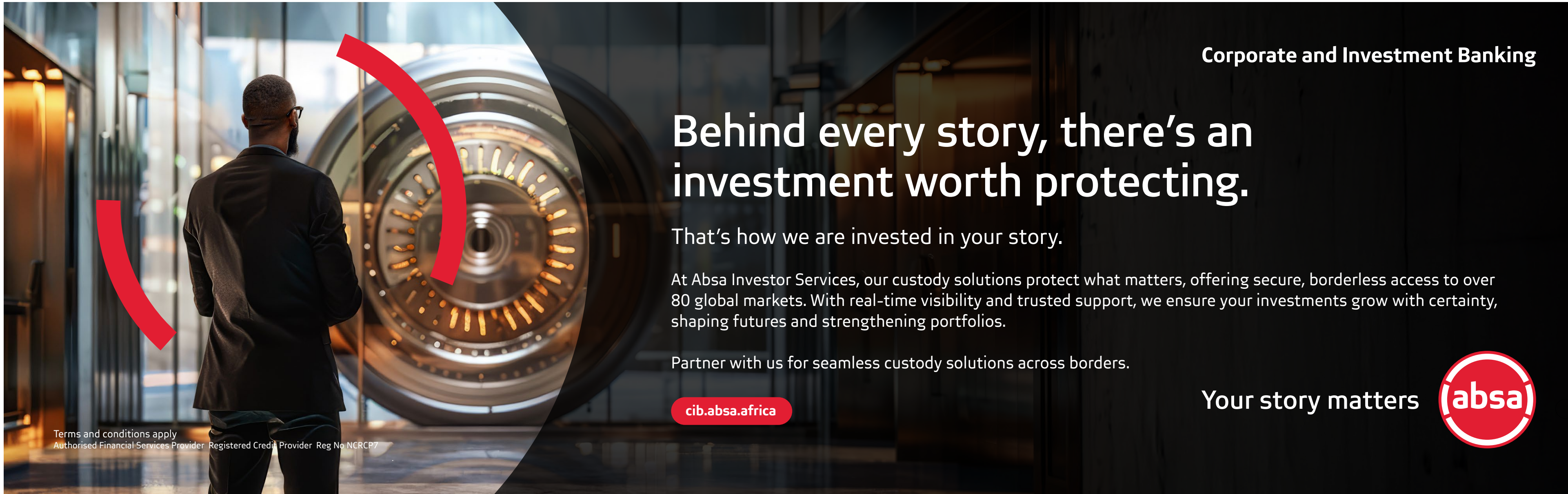
Left-aligned
Example: 75% opacity | Multiply



Right-aligned
Example: 50% opacity | Multiply



Narrow landscape print ad: Version 1 example



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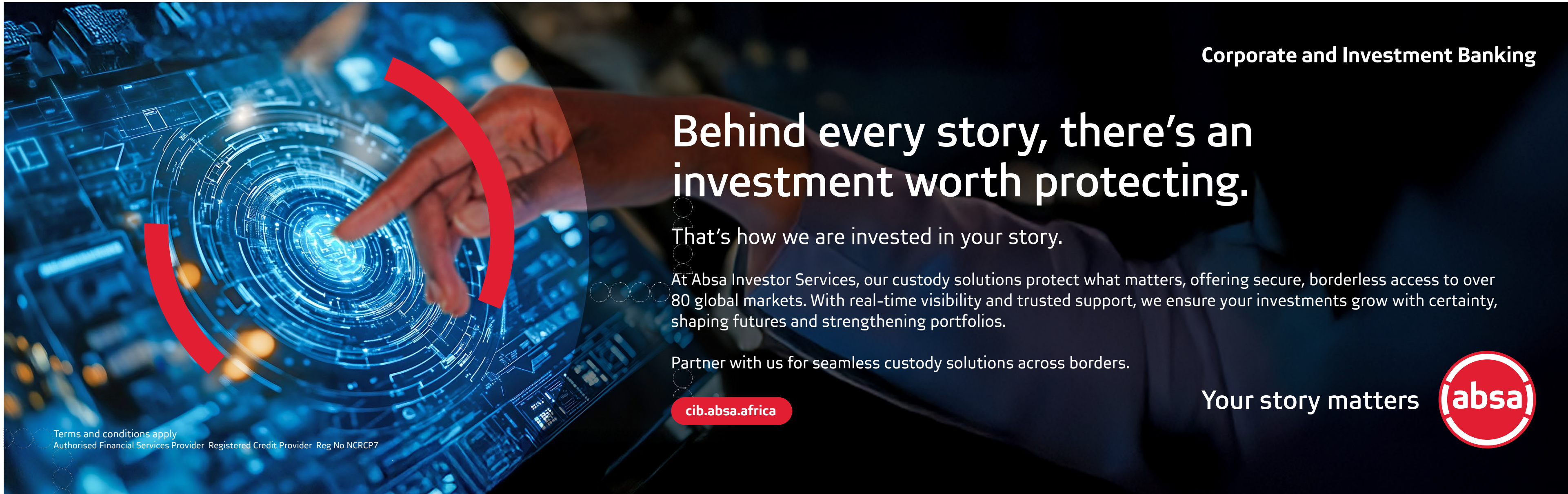
cib.absa.africa

Your story matters 

Terms and conditions apply
Authorised Financial Services Provider Registered Credit Provider Reg No NCRC7

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Narrow landscape print ad: Version 2 safety guidelines/example



Corporate and Investment Banking


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Narrow landscape print ad: Safety guidelines

With black overlay device without Gestures.

A **Headline**

- The headline should be short (8 words maximum) and can run over the image.

B **Subheadline**

- The subheadline should be short (8 words maximum) and provide supporting text for the headline.

C **Body**

- The body should be maximum 75 words.

D **URL (call to action)**

- The URL serves as the call to action.

E **Logo lockup**

- For OOH we use the primary logo lockup and it can stretch as far as the layout allows. It needs 2X from the left and right side if used at its maximum.

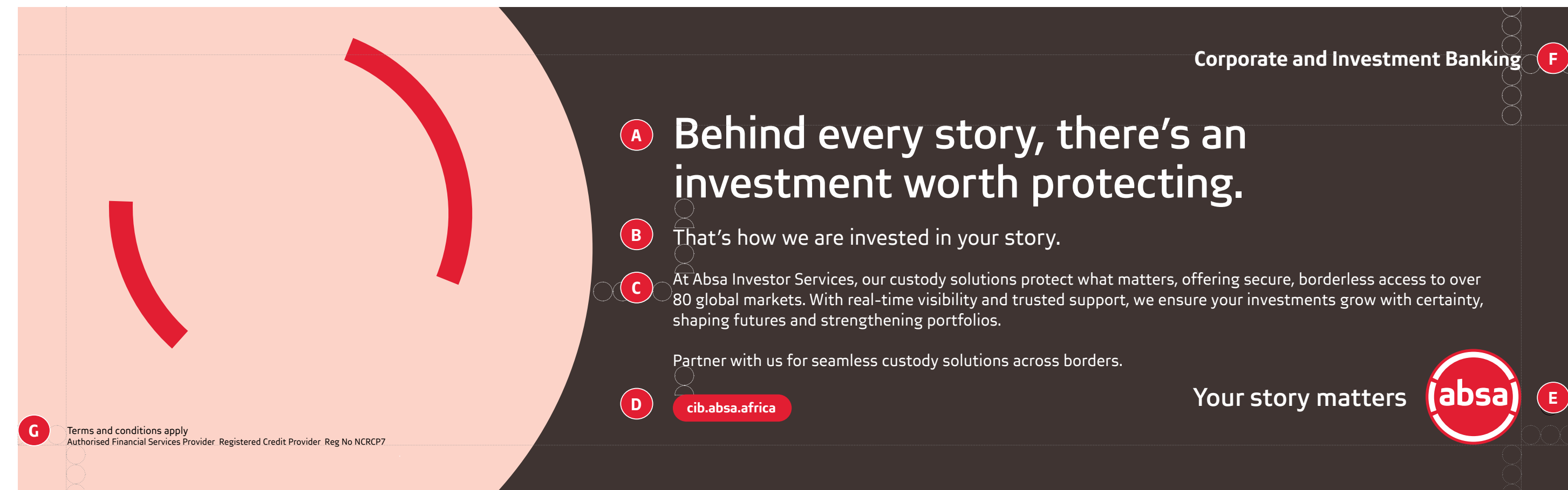
F **Signposting**

- Signposting is 2X from the top and aligned to the logo lockup.

G **Legal line/terms and conditions**

- Before publication, secure approval from the relevant legal and compliance officer for the legal line to ensure compliance with all regulatory requirements. This line must always be written without a full stop: "Terms and conditions apply".

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.



Font size

- Headline should be Brave Sans Medium
- Subheadline should be Brave Sans Regular
- Signposting should be Brave Sans Bold
- Legal line and terms and conditions should be Brave Sans Regular
- Call to action should be Brave Sans Bold.

Font leading

- Headline leading should be 10% of the headline font size plus the font size, e.g. 35pt font size, 38.5pt leading.
- If going over 2 lines, subheadline leading should be 20% of the subheadline font size, plus the font size, e.g. 25pt font size, 30pt leading.

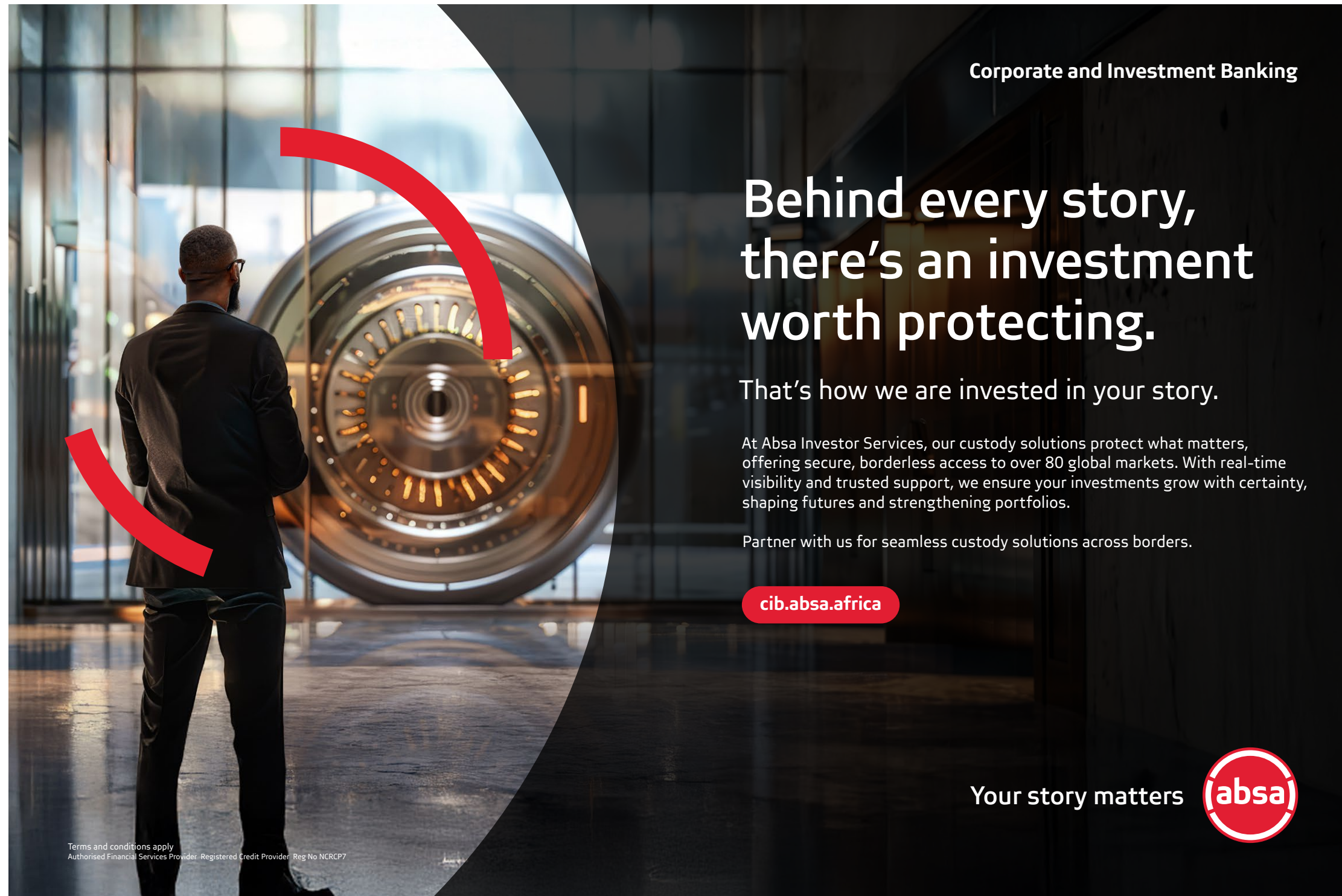
General rule

Avoid any overlap or underlap of the Gestures with text elements, including the headline, subheadline, URL and logo lockup.



DPS print ads - examples

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.



Corporate and Investment Banking


Behind every story, there's an investment worth protecting.

That's how we are invested in your story.

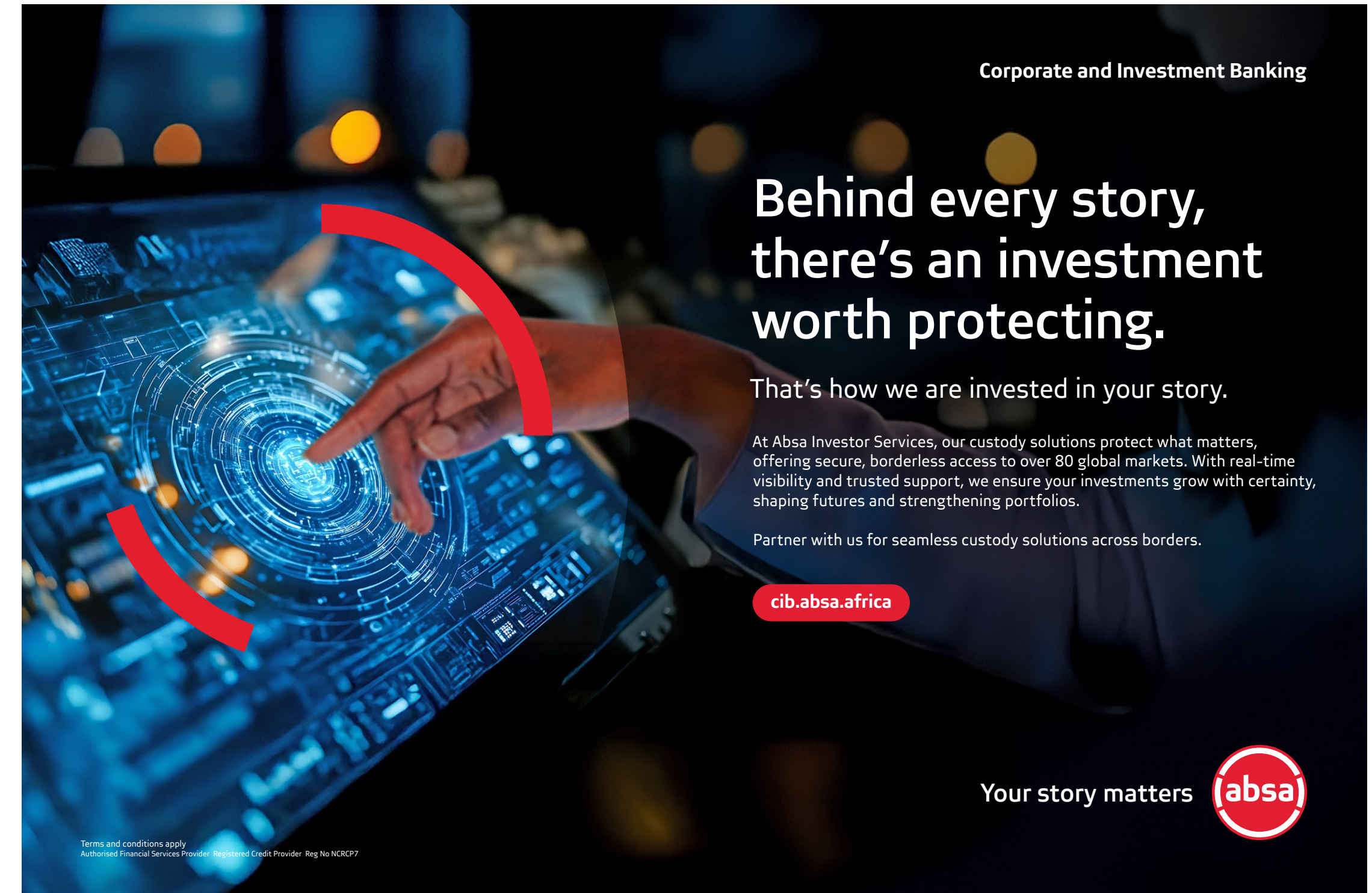
At Absa Investor Services, our custody solutions protect what matters, offering secure, borderless access to over 80 global markets. With real-time visibility and trusted support, we ensure your investments grow with certainty, shaping futures and strengthening portfolios.

Partner with us for seamless custody solutions across borders.

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DPS print ad - safety guidelines

A Logo badge size (for construction purposes)

- The logo badge's size is equal to the height of the shortest side of the layout divided by 9.

B Margins

- Once the primary logo lockup's size has been established, the following margins must be established:
 - 3X around the borders of the layout.

C Headline

- The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.

D Subheadline

- The subheadline should be short (8 words maximum) and provide context for the headline. In other words.

E Body

- The body should be maximum 75 words.

F URL (call to action)

- The URL serves as the call to action. Type font should be Bold.

G Legal line

- Before publication, secure approval from the relevant legal and compliance officer for the legal line to ensure compliance with all regulatory requirements.

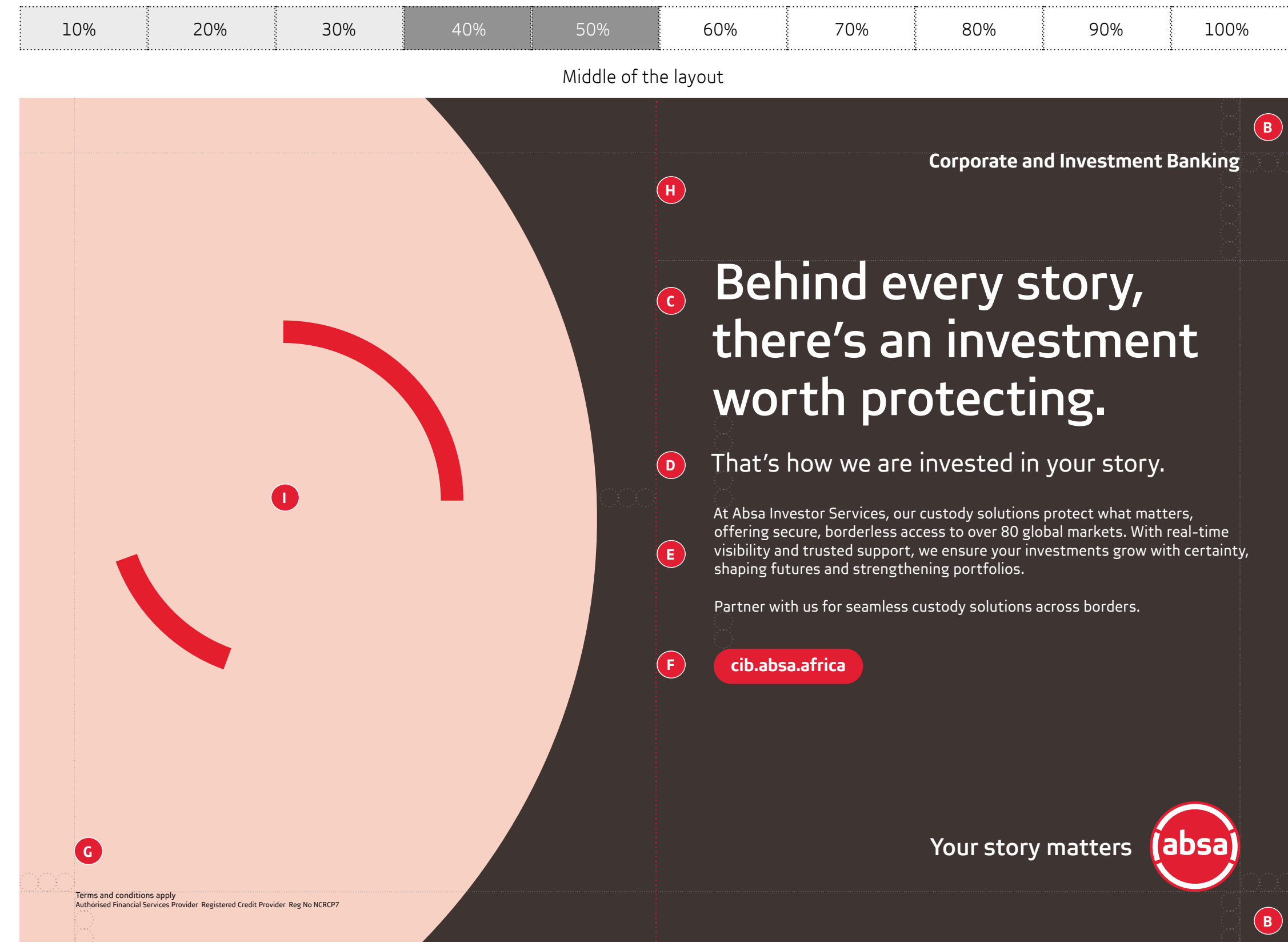
H Overlay

- Black overlay device (Multiply opacity) at 50% - when really dark background image is used; 70-90% for normal opacity images, at 75% length of the document.

I Gestures (optional)

- Gestures can be positioned around the focal point of the image.

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Font size

- Headline should be Brave Sans Medium
- Subheadline should be Brave Sans Regular
- Signposting should be Brave Sans Bold
- Legal line and terms and conditions should be Brave Sans Regular
- Call to action should be Brave Sans Bold.

Font leading

- Headline leading should be 10% of the headline font size plus

the font size, e.g. 35pt font size, 38.5pt leading.

- If going over 2 lines, subheadline leading should be 20% of the subheadline font size, plus the font size, e.g. 25pt font size, 30pt leading.

General rule

Avoid any overlap or underlap of the Gestures with text elements, including the headline, subheadline, URL and logo lockup.

Mailer

Emailer external- safety guidelines

A Signposting

- On emailers, signposting is treated differently, it should be aligned to the middle of the "r" and "y" in "story". The signposting is 15pt. Font type is Brave Sans Bold.

B Primary logo lockup

- The primary logo lockup must be 100px.

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Note: Please refer to the Absa direct marketing guidelines available on the Absa Brand Management Platform for detailed information on setting up direct marketing layouts.

Subject line:
Strengthening the future of your investments

Corporate and Investment Banking

Behind every story, there's an investment worth protecting.

Your story matters

cib.absa.africa

Dear [Client Name]

At Absa Investor Services, we understand that behind every story lies an investment worth safeguarding. Our custody solutions protect what matters, allowing you to focus on your interests and build your future.

With Absa Investor Services, you benefit from:

- Pan-African expertise:** Direct operational presence and deep market knowledge across the continent.
- Security:** Borderless, secure access to over 80 global markets.
- Digital innovation:** Real-time monitoring, automated KYC and seamless API integration.
- Trusted stability:** A strong balance sheet, robust regulatory compliance and risk management.
- Seamless client experience:** Standardised onboarding, regional coordination and proactive support.

With real-time visibility and trusted support, you can rest assured that your investments will grow with certainty and security, strengthening the portfolios that are shaping futures.

That's how we are invested in your story.

Connect with us to find out more: [Email Address]

Kind regards
The Absa Corporate and Investment Banking team

Terms and conditions apply Authorised Financial Services Provider Registered Credit Provider Reg No NCRCP7
Email disclaimer and company information: absa.co.za/disclaimer
If you do not want to receive any marketing correspondence, please send an email to unsubscribe@absa.co.za to be removed from the mailing list.

Emailer external- safety guidelines

A Signposting

- On emailers, signposting is treated differently, it should be aligned to the middle of the "r" and "y" in "story". The signposting is 15pt. Font type is Brave Sans Bold.


B Primary logo lockup

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Note: Please refer to the Absa direct marketing guidelines available on the Absa Brand Management Platform for detailed information on setting up direct marketing layouts.


Subject line:
Helping our clients safeguard what matters most



cib.absa.africa

Corporate and Investment Banking

Behind every story, there's an investment worth protecting.

Your story matters 

Dear [Client Name]

Volatile markets and evolving policies are putting investment infrastructure and partnerships to the test, impacting every phase of our clients' investor led strategies.

At Absa Investor Services, we understand that every story has an investment worth safeguarding. Our custody solutions enable our clients to focus on their interests knowing their investments are secure and positioned for growth.

With Absa Investor Services, our clients benefit from:

- Pan-African expertise:** Direct operational presence and deep market knowledge.
- Security:** Borderless, secure access to over 80 global markets.
- Digital leadership:** Real-time monitoring, automated KYC and seamless API integration.
- Trusted stability:** A strong balance sheet, robust regulatory compliance and risk management.
- Seamless client experience:** Standardised onboarding, regional coordination and proactive support.

That's why we offer institutional investors secure custody solutions, to manage risk and to deliver the deep insights expertise needed to support their portfolio growth and shape their futures.

That's how we are invested in your story.

Connect with us to find out more: [Email Address]

Kind regards
The Absa Corporate and Investment Banking team

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Email disclaimer and company information: absa.co.za/disclaimer

If you do not want to receive any marketing correspondence, please send an email to unsubscribe@absa.co.za to be removed from the mailing list.

Emailer hack - safety guidelines

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

URL (optional)

- Font size is 15pt
- Font weight is Bold.

Salutation

- Font size is 16pt
- Font weight is Bold.

Call to action

- Font size is 18pt
- Font weight is Bold
- Font colour is Passion red.

Footer

- Font size is 9pt
- There are spaces between every line
- Leading is on automatic.

Corporate and Investment Banking

Behind every story, there's an investment worth protecting.

Your story matters **absa**

cib.absa.africa

Dear [name and surname]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras mauris erat, feugiat a odio vel, consequat ultrices justo. Nam mattis purus in turpis fermentum, eu hendrerit orci accumsan.

Vestibulum orci eros, efficitur eu tincidunt sit amet, pellentesque ac leo. Nulla ullamcorper urna id ipsum cursus, a consectetur nisl.

Lorem ipsum dolor sit ame:

- Vestibulum orci eros, efficitur eu tincidunt sit amet, pellentesque ac leo.
- Vestibulum orci eros, efficitur eu tincidunt sit amet, pellentesque ac leo.
- Vestibulum orci eros, efficitur eu tincidunt sit amet, pellentesque ac leo.

Apply xxxx

Kind regards
Department Name

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Email disclaimer and company information: absa.co.za/disclaimer

If you do not want to receive any marketing correspondence, please send an email to unsubscribe@absa.co.za to be removed.

Full doc size

- Width is 800px and length is dependent on how long the email will be.

Banner size

- 760px by 380px.

Headline

- Font size between 20pt and 45pt
- Headline should be centred to the bottom of the signposting and top of the logo lockup.

Body copy

- Font size is 12pt
- Font weight is Regular
- Leading is 18pt.

When using blocks

- Font size is 12pt
- Headline weight is Bold
- General font weight is Regular
- Copy cluster should be centred to the block.

Signoff

- Font size is 12pt
- Signoff is Regular
- Department name is Bold.

Social media

Social media landscape MP4 - examples (1920x1080)

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Corporate and Investment Banking

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Your story matters 

Corporate and Investment Banking

With Absa Investor Services, our custody solutions offer you:

Your story matters 

Corporate and Investment Banking

Pan-African expertise: Direct operational presence and deep market knowledge.

Your story matters 


Corporate and Investment Banking

Security: Secure and borderless access to over 80 global markets.

Your story matters 

Corporate and Investment Banking

Digital innovation: Real-time monitoring, automated KYC and API integration.

Your story matters 

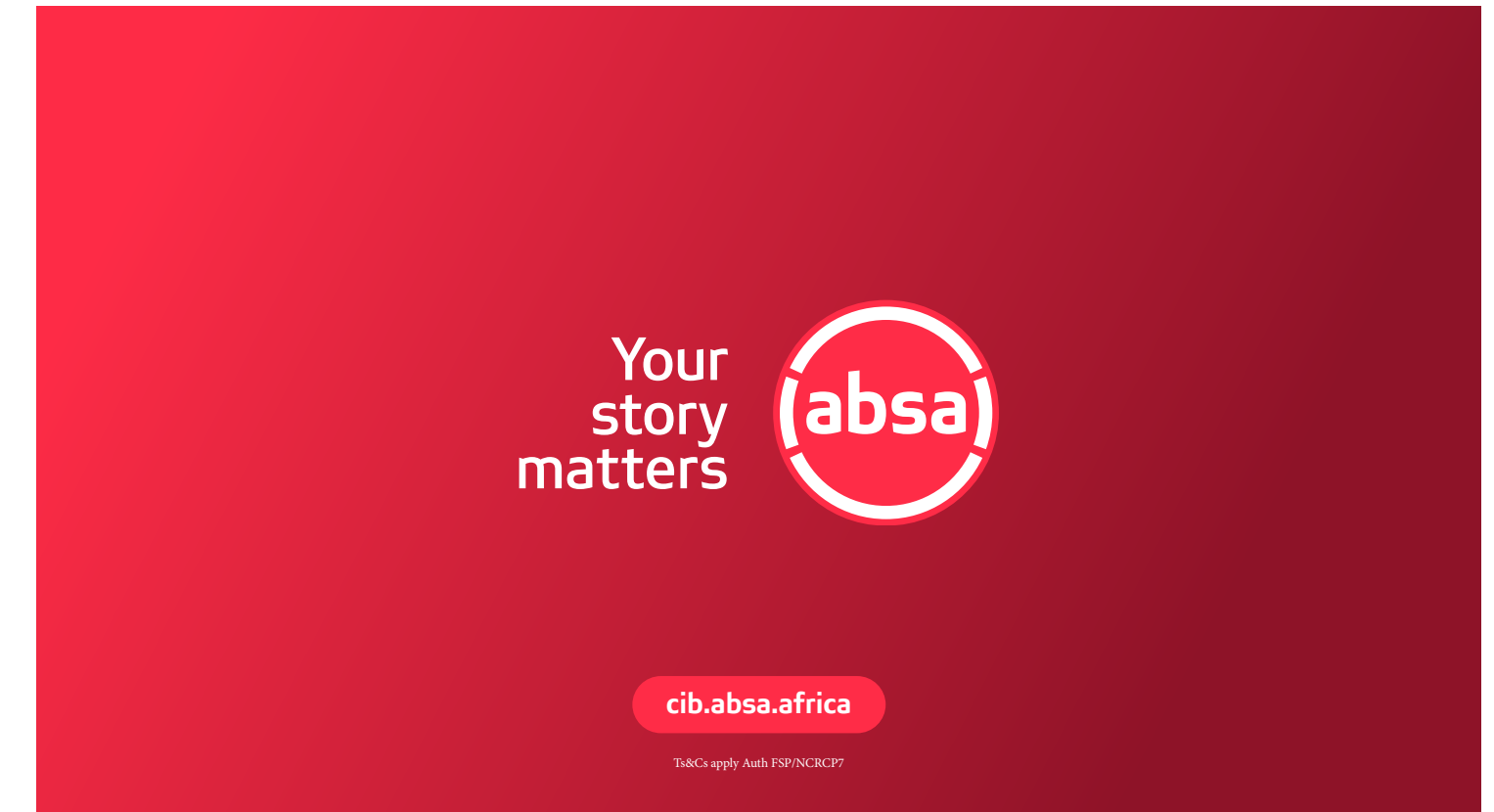
Corporate and Investment Banking

Trusted stability: Strong balance sheet, robust regulatory compliance and risk management.

Your story matters 

Social media landscape MP4 - examples (1920x1080)

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Social media landscape MP4 - safety guidelines (1920x1080)

Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the shortest side of the layout divided by 5.
- B Margins**
 - Once the secondary logo lockup's size has been established, the following margins must be established:
 - 2X around the borders of the layout.
- C Headlines**
 - The copy cluster should be centred to the bottom part of the signposting and top of the logo badge.
 - Headlines on subsequent slides should align to the first sentence of the headline on the first frame.
- D URL (call to action)**
 - The URL serves as the call to action. Type font should be Bold. The CTA is only used on the last frame.

Social media landscape MP4 - safety guidelines (1920x1080)

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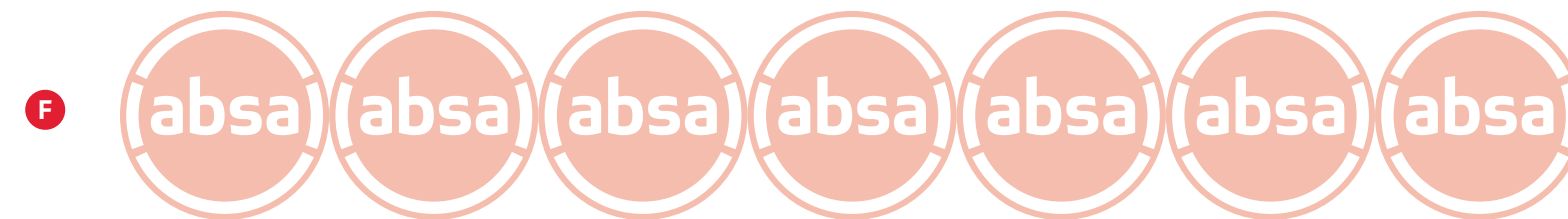
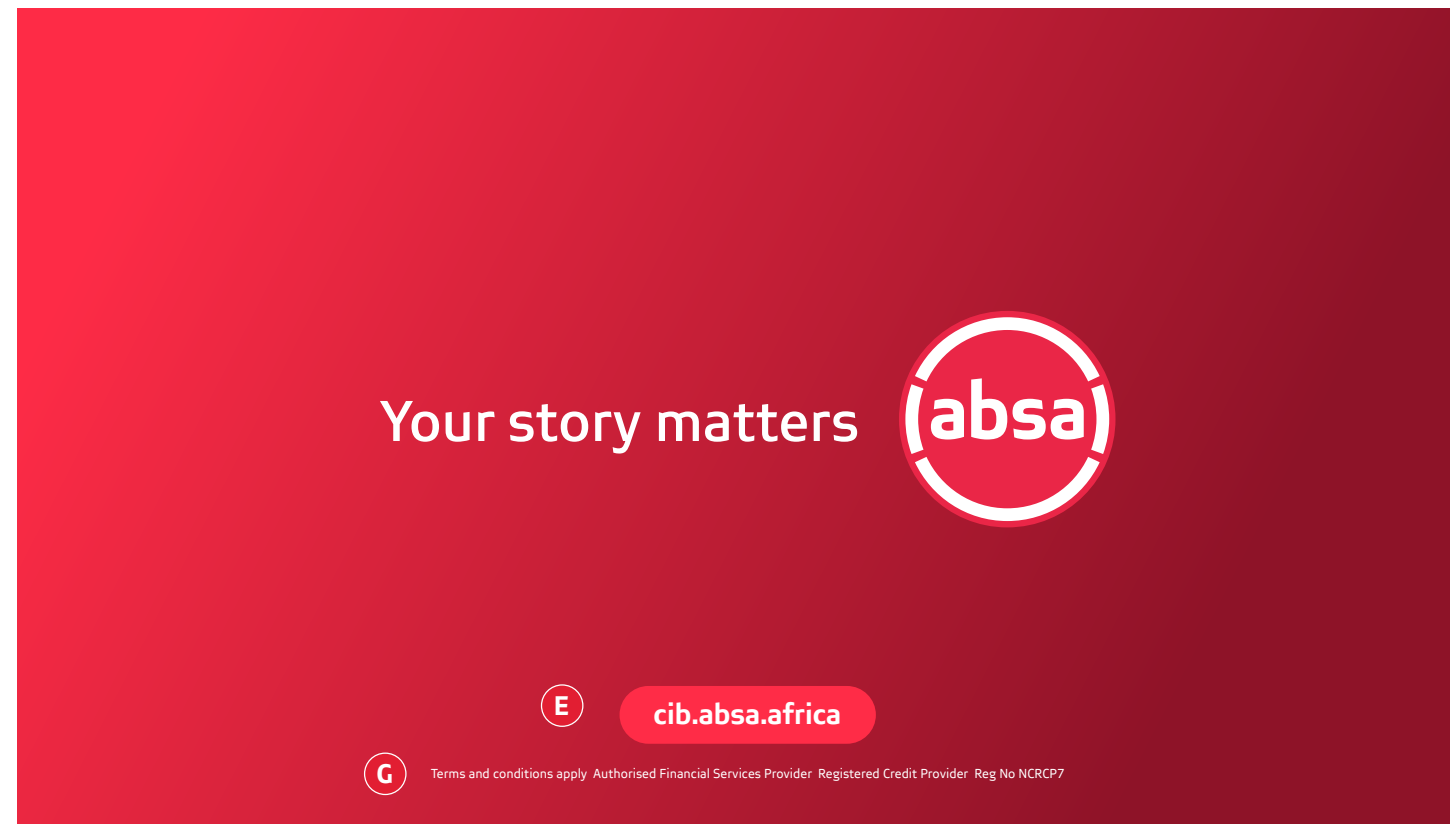
- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the shortest side of the layout divided by 5.
- B Margins**
 - Once the secondary logo lockup's size has been established, the following margins must be established:
 - 2X around the borders of the layout.
- C Headlines**
 - The copy cluster should be centred to the bottom part of the signposting and top of the logo badge.
 - Headlines on subsequent slides should align to the first sentence of the headline on the first frame.
- D URL (call to action)**
 - The URL serves as the call to action. Type font should be Bold. The CTA is only used on the last frame.

Social media landscape MP4 - safety guidelines (1920x1080)

End frame

- E URL (all to action)**
 - Our URL serves as the call to action. This appears only on the last animated frame. Type font should be Brave Sans Bold.
- F Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the length of the longest side of the layout divided by 7.
- G Legal line/terms and conditions**
 - Before publication, secure approval from the relevant legal and compliance officer for the legal line to ensure compliance with all regulatory requirements. This line must always be written without a full stop: "Terms and conditions apply".

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Digital

Digital examples examples




Corporate and Investment Banking

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That's how we are invested in your story.

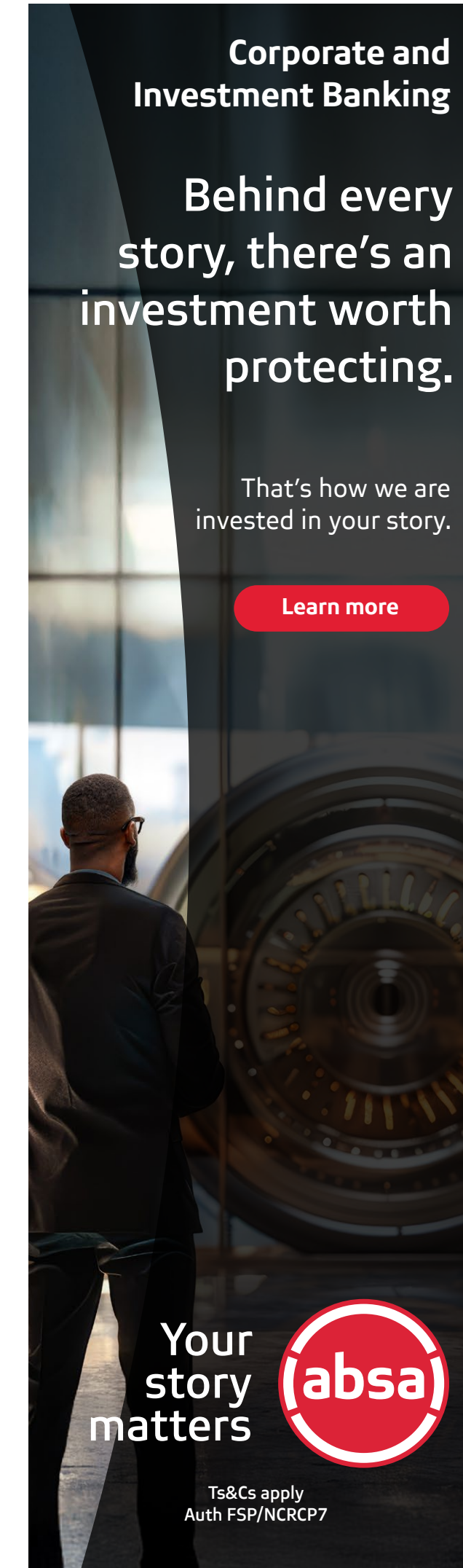
[Learn more](#)

Your story matters 

Ts&Cs apply
Auth FSP/NCRC7

Laying the groundwork for a greener future. [Learn more](#) Your story matters  Ts&Cs apply
Auth FSP/NCRC7 **B**

That's how we are invested in your story. [Learn more](#) Your story matters  Ts&Cs apply
Auth FSP/NCRC7 **B**




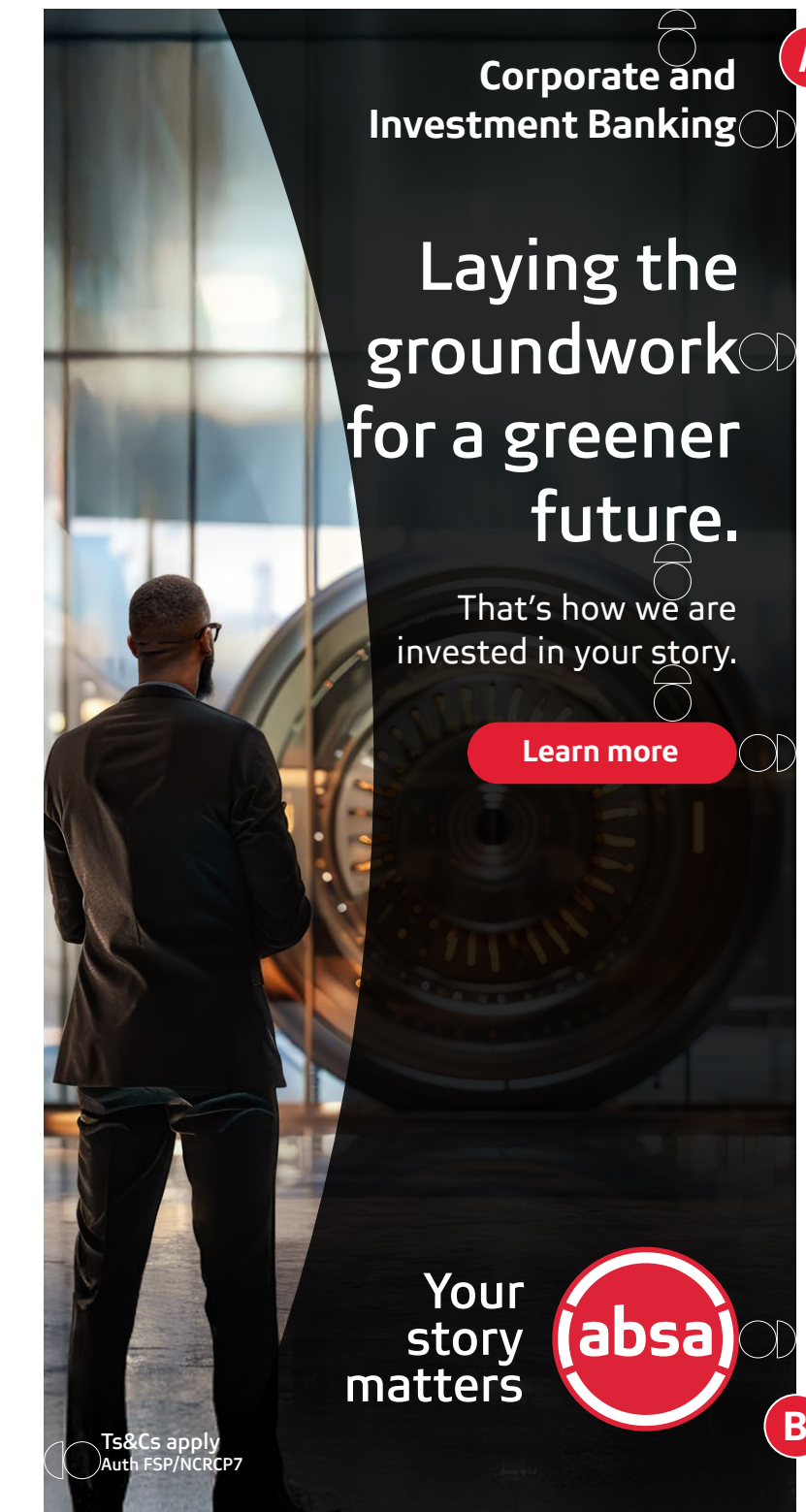
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Your story matters  Ts&Cs apply
Auth FSP/NCRC7 **B**




Corporate and Investment Banking **A**

Laying the groundwork for a greener future.

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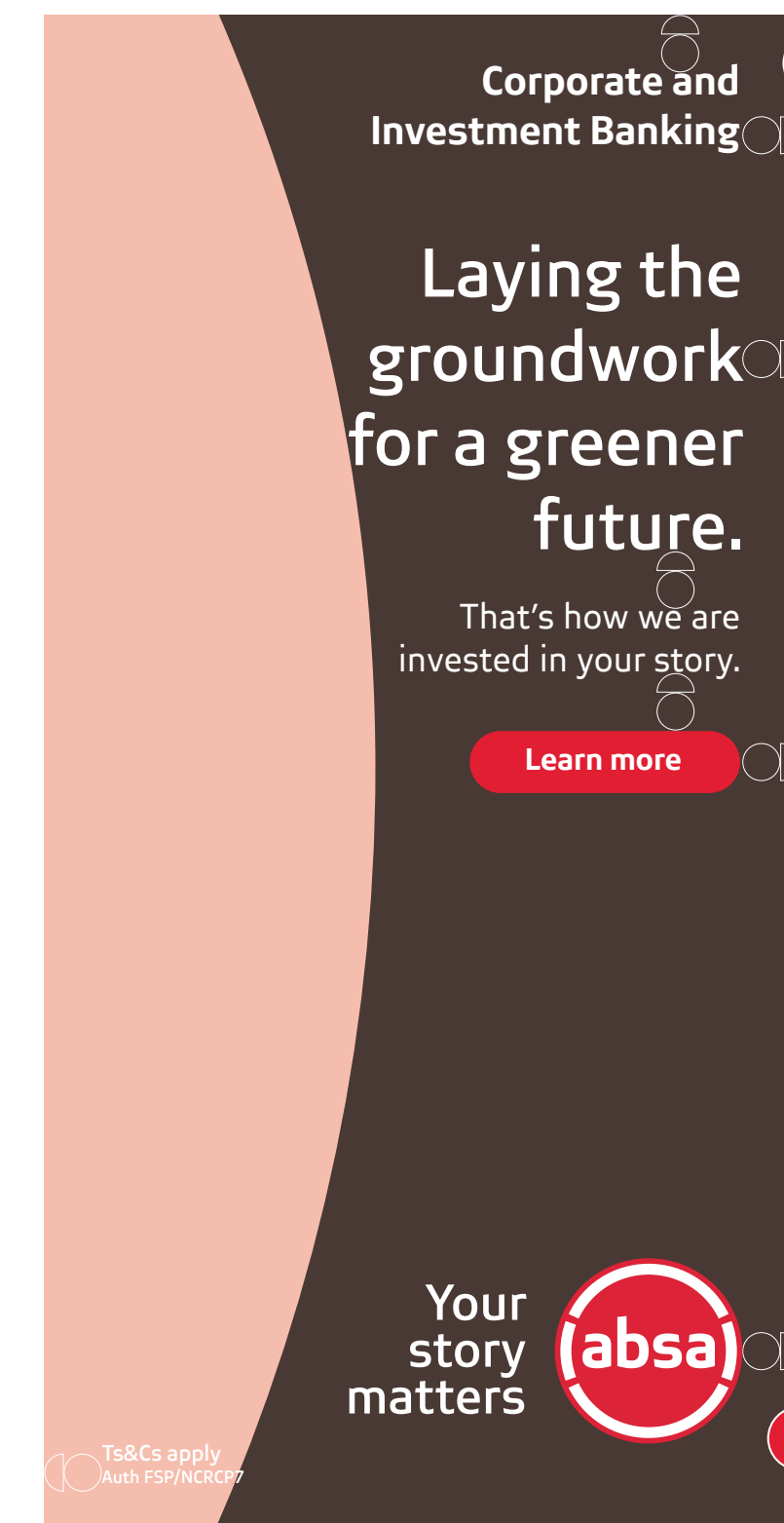
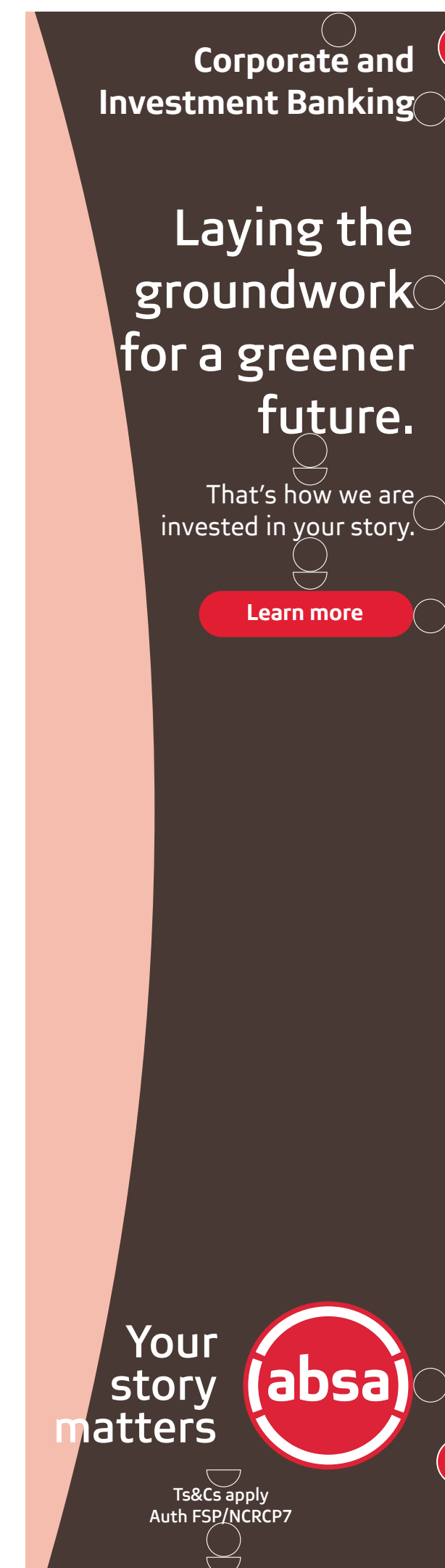
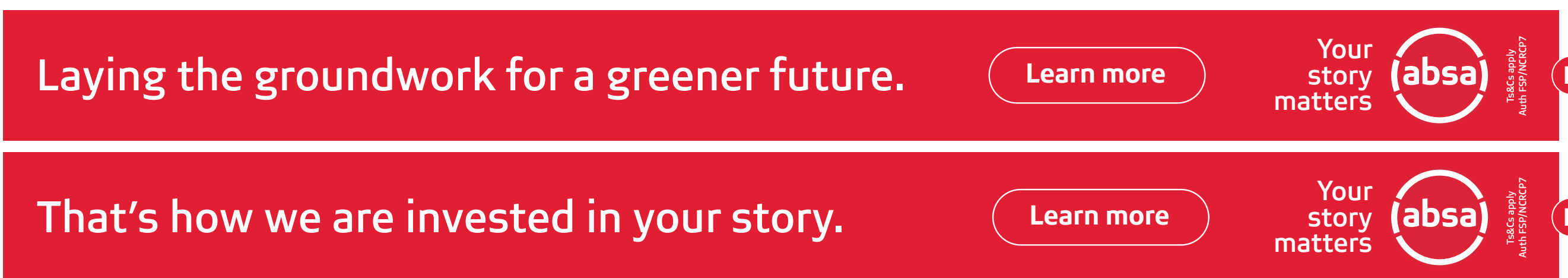
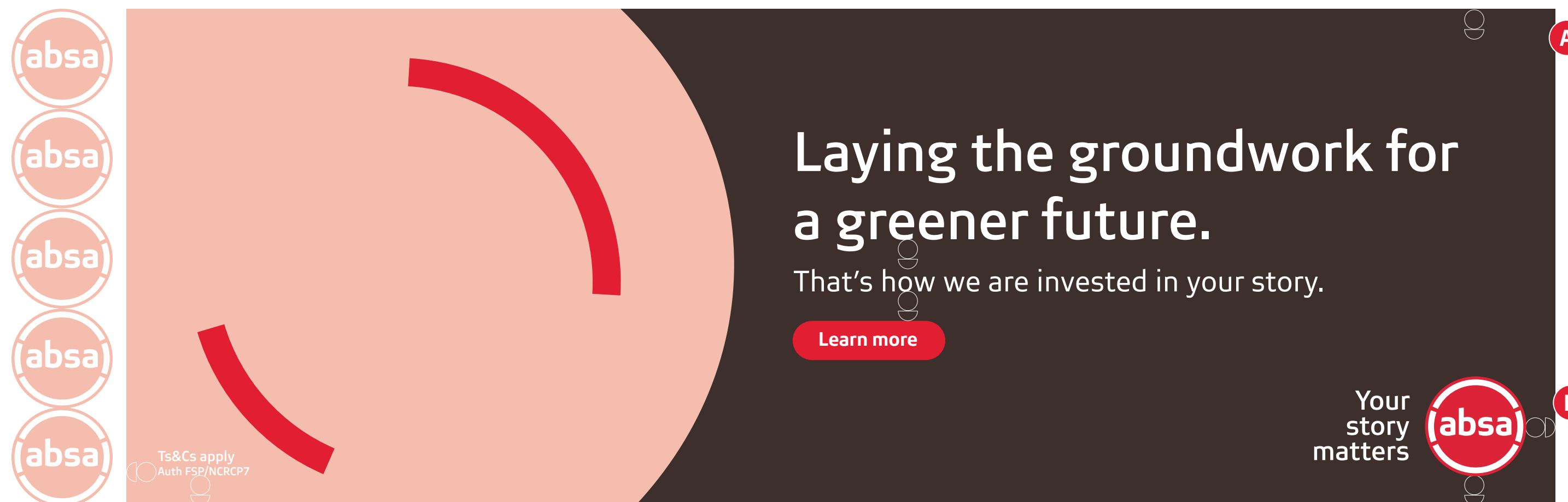
[Learn more](#)

Your story matters  Ts&Cs apply
Auth FSP/NCRC7 **B**



Digital examples - safety guidelines

- A Absa signposting**
 - The signposting is white as it is against a dark background which is the most legible. The general rule is 1.5X spacing from the edges. In very narrow executions the rule changes to 1X as the secondary logo lockup should be centred to the layout.
- B Secondary logo lockup**
 - The secondary logo lockup should be used on all digital layouts.





Thank you