

Corporate and Investment Banking

Absa G20/B20 logo lockup Toolkit

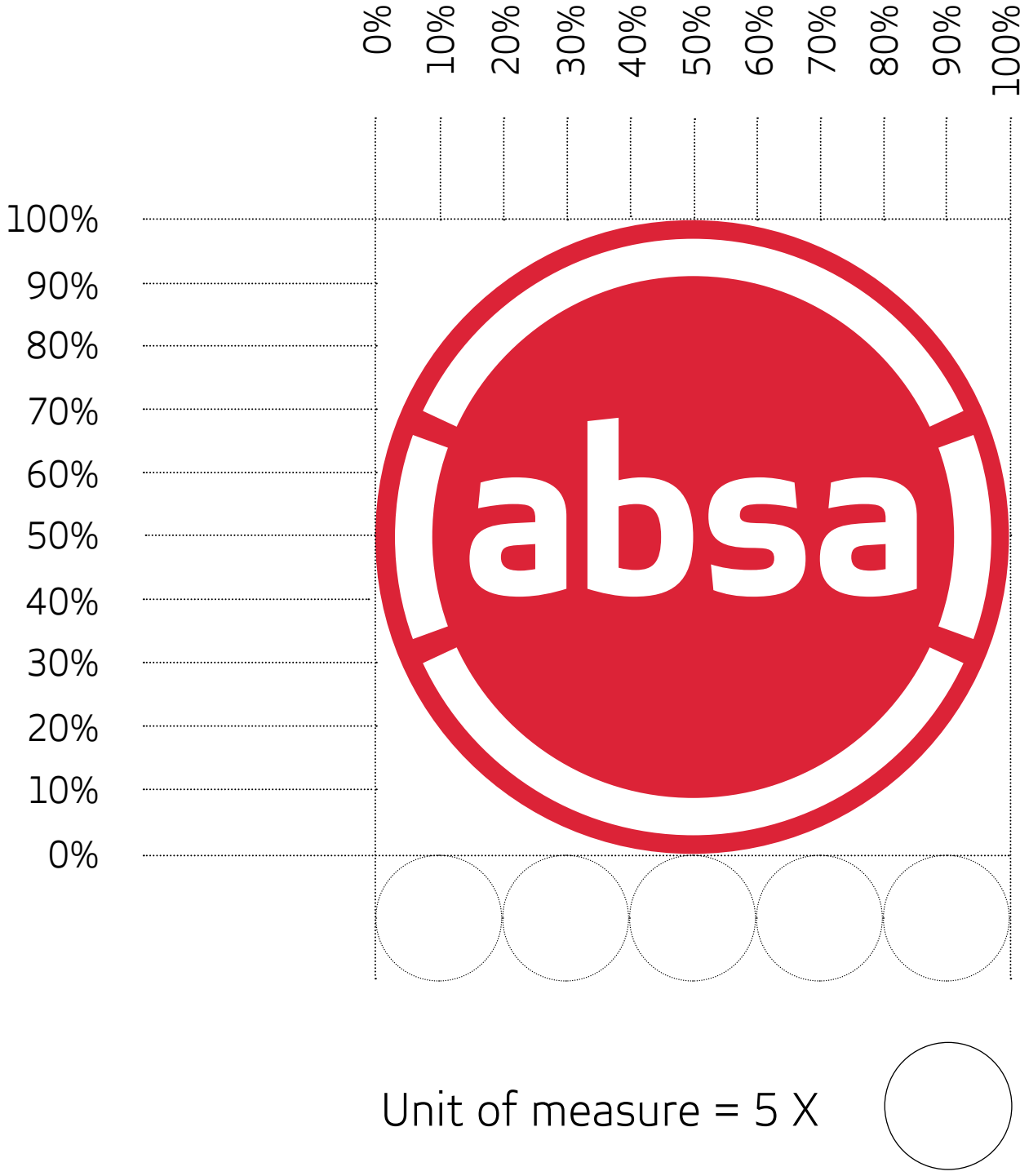
August 2025

Your story matters



Logo badge as sizing guide

Using the Absa logo badge to determine the unit of measurement (X).



Absa G20/B20 logo lockup: Co-branding



G20

SOUTH AFRICA 2025



B20

SOUTH AFRICA 2025

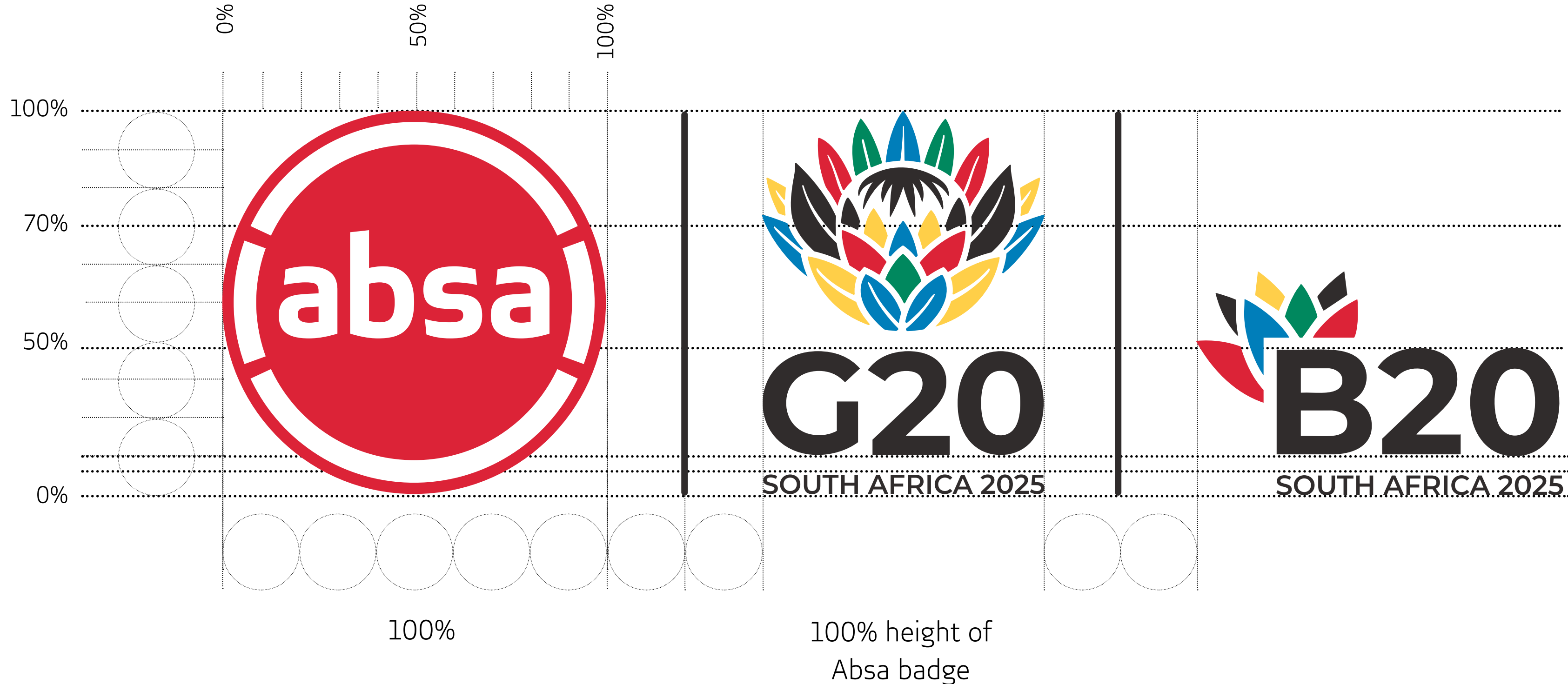
Absa G20/B20 logo lockup measurements

G20 Logo

The logo must be aligned to the height of the logo the logo badge.

B20 logo

The logo must be aligned to the height of "G20."
The "SOUTH AFRICA" should be the same height, i.e. aligned top and bottom.



Colour application

Measurements and safety zones



Full colour



Dark background



Light background



Passion red background



Black and white



Co-branding: Sponsorship and partner logos measurement

Sponsorship and partner logos are sized according to the sizing of the Absa G20/B20 logo lockup.

G20 Logo

The logo must be aligned to the height of the logo the logo badge.

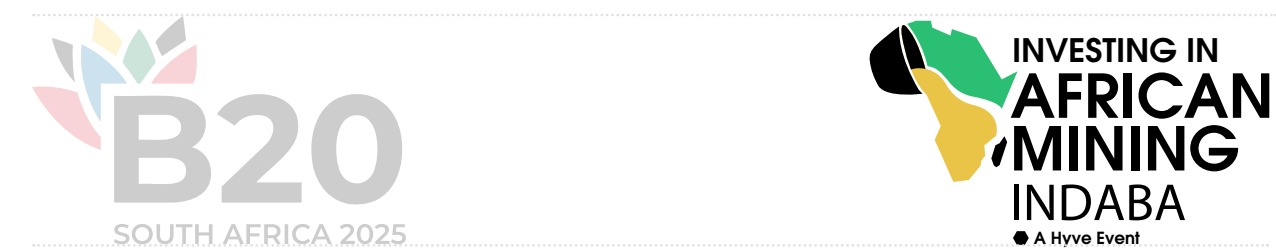
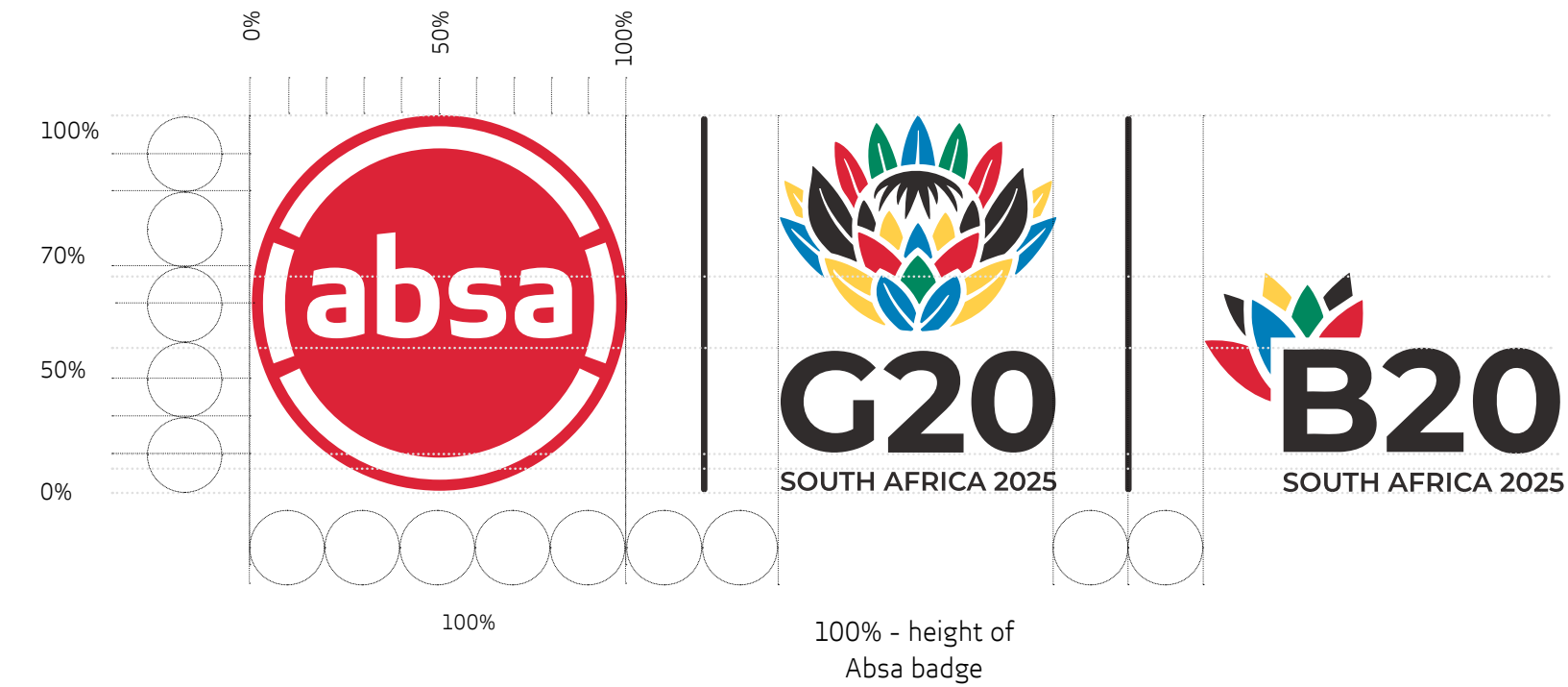
B20 logo

The logo must be aligned to the height of "G20." The "SOUTH AFRICA" should be the same height, i.e. aligned top and bottom.

Sponsorship and partner logo

No more than two additional co-brand logos can be added to the Absa G20/B20 lockup at a time.

Square logos should be aligned to the height of "B20." If the logo is landscape, it must be aligned to the height of "G20" and "SOUTH AFRICA," i.e. top and bottom.

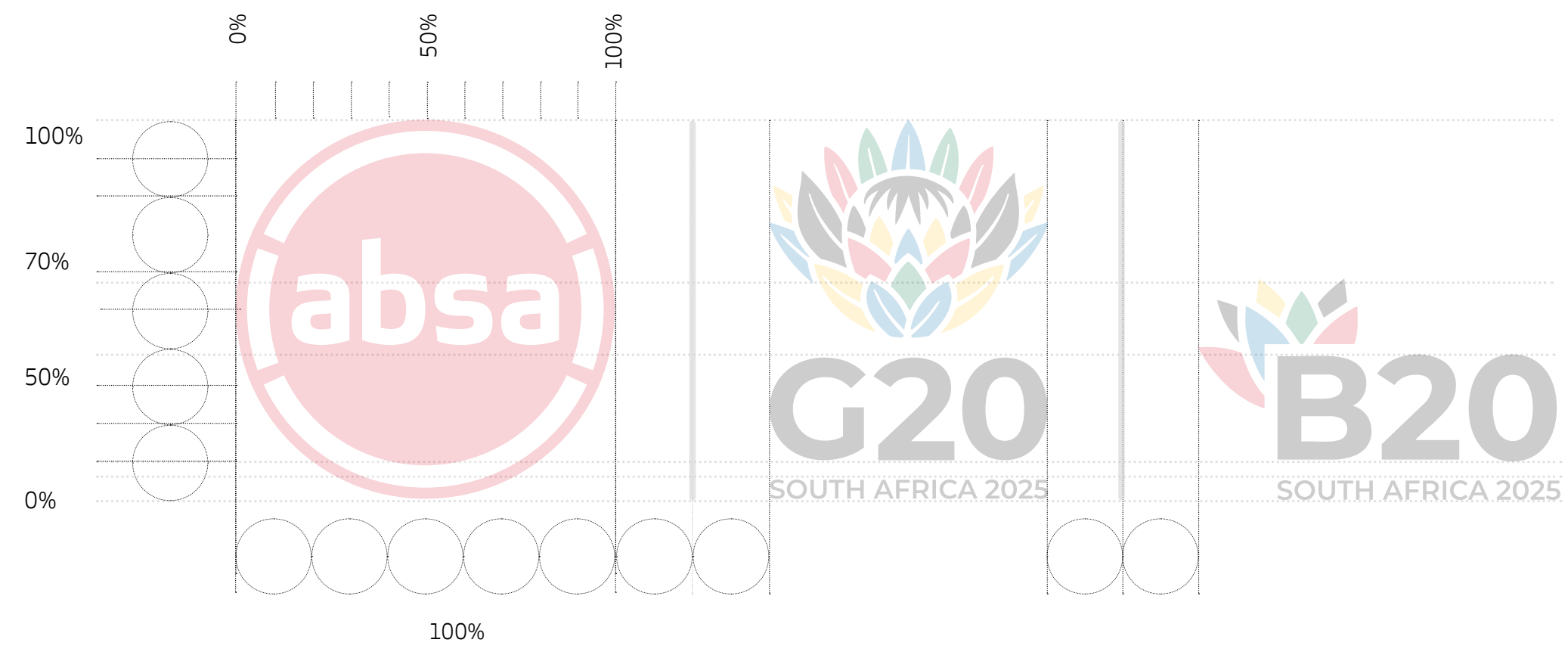


Please note: It's not recommended to add more than two sponsorship or partner logos to the Absa G20/B20 lockup.

Awards logos measurements

Depending on the orientation of the logo it must be measured as follows:

1. Portrait logos must be the height of the entire B20 logo.
2. Landscape and square logos must be the same height as "B20."



Landscape measurement



Vertical measurement

Portrait print ad executions

A4 portrait print ad example

Absa G20/B20 logo lockup.

Corporate and Investment Banking

Collaborating for a future of sustainable growth and prosperity

That's how we are
invested in your story.

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eturempores desendignis endipsam
volor aut porenisque num doluptatiis et
fugitiusam quiam ut estibus.

Tenim voluptam, quis cus doluptate
postiae. Ut qui sum dicia quatium quossus
esti solest etureiu ntincti am, aboritatem
quos quunt od quas ea prorem vendae.

cib.absa.africa

absa | **G20** | **B20**
SOUTH AFRICA 2025 | SOUTH AFRICA 2025

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

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.

A4 portrait print ad safety guides

Absa G20/B20 logo lockup.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 11.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left, right and top, and 3X at the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- F Body**
 - The body copy should be maximum 75 words.
- G URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.

- H Gestures (optional)**
 - Gestures can be positioned around the focal point of the image.
- I Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- J Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- K Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

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

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

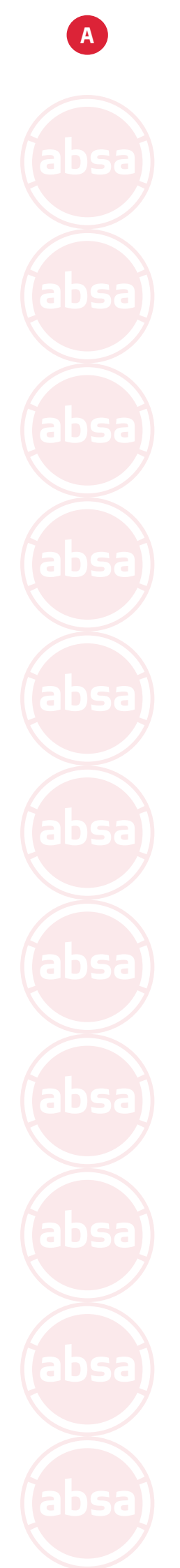
General rule

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

Font leading

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

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Co-brand with QR code A4 portrait print ad example

Absa G20/B20 logo lockup with an additional sponsorship or partner logo and QR code.

The advertisement is set against a dark background with a circular graphic on the left showing a close-up of a microchip. The text is white and red. At the top right, it says 'Corporate and Investment Banking'. The main headline is 'Putting "able" into sustainable mining.' Below this is the sub-headline 'That's how we are invested in your story.' The body text discusses the prosperity of African mining and Absa CIB's commitment. A red button contains the URL 'cib.absa.africa'. A QR code is positioned below the button. At the bottom, there are three logos: 'INVESTING IN AFRICAN MINING INDABA', the Absa logo, and the G20 and B20 logos for South Africa 2025. Fine print at the bottom left reads 'Terms and conditions apply. Authorised Financial Services Provider. Registered Credit Provider. Reg No NCRCP7.'

Corporate and Investment Banking


Putting "able" into sustainable mining.

That's how we are invested in your story.

The prosperity of African mining will be built on sustainable practices, embracing cutting-edge technologies and nurturing a resilient ecosystem.

That's why Absa CIB remains invested in future-proofing this critical sector. Through our innovative financial solutions and Pan-African expertise, we are committed to shaping Africa's mining future, empowering businesses and driving meaningful transformation.

cib.absa.africa



absa | **G20** SOUTH AFRICA 2025 | **B20** SOUTH AFRICA 2025

INVESTING IN AFRICAN MINING INDABA

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Co-brand with QR code A4 portrait print ad safety guides

Absa G20/B20 logo lockup with an additional sponsorship or partner logo and QR code.

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

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- The signposting must be aligned to the width of the Absa G20/B20 logo lockup.

C Margins

- Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left, right and top, and 3X at the bottom of the layout.

D Headline

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

E Subheadline

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

F Body

- The body copy should be maximum 75 words.

G URL (call to action)

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

H QR code

- The QR code must be the same height of the entire B20 graphic and text.

I Gestures (optional)

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

J Legal line

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

K Overlay

- Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.

L Absa G20/B20 logo lockup

- Sized according to the measurement guidelines put forward in this toolkit.

M Sponsor/partnership logo

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Font leading

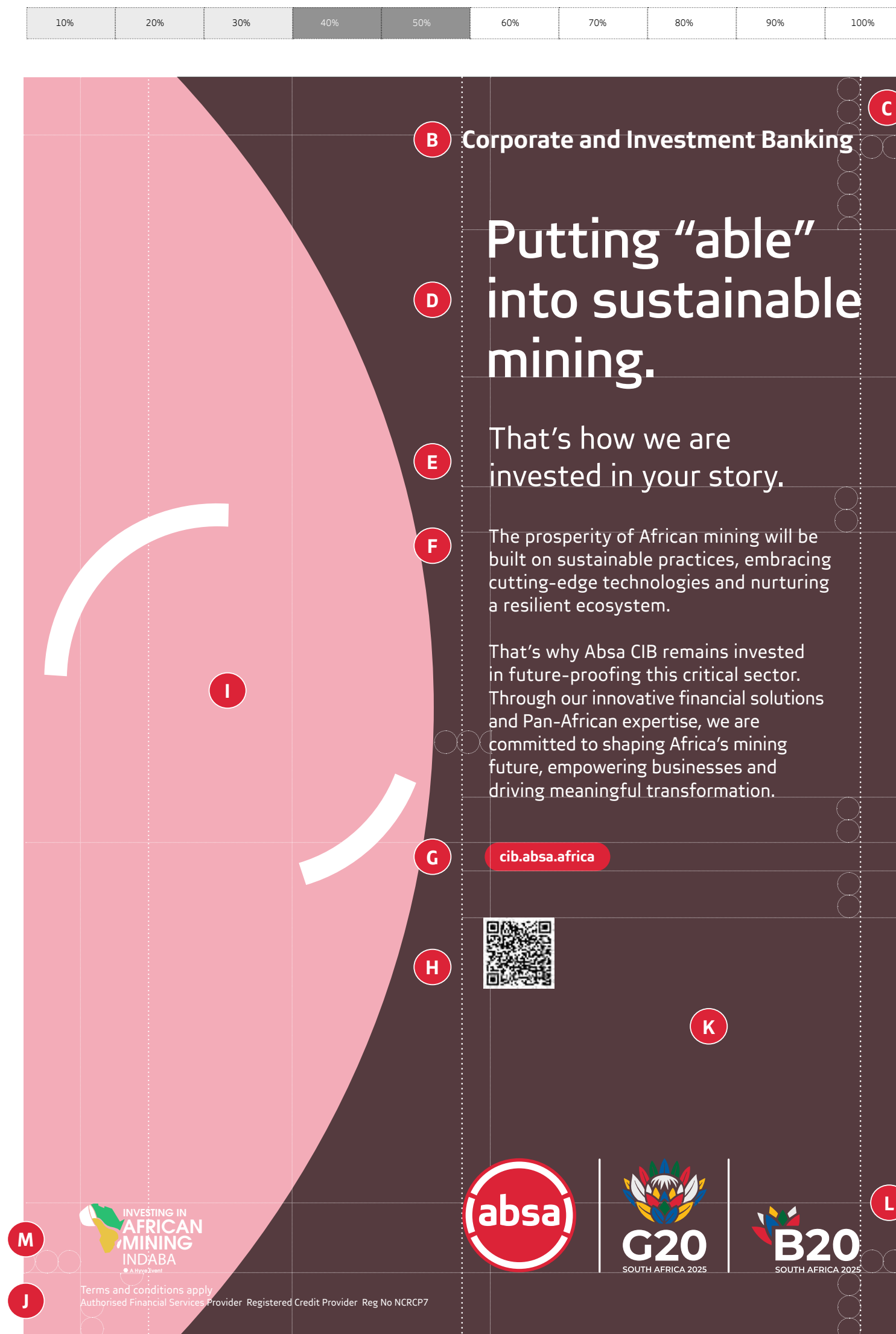
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Accolades and awards logos A4 portrait print ad example

Absa G20/B20 logo lockup with accolades and awards logos included.

Corporate and Investment Banking

Transforming Trade Finance stories into sustainable success

That's how we are invested in your story.

Moving Africa's trade industry in the right direction means moving our continent as a whole, forward, and that takes more than good intentions. It takes unparalleled sector experience, tailor-made sustainable Trade Finance solutions and award-winning digital capabilities. But more than that, it takes a bank that's willing to partner with you to turn every challenge into an opportunity.

cib.absa.africa

THE DIGITAL BANKER
MIDDLE EAST & AFRICA
INNOVATION AWARDS 2023

THE ASIAN BANKER
MIDDLE EAST & AFRICA AWARDS 2024
BEST SME BANK IN SOUTH AFRICA

absa | **G20** SOUTH AFRICA 2025 | **B20** SOUTH AFRICA 2025

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Accolades and awards logos A4 portrait print ad safety guides

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Landscape print ad executions

A4 landscape print ad example

Absa G20/B20 logo lockup.

Corporate and Investment Banking

Collaborating for a future of sustainable growth and prosperity

That's how we are invested in your story.

As your business evolves, seize the opportunity to partner with a bank fuelling your expansion and sustainability.

Speak to us about renewable energy and green trade financing solutions tailored to your business' needs.

We are invested in your story and we invite you to write it with us.

cib.absa.africa

absa | **G20** SOUTH AFRICA 2025 | **B20** SOUTH AFRICA 2025

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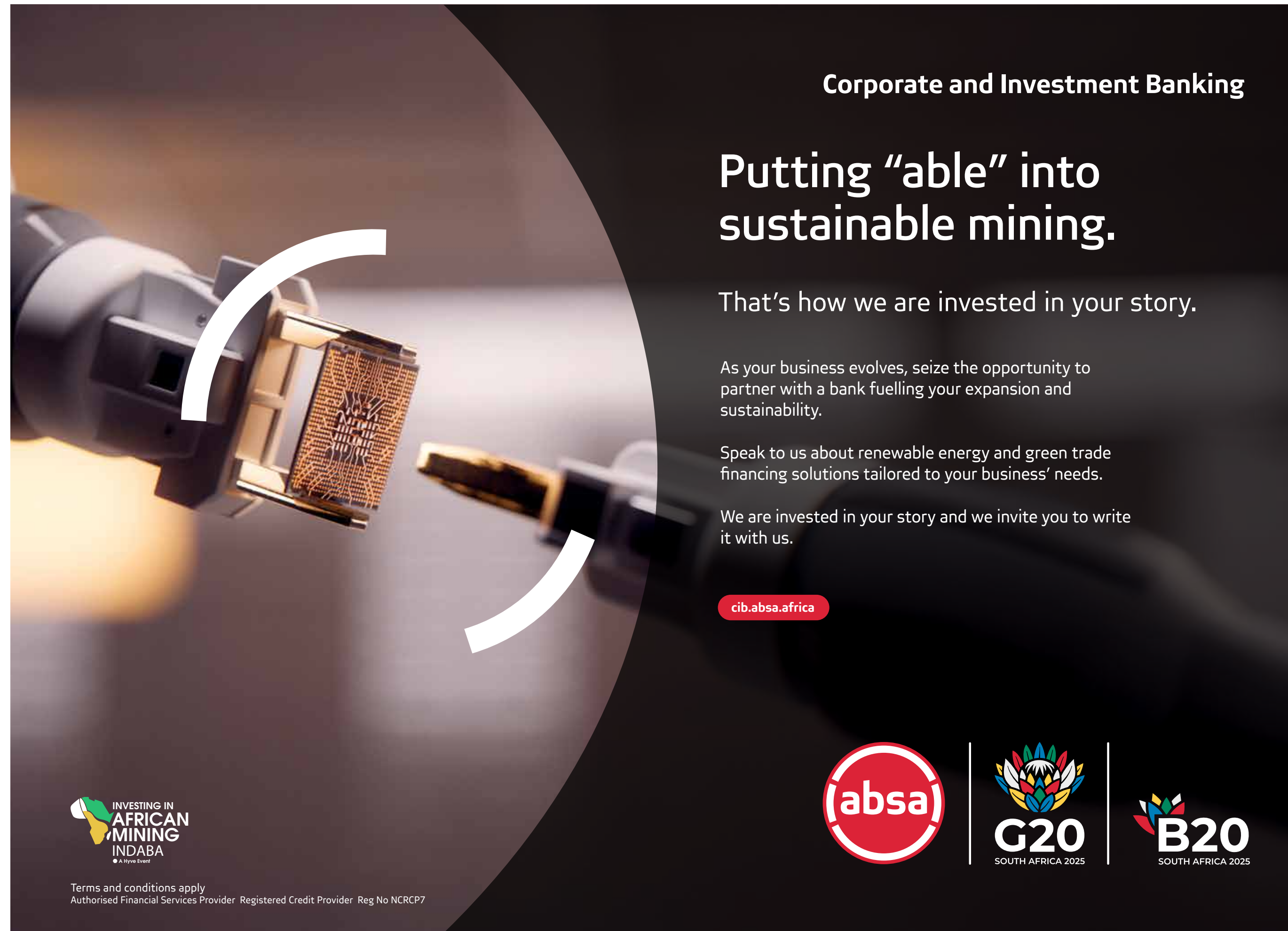
10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
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Co-brand A4 landscape print ad example

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.



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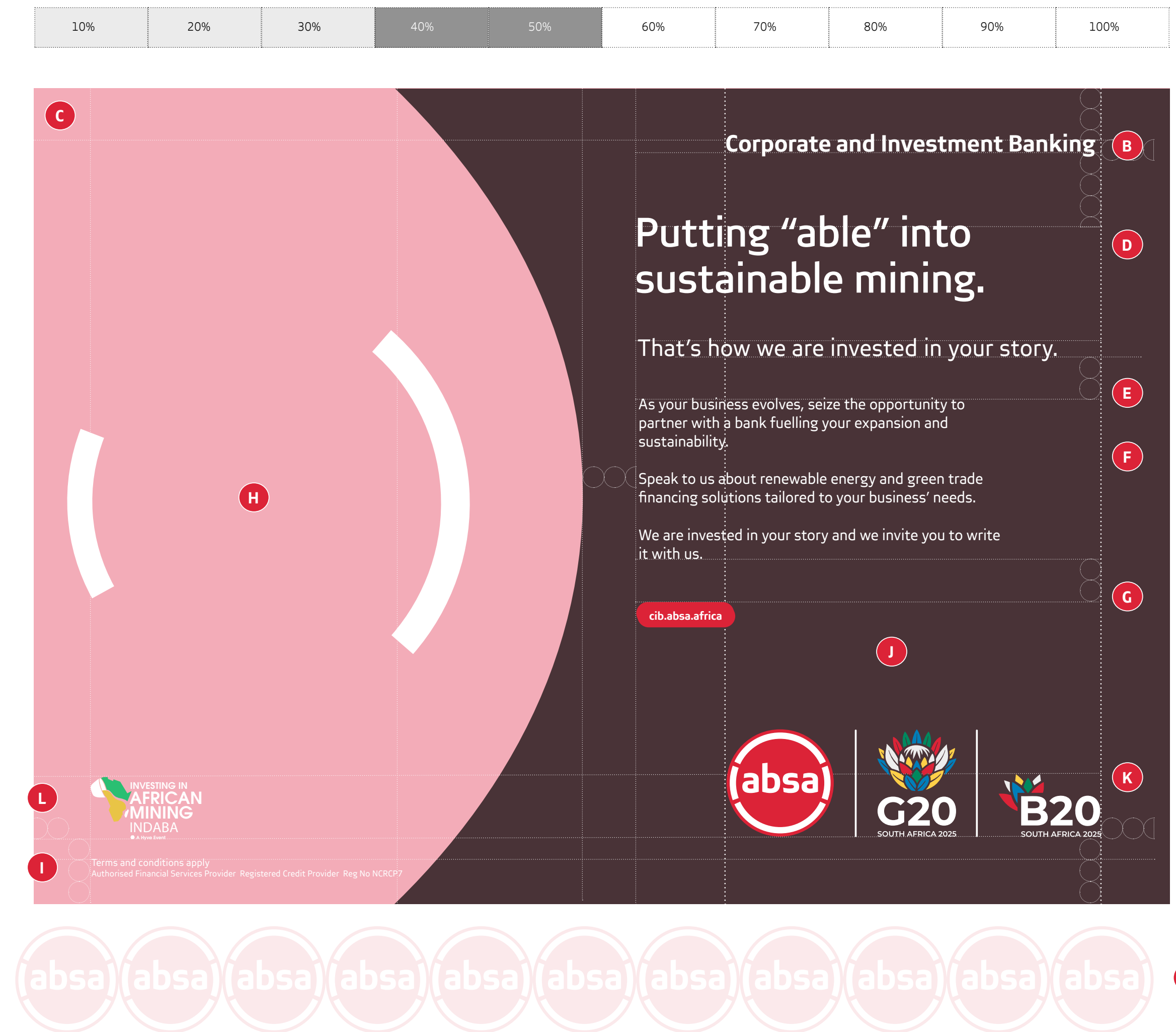
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Accolades and awards logos A4 landscape print ad example

Absa G20/B20 logo lockup with accolades and awards logos included.

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absa | **G20** SOUTH AFRICA 2025 | **B20** SOUTH AFRICA 2025

CASH MANAGEMENT 2023

MIDDLE EAST & AFRICA INNOVATION AWARDS 2023

THE ASIAN BANKER MIDDLE EAST & AFRICA AWARDS 2024
BEST SME BANK IN SOUTH AFRICA

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Co-brand, accolades and awards logos A4 landscape print ad example

Absa G20/B20 logo lockup with co-branding and accolades and awards logos included.

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INVESTING IN AFRICAN MINING INDABA

CASH MANAGEMENT 2023

THE ASIAN BANKER MIDDLE EAST & AFRICA AWARDS 2024 BEST SME BANK IN SOUTH AFRICA

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 - Sized according to the measurement guidelines put forward in this toolkit.
- L Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit and placed top-left with margins of 2.5X.
- M Accolades/awards logos**
 - Sized according to the measurement guidelines put forward in this toolkit and placed bottom-left, 1X above the legal line and 2.5X from the left.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

Please note: When using horizontally placed logos, they cannot go over 50% of the overlay curve (it's allowed to go over the curve across the image). The Absa G20/B20 logo lockup must have enough safe space to remain prominent. It is not recommended to place more than three accolades/awards logos at the bottom-left.



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

Font leading

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

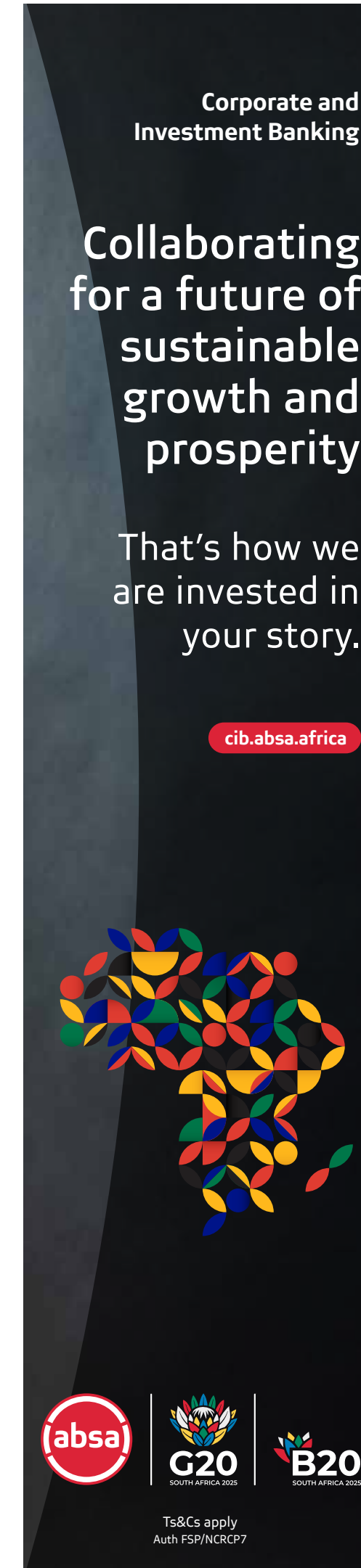
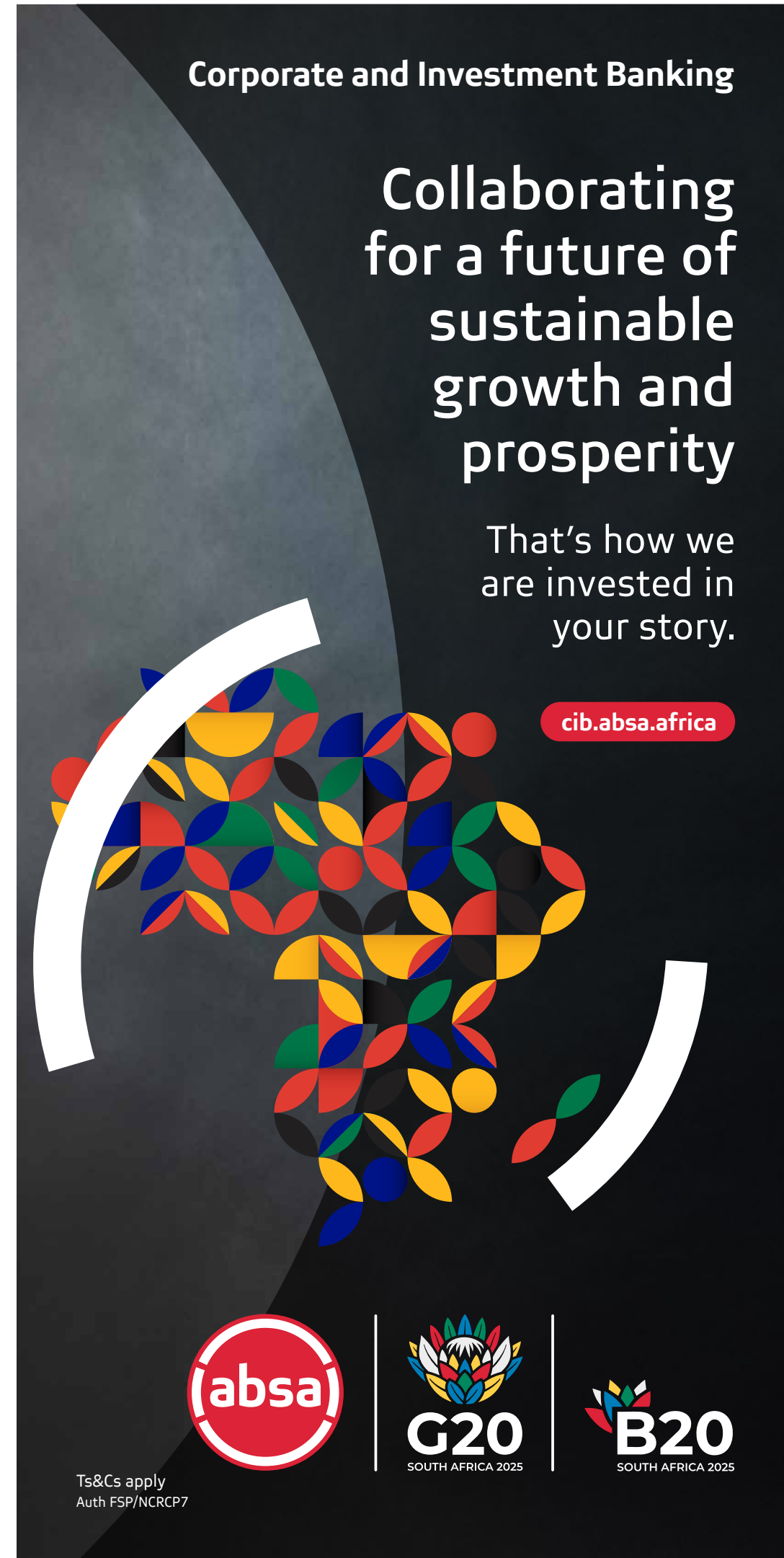
General rule

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

Digital static executions

Portrait digital static examples

Absa G20/B20 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 digital static safety guides

Absa G20/B20 logo lockup.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 11.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left, right and top, and 3X at the bottom of the layout.
- D Headline**
 - The headline should be short (10 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- 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 to ensure compliance with all regulatory requirements.
- I Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- J Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

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

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

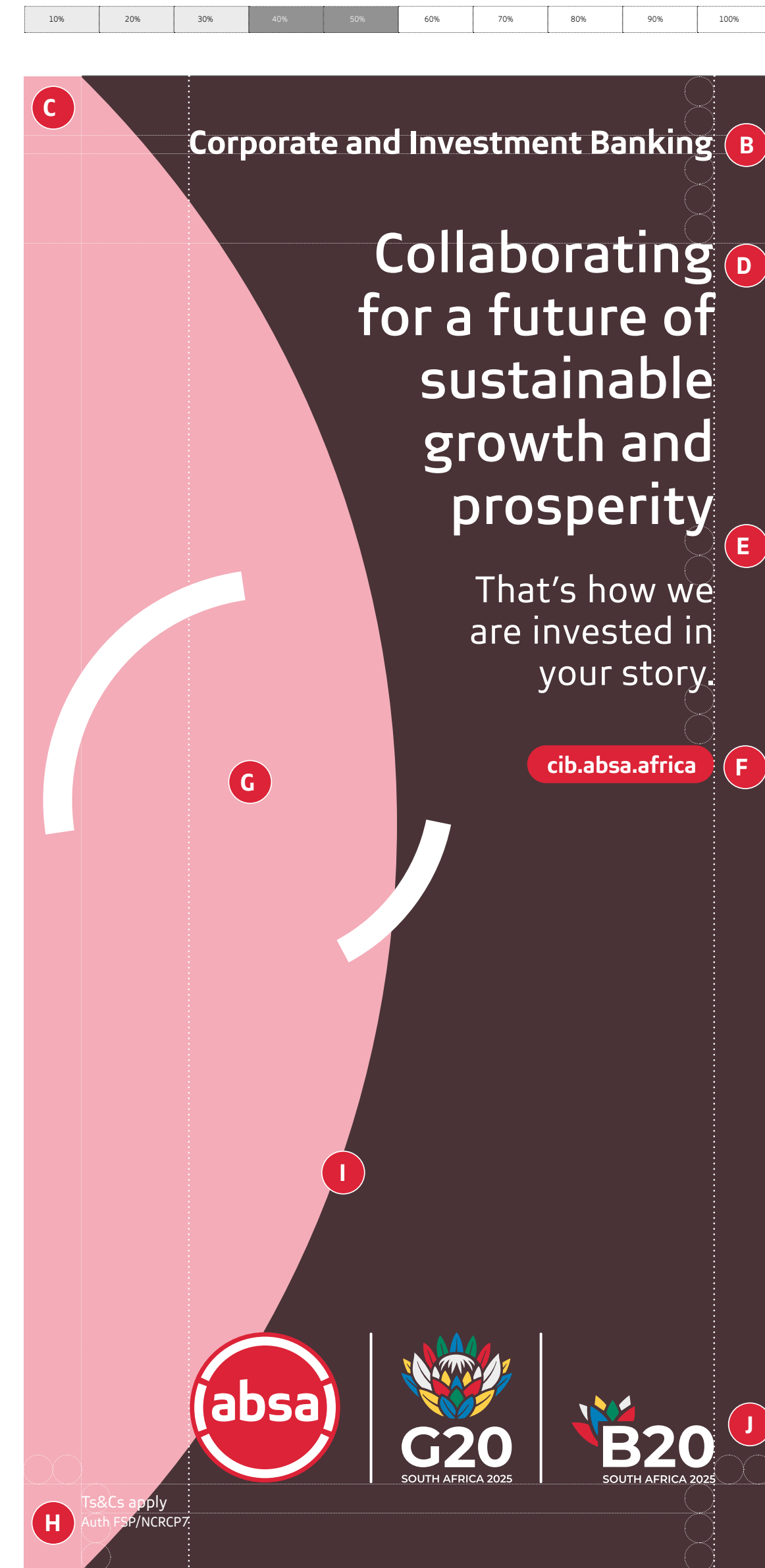
General rule

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

Font leading

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

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Extreme narrow portrait digital static safety guides

Absa G20/B20 logo lockup.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 17.
- B Signposting**
 - The signposting is split over two lines after "and" and aligned to the right side of the logo badge and right side of the B20 logo.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 1X on the left and right and 5X at the top bottom of the layout.
- D Headline**
 - The headline should be short (10 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.

- G Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- H Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- I Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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

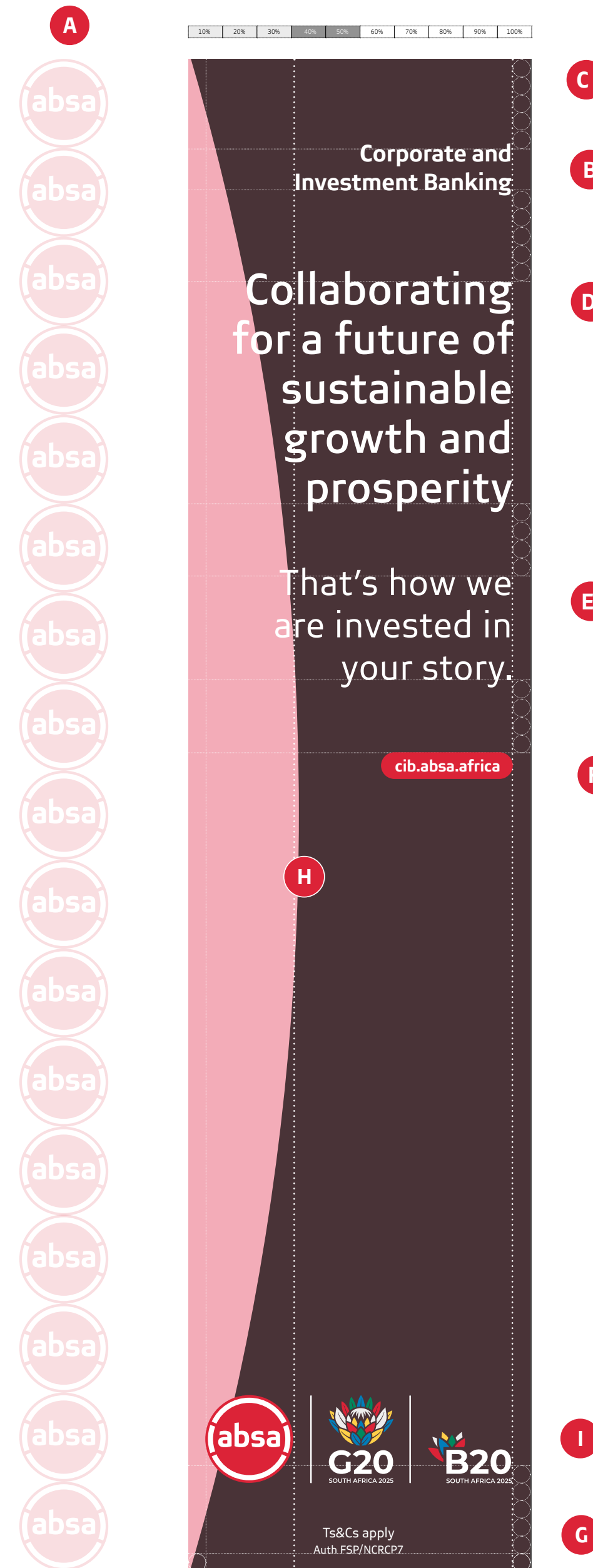
the font size, e.g. 35pt font size, 38.5pt leading.

- If going over 2 lines, the 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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Square digital static safety guides

Absa G20/B20 logo lockup.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the width of the layout divided by 7.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2X on the left and right, 2X at the top and 2X at the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- 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 to ensure compliance with all regulatory requirements.
- I Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- J Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

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

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

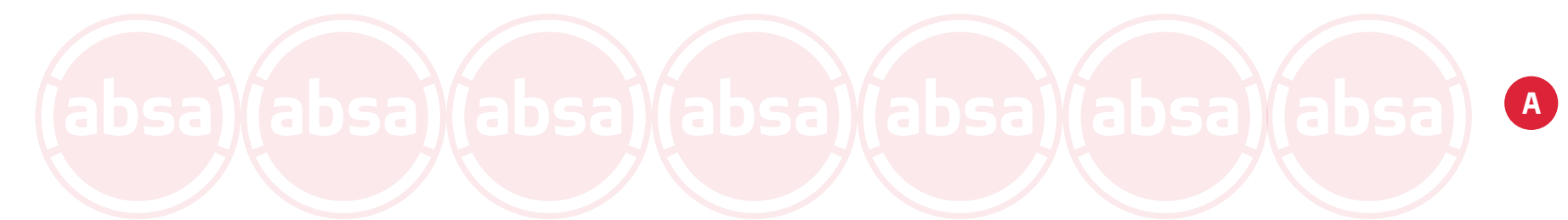
General rule

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

Font leading

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

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
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Co-brand portrait digital static examples

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

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Co-brand narrow portrait digital static safety guides

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 11.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2X on the left, right and top and 3X at the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- 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 to ensure compliance with all regulatory requirements.
- Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- I Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- J Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

- 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, the 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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Co-brand extreme narrow portrait digital static safety guides

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 17.
- B Signposting**
 - The signposting is split over two lines after "and" and centre-aligned.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 1X on the left and right, 5X at the top and bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans 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 (optional)**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- I Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- J Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit.

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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.

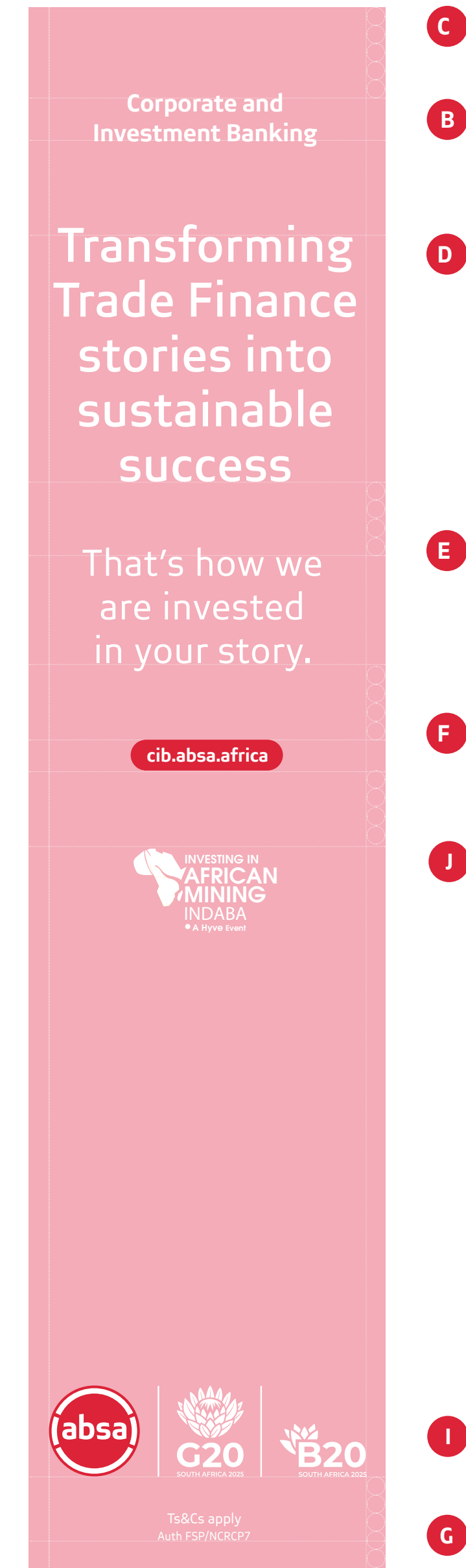
Font leading

- 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, the 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.



Please note: Due to the size constraints on extreme narrow executions, only a Passion red background without additional elements like images or Gestures should be used to avoid cluttering the layout.

Co-brand square digital static safety guides

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the width of the layout divided by 7.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2X on the left and right and 2X at the top and bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- 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 to ensure compliance with all regulatory requirements.
- I Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- J Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- K Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

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

- If going over 2 lines, the 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.

Font leading

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

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
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Accolades and awards logos portrait digital static examples

Absa G20/B20 logo lockup with accolades and awards logos included.

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THE ASIAN BANKER MIDDLE EAST & AFRICA AWARDS 2024
Best SME Bank in South Africa

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THE ASIAN BANKER MIDDLE EAST & AFRICA AWARDS 2024
Best SME Bank in South Africa

absa | **G20** SOUTH AFRICA 2025 | **B20** SOUTH AFRICA 2025

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Best SME Bank in South Africa

absa | **G20** SOUTH AFRICA 2025 | **B20** SOUTH AFRICA 2025

Ts&Cs apply
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Accolades and awards logos narrow portrait digital static safety guides

Absa G20/B20 logo lockup with accolades and awards logos included.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 11.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left and right and 2X at the top and 3x at the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.

- G Gestures (optional)**
 - Gestures should be positioned around the focal point of the image.
- H Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- I Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- J Accolades/awards logos**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

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

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

Font leading

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

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.



Accolades and awards logos extreme narrow portrait digital static safety guides

Absa G20/B20 logo lockup with accolades and awards logos included.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 11.
- B Signposting**
 - The signposting is split over two lines after "and" and centre-aligned.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left and right and 2.5X at the top and 3x at the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.

- G Gestures (optional)**
 - Gestures should 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.
- I Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- J Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- K Accolades/awards logos**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

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

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

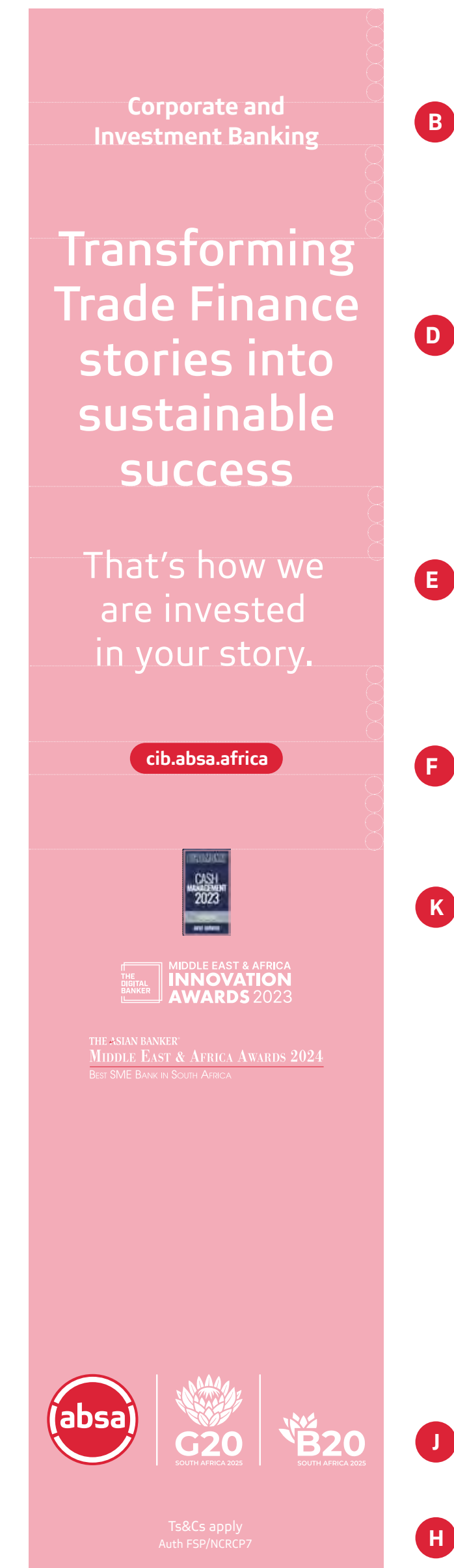
General rule

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

Font leading

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

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.



Accolades and awards logos square static portrait safety guides

Absa G20/B20 logo lockup with accolades and awards logos included.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the width of the layout divided by 7.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2X on the left and right, 2 at the top and the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.

- G Gestures (optional)**
 - Gestures should be positioned around the focal point of the image.
- H Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
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 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- J Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- K Accolades/awards logos**
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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

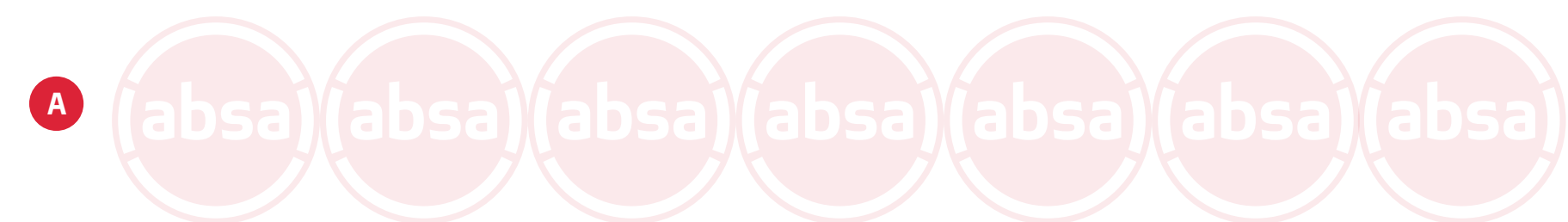
- Headline leading should be 10% of the headline font size plus

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

- If going over 2 lines, the 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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Digital animated executions

Digital animated examples

Absa G20/B20 logo lockup.

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Corporate and Investment Banking

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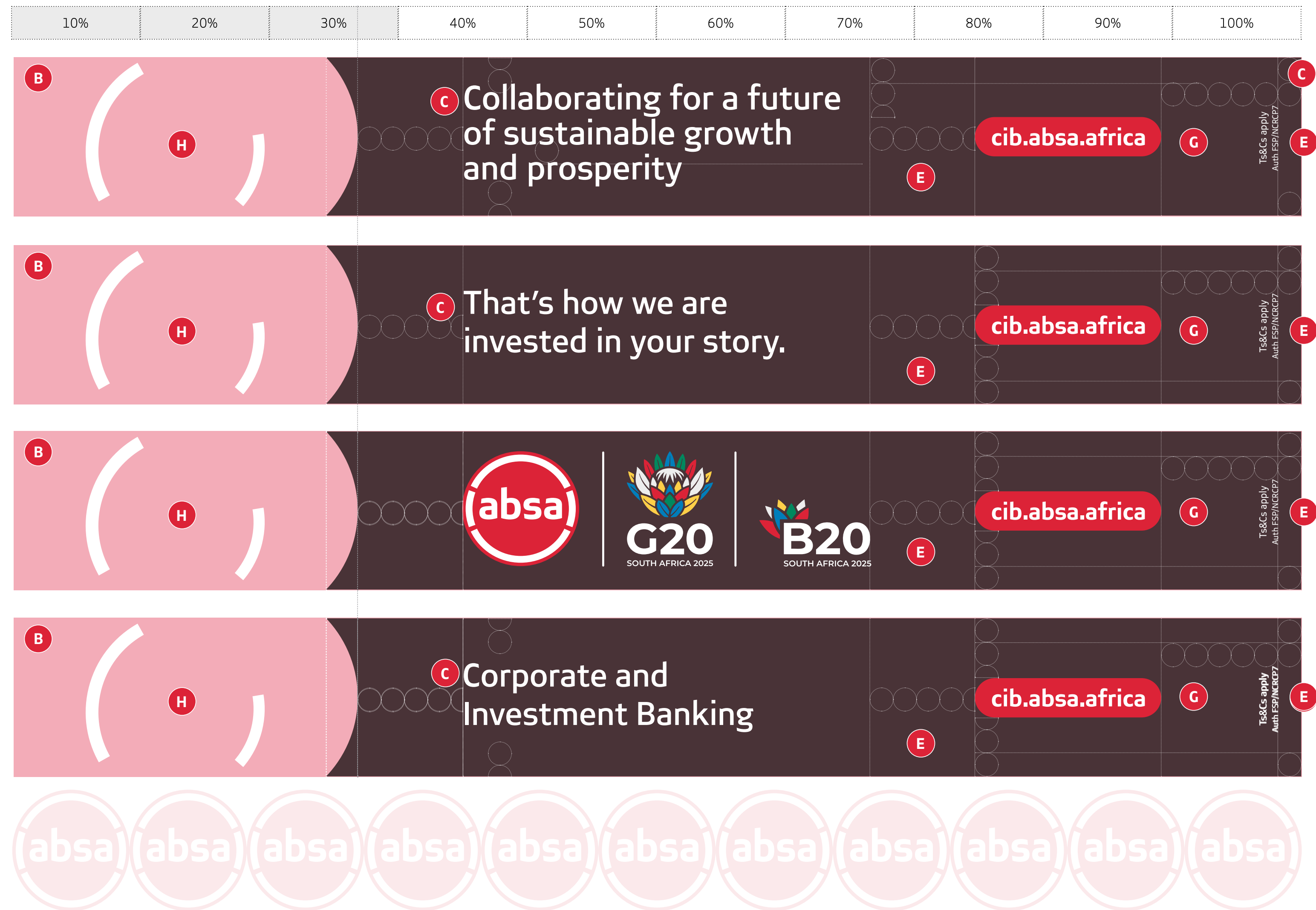
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Digital animated safety guides

Absa G20/B20 logo lockup.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the width of the layout divided by 11.
- B Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 1.5X at the top and bottom and 1X left and right of the layout.
- C Copy lines**
 - The copy lines must be short (8 words maximum per frame) and be crafted to quickly engage the reader and compel them to read further.
- D Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements. The shortened digital version must be applied.
- E Gestures (optional)**
 - Gestures should be positioned around the focal point of the image.
- F Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- E Absa Badge/G20/B20 logos**
 - Sized according to the measurement guidelines put forward in this toolkit.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. **Do not recreate.**

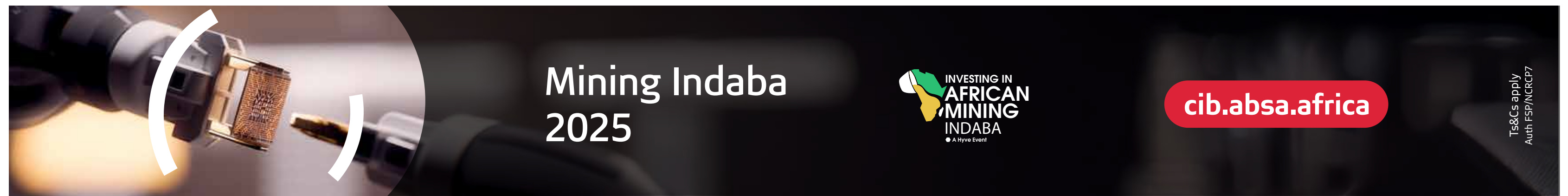
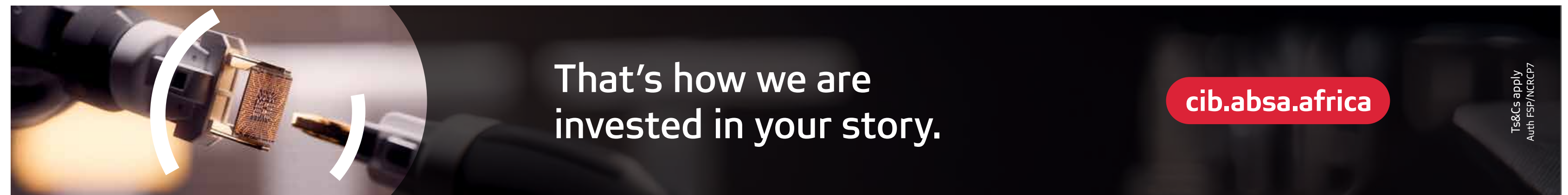


Please note: The measurements on the layout is for guidance purposes only and can be adjusted to accommodate longer sentences. The URL must always stay in the designated place – 5X from the right of the frame and centered top and bottom.

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.

Co-brand digital animated example

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.



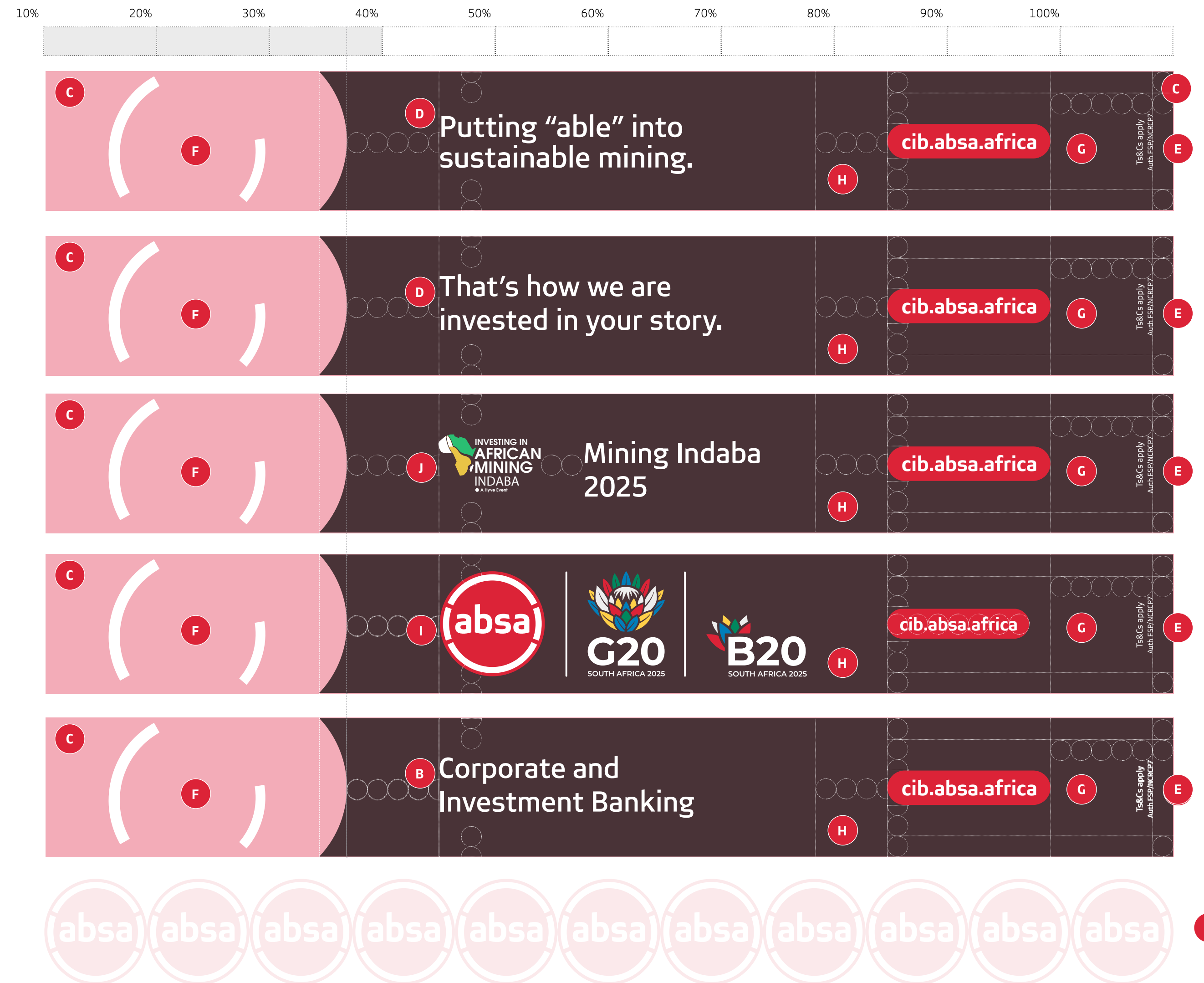
Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Co-brand digital animated safety guides

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the width of the layout divided by 11.
- B Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 1X at the top, bottom, left and right of the layout.
- C Copy lines**
 - The copy lines should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- D Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements. The shortened digital version must be applied.
- E Gestures (optional)**
 - Gestures should be positioned around the focal point of the image.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.
- G Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- H Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- I Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. **Do not recreate.**

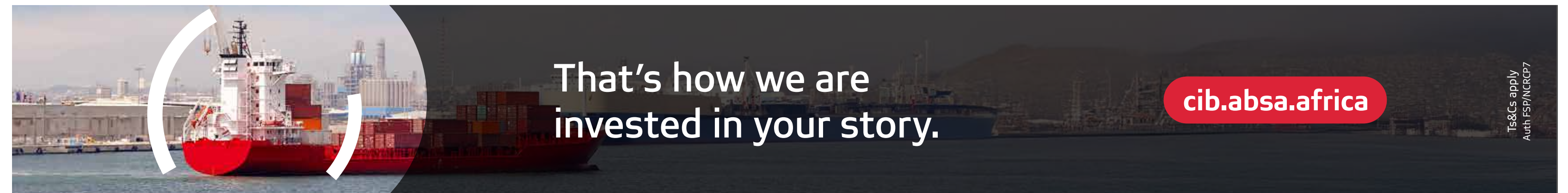


Please note: The measurements on the layout is for guidance purposes only and can be adjusted to accomodate longer sentences. The URL must always stay in the designated place – 5X from the right of the frame and centered top and bottom.

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.

Accolades and awards logos digital animated example

Absa G20/B20 logo lockup with accolades and awards logos included.



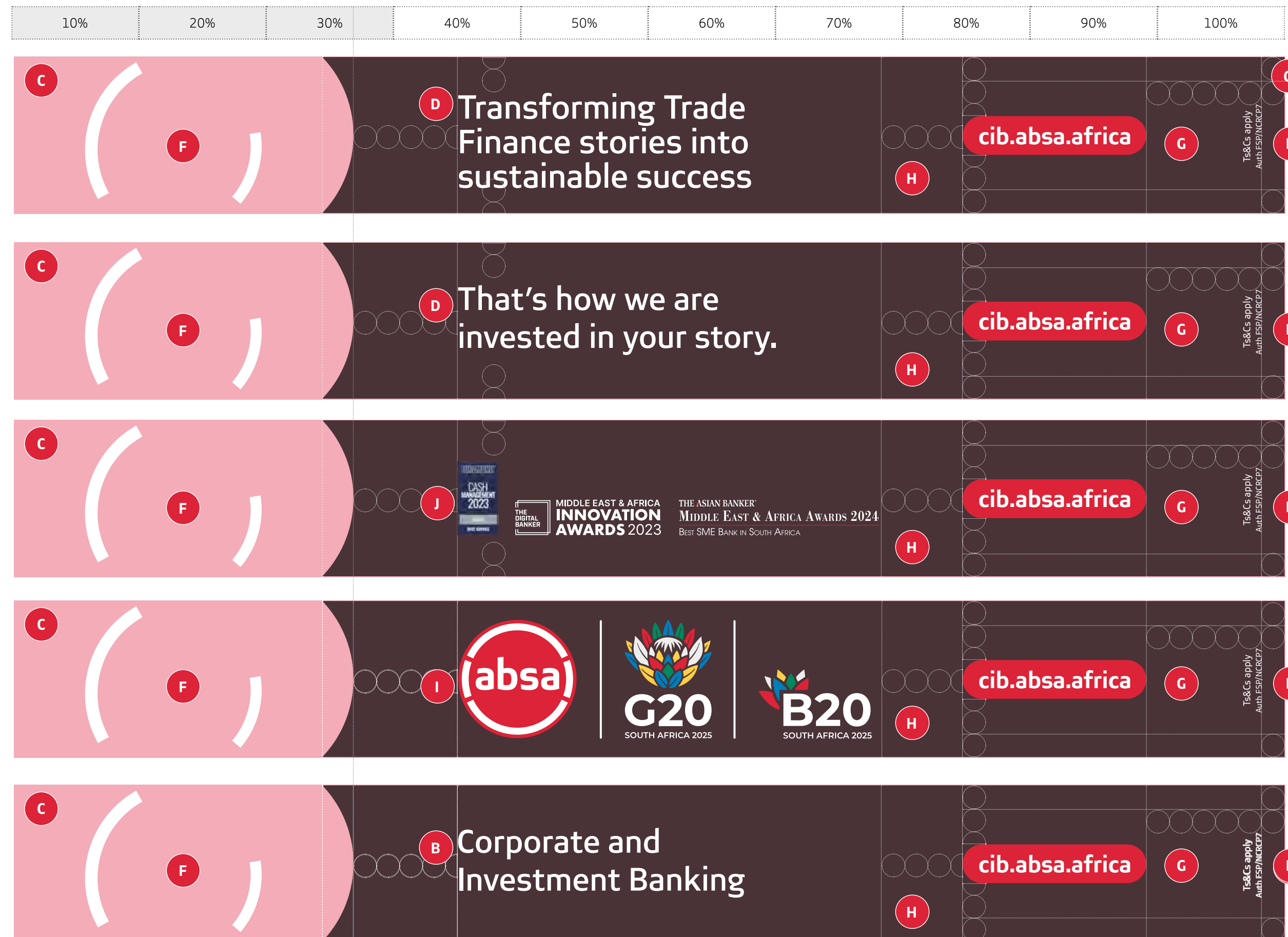
Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Accolades and awards logos digital animated safety guides

Absa G20/B20 logo lockup with accolades and awards logos included.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the width of the layout divided by 11.
- B Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 1X at the top, bottom, left and right of the layout.
- C Copy lines**
 - The copy lines should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- D Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements. The shortened digital version must be applied.
- E Gestures (optional)**
 - Gestures should be positioned around the focal point of the image.
- F URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.
- G Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- H Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- I Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. **Do not recreate.**



Please note: The measurements on the layout is for guidance purposes only and can be adjusted to accomodate longer sentences. The URL must always stay in the designated place – 5X from the right of the frame and centered top and bottom.

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.

Social media quote graphic executions

Social media quote graphic example

Absa G20/B20 logo lockup.

Corporate and Investment Banking

“As a Pan-African Bank, our goal is to prioritise initiatives that play a role in shaping Africa’s growth and sustainability, generating substantial social impact through our core business functions.”

Name Surname
Title
Division

cib.absa.africa

 |  | 

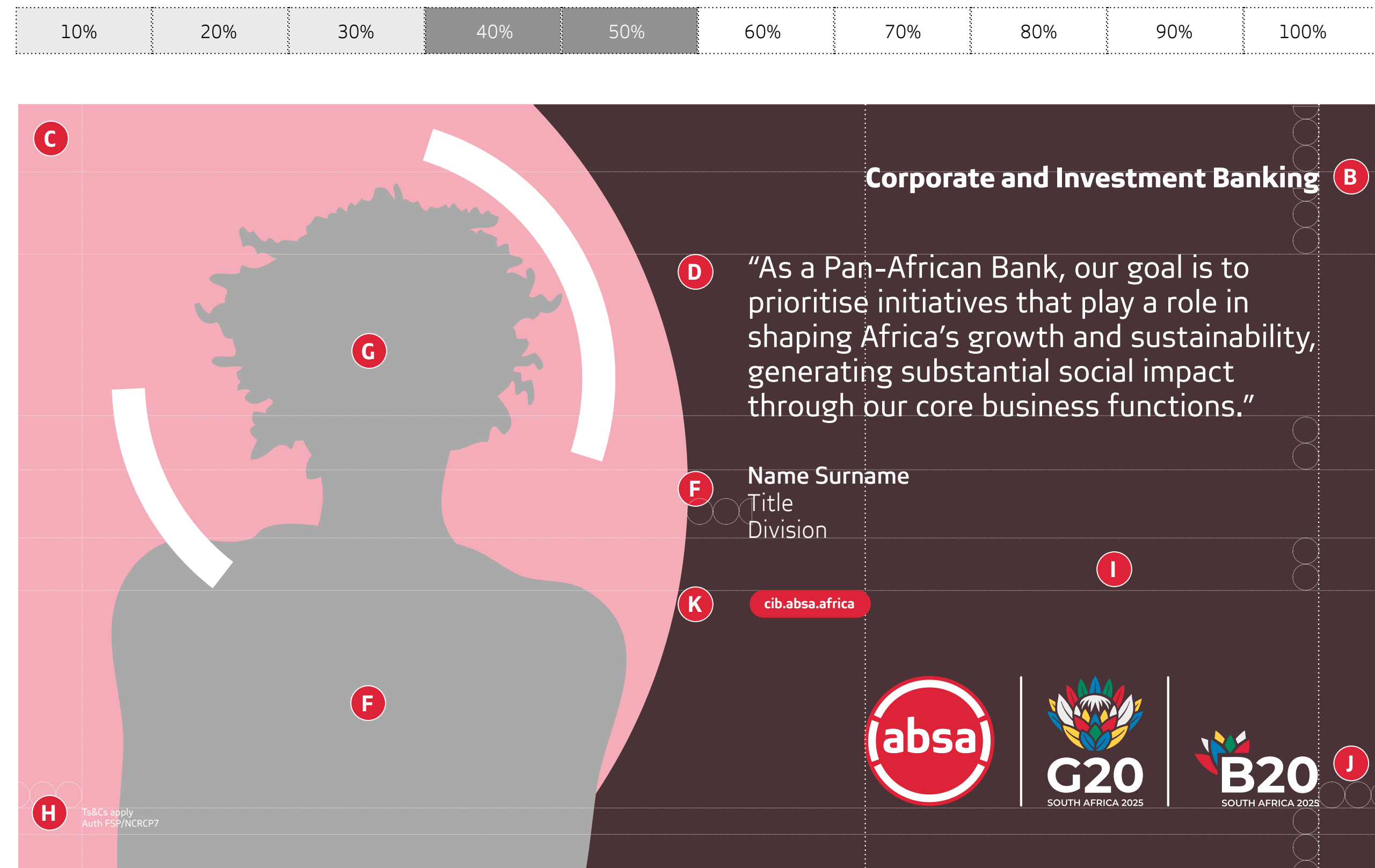
Ts&Cs apply
Auth FSP/NCRC7

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.

Social media quote graphic safety guides

Absa G20/B20 logo lockup.

- 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 Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left, right, top and bottom of the layout.
- D Quote**
 - Quote in double quotation marks.
- E Deep-etched image**
 - Deep-etch the image and place it over the background provided in the template.
- F Name and designation**
 - Name in Brave Sans Medium and designation in Brave Sans Light.
- G Gestures (optional)**
 - Gestures should be positioned around the focal point of the image.
- H Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- I Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- J Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- K URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.



Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. **Do not recreate.**

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.

Co-brand social media quote graphic example

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

Corporate and Investment Banking

“Haris doluptu rerspe re que volupta tiaerrum, nobit et aut asi officiat ma doloreiusa non nis velissum atuscit re, occum quatestet undae. Nemolorem fuga. Bearcim incias simet evendae rundit”.

Name Surname
Title
Division

cib.absa.africa

absa | G20 SOUTH AFRICA 2025 | B20 SOUTH AFRICA 2025

INVESTING IN AFRICAN MINING INDABA
A Hyvo Event

Ts&Cs apply
Auth FSP/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.

Co-brand social media quote graphic safety guides

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

- 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 Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left, right, top and bottom of the layout.
- D Quote**
 - Quote in double quotation marks.
- E Deep-etched image**
 - Deep-etch the image and place it over the background provided in the template.
- F Name and designation**
 - Name in Brave Sans Medium and designation in Brave Sans Light.
- G Gestures (optional)**
 - Gestures should be positioned around the focal point of the image.
- H Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- I Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- J Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- K URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.
- L Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit.



Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

MP4 video storyboards

MP4 storyboard example

Absa G20/B20 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.

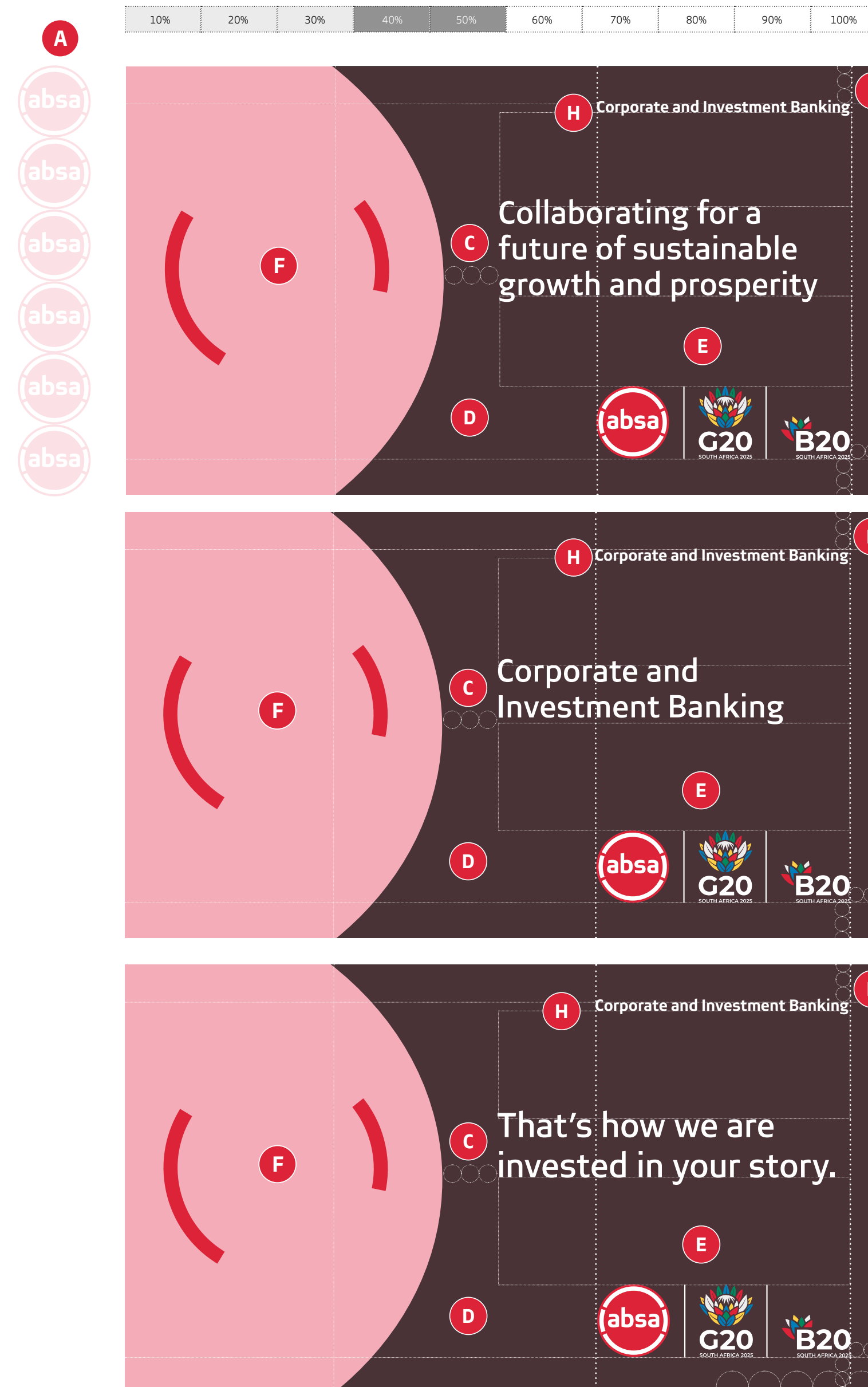
Please note: End frame templates are available for download. Do not recreate.

MP4 storyboard safety guides

Absa G20/B20 logo lockup.

- A Logo badge size (for construction purposes)**
 - The logo badge size is equal to the height of the shortest side of the layout divided by 6.
- B Margins**
 - Once the logo lockup's size has been established, the following margins must be established:
 - 2.5X around the borders of the layout.
- C Headlines**
 - The copy cluster should be centred between the signposting and Absa B20/G20 logo lockup.
 - The top of the headlines on subsequent slides should align to the first sentence of the headline on the first frame.
- D Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- E Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- F Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- G URL (call to action)**
 - The URL serves as the call to action. Type font should be Brave Sans Bold.
- H Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- I Pre End Frame**
 - The Absa G20/B20 logo lockup should match the height and alignment of the Absa badge on the final frame. Make sure it's centered and aligned on all sides: top, bottom, left and right.

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.



Please note: End frame templates are available for download. Do not recreate.

Co-brand MP4 storyboard example

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.



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.

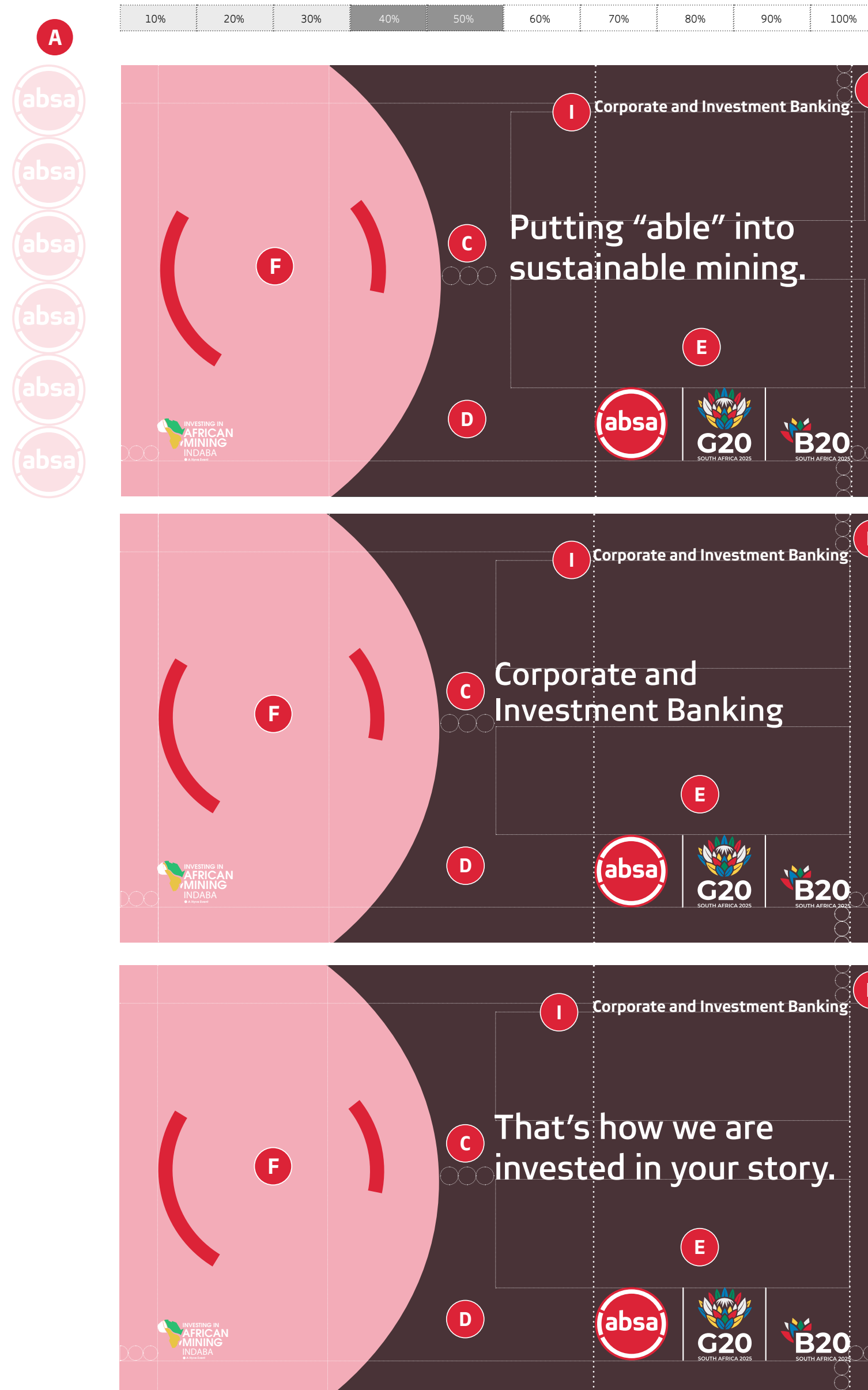
Please note: End frame templates are available for download. Do not recreate.

Co-brand MP4 storyboard safety guides

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

- A Logo badge size (for construction purposes)**
 - The logo badge size is equal to the height of the shortest side of the layout divided by 6.
- B Margins**
 - Once the logo lockup's size has been established, the following margins must be established:
 - 2.5X around the borders of the layout.
- C Headlines**
 - The copy cluster should be centred between the signposting and Absa B20/G20 logo lockup.
 - The top of the headlines on subsequent slides should align to the first sentence of the headline on the first frame.
- D Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- E Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- F Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- G URL (call to action)**
 - The URL serves as the call to action. Type font should be Brave Sans Bold.
- H Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- I Co-brand logo**
 - Sized according to the measurement guidelines put forward in this toolkit.
- J Pre End Frame**
 - The Absa G20/B20 logo lockup should match the height and alignment of the Absa badge on the final frame. Make sure it's centered and aligned on all sides: top, bottom, left and right.

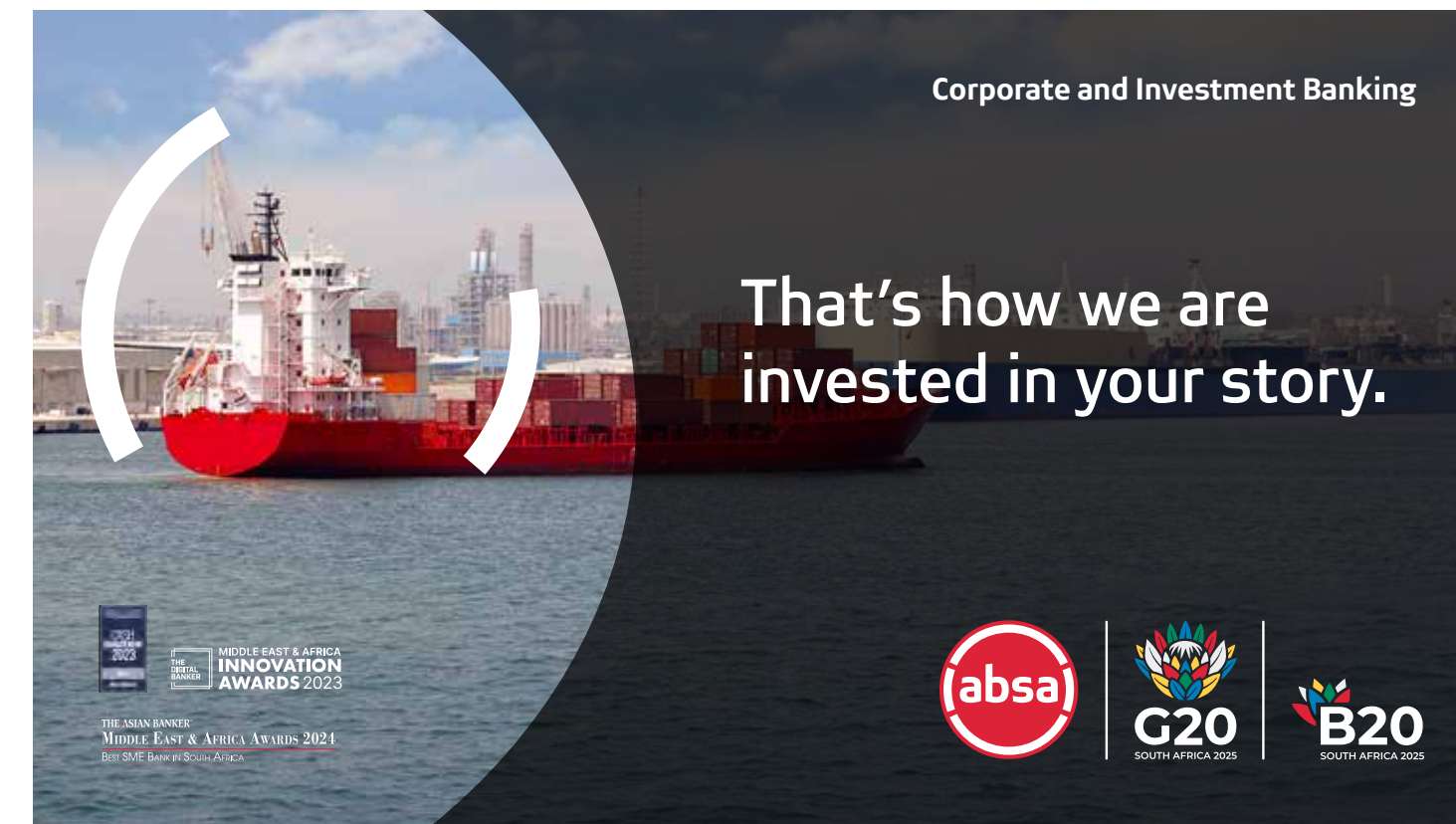
Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.



Please note: End frame templates are available for download. Do not recreate.

Accolades and awards logos MP4 storyboard example

Absa G20/B20 logo lockup with accolades and awards logos included.



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.

Please note: End frame templates are available for download. Do not recreate.

Accolades and awards logos MP4 storyboard safety guides

Absa G20/B20 logo lockup with accolades and awards logos included.

- A Logo badge size (for construction purposes)**
 - The logo badge size is equal to the height of the shortest side of the layout divided by 6.
- B Margins**
 - Once the logo lockup's size has been established, the following margins must be established:
 - 2.5X around the borders of the layout.
- C Headlines**
 - The copy cluster should be centred between the signposting and Absa B20/G20 logo lockup.
 - The top of the headlines on subsequent slides should align to the first sentence of the headline on the first frame.
- D Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- E Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document.
 - Opacity of 50% is allowed and recommended for very dark images.
- F Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- G URL (call to action)**
 - The URL serves as the call to action. Type font should be Brave Sans Bold.
- H Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- I Accolades/awards logos**
 - Sized according to the measurement guidelines put forward in this toolkit.
- J Pre End Frame**
 - The Absa G20/B20 logo lockup should match the height and alignment of the Absa badge on the final frame. Make sure it's centered and aligned on all sides: top, bottom, left and right.

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.

The storyboard consists of three frames illustrating the layout for a video. A progress bar at the top indicates the percentage of the video shown, ranging from 10% to 100% in 10% increments. The frames are labeled with letters A through J, corresponding to the safety guides. Frame 1 (top) shows a dark background with a large semi-circle on the left, a headline 'Transforming Trade Finance stories into sustainable success', and logos for Corporate and Investment Banking, Absa, G20, and B20. Frame 2 (middle) shows a similar layout with the headline 'Corporate and Investment Banking'. Frame 3 (bottom) shows the headline 'That's how we are invested in your story.'.



Please note: End frame templates are available for download. Do not recreate.

Mailer header

Emailer header example

Absa G20/B20 logo lockup.

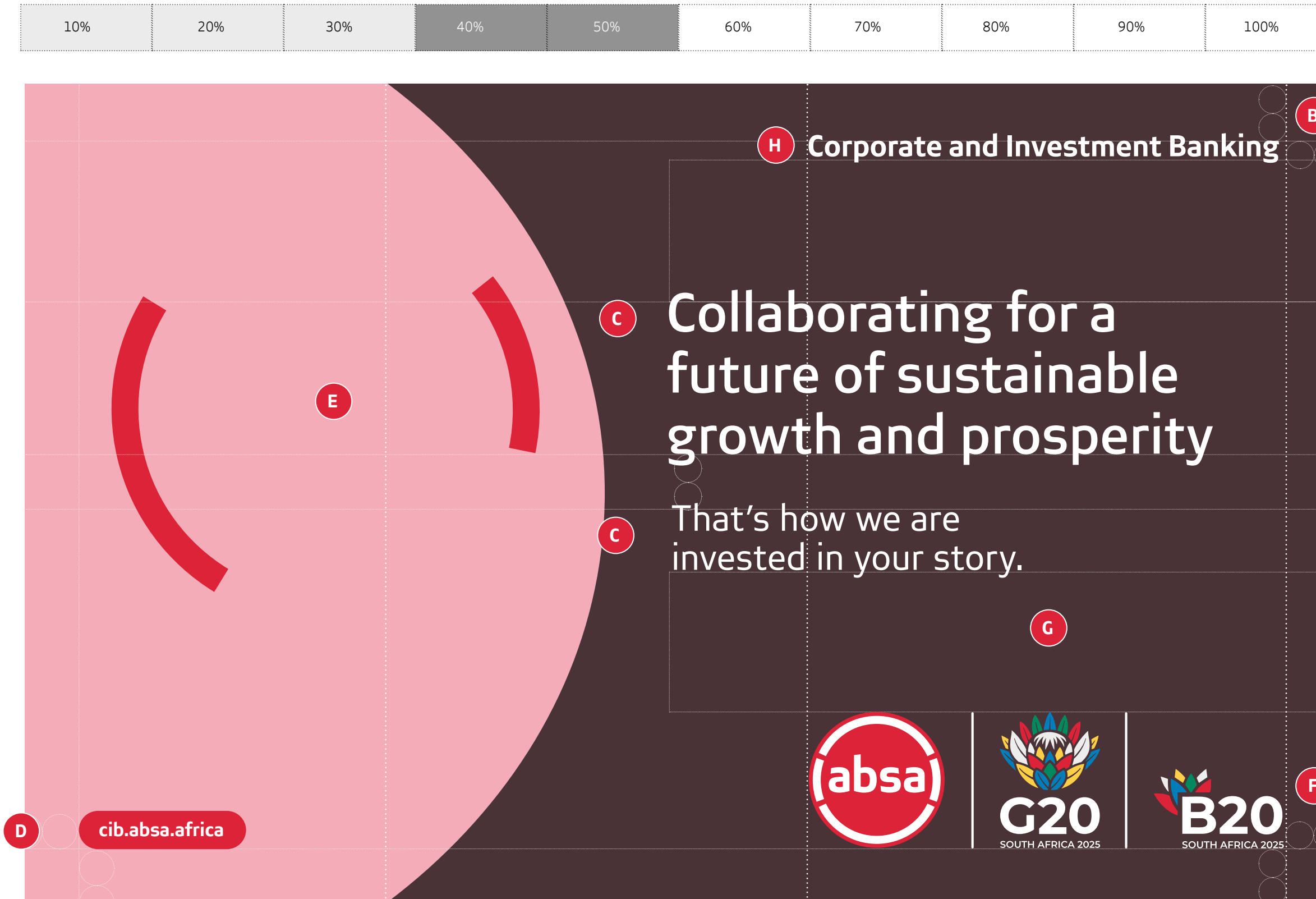


Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Emailer header safety guides

Absa G20/B20 logo lockup.

- A Logo badge size (for construction purposes)**
 - The logo badge size is equal to the height of the shortest side of the layout divided by 6.
- B Margins**
 - Once the logo lockup's size has been established, the following margins must be established:
 - 2X at the top, bottom, left and right of the layout.
- C Headlines**
 - The copy cluster should be centred between the signposting and Absa B20/G20 logo lockup.
 - The top of the headlines on subsequent slides should align to the first sentence of the headline on the first frame.
- D Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- E Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- F Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- G URL (call to action)**
 - The URL serves as the call to action. Type font should be Brave Sans Bold.
- H Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.



Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

Co-brand mailer header example

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

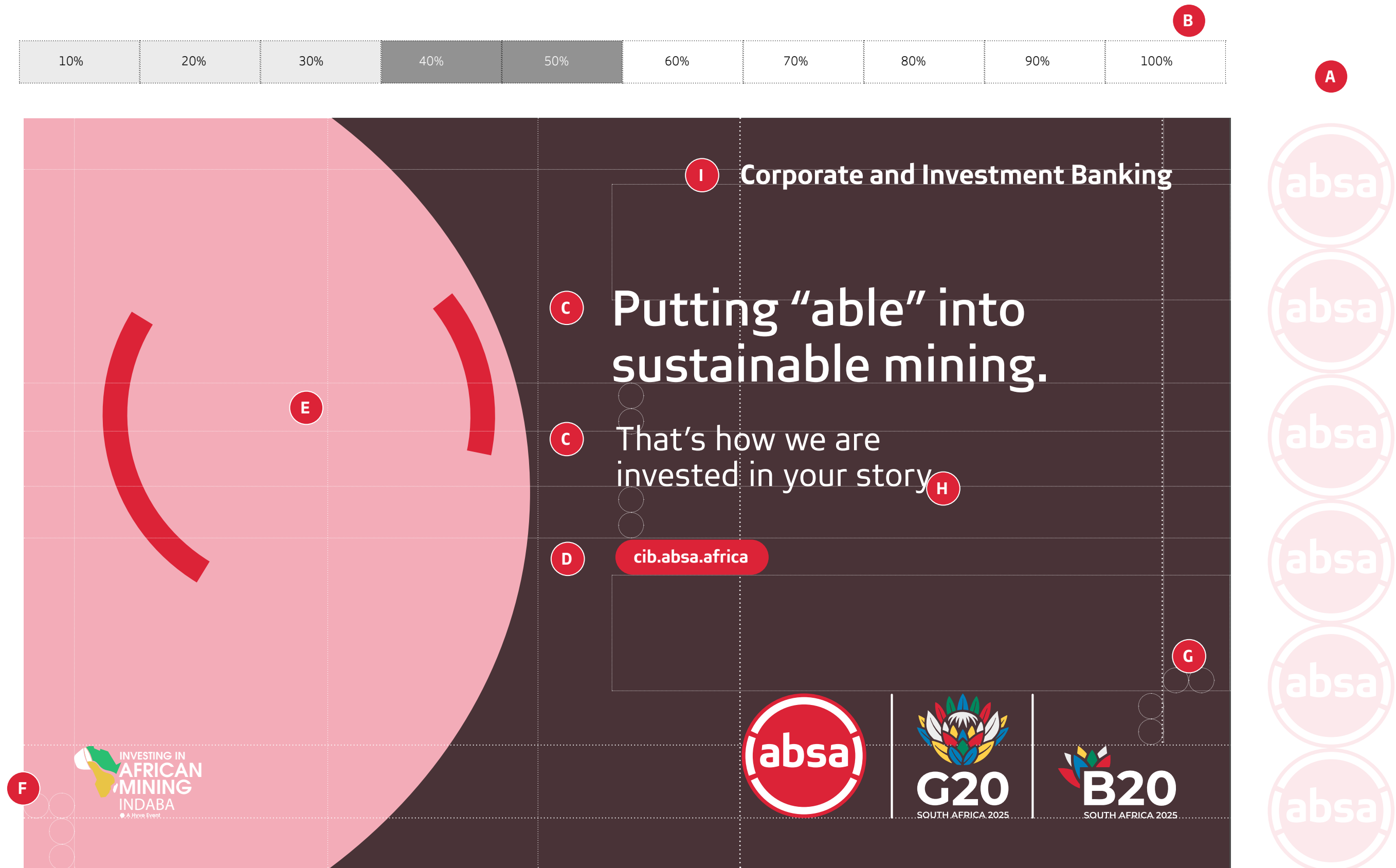


Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Co-brand mailer header safety guides

Absa G20/B20 logo lockup with an additional sponsorship or partner logo.

- A Logo badge size (for construction purposes)**
 - The logo badge size is equal to the height of the shortest side of the layout divided by 6.
- B Margins**
 - Once the logo lockup's size has been established, the following margins must be established:
 - 2X at the top, bottom, left and right of the layout.
- C Headlines**
 - The copy cluster should be centred between the signposting and Absa B20/G20 logo lockup.
 - The top of the headlines on subsequent slides should align to the first sentence of the headline on the first frame.
- D Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- E Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- F Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- G URL (call to action)**
 - The URL serves as the call to action. Type font should be Brave Sans Bold.
- H Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- I Co-brand logo**
 - Sized according to the measurement guidelines put forward in this toolkit.



Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

Accolades and awards logos email header example

Absa G20/B20 logo lockup with accolades and awards logos included.

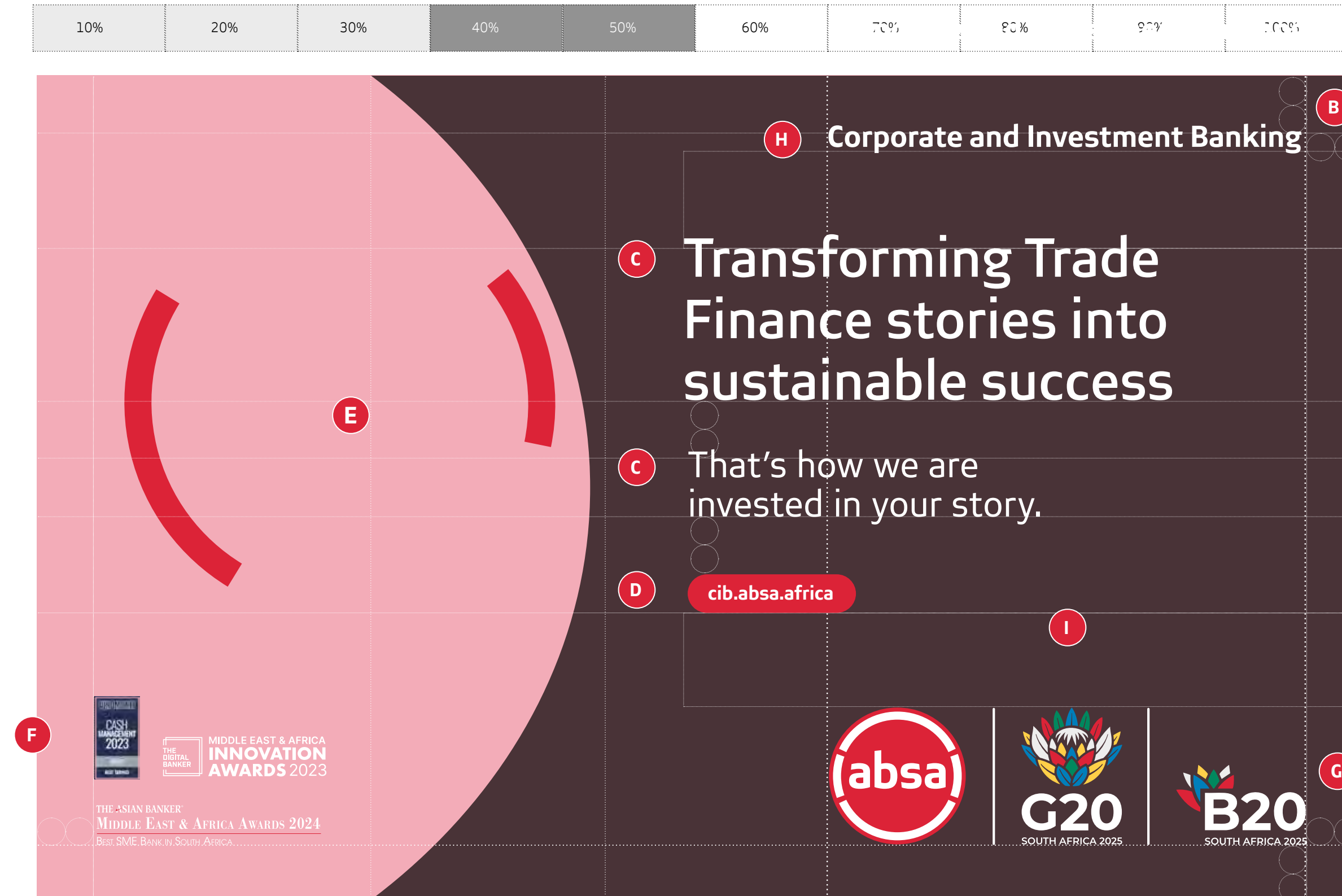


Please note: The example on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template from Avatar Agency.

Accolades and awards logos email header safety guides

Absa G20/B20 logo lockup with accolades and awards logos included.

- A Logo badge size (for construction purposes)**
 - The logo badge size is equal to the height of the shortest side of the layout divided by 6.
- B Margins**
 - Once the logo lockup's size has been established, the following margins must be established:
 - 2X at the top, bottom, left and right of the layout.
- C Headlines**
 - The copy cluster should be centred between the signposting and Absa B20/G20 logo lockup.
 - The top of the headlines on subsequent slides should align to the first sentence of the headline on the first frame.
- D Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- E Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- F Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- G URL (call to action)**
 - The URL serves as the call to action. Type font should be Brave Sans Bold.
- H Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- I Accolades/awards logos**
 - Sized according to the measurement guidelines put forward in this toolkit.



Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

Email signatures

Email signature example

Absa G20/B20 logo lockup.



Please note: Normal size for email signatures is 700x115. The above doesn't follow this size as it's for viewing purposes only.

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.

Email signature safety guides

Absa G20/B20 logo lockup.

- 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 4.
- B Margins**
 - Once the logo lockup's size has been established, the following margins must be established:
 - 2X at the top, bottom, left and right of the layout.
- C Copy cluster**
 - The copy cluster should be centred to the page layout top and bottom.
- D Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- E Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.

- F Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- G Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- H Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

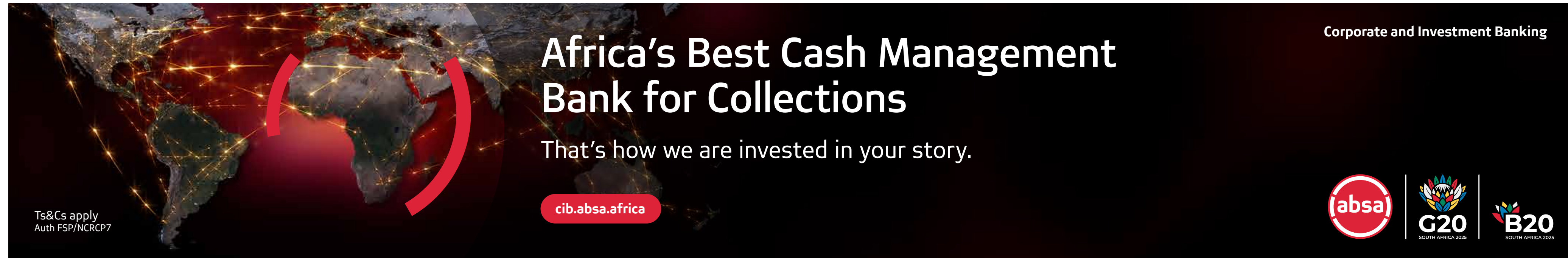


Deals and awards

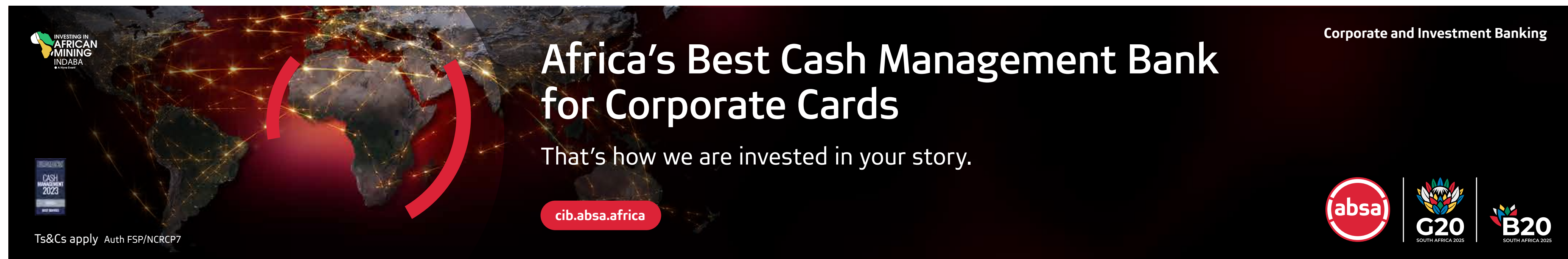
Co-brand, accolades and awards logos email signature example

Absa G20/B20 logo lockup with co-branding and accolades and awards logos included.

Option 1



Option 2



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.

Co-brand, accolades and awards logos email signature safety guides

Absa G20/B20 logo lockup with co-branding and accolades and awards logos included.

- 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 4.
- B Margins**
 - Once the logo lockup's size has been established, the following margins must be established:
 - 2X at the top, bottom, left and right of the layout.
- C Copy cluster**
 - The copy cluster should be centred to the page layout top and bottom.
- D Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- E Absa G20/B20 logo badge**
 - Sized according to the measurement guidelines put forward in this toolkit.
- F Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- G Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- H Accolades/awards logos**
 - Sized according to the measurement guidelines put forward in this toolkit.
- I Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit.
- J Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

Co-brand, accolades and awards logos static OOH example

Absa G20/B20 logo lockup with co-branding and accolades and awards logos included.

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BEST BANK AWARD 2024 GLOBAL FINANCE

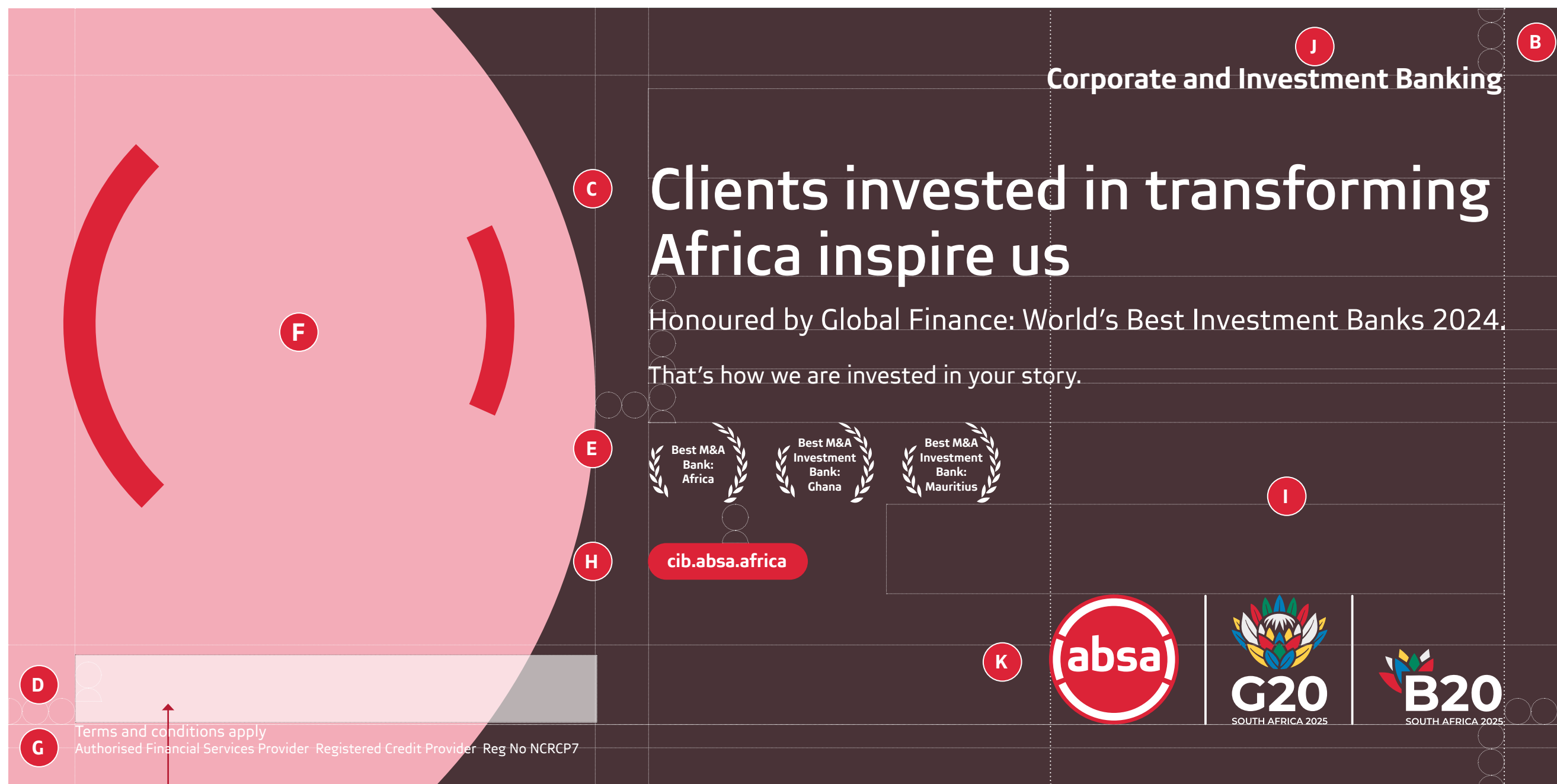
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Co-brand, accolades and awards logos static OOH example

Absa G20/B20 logo lockup with co-branding and accolades and awards logos included.

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
-----	-----	-----	-----	-----	-----	-----	-----	-----	------



Please note: When using horizontally placed logos, they cannot go over 50% of the overlay curve (it's allowed to go over the curve across the image). The Absa G20/B20 logo lockup must have enough safe space to remain prominent. It is not recommended to place more than three accolades/awards logos at the bottom-left.

- 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 logo lockup's size has been established, the following margins must be established:
 - 2X at the top, bottom, left and right of the layout.
- C Headline/subheadline and payoff line**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further. The copy cluster, excluding the CTA pill device, should be centred to the page layout top and bottom.
- D Accolades/awards logos**
 - Sized according to the measurement guidelines put forward in this toolkit.
- E M&A recognition logos**
 - The M&A logos should the height of the entire B20 logo, i.e. aligned top and bottom to the B20 logo.
- F Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- G Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- H URL (Call to action)**
 - Our URL serves as the call to action. Type font should be Bold.
- I Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- J Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- K Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.

Absa G20/B20 logo lockup **Toolkit**

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.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. **Do not recreate.**

Accolades and awards logos portrait print ad example

Absa G20/B20 logo lockup with accolades and awards logos included.

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Global Finance: World's Best Investment Banks 2024
Best M&A Bank: Africa
Best M&A Investment Bank: Ghana
Best M&A Investment Bank: Mauritius

We would like to thank you, our clients, for the confidence and trust you continue to place in us. This recognition reinforces our unwavering commitment to continue providing you with world-class advisory, financing and capital raising solutions

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Accolades and awards logos portrait print ad safety guides

Absa G20/B20 logo lockup with accolades and awards logos included.

A Logo badge size (for construction purposes)

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

B Signposting

- The signposting must be aligned to the width of the Absa G20/B20 logo lockup.

C Margins

- Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left and right, 2.5X at the top and 3X at the bottom of the layout.

D Headline

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

E Subheadline

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

F Body

- The body copy should be maximum 75 words.

G URL (call to action)

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

H Gestures (optional)

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

I Legal line

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

J Overlay

- Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.

J M&A recognition logos

- The M&A logos should the height of the entire B20 logo, i.e. align top and bottom to the B20 logo.

K Absa G20/B20 logo lockup

- Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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, the 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.

Co-brand, accolades and awards logos portrait print ad example

Absa G20/B20 logo lockup with co-branding and accolades and awards logos included.

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Global Finance: World's Best Investment Banks 2024
Best M&A Bank: Africa
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B20 SOUTH AFRICA 2025

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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.

Co-brand, accolades and awards logos portrait print ad safety guides

Absa G20/B20 logo lockup with co-branding and accolades and awards logos included.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 11.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left and right, 2.5X at the top and 3X at the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- F Body**
 - The body copy should be maximum 75 words.
- G URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.
- H Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- I Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.

- J M&A recognition logo**
 - The M&A logos should the height of the entire B20 logo, i.e. align top and bottom to the B20 logo.
- K Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- L Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit. The logo should the height of the entire B20 logo, i.e. aligned top and bottom to the B20 logo.
- M Absa G20/B20 logo badge**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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, the 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.

Co-brand, accolades and awards logos with QR code landscape print ad example

Absa G20/B20 logo lockup with co-branding, accolades and awards logos and QR code included.

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Best M&A Investment Bank: Ghana
Best M&A Investment Bank: Mauritius

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Co-brand, accolades and awards logos with QR code landscape print ad example

Absa G20/B20 logo lockup with co-branding, accolades and awards logos and QR code included.

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the width of the layout divided by 11.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X left, right and at the top and 3X at the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- F Body**
 - The body copy should be maximum 75 words.
- G URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.
- H Award/Awards logo**
 - Sized according to the measurement guidelines put forward in this toolkit. These logos should be placed bottom-left and be the same height as the B20 logo.

- I QR code**
 - The QR code should be the height of the B20 logo, aligned top and bottom.
- J Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.
- K Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- L Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- M M&A recognition logos**
 - The M&A logos should be the height of the entire B20 logo, i.e. align top and bottom to the B20 logo.
- N Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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

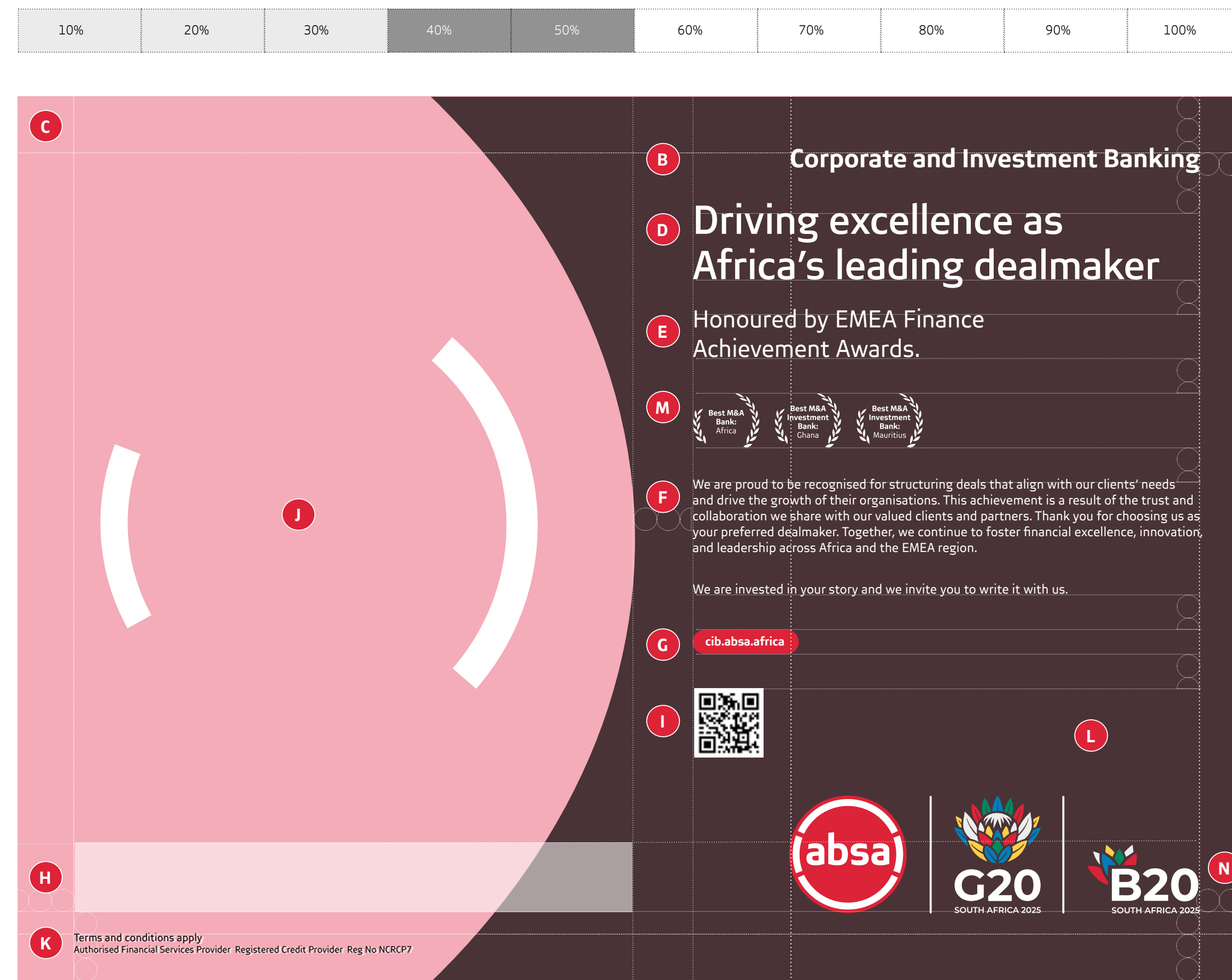
- Headline leading should be 10% of the headline font size plus

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

- If going over 2 lines, the 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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Co-brand, accolades and awards logos social media storyboard example



Please note: End frame templates are available for download. Do not recreate.

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.

Co-brand, accolades and awards logos social media storyboard safety guides

A Logo badge size (for construction purposes)

- The logo badge's size is equal to the height of the layout divided by 6.

B Signposting

- The signposting must be aligned to the width of the Absa G20/B20 logo lockup.

C Margins

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

D Headline

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

E Gestures (optional)

- Gestures can be used to frame the focal point of the image.

F Overlay

- Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.

G Absa G20/B20 logo lockup

- Sized according to the measurement guidelines put forward in this toolkit.

H M&A recognition logos

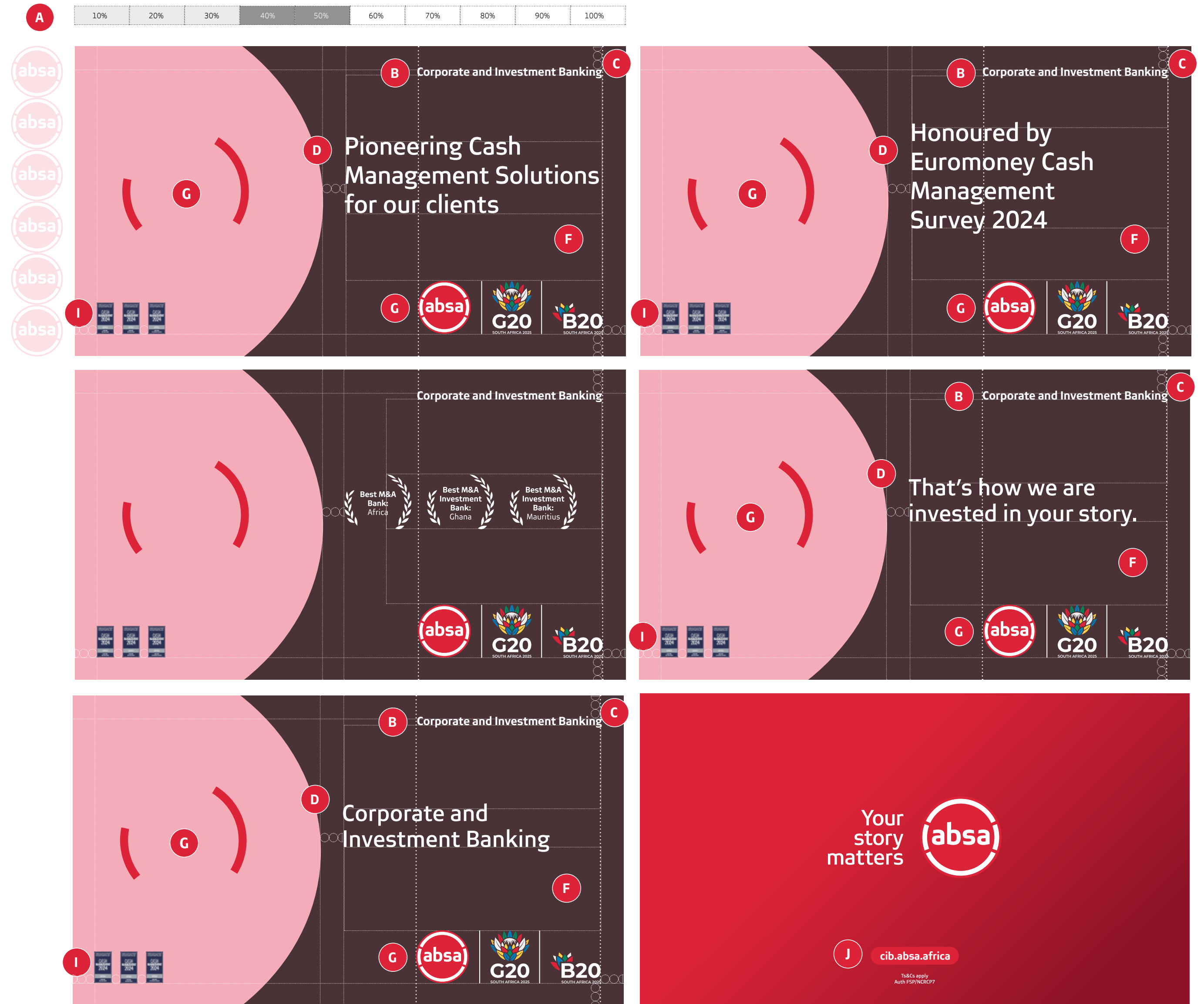
- The M&A logos should the height of the entire B20 logo, i.e. align top and bottom to the B20 logo.

I Accolades/awards logos

- Sized according to the measurement guidelines put forward in this toolkit. These logos should be place bottom-left and be the same height as the B20 logo.

J URL (call to action)

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



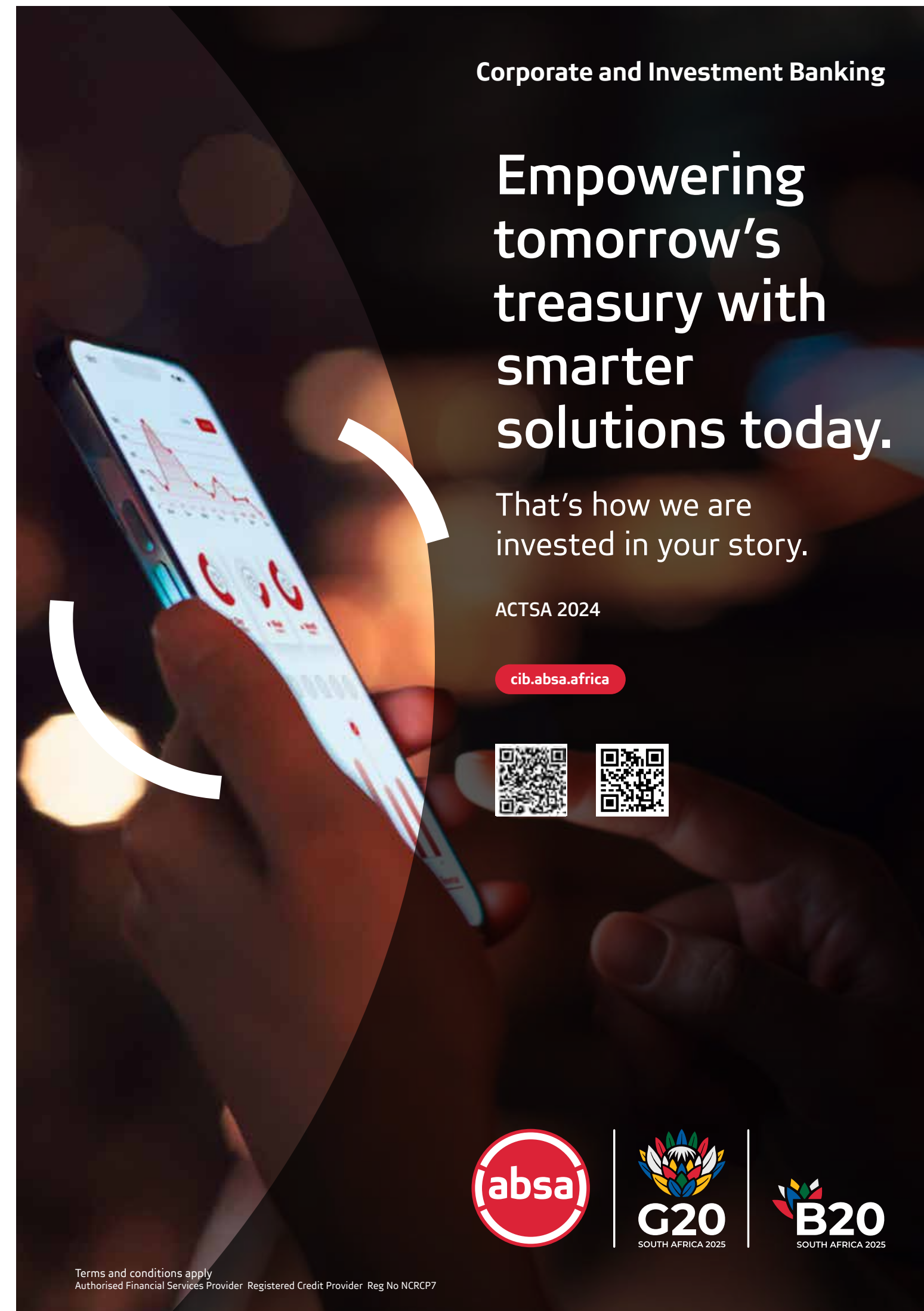
Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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Please note: End frame templates are available for download. Do not recreate.

Event collateral

QR code A4 tent card example



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QR code A4 tent card safety guides

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 11.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left, right and top, and 3X at the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline/s**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- G URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.
- H Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.

- I Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- J Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- K Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- L QR codes**
 - The QR code should be the height of the B20 logo, aligned top and bottom.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

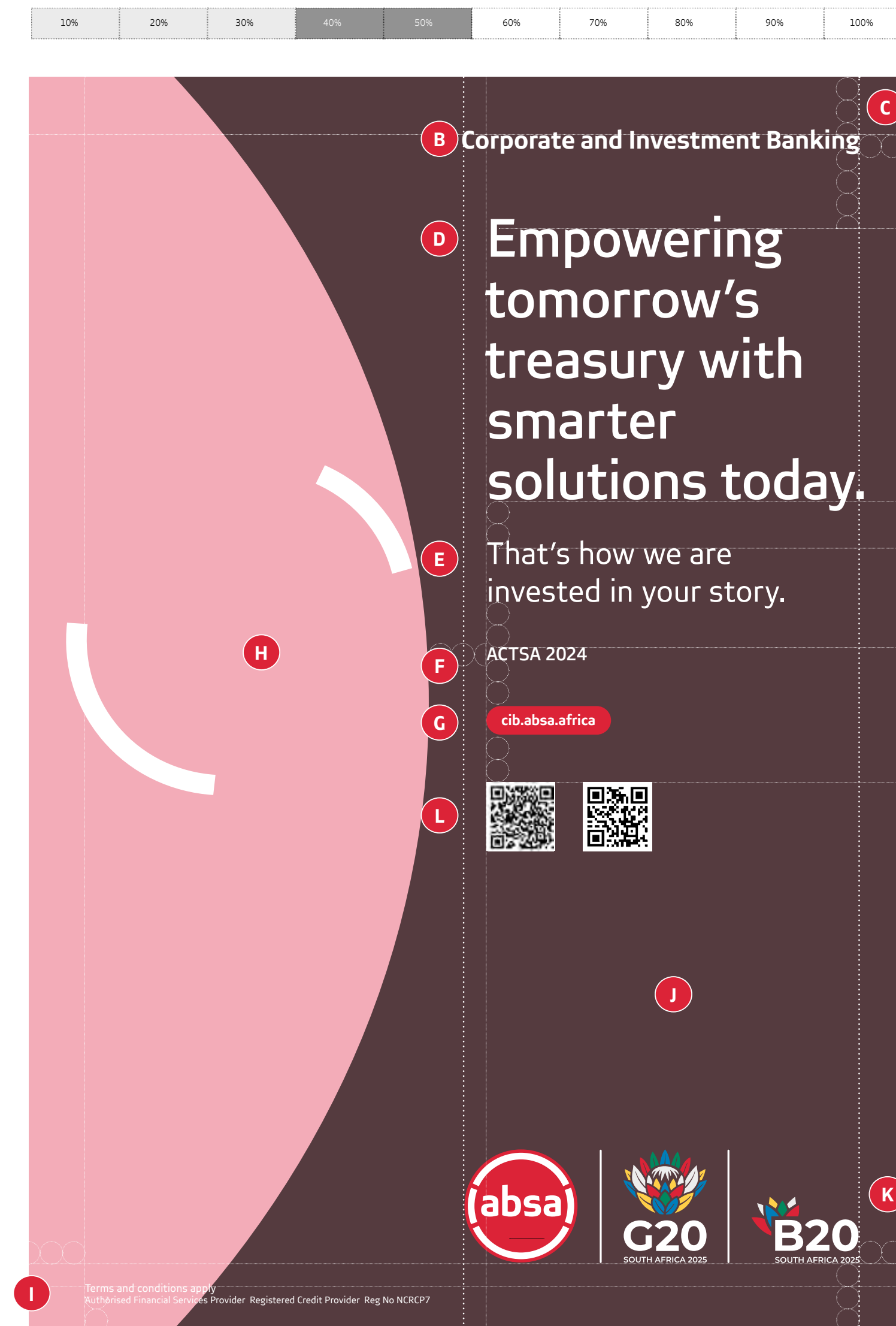
Font leading

- 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, the subheadline leading should be 20% of the subheadline font size, plus the font size, e.g. 25pt font size, 30pt leading.

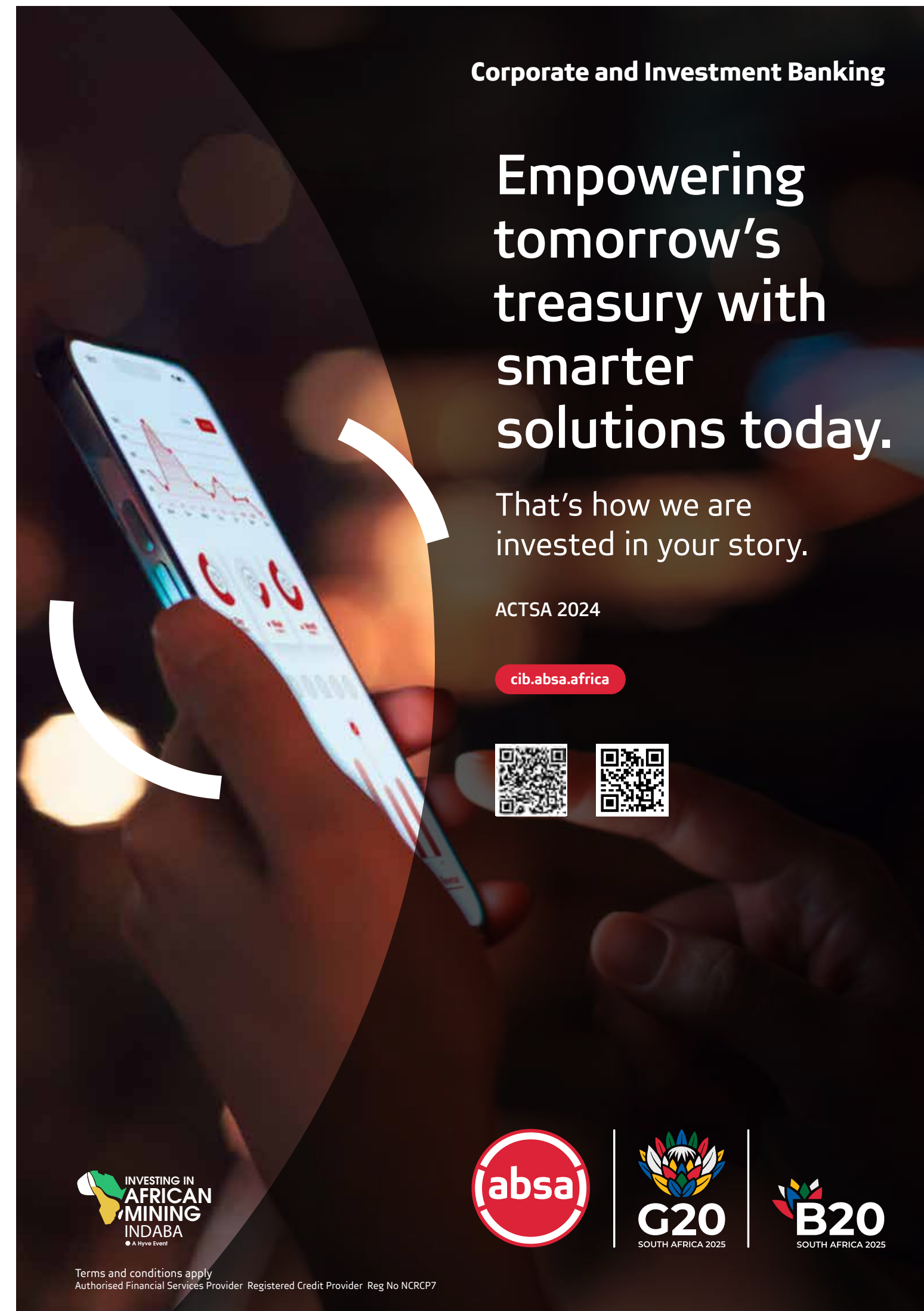
General rule

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



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Co-brand and awards logos with QR code tent card example



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.

Co-brand and awards logos with QR code tent card safety guides

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 11.
- B Signposting**
 - The signposting must be aligned to the width of the Absa G20/B20 logo lockup.
- C Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left, right and top, and 3X at the bottom of the layout.
- D Headline**
 - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- E Subheadline/s**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- G URL (call to action)**
 - Our URL serves as the call to action. Type font should be Brave Sans Bold.
- H Gestures (optional)**
 - Gestures can be used to frame the focal point of the image.

- I Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- J Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- K Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- L QR codes**
 - The QR code should be the height of the B20 logo, aligned top and bottom.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. Do not recreate.

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.

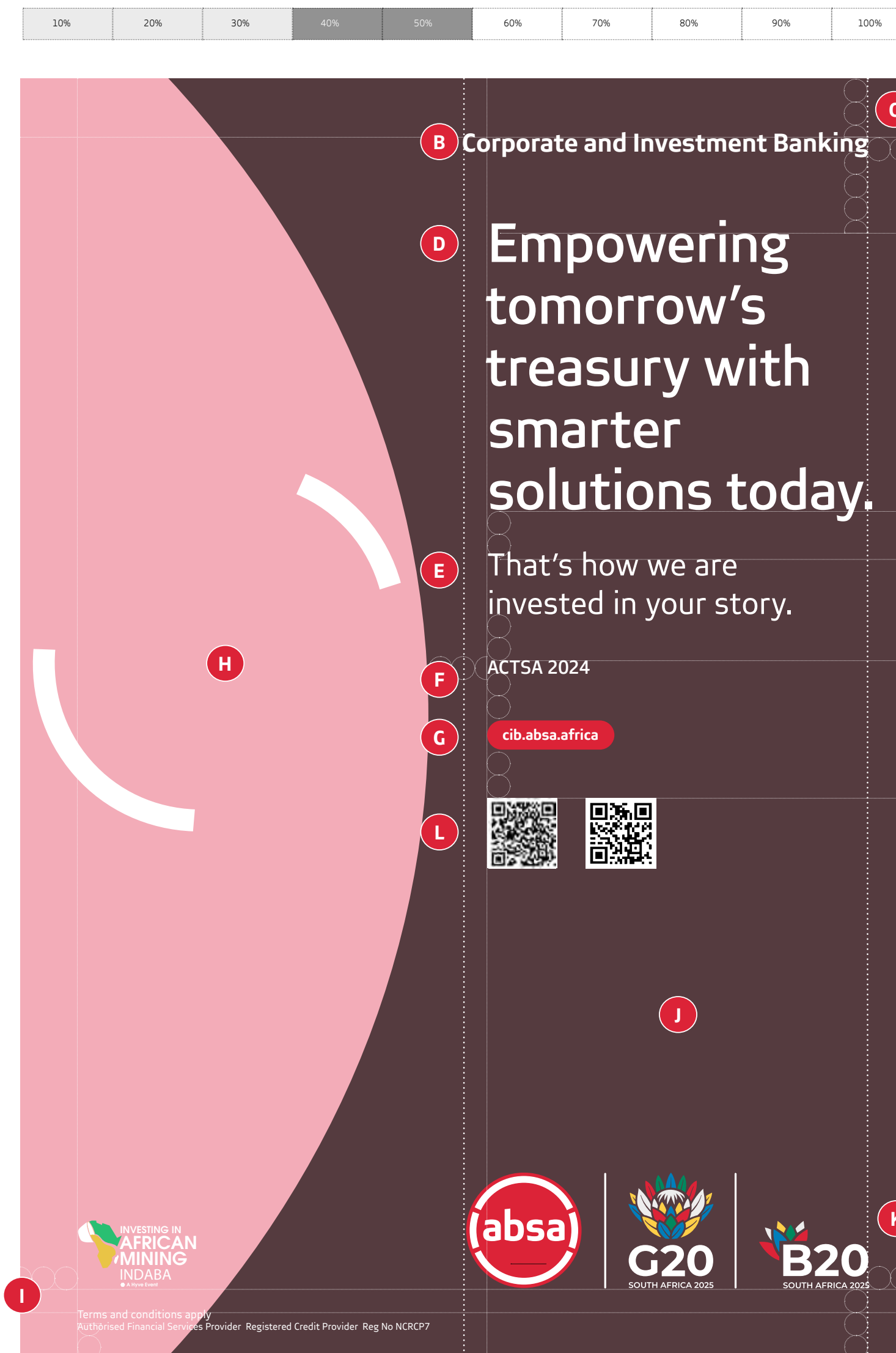
Font leading

- 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, the 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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Activation stand

Co-brand, accolades and awards logos activation stand example



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Co-brand, accolades and awards logos activation stand safety guides

- A Logo badge size (for construction purposes)**
 - The logo badge's size is equal to the height of the layout divided by 11.
- B Signposting**
 - The signposting is split over two lines after "and" and left-aligned.
- 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/s**
 - The subheadline should be short (8 words maximum) and provide context for the headline.
- E Margins**
 - Once the primary logo lockup's size has been established, the following margins must be established:
 - 2.5X on the left, right and top, and 3X at the bottom of the layout.
- 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 of the image.

- H Legal line**
 - Before publication, secure approval from the relevant legal and compliance officer to ensure compliance with all regulatory requirements.
- I Overlay**
 - Black overlay device (Multiply opacity) at 70–90% at 75% at the length of the document. Opacity of 50% is allowed and recommended for very dark images.
- J Absa G20/B20 logo lockup**
 - Sized according to the measurement guidelines put forward in this toolkit.
- K QR codes**
 - The QR code should be the height of the B20 logo, aligned top and bottom.
- L Sponsor/partnership logo**
 - Sized according to the measurement guidelines put forward in this toolkit. The logo should be the height of the entire B20 logo, i.e. aligned top and bottom to the B20 logo.

Note: The Absa G20/B20 logo lockup has been created as an asset to download from the Brand Management Platform. **Do not recreate.**

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.

Contact information

For further information, please reach out to Christina Smith:

Christina.Smith@absa.africa



Thank you