

# Print guideline

Principles governing correct print layouts

February 2024 | V3

Your story matters



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# 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 that 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.**

**Please take careful consideration of the following guidelines as there have been important changes from previous versions.**

# Introduction

Print advertising includes any communication that we create for printed magazines, newspapers and newsletters.

# Logo lockup

# Logo lockup

## Rationale of the logo lockup

The placement of the positioning line, "Your story matters", in line with the logo badge is imprinted in the universal nature of the message. Our commitment to each story is entrenched in our brand, making it an unequivocal part of our existence. By using the positioning line with the logo badge to create a logo lockup, we convey our message that we are compassionate, understanding and empathetic to the individual. **Your story is inherently our story, making it a key part of who we are.**

**Logo badge + positioning line (Your story matters) = logo lockup**

**We're changing from this...**

Logo badge



**...to this.**

Logo lockup



**Your story matters**



**For more detailed information on logos, please refer to the logo guideline on the Absa Brand Management Platform.**

# Unit of measure

# Logo lockup unit of measure

○ = The unit of measure

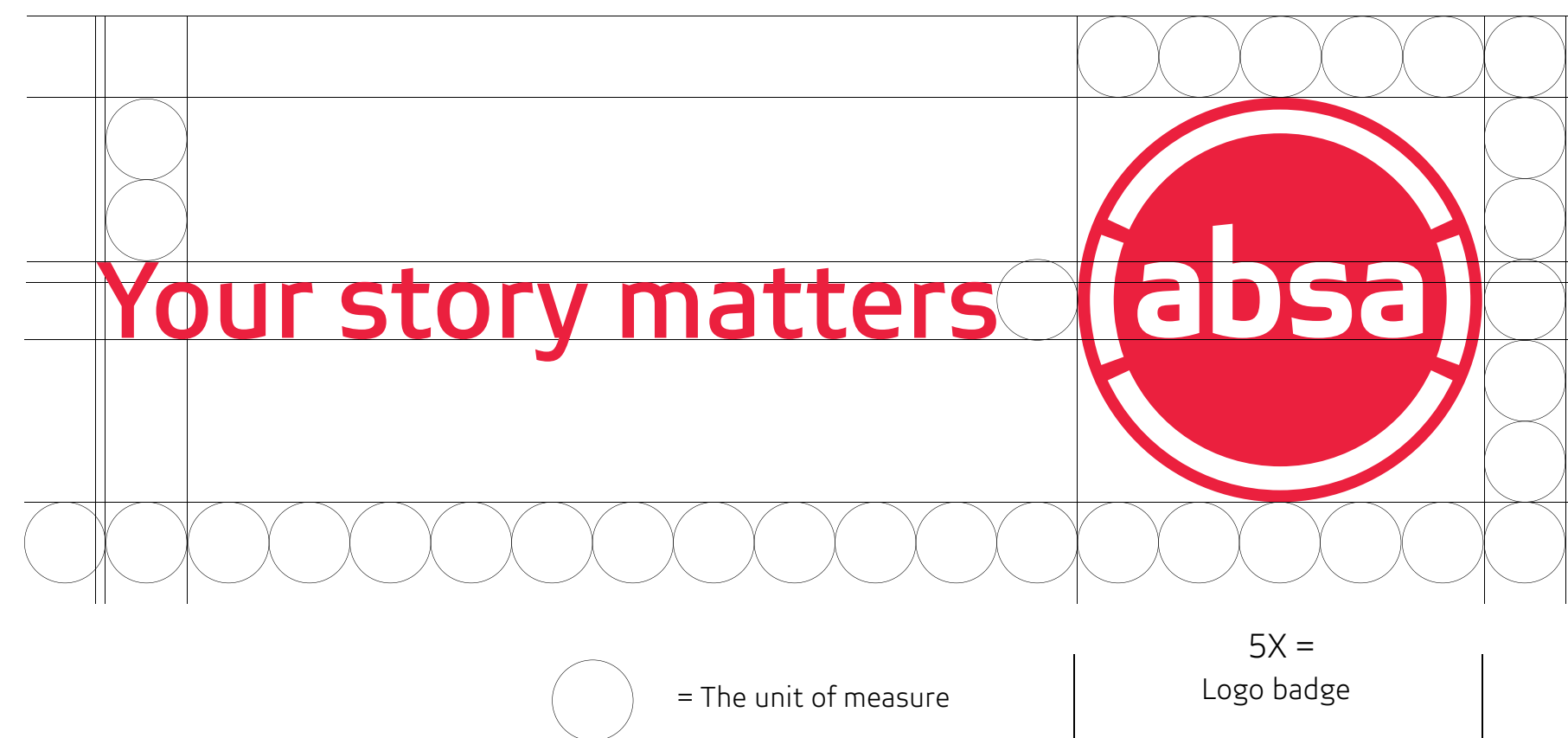
The unit of measure is derived from the dimensions of the logo badge and is equal to **20%** of its height or width.

When referring to the unit of measure, we use 'X' and it is applied for clear space and positioning, depending on the layout used. When application should be 1X, it means one unit of measure should be used.

The clear space area around the logo lockup varies according to the application:

- When the logo lockup is placed in print, the minimum free space area around the logo lockup should be equal to 1X. The 1X free space area should be implemented wherever possible.
- When it comes to web, promotional items and signage application, this size may be reduced to 0.5X.
- It can never appear at a size smaller than the minimum specified sizes.

**Note: The application rules for the unit of measure for different layouts (e.g. print and out-of-home) are provided in detail in the relevant guidelines available on the Absa Brand Management Platform.**



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



Minimum sizes for print and digital applications

# Communications artwork construction fundamentals

The basis of the proportions for layout, type size and clear space for communications is the logo badge and its unit of measure.

## Text size

Generally, and where applicable in this guideline, point sizes for text are specified.

In some parts of this guideline, where text size is based on a layout's dimensions, reference is made to cap height (instead of point size) to establish text size.

## Cap height

Cap height is the height of a flat-topped Brave Sans capital letter, such as "A", "X" and "H", above the baseline. Rounded letters such as "O" and "S" should not be used to determine cap height.

## Text size calculations

URL cap height = 0.5X



Disclaimer line cap height = 0.44X



Legal line cap height = 0.25X

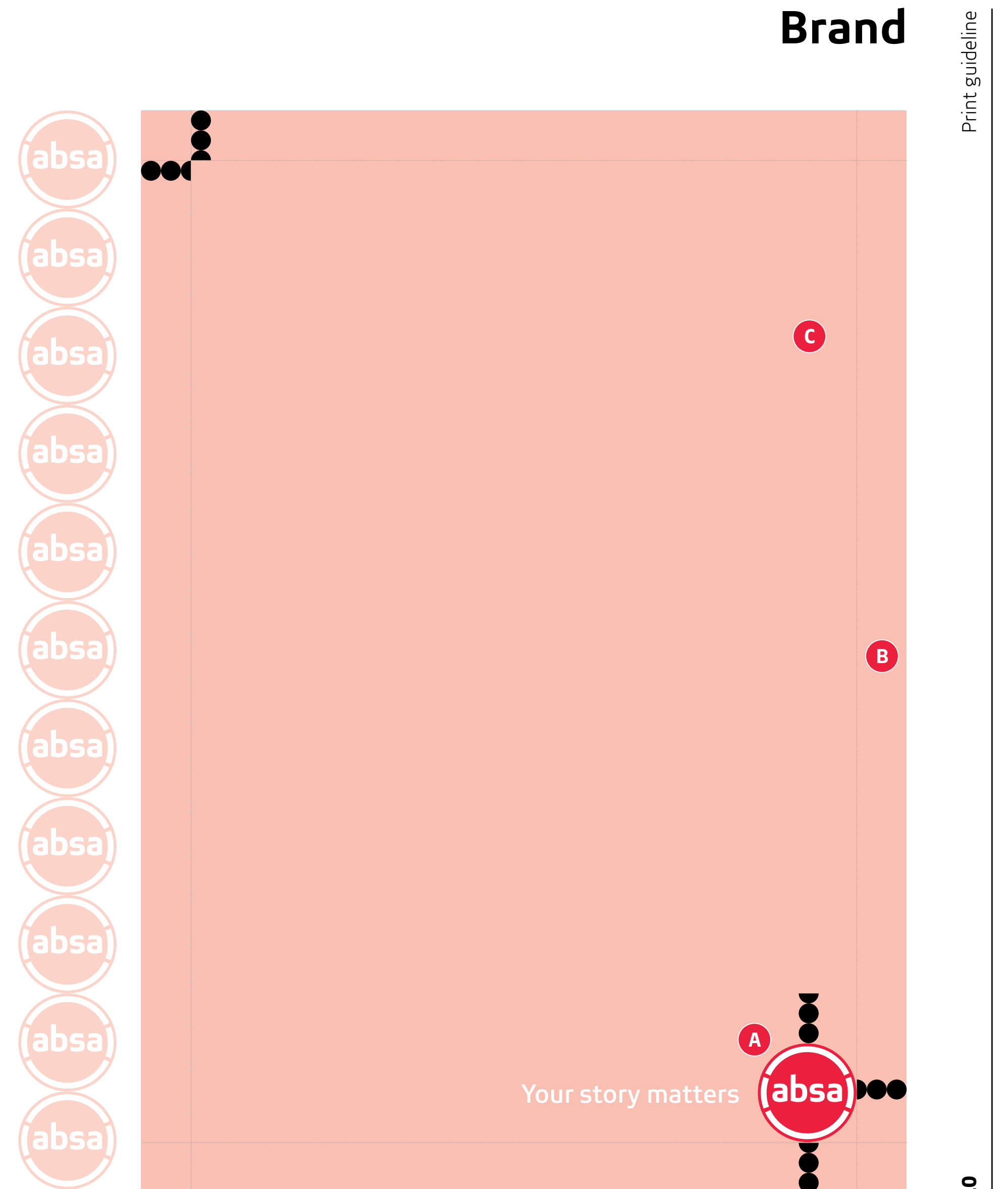


# Print layout grid and information hierarchy

# Portrait magazine layout grid

The construction rules shown on this page can be used to create layout grids for all portrait magazine layout formats where the long side is **not more** than 2.5 times the length of the short side.

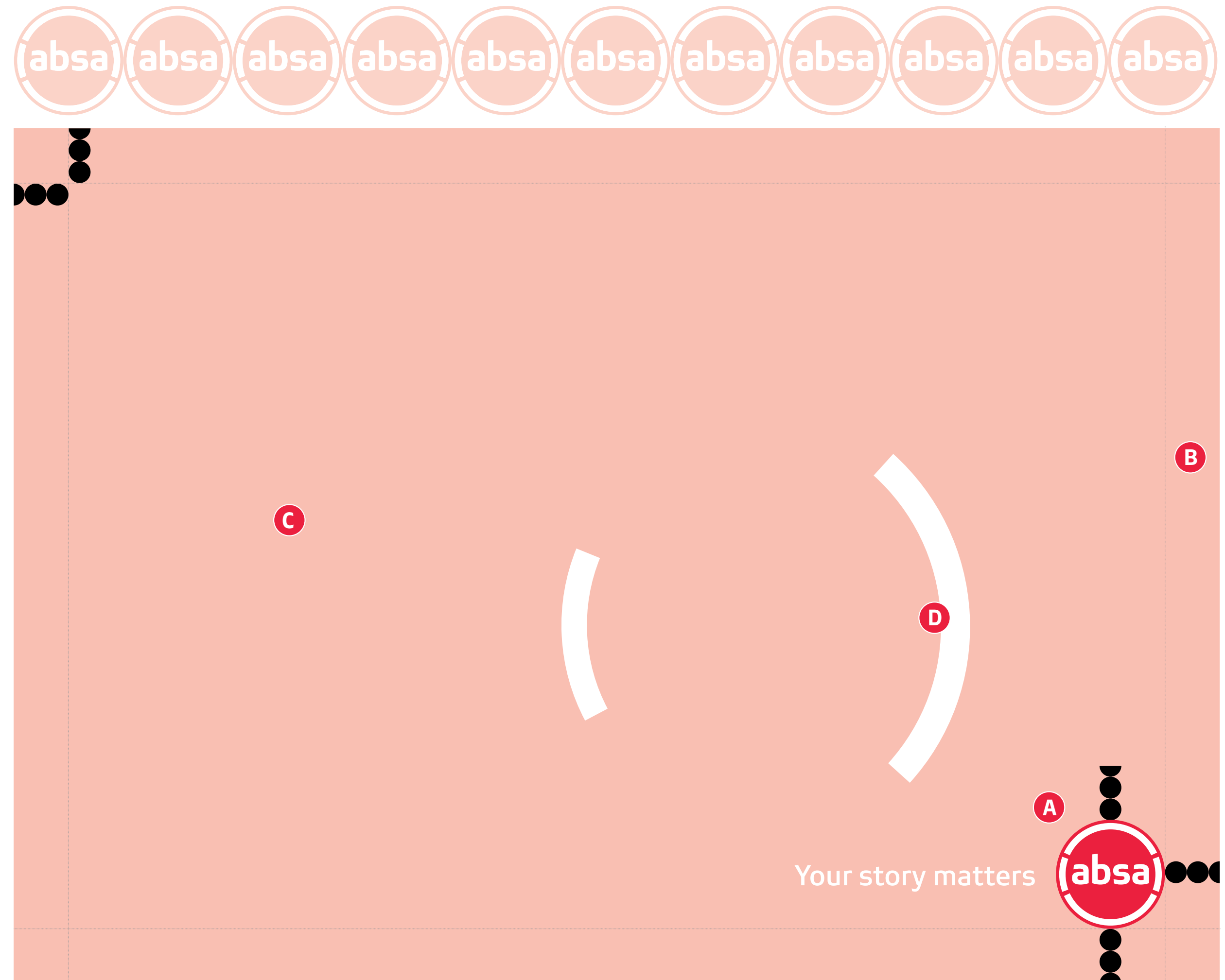
- A Logo lockup size**
  - Portrait print layout, the logo lockup minimum size is equal to the length of the long side of the layout divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins and bleed off the page.
- C Body copy**
  - The written content must appear only in this area.



# Landscape magazine layout grid

The construction rules shown on this page can be used to create layout grids for all landscape magazine layouts where the long side is **not more** than 2.5 times the length of the short side.

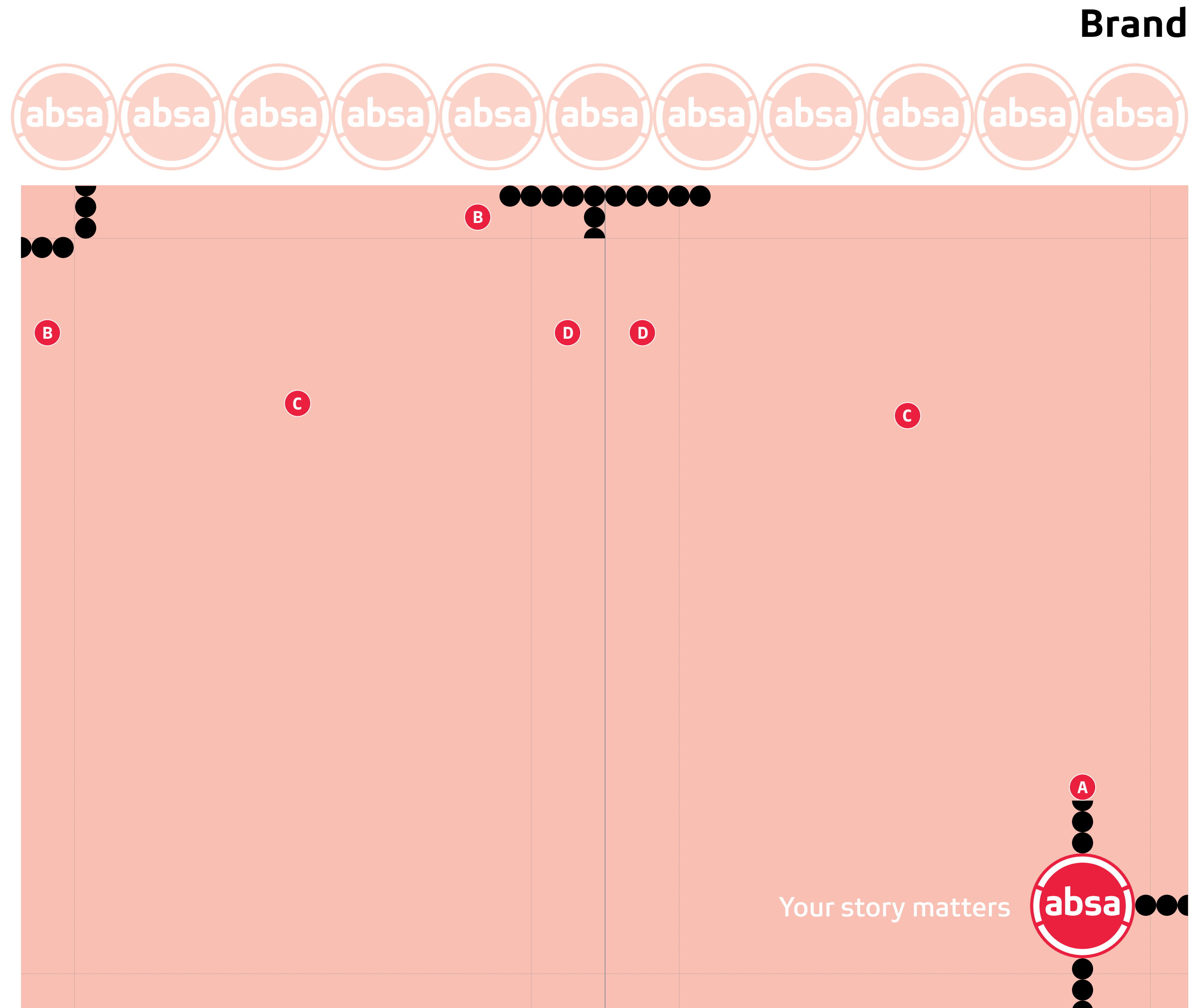
- A Logo lockup size**
  - The logo lockup's minimum size is equal to the length of the long side of the layout divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- C Body copy**
  - The layout's written content must appear only in this area.
- D Gestures**
  - Embrace gestures must be used to frame the focal point of the full bleed image. The gestures may not rotate more than 45 degrees either way to get the best results. Gestures can be used in Passion red or white.



# DPS magazine layout grid

The construction rules shown on this page can be used to create layout grids for all DPS magazine advertisement formats where the long side is **not more** than 2.5 times the length of the short side.

- A Logo lockup size**
  - The logo lockup's minimum size is equal to the length of the long side of a single page divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
  - A margin of 5X is required on both sides for the gutter.
  - Only images, illustrations and backgrounds can extend into the margins.
- C Body copy**
  - The layout's written content must appear only in this area.
- D Gutter**
  - Images, illustrations and backgrounds can be placed over the gutter.
  - When using images and illustrations, please ensure that important subject matter (e.g. faces, people, text, etc.) isn't placed over the gutter as these could be misaligned across the pages and/or be lost in the binding of the publication.



# Portrait newspaper layout grid

The construction rules shown on this page can be used to create layout grids for all portrait newspaper layout formats where the long side is **not more** than 2.5 times the length of the short side.

Written content can either be right- or left-aligned. Whichever alignment you choose for your design, all written content, as well as the logo lockup, URL, terms and conditions and legal line must follow this alignment

## A Logo lockup size

- The logo lockup's minimum size is equal to the length of the long side of the layout divided by 11.

## B Margins

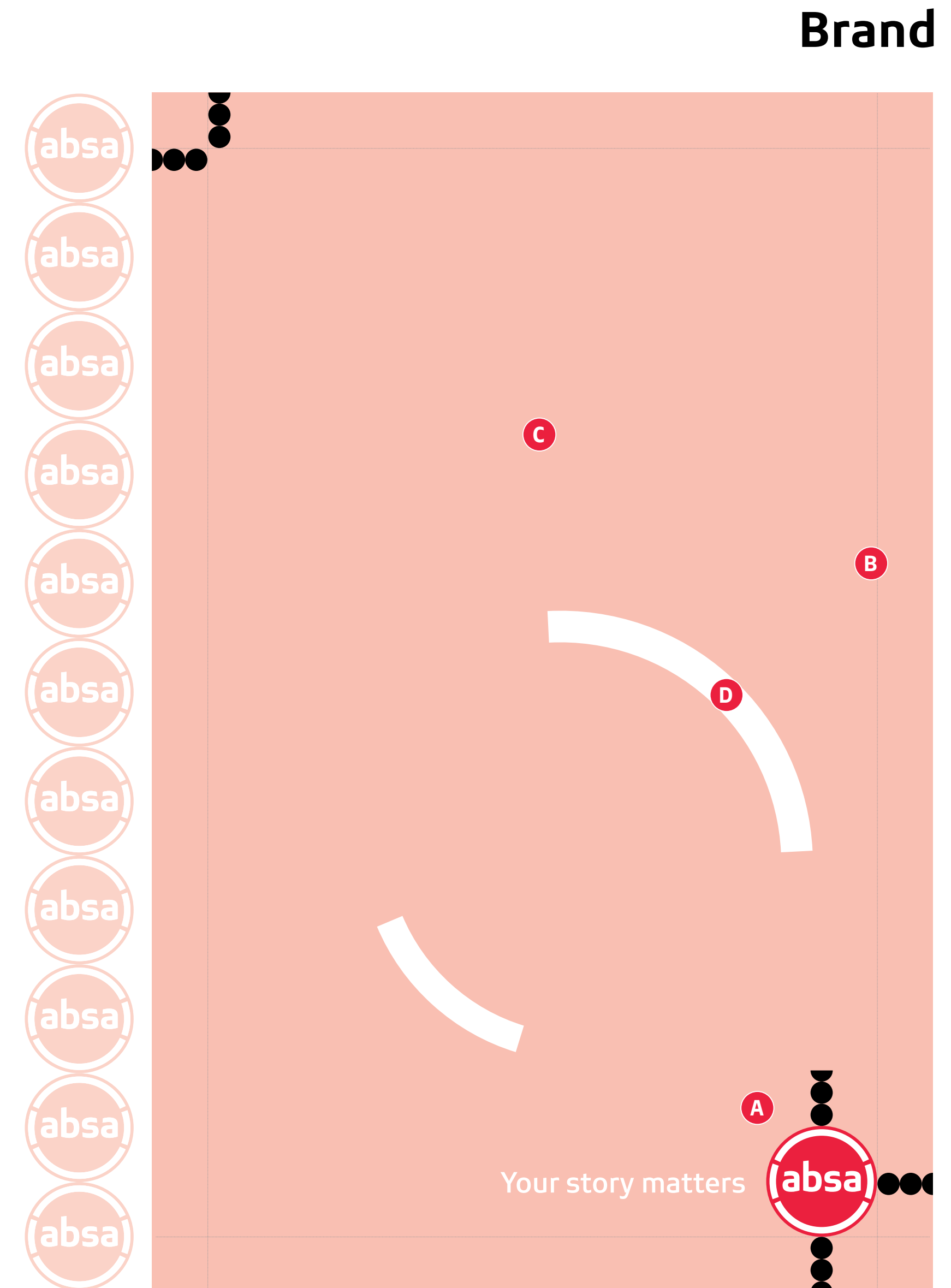
- Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
- Only images, illustrations and backgrounds can extend into the margins.

## C Body copy

- The layout's written content must appear only in this area.

## D Gestures

- Embrace gestures must be used to frame the focal point of the full bleed image. The gestures may not rotate more than 45 degrees either way to get the best results. Gestures can be used in Passion red or white.



# Landscape newspaper layout grid

The construction rules shown on this page can be used to create layout grids for all landscape newspaper layout formats where the long side is **not more** than 2.5 times the length of the short side.

## A Logo lockup size

- The logo lockup's minimum size is equal to the length of the long side of the layout divided by 11.

## B Margins

- Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
- Only images, illustrations and backgrounds can extend into the margins.

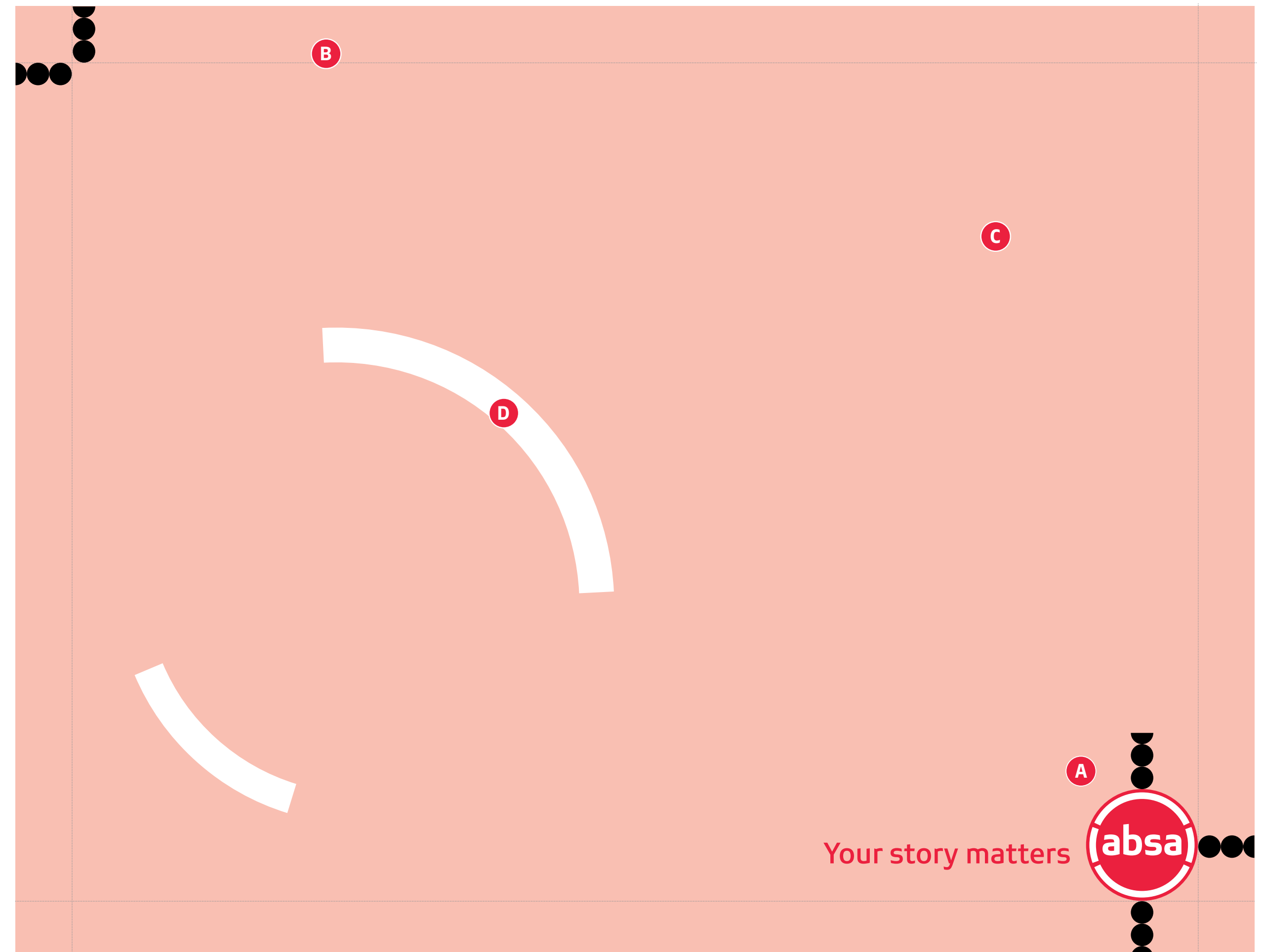
## C Body copy

- The layout's written content must appear only in this area.

## D Gestures

- Embrace gestures must be used to frame the focal point of the full bleed image. The gestures may not rotate more than 45 degrees either way. Gestures can be used in Passion red or white.

Brand



# Print portrait layout information grid

- A** **Headline**
  - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- B** **Subheadline**
  - The subheadline should be short (12 words maximum) and provide supporting text for the headline. The subheadline is optional.
- C** **URL (Call to action)**
  - On brand marketing communications, our URL serves as the call to action.
- D** **Terms and conditions**
  - This line must always be written without a full stop: “Terms and conditions apply”.
- E** **Legal line**
  - Before publication, please ensure the legal line has been approved by the relevant legal and compliance officer.
- G** **Logo lockup size**
  - The logo lockup must be placed at the bottom right and the minimum size is equal to the length of the long side of the layout divided by 11.



## Language style

For detailed rules on Absa’s written language style, please refer to the Language Guide on the Absa Brand Management Platform.

## Typographic approach

Brave Sans must be used for all copy. The type size specifications below have been expressed in increments of the unit of measure.

- **Headline**
  - Recommended weight: Bold, Medium or Light.
  - Cap height: between 1.5X and 2X.
- **Subheadline**
  - Recommended weight: Medium, Regular or Light.
  - Cap height: between 0.5X and 1X.
- **URL**
  - Recommended weight: Bold.
  - Cap height: 0.75X.
- **Legal line**
  - Recommended weight: Regular.
  - Cap height: 0.25X.
- **Leading**
  - For copy set at 11pt or more, leading must be copy point size plus 10%.
  - For copy set at 10pt or less, leading must be copy point size plus 15%.

# Portrait print layout information hierarchy

- A** **Headline**
  - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- B** **Subheadline**
  - The subheadline should be short (12 words maximum) and provide supporting text for the headline. The subheadline is optional.
- C** **URL (Call to action)**
  - On brand marketing communications, our URL serves as the call to action.
- D** **Terms and conditions**
  - This line must always be written without a full stop: "Terms and conditions apply".
- E** **Legal line**
  - Before publication, please ensure the legal line has been approved by the relevant legal and compliance officer.
- F** **Logo lockup size**
  - The logo lockup must be placed at the bottom right and the minimum size is equal to the length of the long side of the layout divided by 11.



# Brand

## Language style

For detailed rules on Absa's written language style, please refer to the Language Guide on the Absa Brand Management Platform.

## Typographic approach

Brave Sans must be used for all copy. The type size specifications below have been expressed in increments of the unit of measure.

- **Headline**
  - Recommended weight: Bold, Medium or Light.
  - Cap height: between 1.5X and 2X.
- **Subheadline**
  - Recommended weight: Medium, Regular or Light.
  - Cap height: between 0.5X and 1X.
- **URL**
  - Recommended weight: Bold.
  - Cap height: 0.75X.
- **Legal line**
  - Recommended weight: Regular.
  - Cap height: 0.25X.
- **Leading**
  - For copy set at 11pt or more, leading must be copy point size plus 10%.
  - For copy set at 10pt or less, leading must be copy point size plus 15%.

# Portrait type cluster

The purpose of the type cluster is to enable open formats with adequate space to showcase our imagery.

By collecting all our type into a single, structured unit we avoid pinning multiple elements to different parts of the layout, which can result in framing that closes the format. The type cluster also gives our communications a sense of rigour, care and consistency.

The example here shows how everything is arranged and scaled on an A4 portrait layout.

## A Type cluster

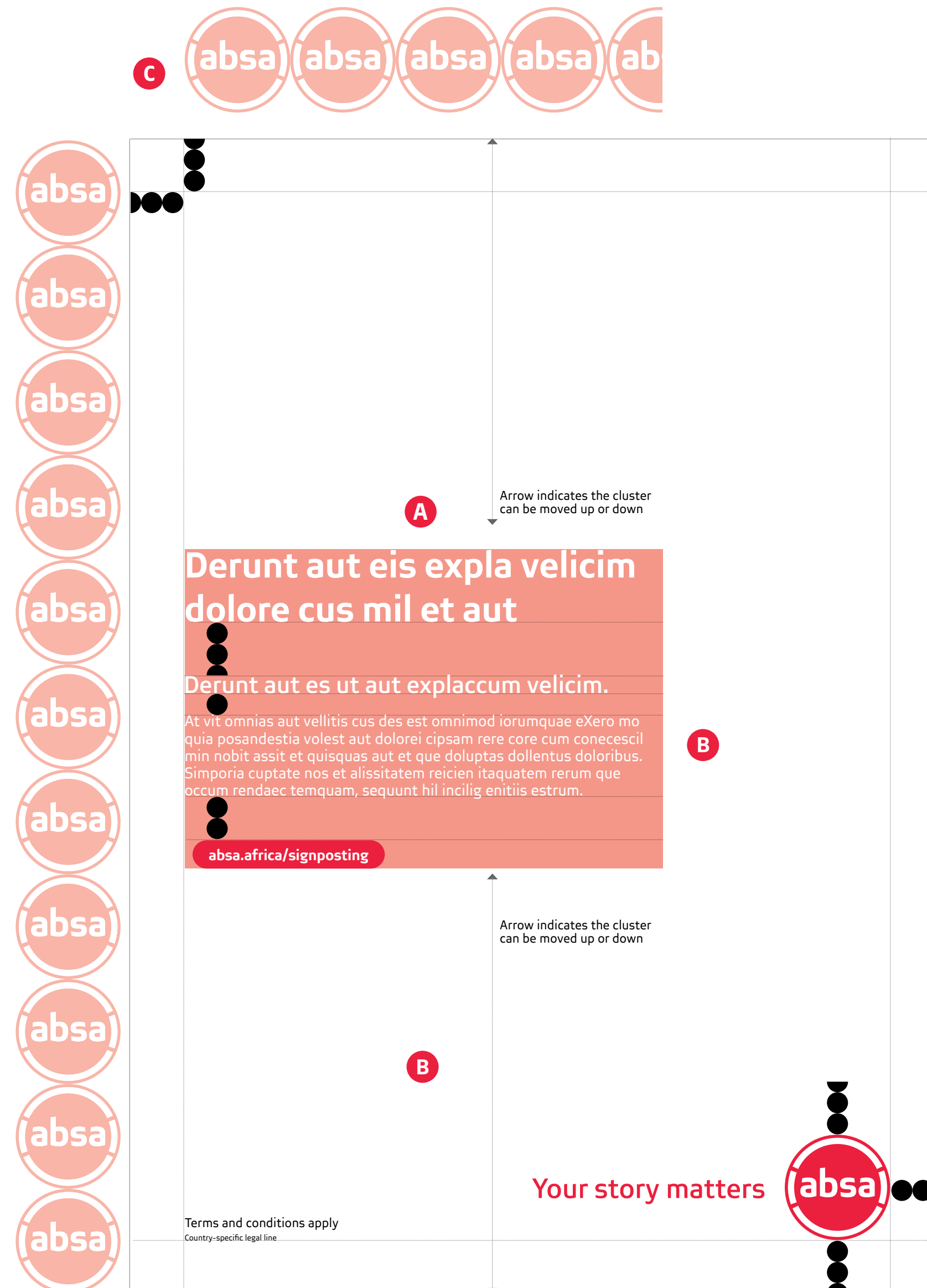
- The type cluster should always include all the layout's written content, sized and spaced according to the information hierarchies detailed on the previous two pages.
- The type cluster can move up and down on the page layout within the margin space depending on the image.
- The type cluster must always be aligned on the left side of the page.
- The terms and conditions and legal line are not included in the type cluster. These are always positioned at the bottom left of the layout.

## B Body copy

- The type cluster can be placed anywhere within the layout's copy zone, provided that it's aligned to the left. Text is limited to a maximum of 50 words.

## C Type cluster maximum width

- For portrait layouts where the logo lockup is positioned below the copy, the maximum width of the type cluster is 4.5X.



# Landscape type cluster

The purpose of the type cluster is to enable open formats with adequate space to showcase our imagery.

By collecting all our type into a single, structured unit, we avoid pinning multiple elements to different parts of the layout, which can result in framing that closes the format. The type cluster also gives our communications a sense of rigour, care and consistency.

The example here shows how everything is arranged and scaled on an A4 landscape layout.

## A Type cluster

- The type cluster should always include all the layout's written content, sized and spaced according to the information hierarchies detailed on the previous two pages.
- The type cluster can move up and down on the page layout within the margin space, depending on the image.
- The type cluster must always be aligned on the left side of the page.
- The terms and conditions and legal line are not included in the type cluster. These are always positioned at the bottom left of the layout.

## B Body copy

- The type cluster can be placed anywhere within the layout's copy zone, provided that it's aligned to the left. Text is limited to a minimum of 50 words.

## C Type cluster maximum width

- For landscape layouts where the logo lockup is positioned below the copy, the maximum width of type cluster is 5.5X.



# DPS type cluster in action

The examples on this page show some ways the type cluster can be placed on a DPS layout.

The type cluster can be placed to the left or right of the layout. If placed left, the text should be left-aligned and if placed right, it should be right-aligned.

## A Left-aligned

- The type cluster can move up and down on the page layout within the margin space, depending on the image.

## B Body copy

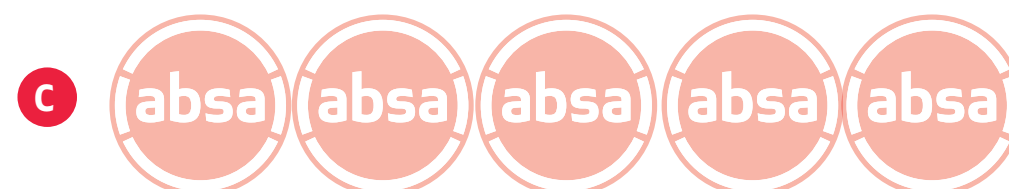
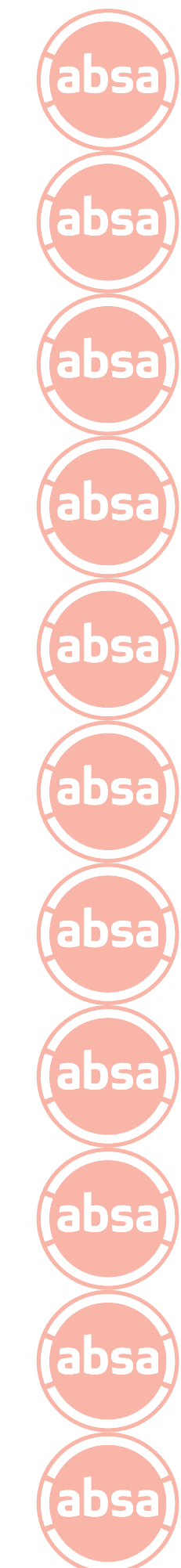
- The type cluster can be placed anywhere within the layout's copy zone, provided it is aligned to the left of the zone.
- Maximum of 35 words to be used in this copy zone.

## C Type cluster maximum width

- For DPS layouts the maximum width is 5X.



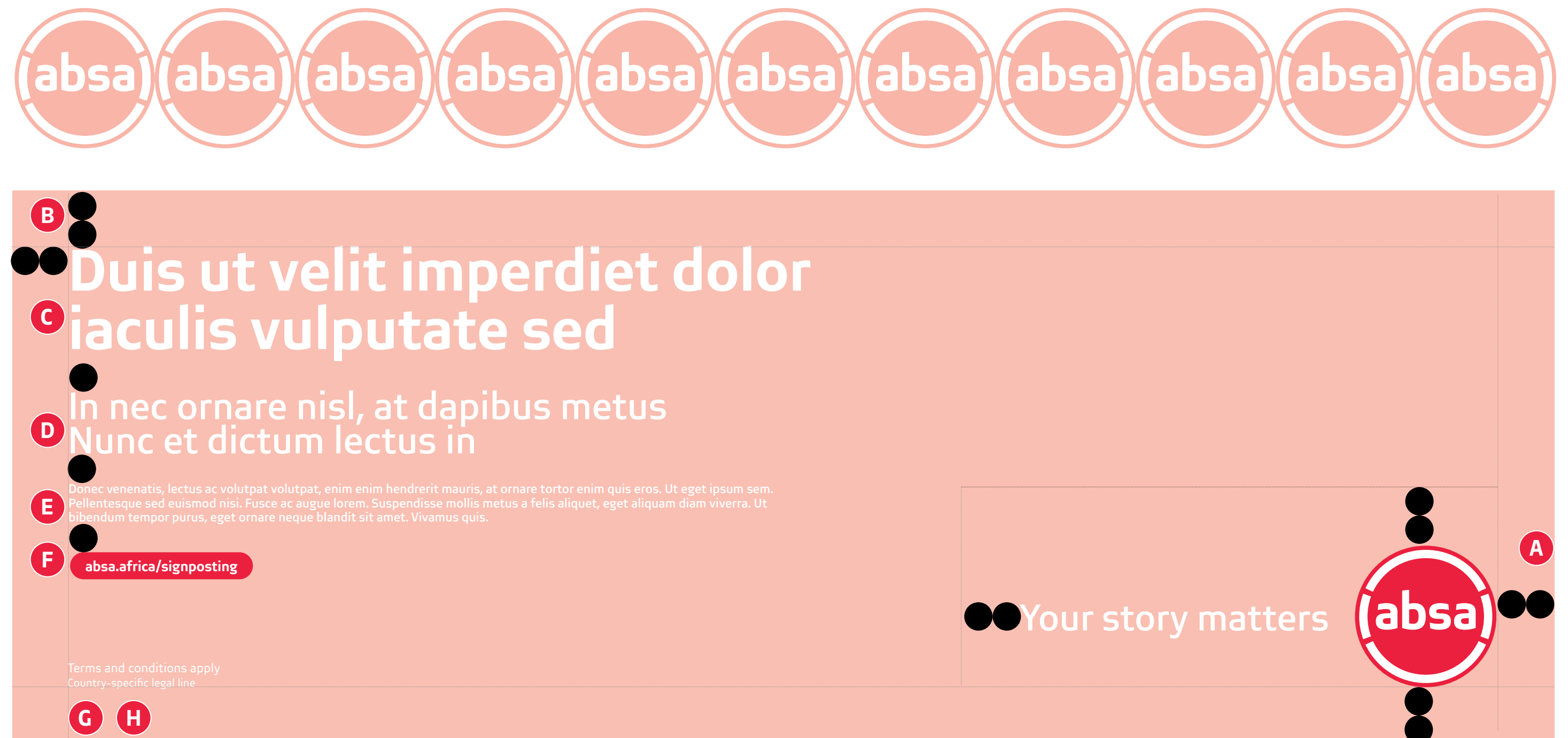
# Brand



# Landscape narrow format layout information hierarchy

Brand

- A Logo lockup size**
  - For landscape print layout, the logo lockup minimum size is equal to the length of the long side of the layout divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- 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 (12 words maximum) and provide supporting text for the headline. The subheadline is optional.
- E Body copy**
  - You should always strive for the fewest possible words for the greatest possible meaning, limiting your body text to 50 words or less.
- F URL (Call to action)**
  - On brand marketing communications, our URL serves as the call to action.
- G Terms and conditions**
  - This line must always be written without a full stop: "Terms and conditions apply".
- H Legal line**
  - The legal line should be bottom left-aligned.



## Landscape narrow format strip layout example

Landscape layout with headline, subheadline, body copy and URL.

Brand

Print guideline

**Duis ut velit imperdiet  
dolor iaculis vulputate**

In nec ornare nisl, at dapibus metus  
Nunc et dictum lectus in

Donec venenatis, lectus ac volutpat volutpat, enim enim hendrerit mauris, at ornare tortor enim quis eros. Ut eget ipsum sem. Pellentesque sed euismod nisi. Fusce ac augue lorem. Suspendisse mollis metus a felis aliquet

[absa.africa/signposting](https://absa.africa/signposting)

Terms and conditions apply  
Country-specific legal line


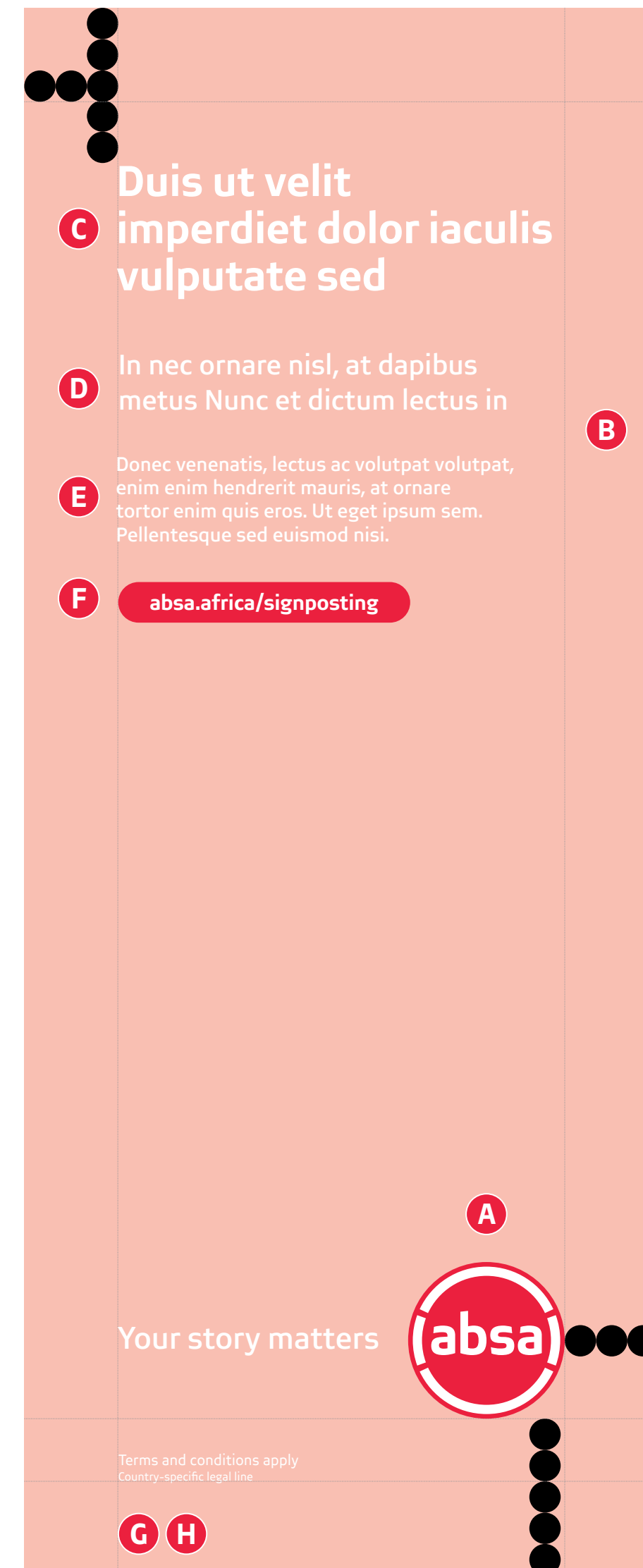
Your story matters 

Figure: 01

# Portrait narrow format layout information hierarchy

- A Logo lockup size**
  - For portrait print layout, the logo lockup minimum size is equal to the length of the long side of the layout divided by 10.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 3X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- 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 (12 words maximum) and provide supporting text for the headline. The subheadline is optional.
- E Body copy**
  - You should always strive for the fewest possible words for the greatest possible meaning, limiting your body text to 50 words or less.
- F URL (Call to action)**
  - On brand marketing communications, our URL serves as the call to action.
- G Terms and conditions**
  - This line must always be written without a full stop: "Terms and conditions apply".
- H Legal line**
  - Before publication, please ensure the legal line has been approved by the relevant legal and compliance officer.
  - The country-specific legal line must always be placed at the bottom left of the layout.



# Portrait narrow format strip layout examples

Portrait layout with headline, subheadline, body copy, call to action and URL.

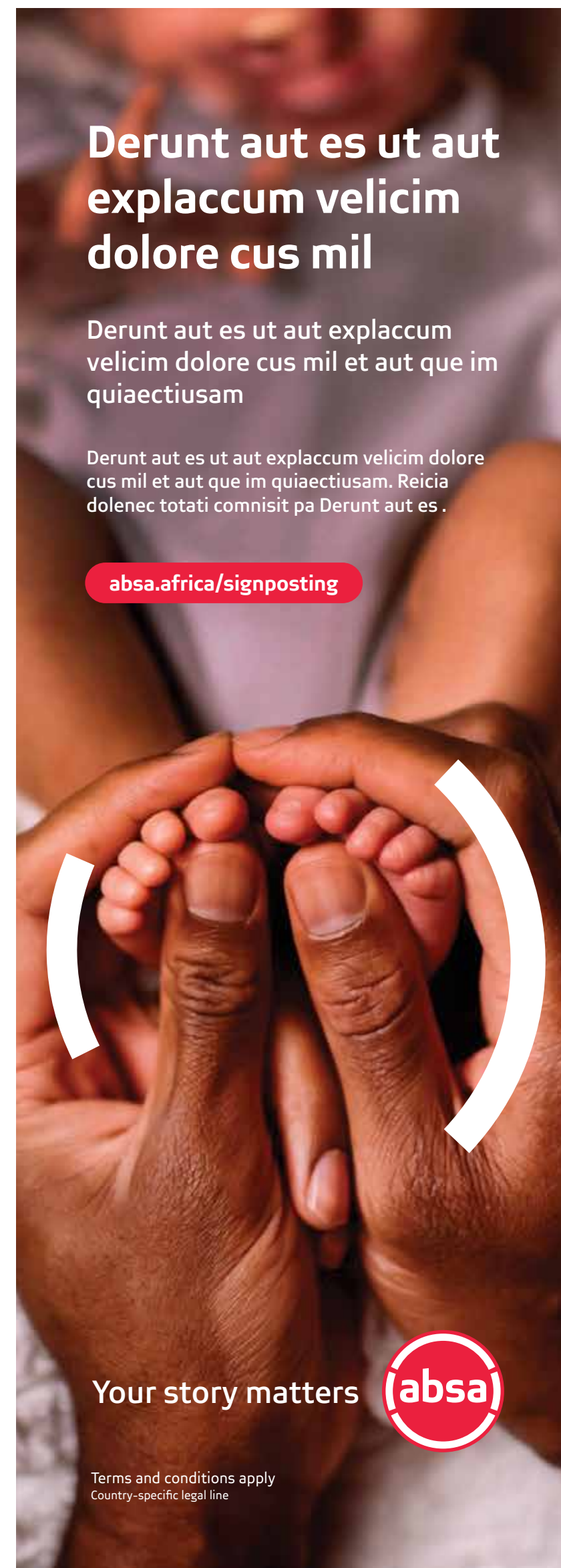


Figure: 02



Figure: 03

# Brand

# Brand layout examples

# Portrait layout examples

Portrait layout with headline, subheadline, call to action and URL.

# Brand

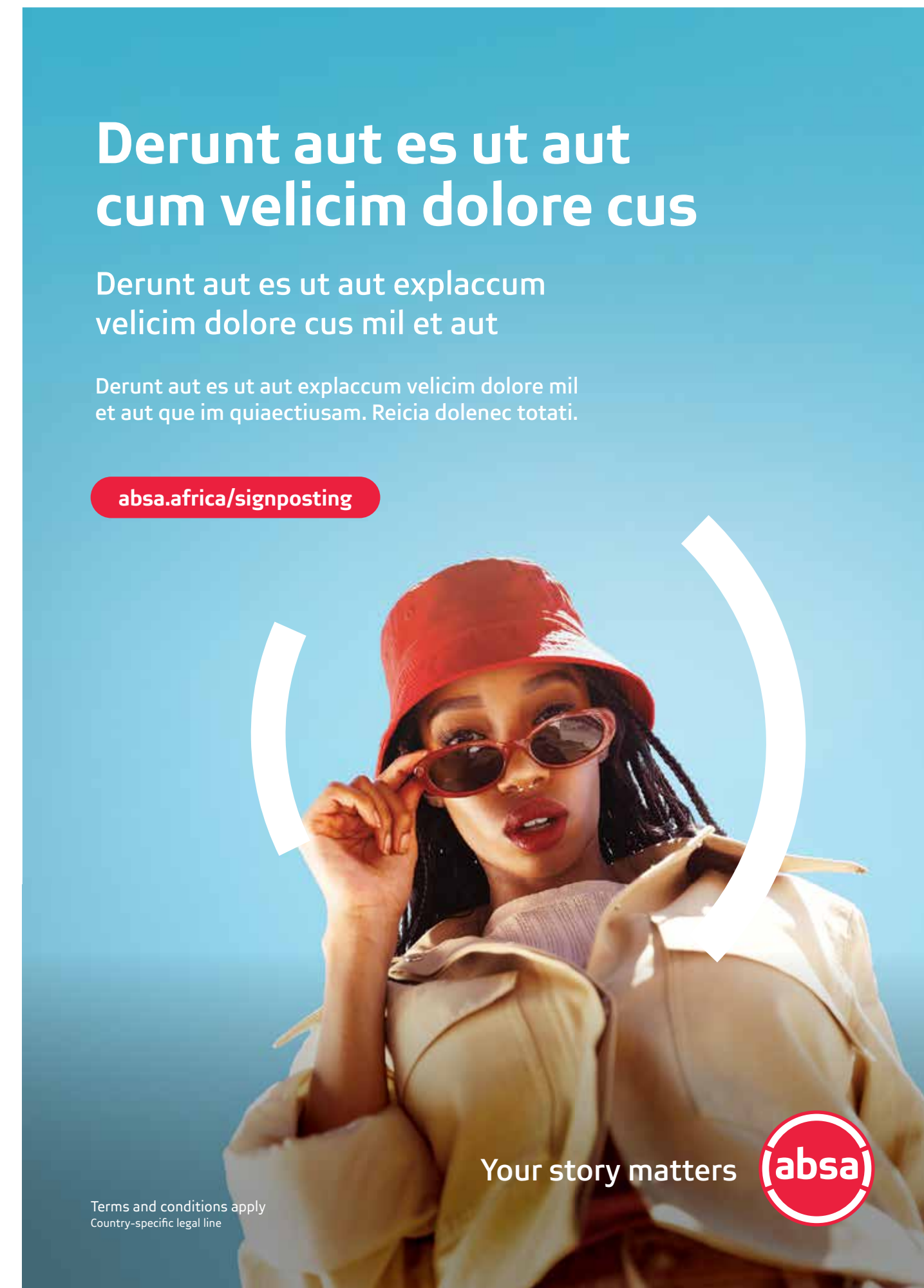
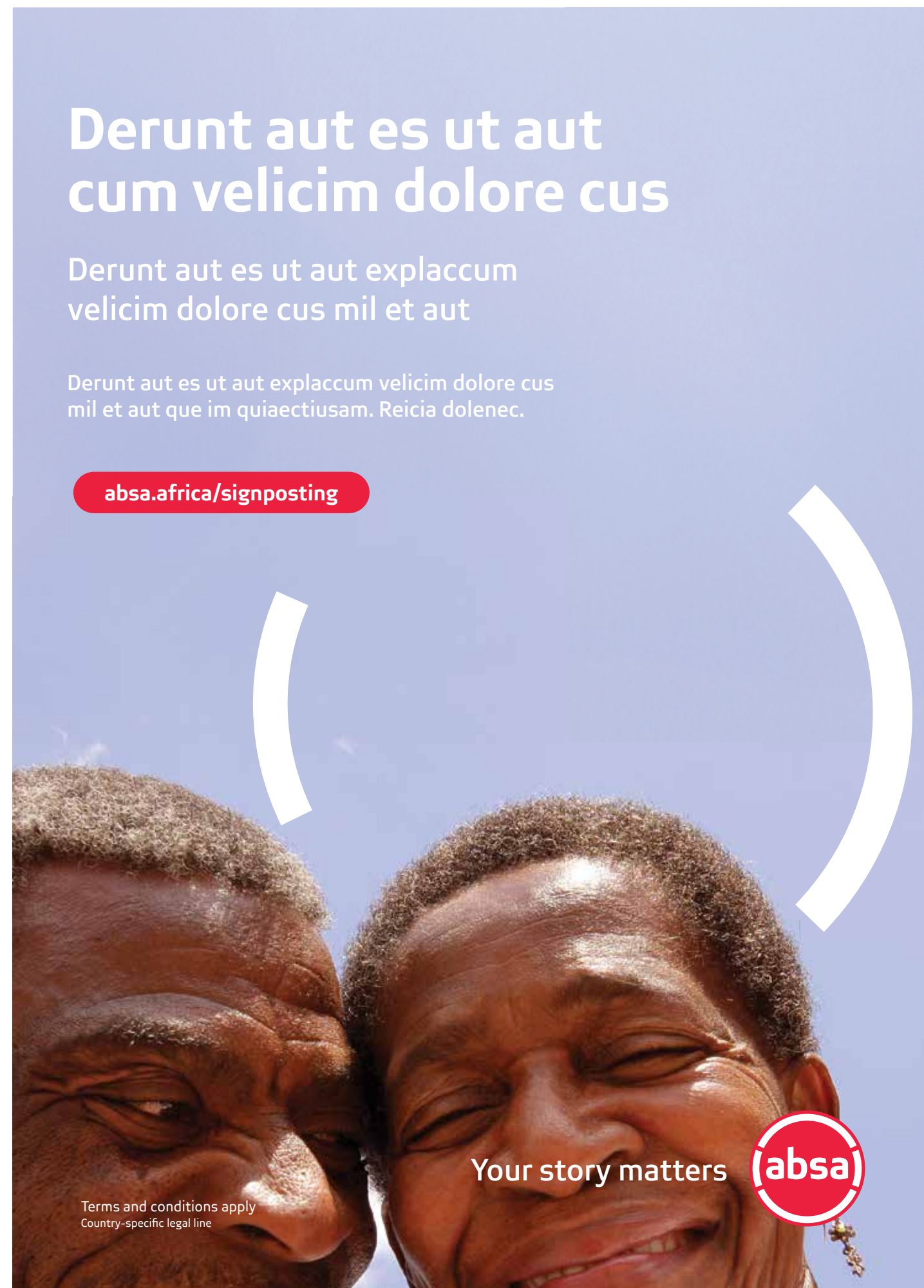


Figure: 04

# Landscape layout examples

Landscape layout with headline, subheadline, body copy, call to action and URL.

Brand

Print guideline



Figure: 05



Figure: 06

**Consumer, Business Banking  
and Industry Sectors  
Passion red overlay device**

## Rules on choosing and using images to build your template

Images must be visible and relevant to the category, e.g. Home Loans, Credit Card, Vehicle Finance, Personal Loans, etc. Choose a main image that can be deep-etched and made frontal above all layers and emphasised by the gestures. Choose a background image that relates to the focal image and enhances the message.

If needed, add a pop of red by changing the colour on an element like a shirt, dress, tie, etc. The gestures must frame the focal point, they may rotate as a unit at a maximum of 45 degrees either way or contracted or expanded. One of the gestures of the pair may be placed underneath the deep-etched image on **Option 1** but not both at the same time. If the gestures can't blend harmoniously with the layout, do not use them – gestures shouldn't be forced. Refer to the Photography Guideline for information on the treatment of images. In instances where a deep-etched image can't be used, a flat background image with the focal point aligned to the left can be used with the Passion red overlay device (**Option 2**).

## Consumer, Business Banking and Industry Sectors



Option 1



Figure: 07



Option 2

Figure: 09



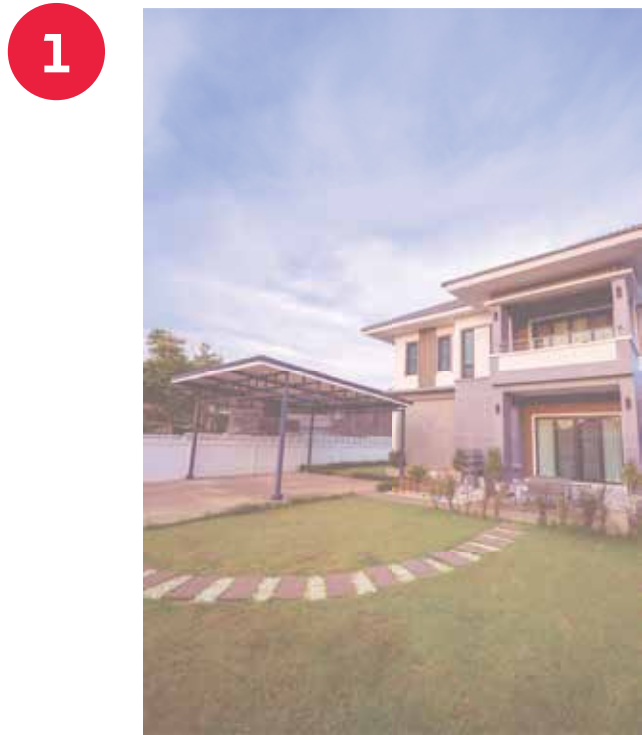
# Passion red overlay device

# Consumer, Business Banking and Industry Sectors

We have created a distinct new look for Consumer, Business Banking, Industry Sectors and SMEs that uses an overlay device to make our work unmistakably red and stand out. The following is a guide on how to construct and use it.

The consumer overlay device is created using a circle mask that sits on top of two red layers on top of the background image. The curve of the circle mask is derived from the angle of the circle mask of the Embrace gestures. The circle mask must be placed on the left hand side of the layout. Text should be placed over the overlay device on the right hand side. A deep-etched image must be placed on top of the red overlay device and the background image. The general rule is to have enough of the 100% opacity image in the circle mask visible for the background to have context. Choose a background image that talks to the focal image and enhances the message to come across as a unit.

Background image with an opacity between 50% and 70% depending on the darkness of the image to make the red stand out.



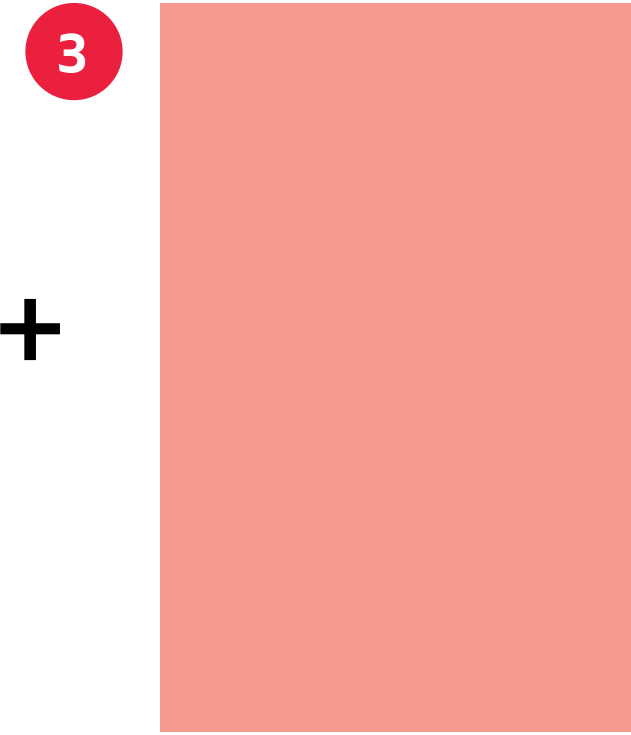
Red layer: Power red 100% opacity multiplied.



Place red layer 1 over background image to create the below effect.



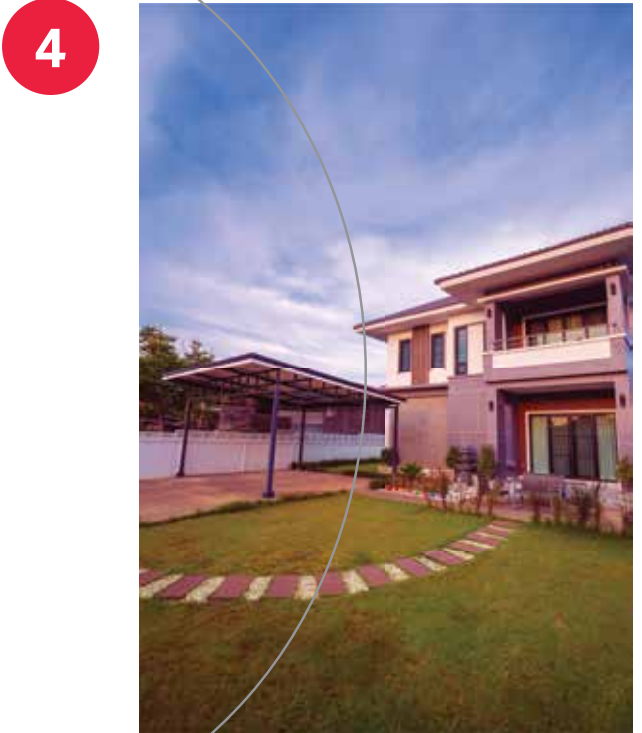
Red layer 2: Passion red 70% opacity overlay.



Place red layer 2 over red layer 1 and the background image to create the below effect.



Clone background image and place on top of the circle mask at 100% opacity.



Select the the circle mask shape and place the 100% opacity background image inside.



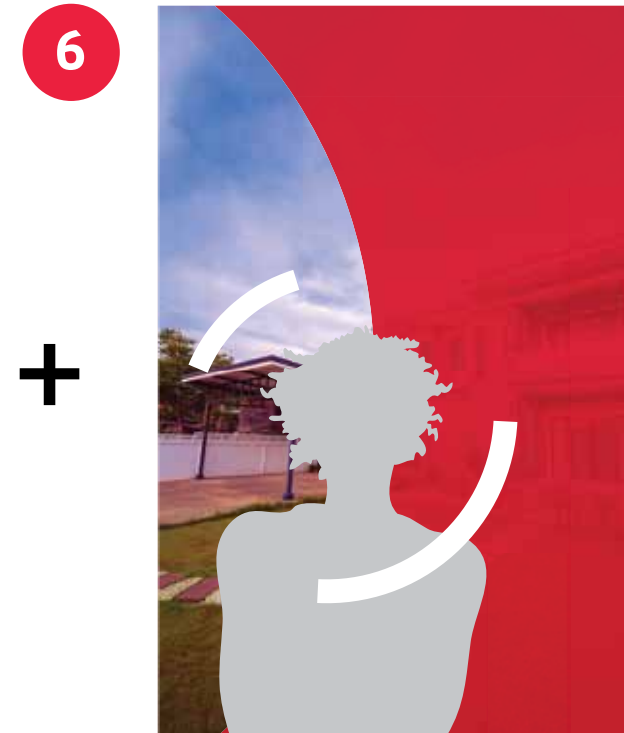
Remove the outline from the circle mask for the below effect.



Place a deep-etched image over the background image and the red overlay device.



Add gestures where applicable for final image.



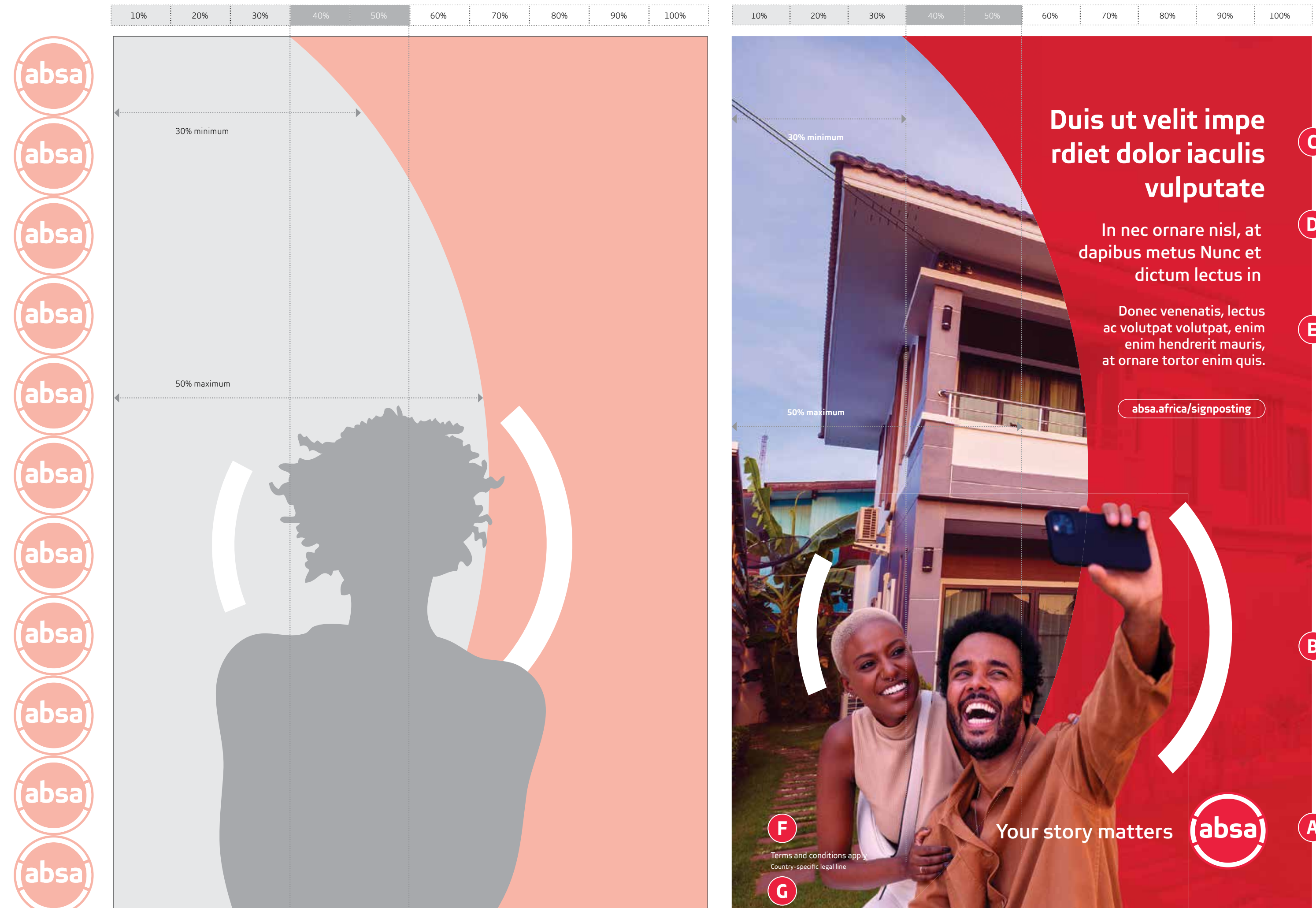
# Passion red overlay device grid

Passion red overlay device – 30% measurement rule.  
The minimum Passion red overlay device on the page is 30% and maximum 50%. Example has a Passion red overlay device of 50%.

- A Logo lockup size**
  - For landscape print layout, the logo lockup minimum size is equal to the length of the long side of the layout divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- 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 (12 words maximum) and provide supporting text for the headline. The subheadline is optional.
- E Body copy**
  - You should always strive for the fewest possible words for the greatest possible meaning, limiting your body text to 35 words or less.
- F Terms and conditions**
  - This line must always be written: "Terms and conditions apply".
- G Legal line**
  - The country-specific legal line must always be placed to the bottom of the layout.

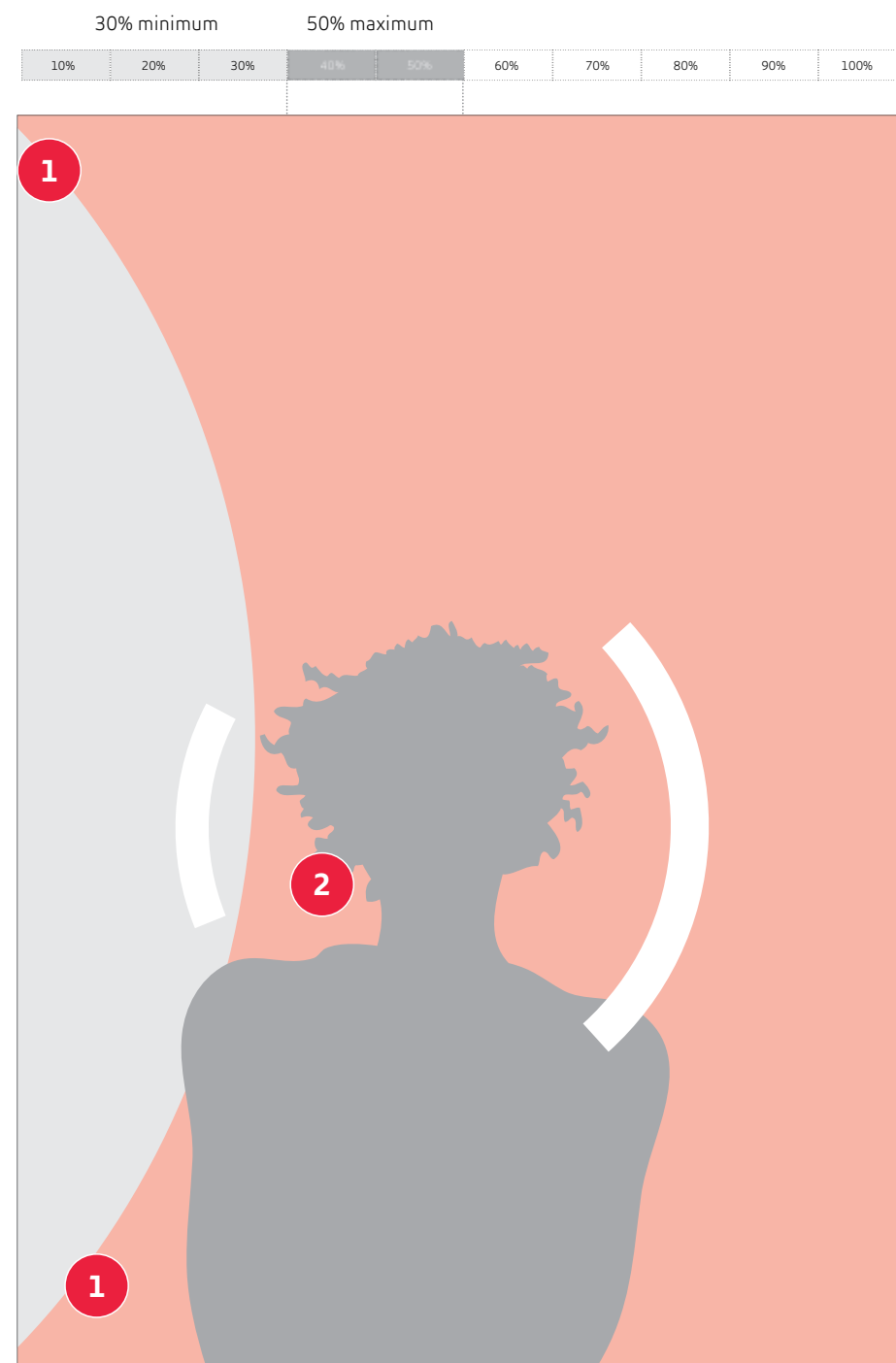
# Consumer, Business Banking and Industry Sectors

Passion red overlay device – 30% measurement rule.  
The minimum red overlay device on the page is 30% and maximum 50%. Below example has a red overlay device of 50%.

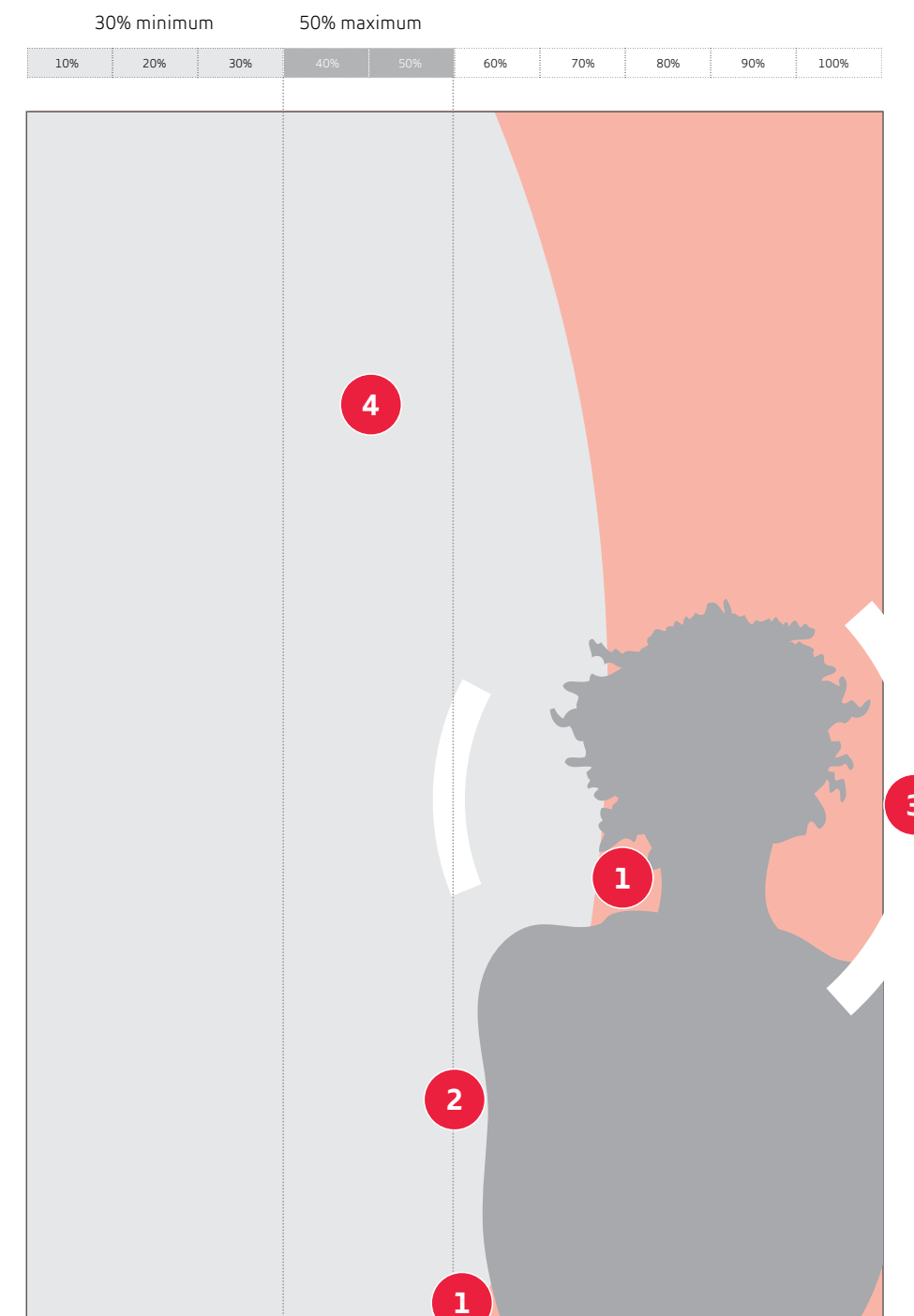


# Don'ts when building templates

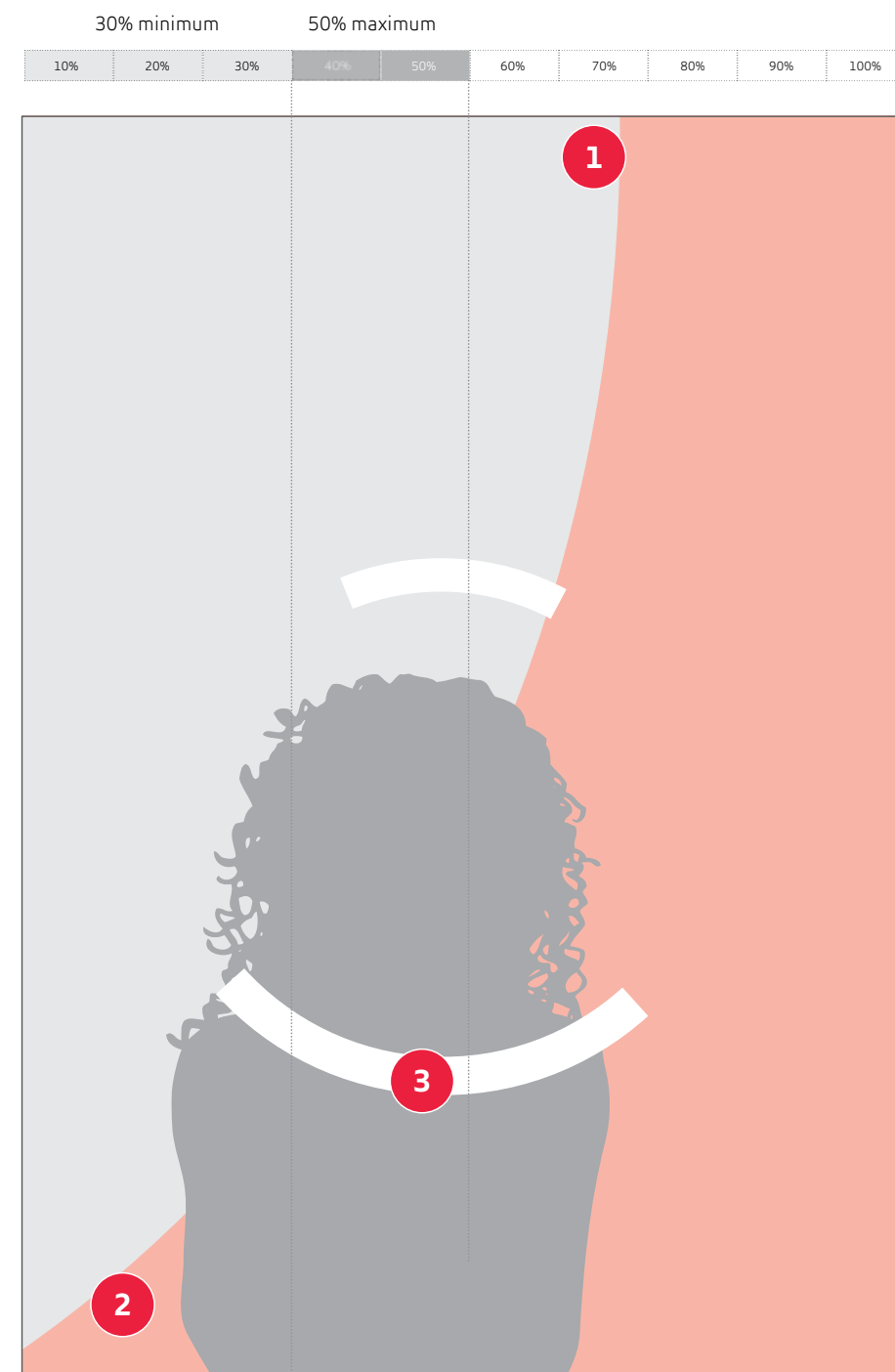
# Consumer, Business Banking and Industry Sectors



When using the Passion red overlay device, do not bleed it off the left (see 1), so that it touches the top and bottom of the edge of the page. The image must always cross over the centre of the Passion red overlay device (see 2).



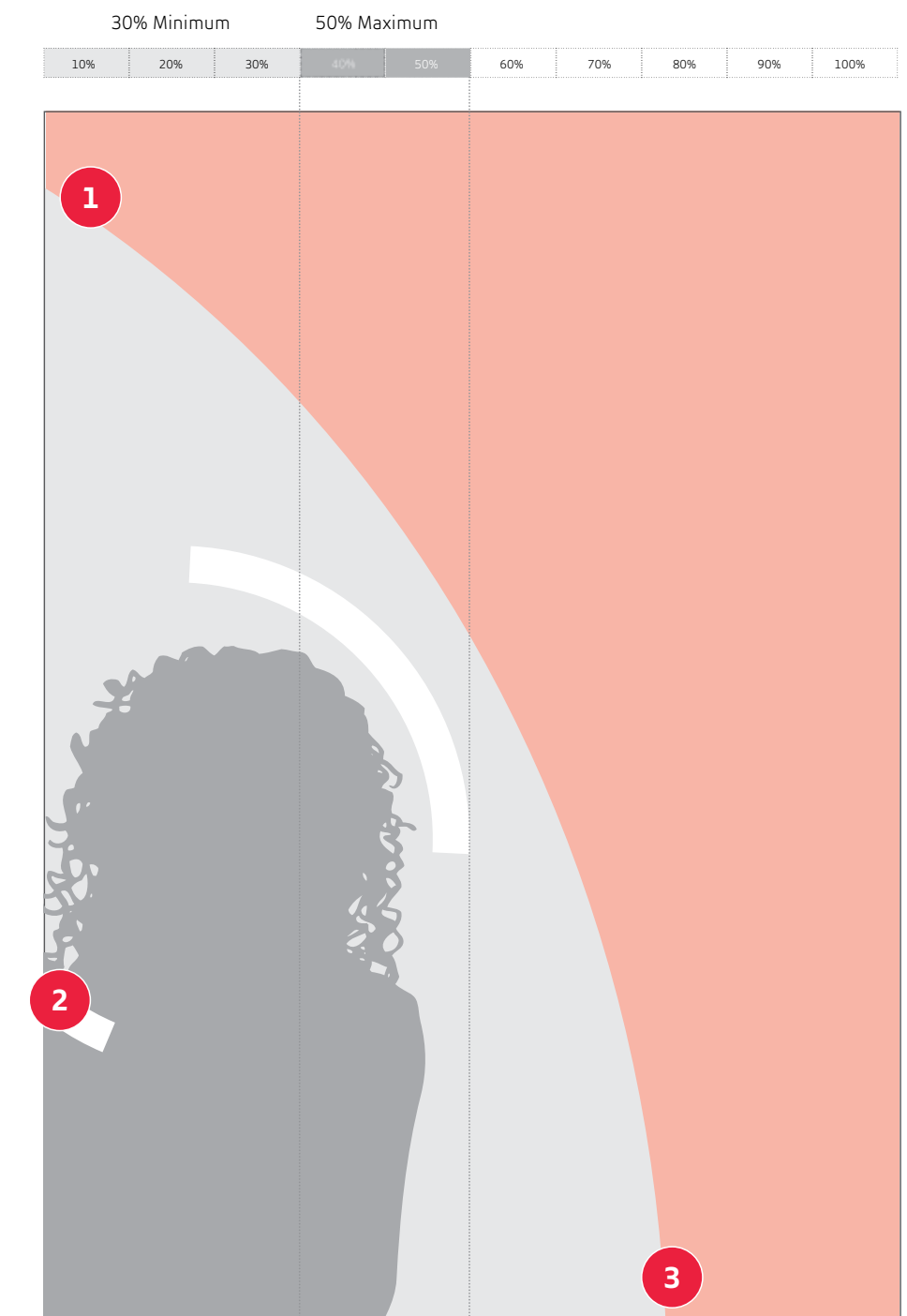
When using the Passion red overlay device, the image must always cover the Passion red overlay device (see 1). The Passion red overlay device and red overlays must never be visible at the bottom of the layout – the image must always overlap that area (see 2). The gestures may not bleed off the page more than 30%, per each Passion red overlay device (see 3). The Passion red overlay device may not be placed at more than 50% of the layout (see 4).



The Passion red overlay device shouldn't exceed more than 50% (see 1).

It may never move up into the layout (see 2) – it must always bleed off the top and bottom, unless the deep-etched image overlays that section so that it isn't visible. The deep-etched image must always be placed over the Passion red overlay device. The red overlays may never be visible on the left or bottom of the deep-etched image (see 2).

The gestures may not rotate more than 45 degrees either way (see 3).



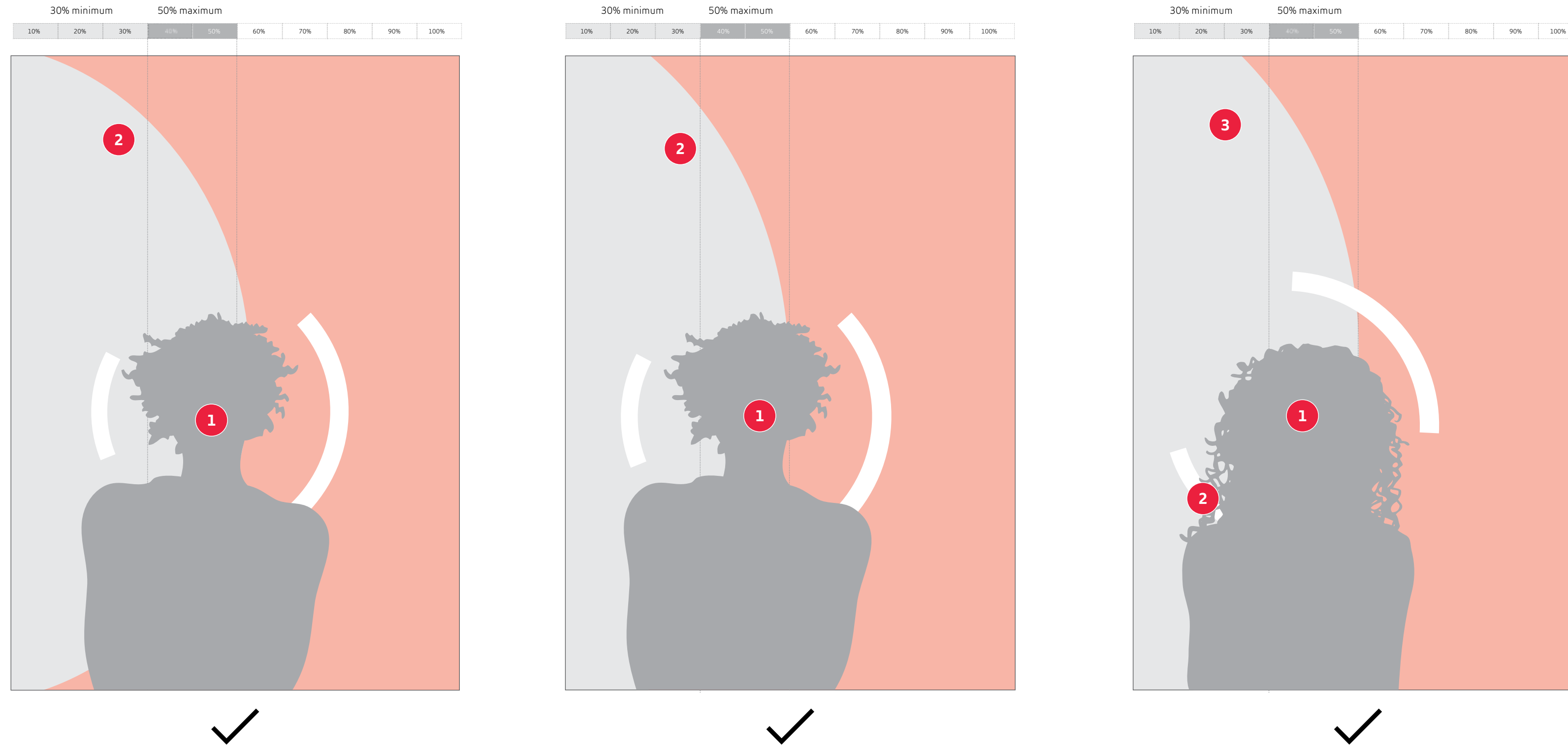
The Passion red overlay device may never move down into the layout – it must always bleed off the top and bottom (see 1), unless the deep-etched image overlays that section. The deep-etched image must always be placed over the Passion red overlay device.

The Passion red overlay device may never come out on the right side of the focal deep-etched image. The top deep-etched image must always 'join' the Passion red overlay device and red layers. It may also not be placed less than 30% or more than 50% on the layout (see 3).

The gestures may not bleed off the page more than 30% (see 2).

# Dos when building templates

# Consumer, Business Banking and Industry Sectors



The deep-etched image must always overlap the Passion red overlay device in the centre of the edge (see 1). Gestures may rotate as a unit, not more than 45 degrees either way. The deep-etched image is allowed to overlap the gestures, although preferably only one of the gestures at a time – not both (see 2). The Passion red overlay device must come into the image at minimum 30% and maximum 50% (see 3).

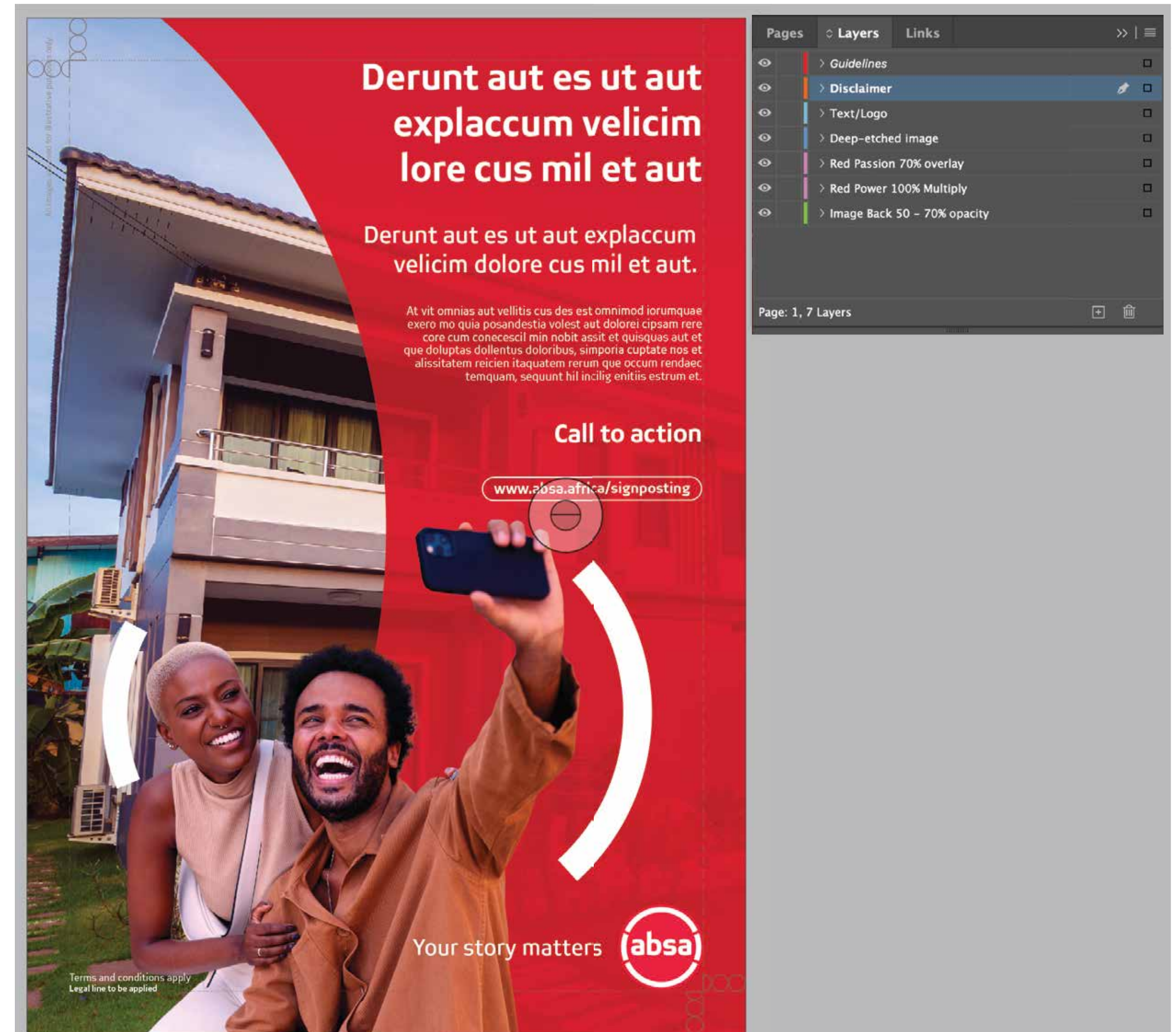
# How to build your layout using layers

Layout templates are available for download on the Absa Brand Management Platform. Follow instructions as per the images below to get the best results.

When opening the template make the layers visible. The layers will look as follows. All layers will be locked.

- Layer 8:** Margins and guides.
- Layer 7:** Image disclaimer – keep this layer switched off.
- Layer 6:** Copy zone, gestures, logo placement and size.
- Layer 5:** Deep-etched image.
- Layer 4:** **Passion red overlay device – 100% opacity image pasted inside –** derived from the shape of the gestures.
- Layer 2 and 3:** Overlaid red layers.
- Layer 3:** **Passion red 70% overlay**  
Fill the layer with **Power** red 100% opacity – Effects | Transparency | Multiplied.
- Layer 2:** **Power 100% multiply**  
This layer sits on top of the 2nd layer that is filled with Power red. Fill with **Passion** red 70% opacity – Effects | Transparency | Overlay.
- Layer 1:** Background image (between 50-70% opacity).

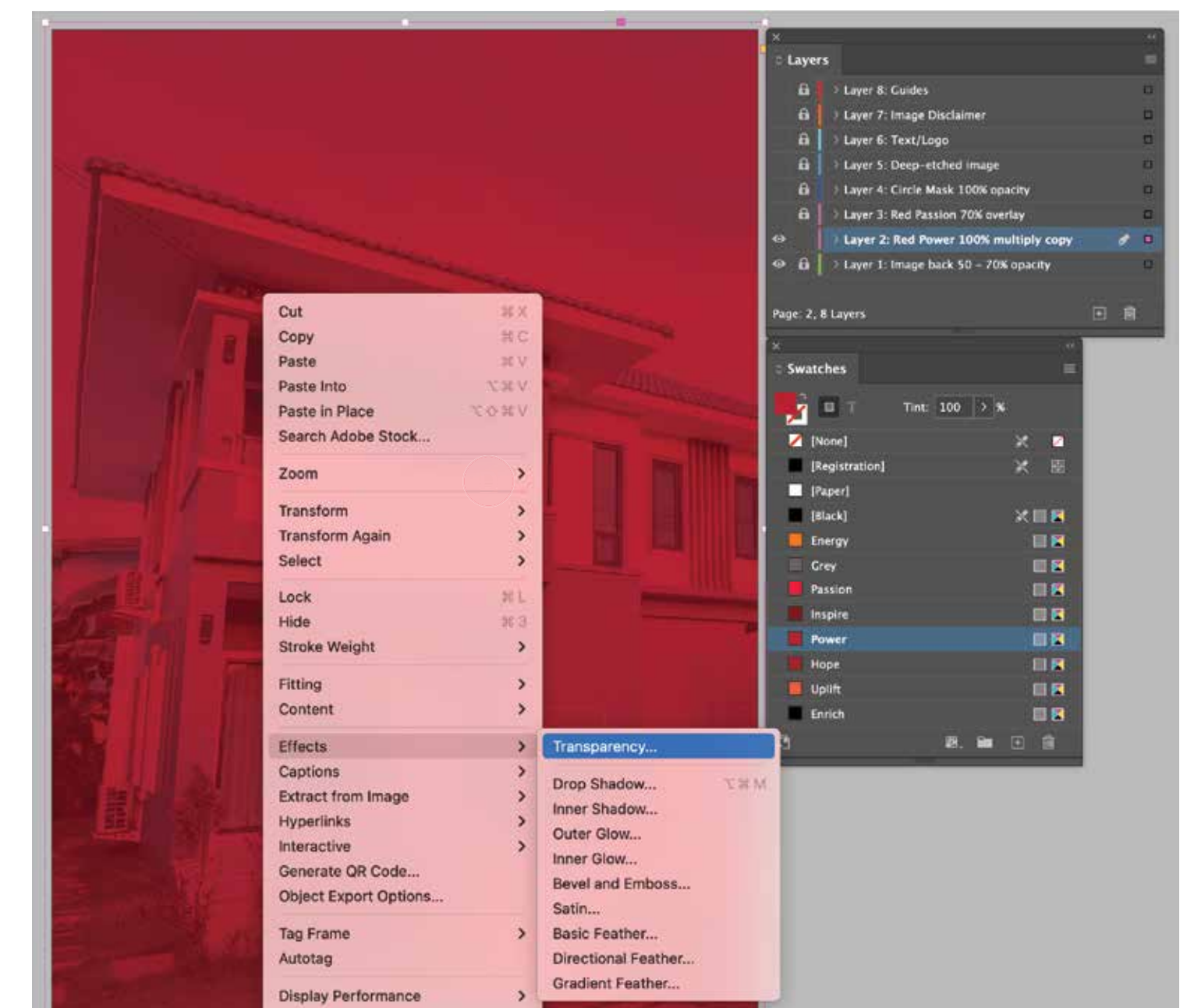
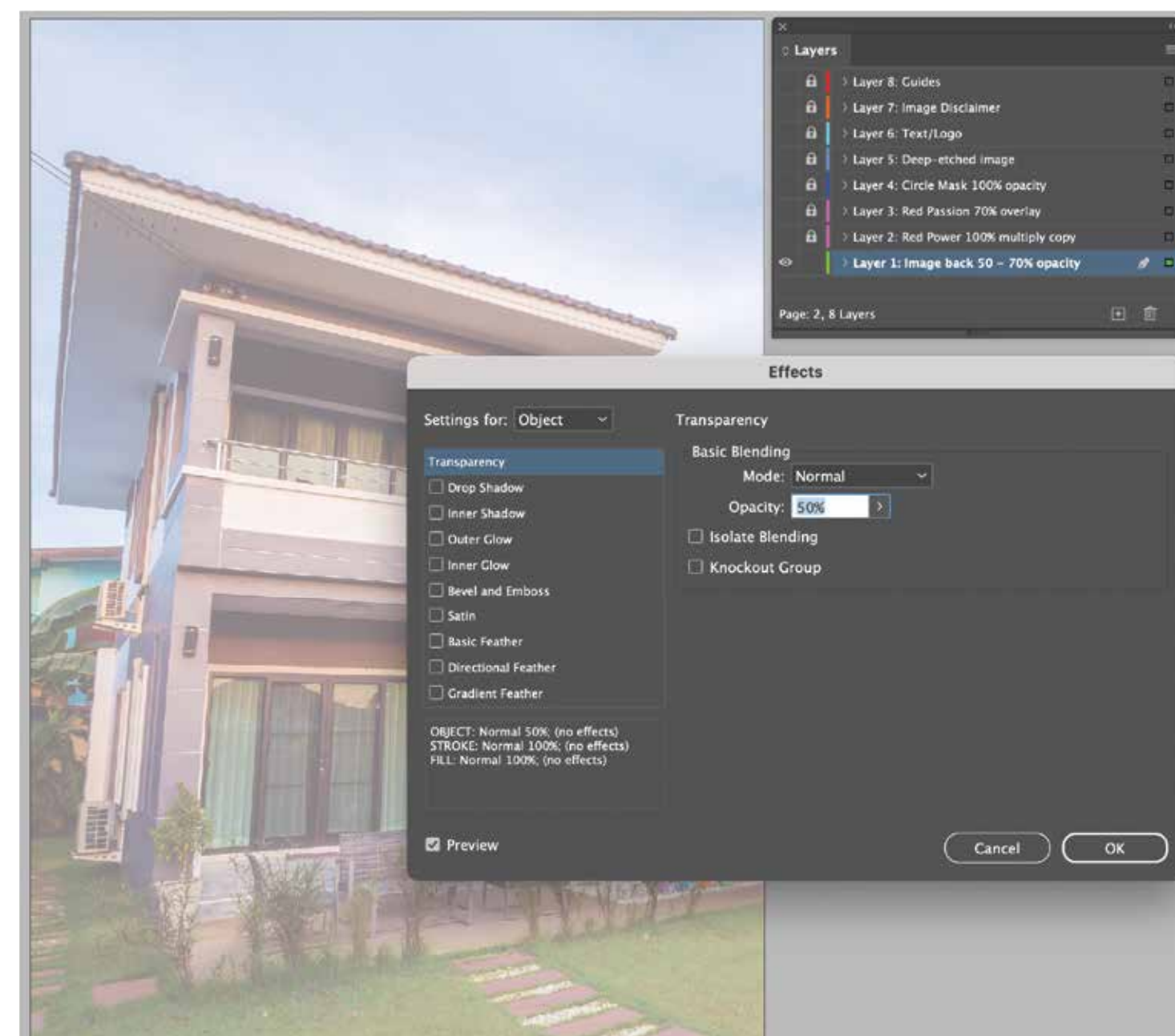
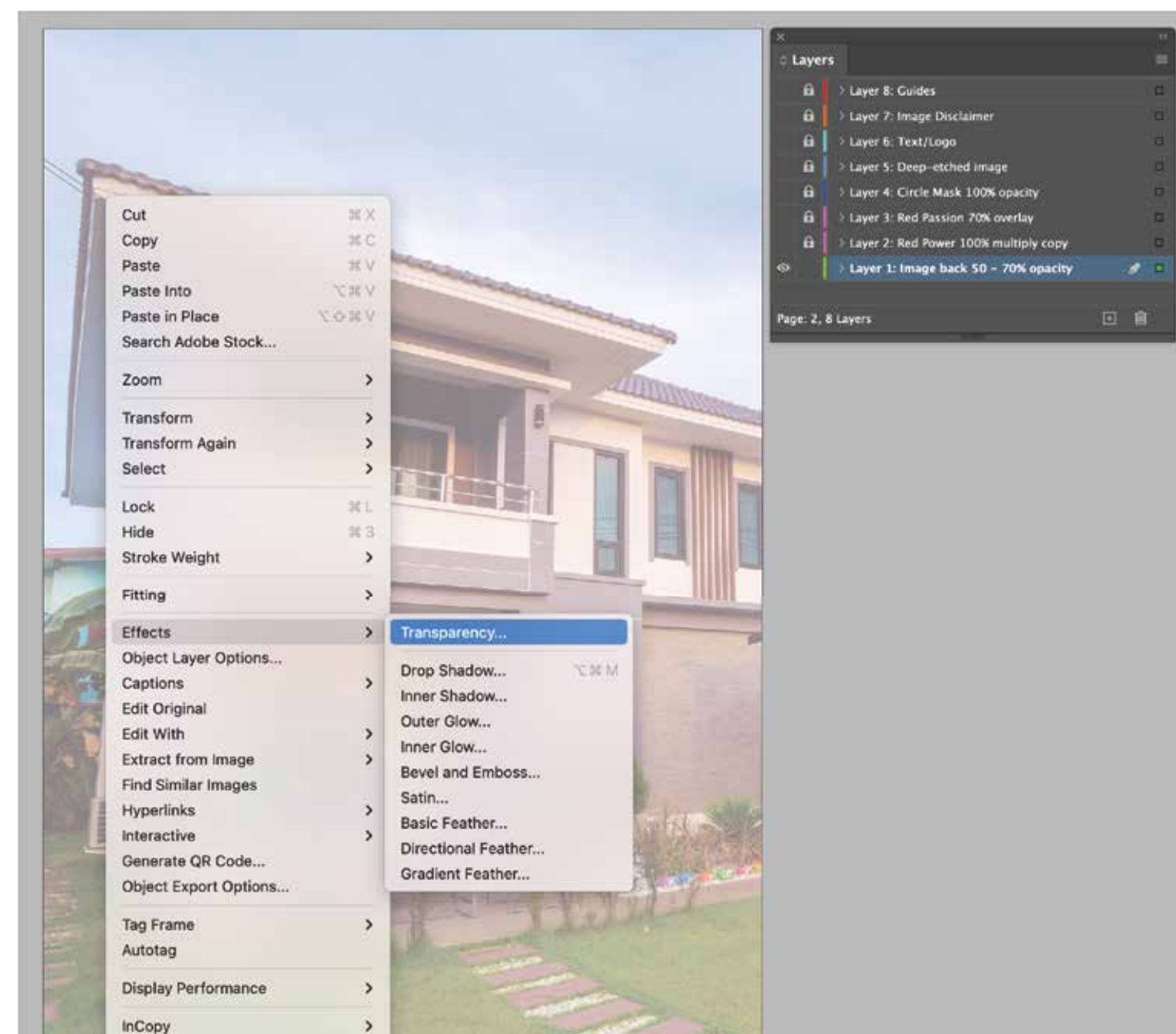
# Consumer, Business Banking and Industry Sectors



# How to build your layout using layers

Follow the instructions as per the examples below to get the best results. Do not move any of the layers up or down, they must stay in the sequence that they were created. Hide all layers from top layer 8-2.

# Consumer, Business Banking and Industry Sectors



## Layer 1: Background image (between 50-70% opacity) – Everyday Banking

- Replace the placeholder image with your chosen background image (between 50-70% opacity). If the image is very light use 70% opacity, if the image is very dark use 50% opacity. Clone the image once it is in the correct place, unlock layer 4 and drag the cloned image onto layer 4. Lock both layers once this step is complete.

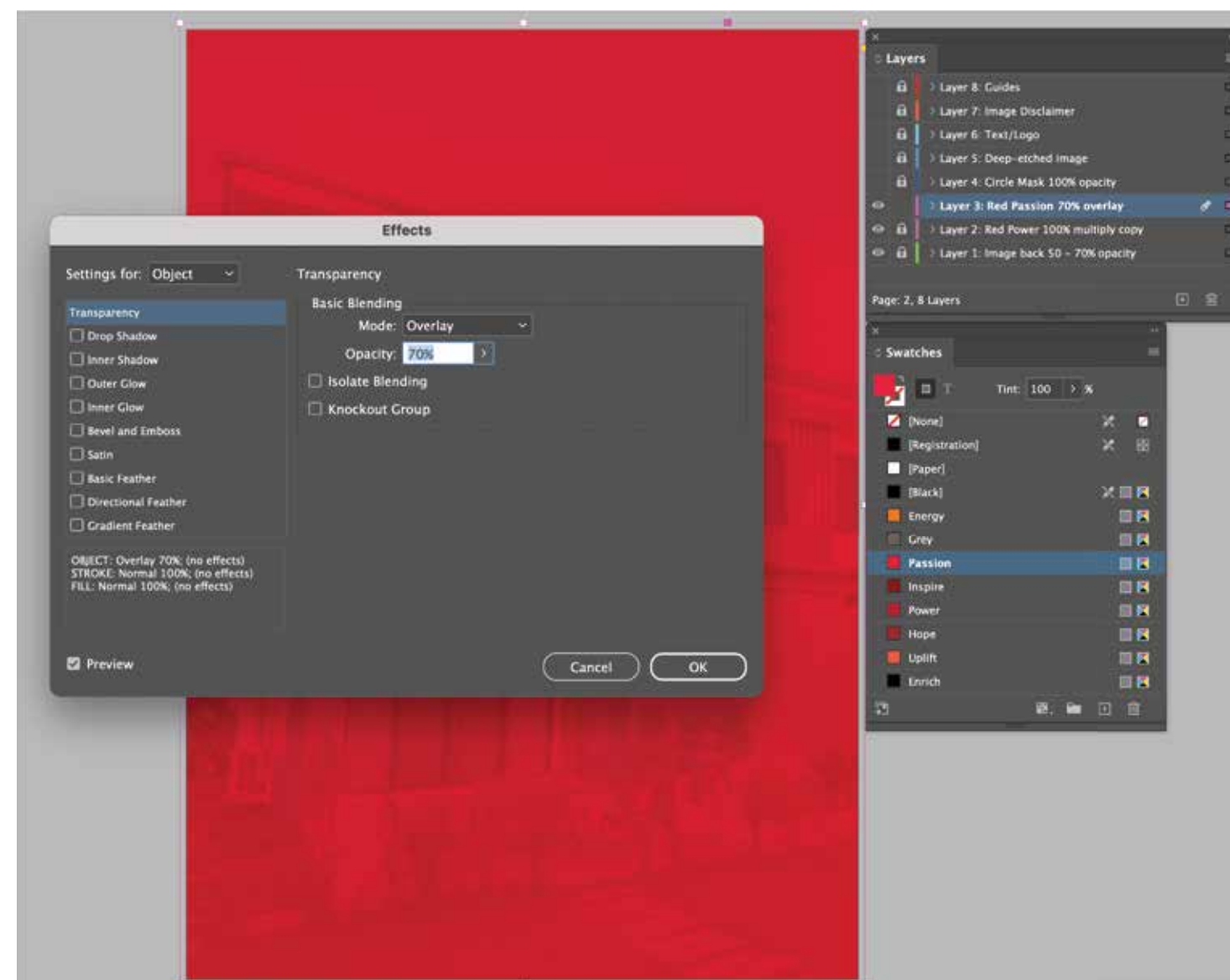
## Layer 2: Power 100% multiply

- Switch on this layer – it will reflect that it is placed at a 100% opacity and the effects used under transparency drop-down will multiply. The fill will reflect as Power red.

# How to build your layout using layers

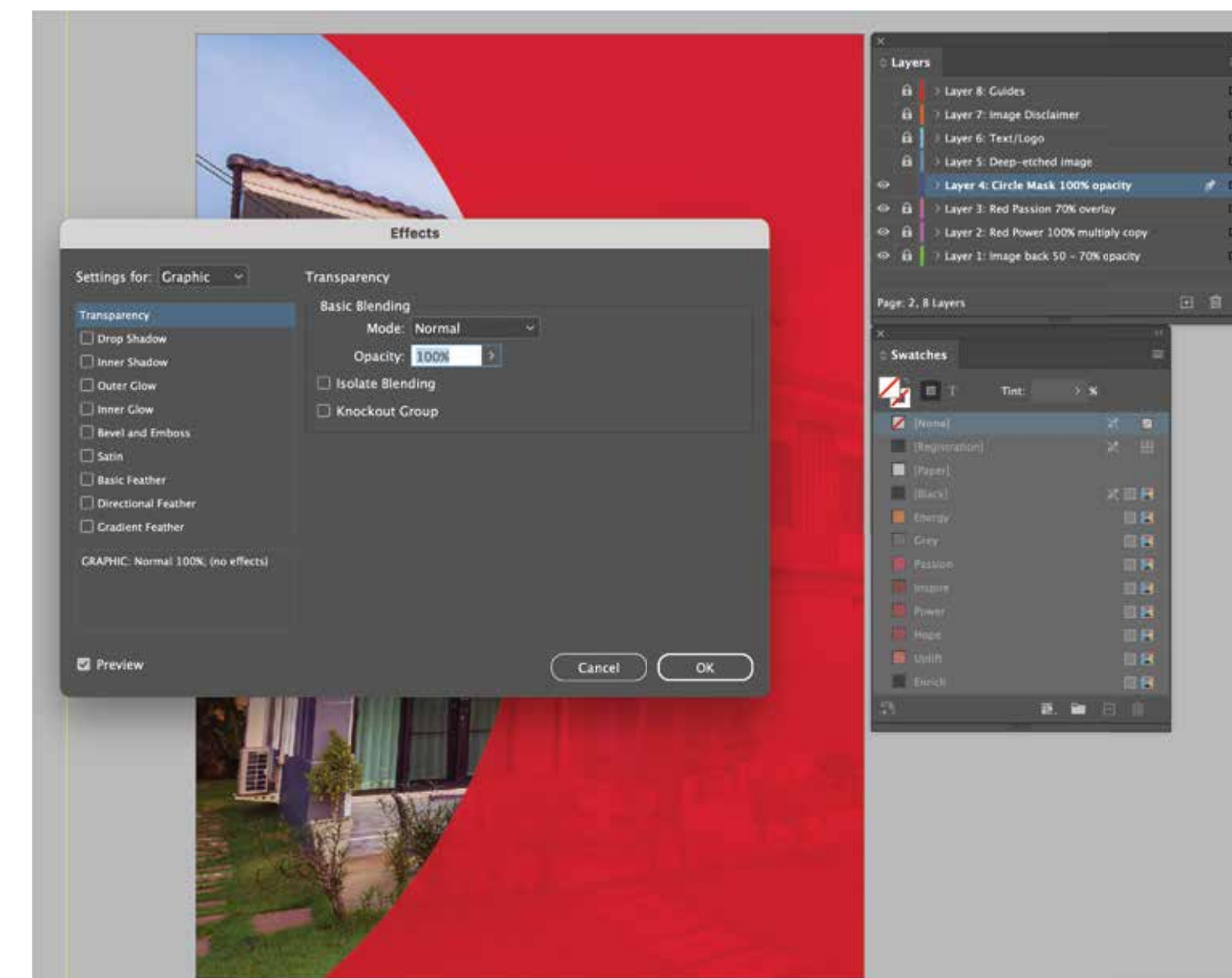
Follow the instructions as per the examples below to get the best results. Do not move any of the layers up or down, they must stay in the sequence that they were created. Hide all layers from top layer 8-2.

# Consumer, Business Banking and Industry Sectors




### Layer 3: Passion 70% overlay

- Switch on this layer – it will reflect that it is placed at 70% opacity and the effects used under transparent drop-down will be overlay. The fill will reflect as Passion red.



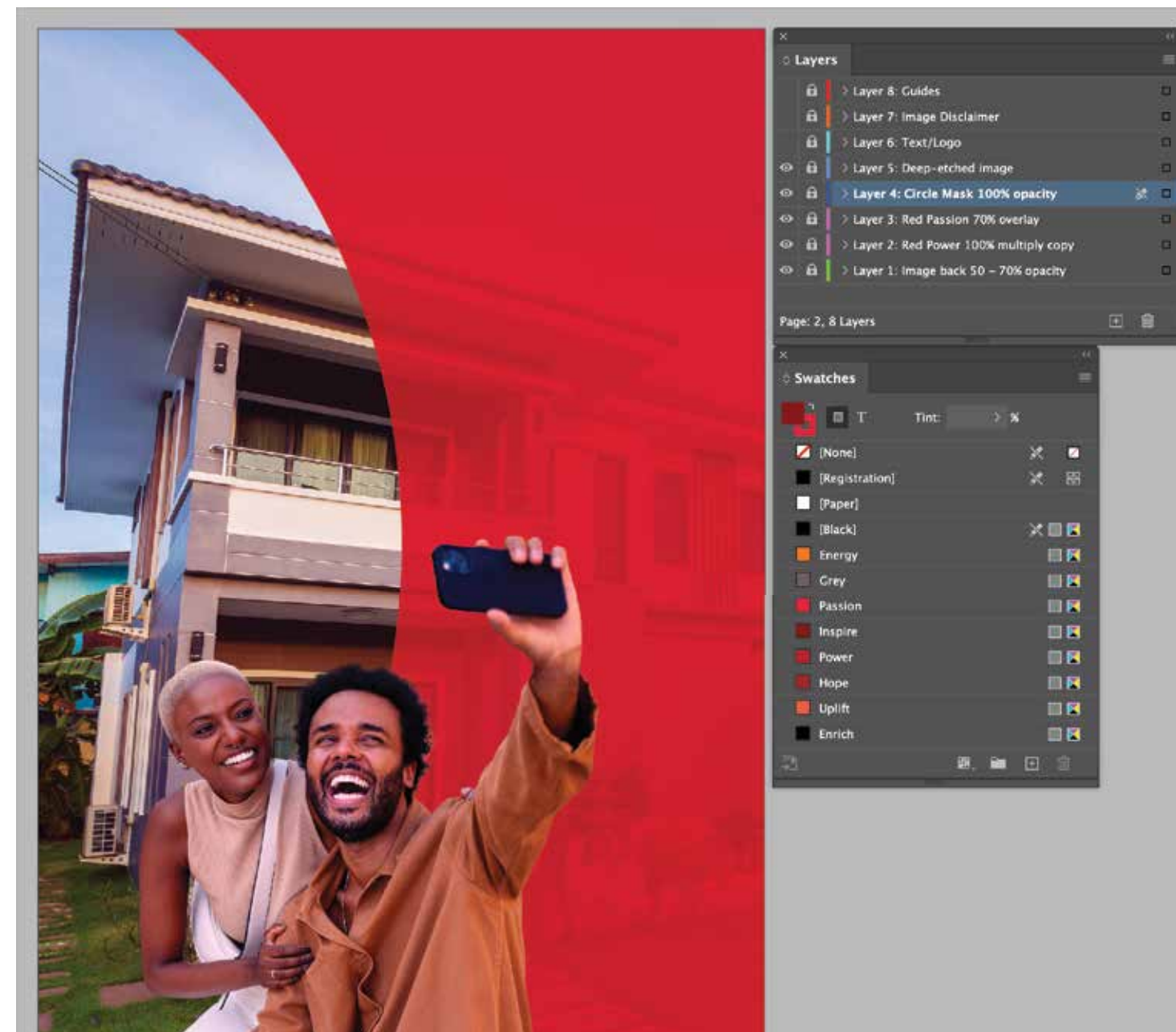
### Layer 4: Passion red overlay device – 100% opacity image pasted inside

- Switch on and unlock layer 5 – the cloned image you dragged onto this layer earlier will be on the top. Send it to the back, then click inside the Passion red overlay device with the direct cursor tool  – delete the example image. Take the cloned image, cut and paste it into the Passion red overlay device and make it 100% opacity and lock the layer.

# How to build your layout using layers

Follow the instructions as per the examples below to get the best results. Do not move any of the layers up or down, they must stay in the sequence that they were created. Hide all layers from top layer 8-2.

# Consumer, Business Banking and Industry Sectors



## Layer 5: Deep-etched image and gestures

- Switch on and unlock layer 5. Replace the placed example with your chosen deep-etched image. Position the Embrace gestures – they may rotate 45 degrees either way if needed. One of the gestures is allowed to be moved behind the deep-etched image, but not both at the same time. Lock the layer after you have placed the deep-etched image and gestures.



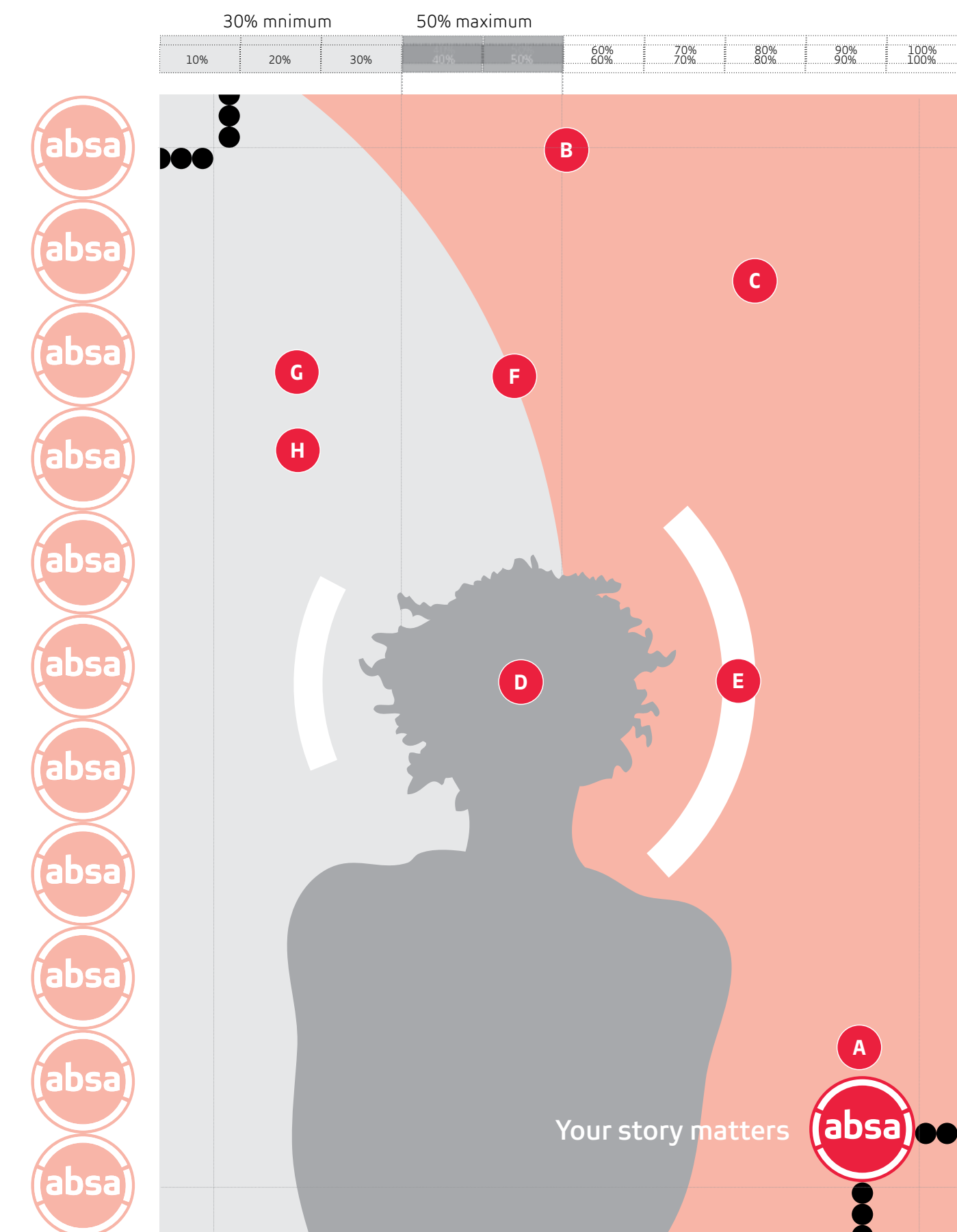
## Layer 6: Logo lockup size and placement

- Switch this layer on – the logo lockup will appear in the correct position and size, if you want to check the guidelines, switch layer 8 on.

# Portrait magazine layout grid

- A Logo lockup size**
  - For portrait print advertisements, the logo lockup's minimum size is equal to the length of the long side of the layout divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- C Body copy**
  - The layout's written content must appear only on top of the red overlay area.
- D Deep-etched image**
  - A deep-etched main focal image will be placed on top of the circle mask, two overlay red layers and the 50% opacity background image. The text will sit on a layer on top of 4 layers: background layer at an opacity between 50% and 70% depending on the darkness of the background image, then the two red layers and the text and the guides layer at the top.
- E Gestures**
  - Embrace gestures must be used to frame the focal point deep-etched image. Gestures can be used in Passion red or white.
- F Flexible circle mask**
  - The circle mask can enlarge, reduce and move to the left or right of the page to accommodate copy clusters. A 100% opacity of the same background image must be cloned and pasted inside the circle mask. Do not rotate, flip or stretch the circle mask – it must scale up proportionally. Always use it on the left side. The minimum percentage the circle mask can come onto the page is 30%, the maximum is 50%.
- G Overlay layers**
  - Create two layers: These layers will be placed under the left circle mask but on top of the background image at 50% opacity.
    - Layer 1:** This layer sits on top of the background image that is placed between 50% and 70% opacity depending on the darkness of the background image. Fill that layer with **Power** red 100% opacity – Effects | Transparency | Multiplied.
    - Layer 2:** This layer sits on top of the 2nd layer that is filled with Power red. Fill with **Passion** red 70% opacity – Effects | Transparency | Overlay.
- H Background image**
  - The same image that is placed in the circle mask will be used in the background behind all other layers. The image must be placed between 50% and 70% opacity, the opacity will depend on how dark the image background is.

# Consumer, Business Banking and Industry Sectors

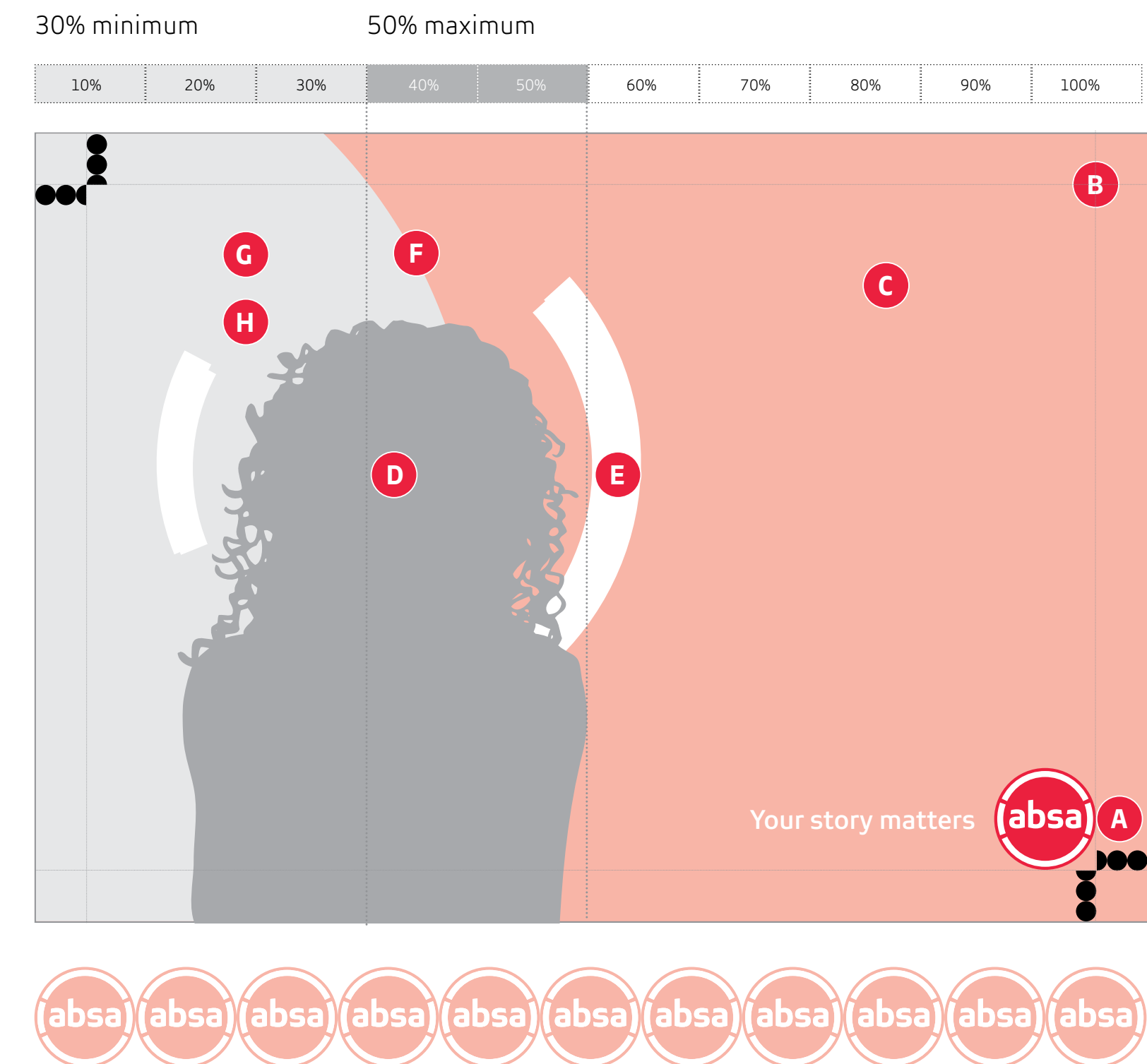


The construction rules shown on this page can be used to create layout grids for all portrait newspaper layout formats where the long side is **not more** than 2.5 times the length of the short side.

# Landscape magazine layout grid

- A Logo lockup size**
  - For landscape print advertisements, the logo lockup's minimum size is equal to the length of the long side of the layout divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- C Body copy**
  - The layout's written content must appear only on top of the red overlay area.
- D Deep-etched image**
  - A deep-etched main focal image will be placed on top of the circle mask, two overlay red layers and the 50% opacity background image. The text will sit on a layer on top of 4 layers: background layer at an opacity between 50% and 70% depending on the darkness of the background image, then the two red layers and the text and the guides layer at the top.
- E Gestures**
  - Embrace gestures must be used to frame the focal point deep-etched image. Gestures can be used in Passion red or white.
- F Flexible circle mask**
  - The circle mask can enlarge, reduce and move to the left or right of the page to accommodate copy clusters. A 100% opacity of the same background image must be cloned and pasted inside the circle mask. Do not rotate, flip or stretch the circle mask – it must scale up proportionally. Always use it on the left side. The minimum percentage the circle mask can come onto the page is 30%, the maximum is 50%.
- G Overlay layers**
  - Create two layers: These layers will be placed under the left circle mask but on top of the background image at 50% opacity.
    - Layer 1:** This layer sits on top of the background image that is placed between 50% and 70% opacity depending on the darkness of the background image. Fill that layer with **Power** red 100% opacity – Effects | Transparency | Multiplied.
    - Layer 2:** This layer sits on top of the 2nd layer that is filled with Power red. Fill with **Passion** red 70% opacity – Effects | Transparency | Overlay.
- H Background image**
  - The same image that is placed in the circle mask will be used in the background behind all other layers. The image must be placed between 50% and 70% opacity, the opacity will depend on how dark the image background is.

# Consumer, Business Banking and Industry Sectors



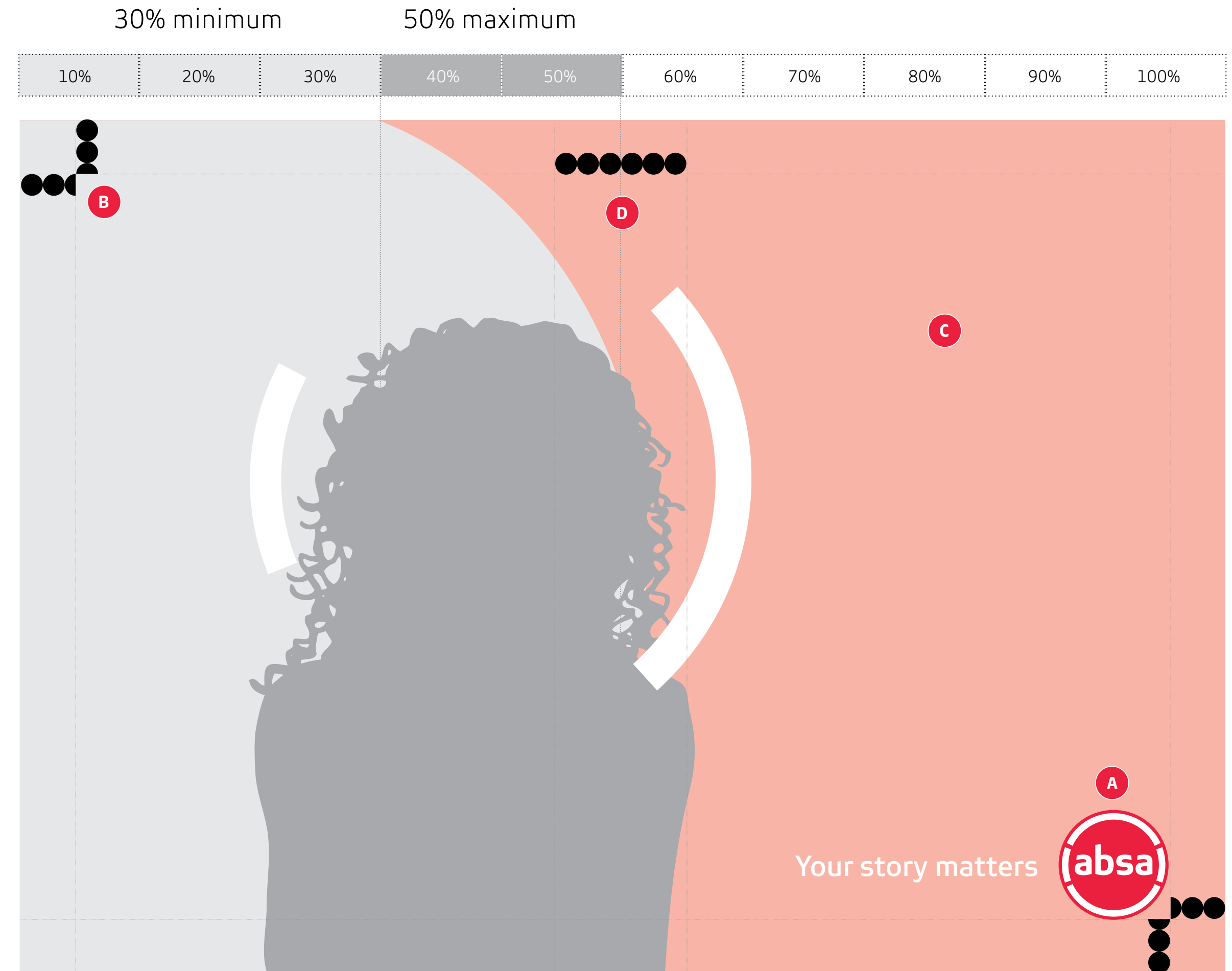
The construction rules shown on this page can be used to create layout grids for all portrait magazine layout formats where the long side is **not more** than 2.5 times the length of the short side.

# DPS magazine layout grid

The construction rules shown on this page can be used to create layout grids for all DPS magazine layout formats where the long side is **not more** than 2.5 times the length of the short side.

- A Logo lockup size**
  - For DPS advertisements, the logo lockup's minimum size is equal to the length of the long side of a single page divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- C Body copy**
  - The layout's written content must appear only in this area.
- D Gutter**
  - Images, illustrations and backgrounds can be placed over the gutter.
  - When using images and illustrations, please ensure that important subject matter (e.g. faces, people, text, etc.) isn't placed over the gutter as these could be misaligned across the pages in final print.

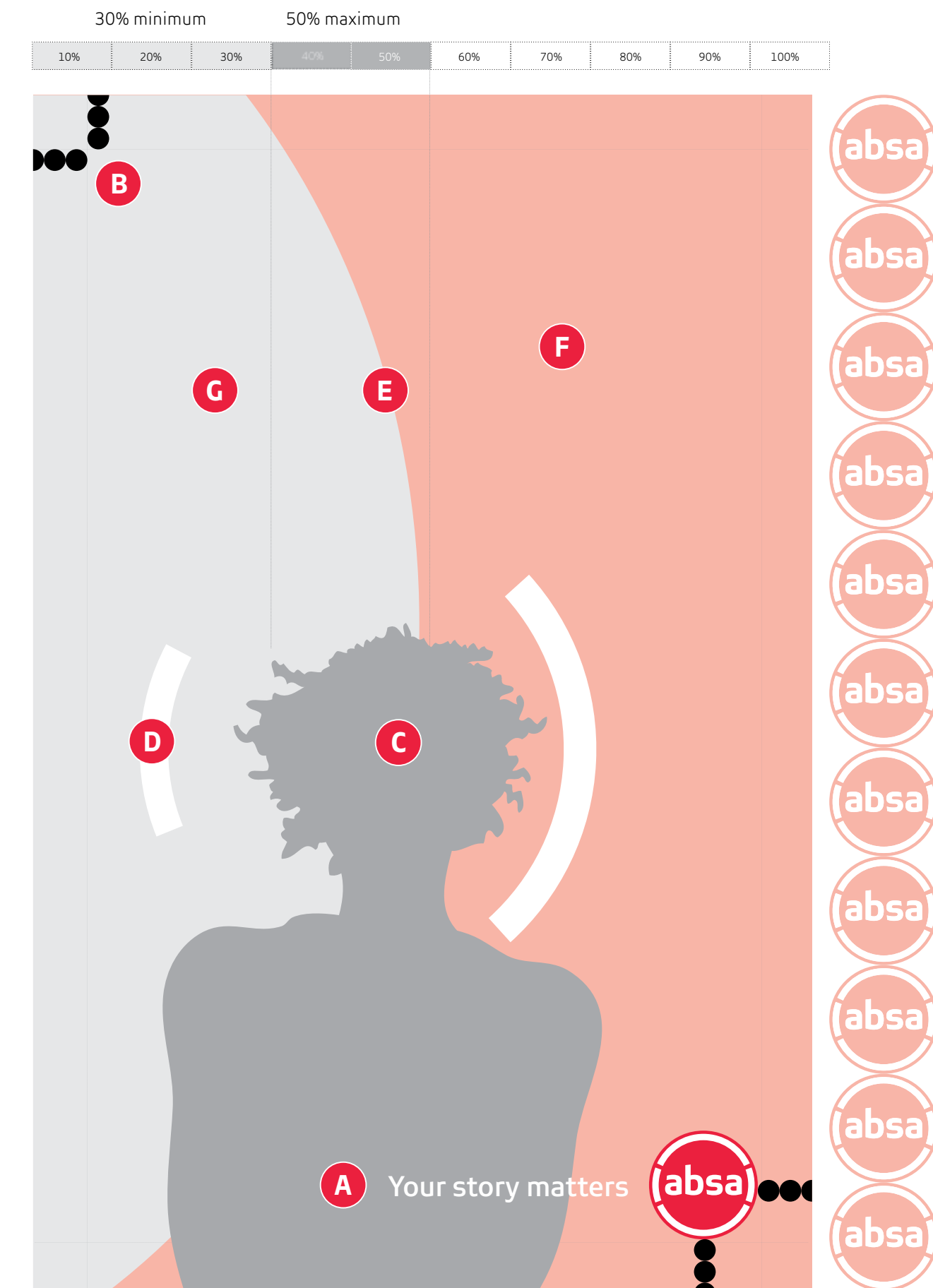
# Consumer, Business Banking and Industry Sectors



# Portrait newspaper layout grid

- A Logo lockup size**
  - For portrait print advertisements, the logo lockup's minimum size is equal to the length of the long side of the layout divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- C Deep-etched image**
  - A deep-etched main focal image will be placed on top of part of the circle mask, two overlay red layers and the 50% opacity background image. The text will sit on a layer on top of 4 layers: background layer at an opacity between 50% and 70% depending on the darkness of the image, then the two red layers and the text and the guides layer at the top.
- D Gestures**
  - Embrace gestures must be used to frame the focal point deep-etched image. Gestures can be used in Passion red or white.
- E Flexible circle mask**
  - The circle mask can enlarge, reduce and move to the left or right of the page to accommodate copy clusters. A 100% opacity of the same background image must be cloned and pasted inside the circle mask. Do not rotate, flip or stretch the circle mask – it must scale up proportionally. Always use it on the left side. The minimum percentage the circle mask can come onto the page is 30%, the maximum is 50%.
- F Overlay layers**
  - Create two layers: These layers will be placed under the left circle mask – but on top of the background image at 50% opacity.
    - Layer 1:** This layer sits on top of the background image that is placed between 50% and 70% opacity depending on the darkness of the background image. Fill that layer with **Power** red 100% opacity – Effects | Transparency | Multiplied.
    - Layer 2:** This layer sits on top of the 2nd layer that is filled with Power red. Fill with **Passion** red 70% opacity – Effects | Transparency | Overlay.
- G Background image**
  - The same image that is placed in the circle mask will be used in the background behind all other layers. The background image must be placed between 50% and 70% opacity, the opacity will depend on how dark the image background is.

# Consumer, Business Banking and Industry Sectors

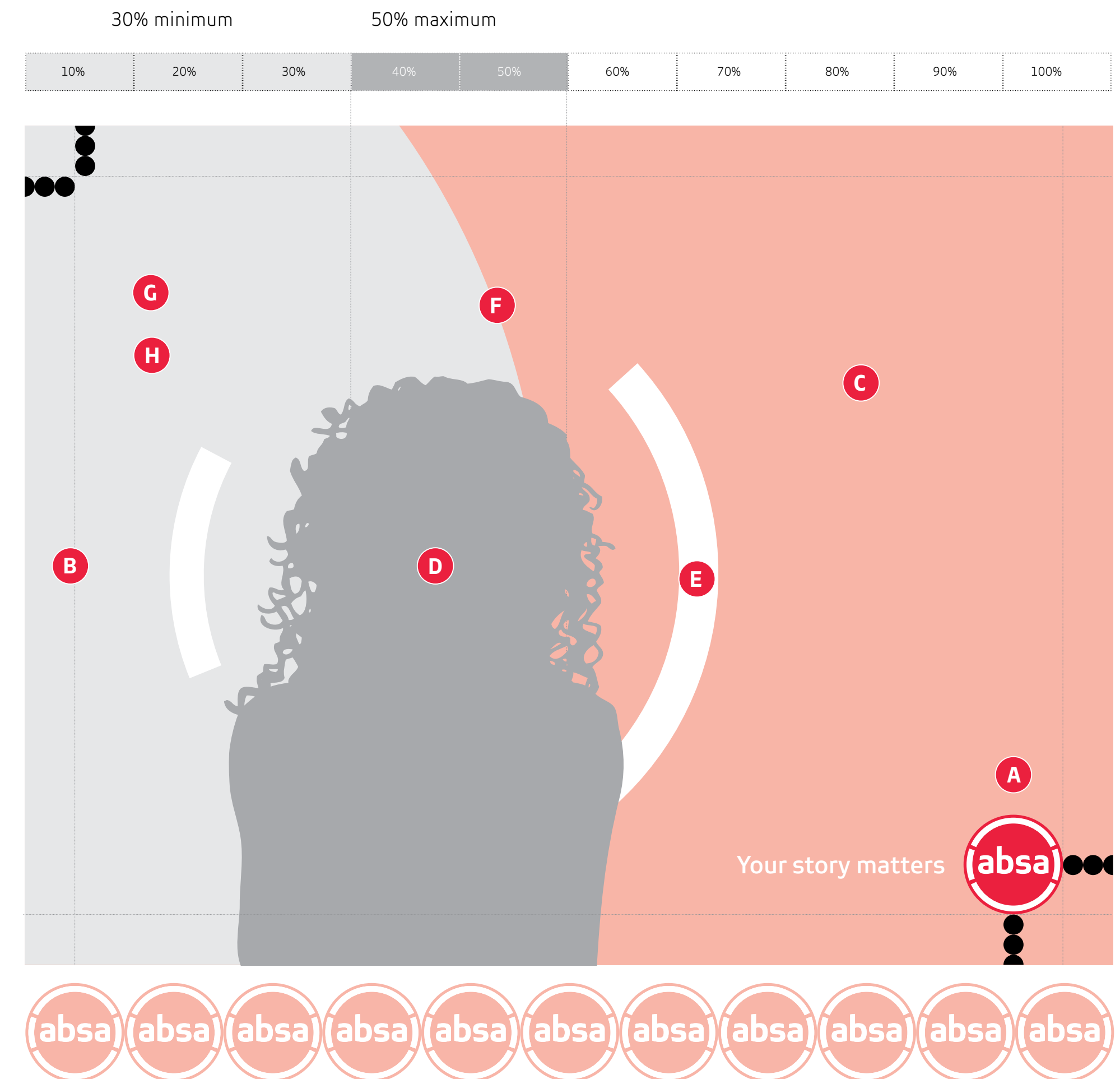


The construction rules shown on this page can be used to create layout grids for all portrait newspaper layout formats where the long side is **not more** than 2.5 times the length of the short side.

# Landscape newspaper layout grid

- A Logo lockup size**
  - The logo lockup's minimum size is equal to the length of the long side of the layout divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2.5X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- C Body copy**
  - The layout's written content must appear only on top of the red overlay area.
- D Deep-etched image**
  - A deep-etched main focal image will be placed on top of the circle mask, two overlay red layers and the 50% opacity background image.
- E Gestures**
  - Embrace gestures must be used to frame the focal point deep-etched image. Gestures can be used in Passion red or white.
- F Flexible circle mask**
  - The circle mask can enlarge, reduce and move to the left or right of the page to accommodate copy clusters. A full opacity of the background image will be used inside the circle mask. Do not rotate the circle mask and do not flip the circle mask and use it on the right. The minimum percentage that the circle mask can come onto the image is 30%, the maximum is 50%.
- G Overlay layers**
  - Create two layers: These layers will be placed under the left side circle mask, but on top of the background image at 50% opacity.
    - Layer 1:** This layer sits on top of the background image that is placed between 50% and 70% opacity depending on the darkness of the background image. Fill that layer with **Power** red 100% opacity – Effects | Transparency | Multiplied.
    - Layer 2:** This layer sits on top of the 2nd layer that is filled with Power red. Fill with **Passion** red 70% opacity - Effects | Transparency | Overlay.
- H Background image**
  - The same image that is placed in the circle mask will be used in the background, but it must be placed between 50% and 70% opacity depending on the image behind all other layers. If the image has a very dark background use it at 50% opacity, if it has a very light background use it at 70% opacity.

# Consumer, Business Banking and Industry Sectors



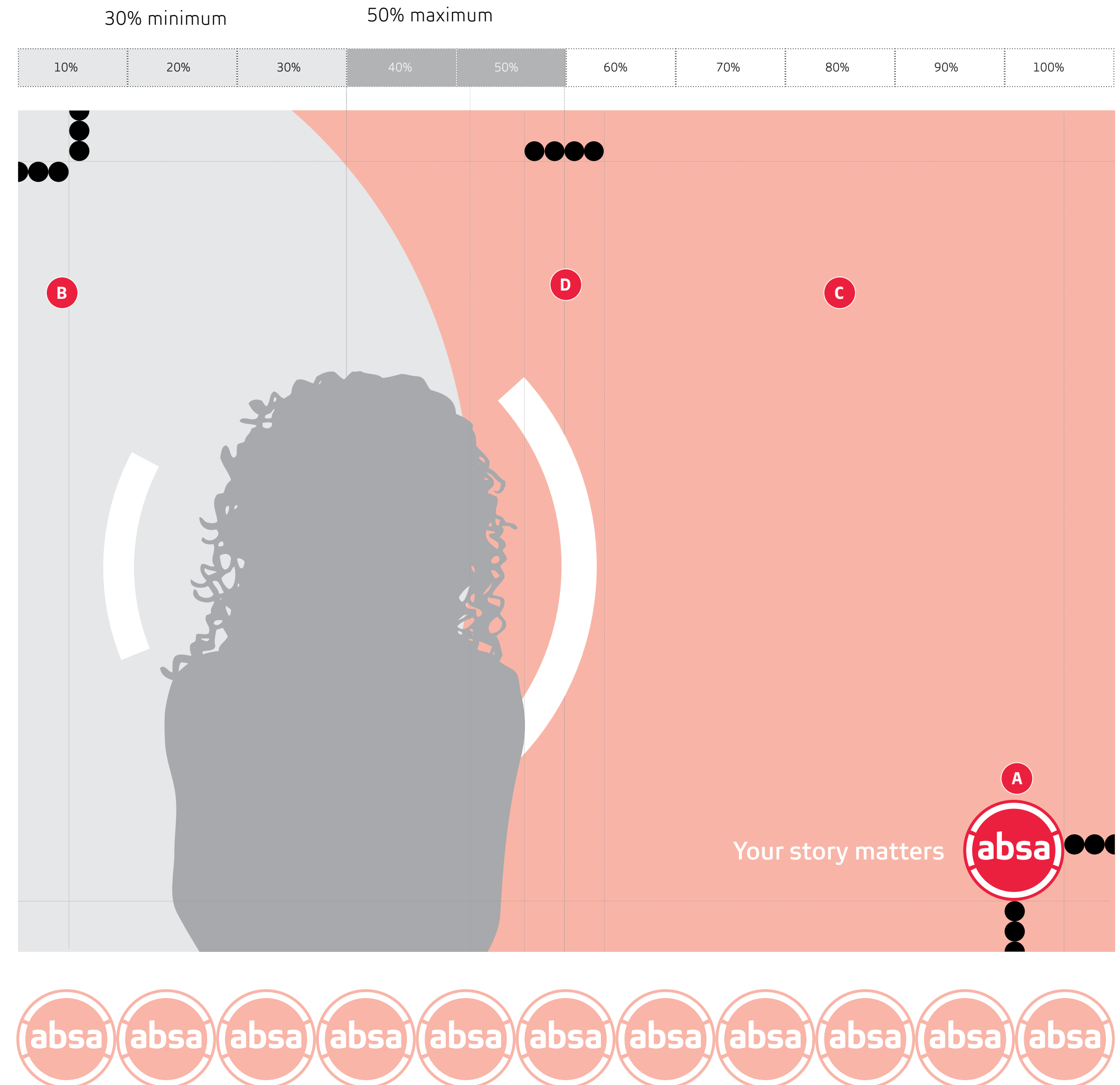
The construction rules shown on this page can be used to create layout grids for all landscape newspaper layout formats where the long side is **not more** than 2.5 times the length of the short side.

# DPS newspaper layout grid

The construction rules shown on this page can be used to create layout grids for all DPS newspaper layout formats where the long side is **not more** than 2.5 times the length of the short side.

- A Logo lockup size**
  - For DPS advertisements, the logo lockup's minimum size is equal to the length of the long side of a single page divided by 11.
- B Margins**
  - Once the logo lockup's minimum size has been established, a margin equal to 2X must be established on all sides of the layout.
  - Only images, illustrations and backgrounds can extend into the margins.
- C Body Copy**
  - The layout's written content must appear only in this area.
- D Gutter**
  - Images, illustrations and backgrounds can be placed over the gutter.
  - When using images and illustrations, please ensure that important subject matter (e.g. faces, people, text, etc.) isn't placed over the gutter as these could be misaligned across the pages in final print.

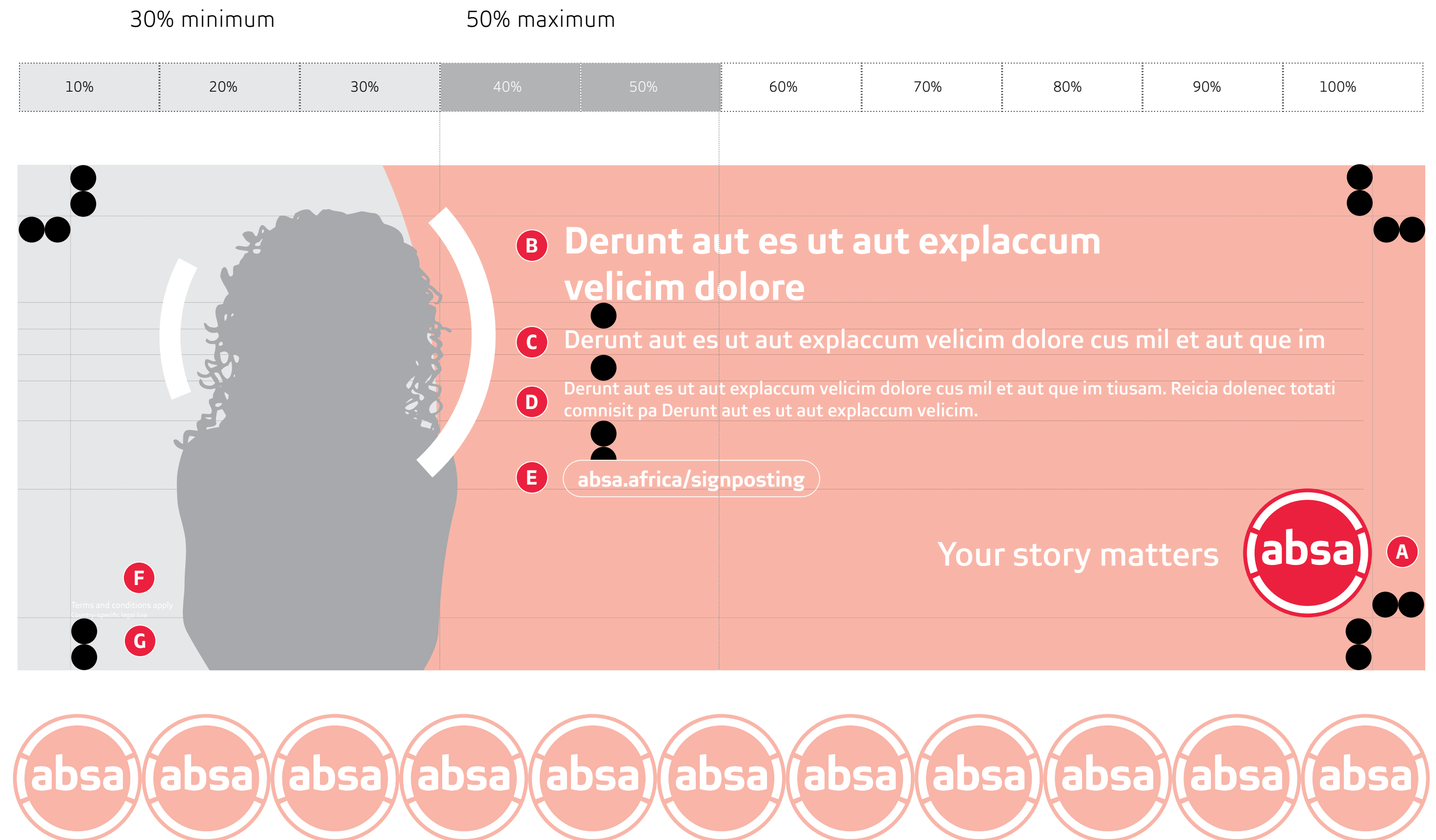
# Consumer, Business Banking and Industry Sectors



# Landscape narrow format layout information hierarchy

# Consumer, Business Banking and Industry Sectors

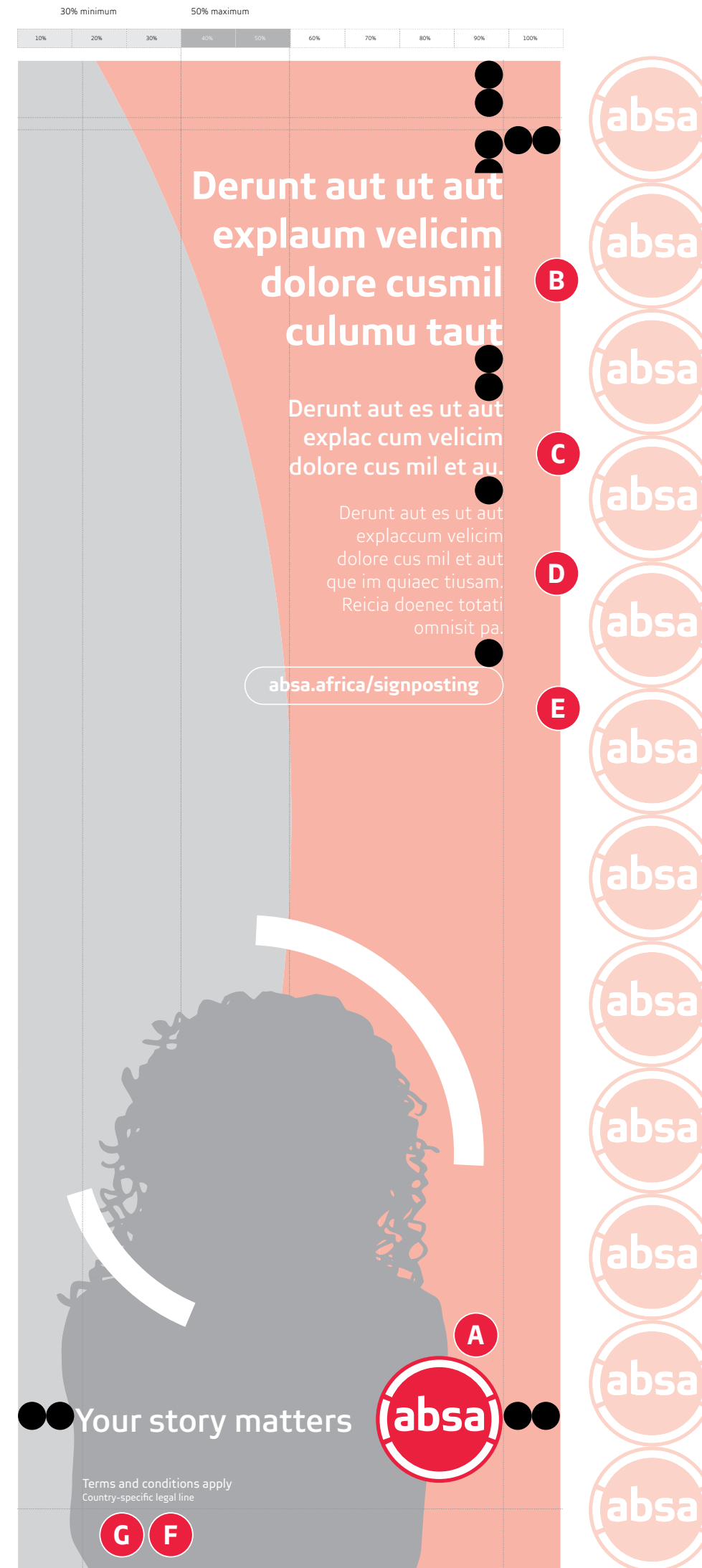
- A Logo lockup size**
  - For portrait print layouts, the logo lockup's minimum size is equal to the length of the long side of the layout divided by 11.
  - Margins on either side of the logo lockup should be 2X.
- B Headline**
  - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- C Subheadline**
  - The subheadline should be short (15 words maximum) and provide supporting text for the headline. The subheadline is optional.
- D Body copy**
  - You should always strive for the fewest possible words for the greatest possible meaning, limiting your body text to 30 words or less.
- E URL (Call to action)**
  - On brand marketing communications, our URL serves as the call to action.
- F Terms and conditions**
  - This line must always be written: "Terms and conditions apply".
- G Legal line**
  - Before publication, please ensure the legal line has been approved by the relevant legal and compliance officer.



# Portrait narrow format layout information hierarchy (exception)

# Consumer, Business Banking and Industry Sectors

- A Logo lockup size**
  - For portrait print layouts, the logo lockup's minimum size is equal to the length of the long side of the layout divided by 12.
  - Margins on either side of the logo lockup should be 2X.
- B Headline**
  - The headline should be short (8 words maximum) and be crafted to quickly engage the reader and compel them to read further.
- C Subheadline**
  - The subheadline should be short (15 words maximum) and provide supporting text for the headline. The subheadline is optional.
- D Body copy**
  - You should always strive for the fewest possible words for the greatest possible meaning, limiting your body text to 30 words or less.
- E URL (Call to action)**
  - On brand marketing communications, our URL serves as the call to action.
- F Terms and conditions**
  - This line must always be written: "Terms and conditions apply".
- G Legal line**
  - Before publication, please ensure the legal line has been approved by the relevant legal and compliance officer.



## Language style

For detailed rules on Absa's written language style, refer to the Language Guide on the Absa Brand Management Platform.

## Typographic specification

Brave Sans must be used for all copy. The type size specifications below have been expressed in increments of the unit of measure.

- **Headline**
  - Recommended weight: Bold, Medium or Light.
  - Cap height: between 1X and 1.5X.
- **Subheadline**
  - Recommended weight: Medium, Regular or Light.
  - Cap height: between 0.5X and 0.75X.
- **Body**
  - Recommended weight: Regular or Light.
  - Cap height: between 0.4X and 0.5X.
- **URL (Call to action)**
  - Recommended weight: Bold.
  - Cap height: 0.5X.
- **Terms and conditions**
  - Recommended weight: Regular.
  - Cap height: 0.45X.
- **Legal line**
  - Recommended weight: Regular.
  - Cap height: 0.25X.
- **Leading**
  - For copy set at 11pt or more, leading must be copy point size plus 10%.
  - For copy set at 10pt or less, leading must be copy point size plus 15%.

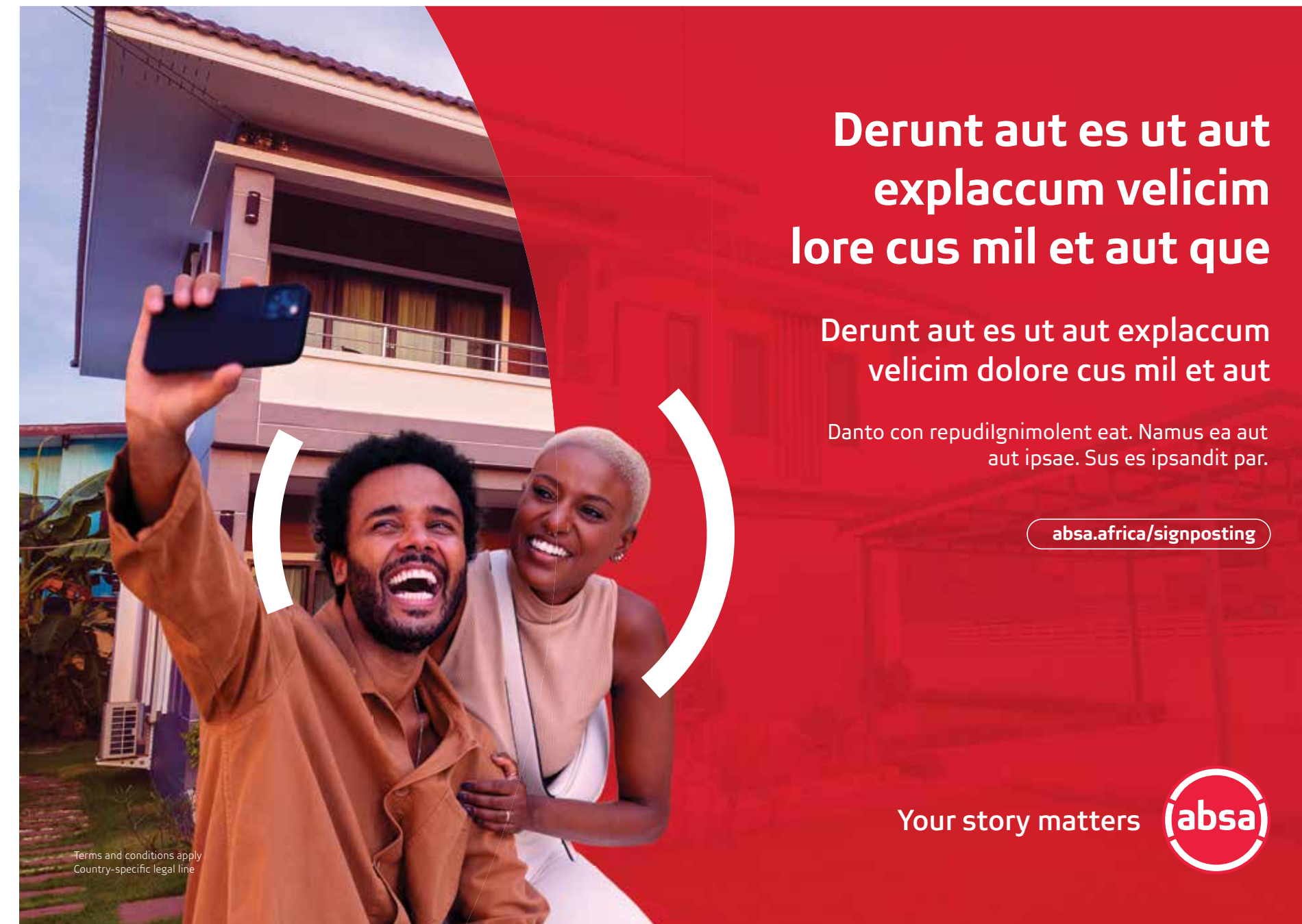
# **Consumer, Business Banking and Industry Sectors layout examples**

# Landscape print layout – product-specific

# Consumer, Business Banking and Industry Sectors



Home Loans – example without body copy



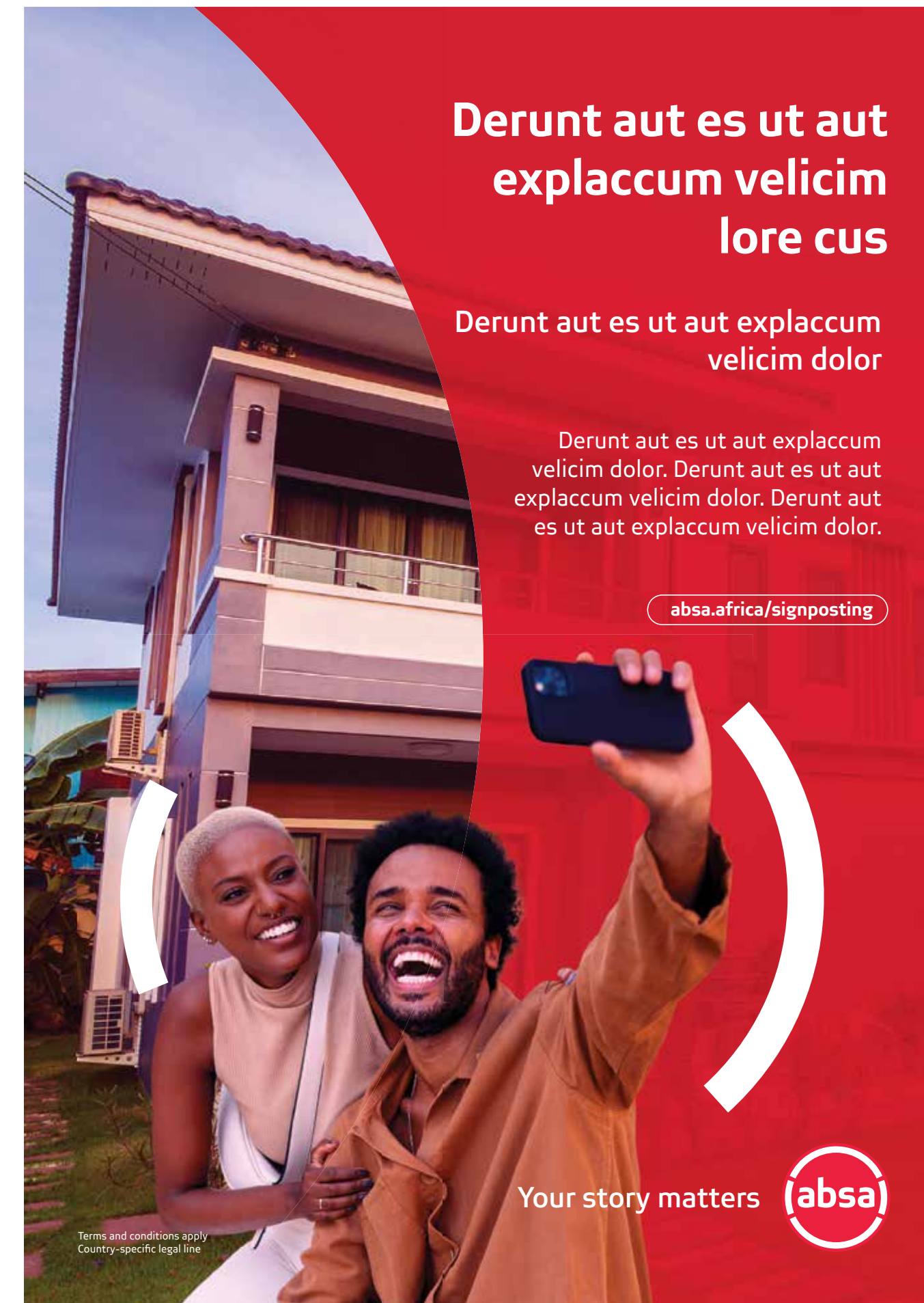
Home Loans – example with body copy

# Portrait print layout – product-specific

# Consumer, Business Banking and Industry Sectors



Home Loans – example without body copy



Home Loans – example with body copy

## Landscape narrow format strip layout - product-specific

Landscape layout with headline, subheadline and URL.

## Consumer, Business Banking and Industry Sectors



**Derunt aut es ut aut explaccum velicim dolore**

Derunt aut es ut aut explaccum velicim dolore cus mil et aut que im quiaectusam

Derunt aut es ut aut explaccum velicim dolore cus mil et aut que im quiaectusam.Reicia dolene totati comnisit pa Derunt aut es ut aut explaccum velicim dolore cus mil et aut que im quiaectusam.

[absa.africa/signposting](https://absa.africa/signposting)

Your story matters 

Terms and conditions apply  
Legal line to be applied

Home Loans

**Portrait narrow format strip layout - product-specific**



**Home Loans**

**Consumer, Business Banking and Industry Sectors**

# **Private Banking, Private Wealth and Corporate and Investment Banking (CIB)**

# Landcape print layout information hierarchy

- A Logo lockup size**
  - The logo lockup's minimum size is equal to the length of the long side of the layout divided by 11.
- B Headline**
  - Recommended weight: Bold, Medium or Light.
  - Cap height: between 1X and 1.5X.
- C Subheadline**
  - Recommended weight: Medium, Regular or Light.
  - Cap height: between 0.5X and 0.75X.
- D Body**
  - Recommended weight: Regular or Light.
  - Cap height: between 0.4X and 0.5X.
- E URL (Call to action)**
  - Recommended weight: Bold.
  - Cap height: 0.5X.
- F Terms and conditions**
  - Recommended weight: Regular.
  - Cap height: 0.45X.
- G Legal line**
  - Recommended weight: Regular.
  - Cap height: 0.25X.

# Private Banking, Private Wealth and Corporate and Investment Banking

30% minimum      50% maximum

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

B

C

D

E

A

F G

Your story matters **absa**

absa absa absa absa absa absa absa absa absa absa

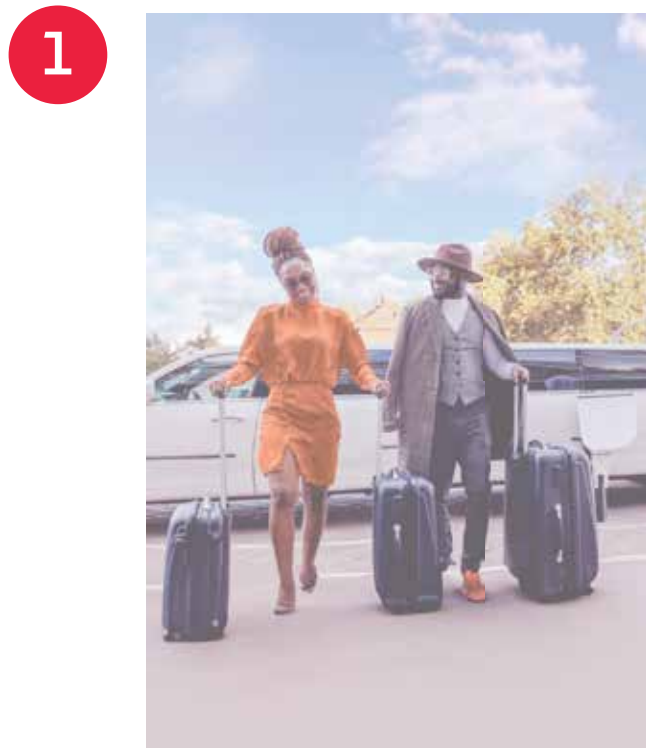


# Power red overlay device

We have created a distinct new look for Private Banking. The following is a guide on how to construct and use it.

# Private Banking

Background image with an opacity between 50% and 70% depending on the darkness of the image, to make the red stand out.



Red layer: Power red 100% opacity multiplied.



Place red layer 1 over background image to create the below effect.



Clone background image and place on top of the circle mask at 100% opacity.



Select the the circle mask shape and place the 100% opacity background image inside.



Add gestures if it enhances the focal point of the image.

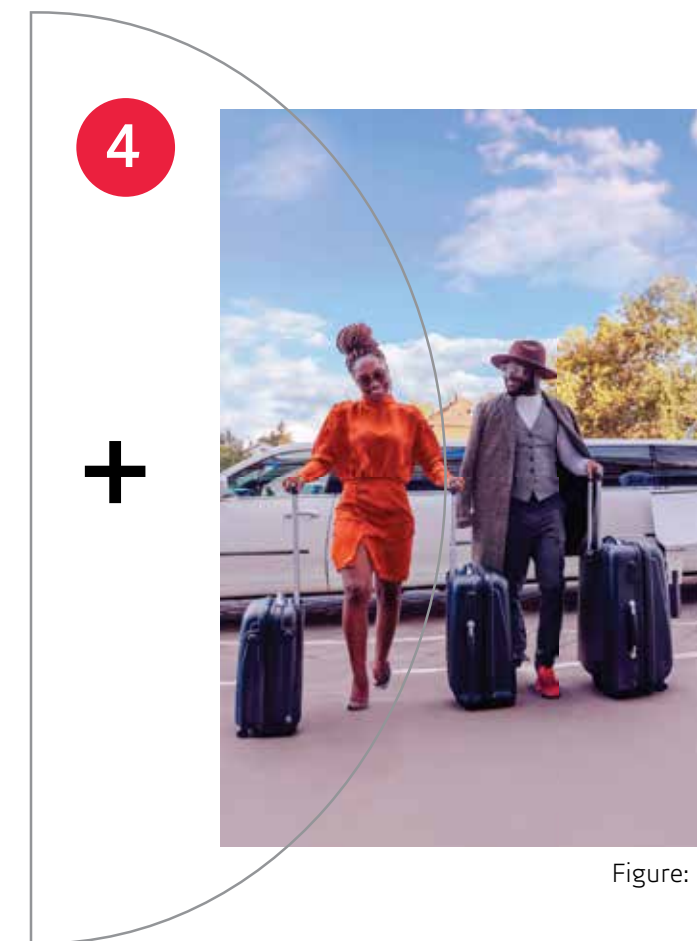


Figure: 10

The Power red overlay device is created using a circle mask that sits on top of a red multiplied layer in Power red on top of a flat background image. Choose an image where the focal point is on the left. The curve of the circle mask is derived from the angle of the circle mask of the Embrace gestures. The circle mask must be placed on the left side of the layout. Text should be placed over the red overlay devices on the right side. The general rule is to have enough of the 100% opacity image in the circle mask visible for the background to have context.

# Example of a landscape strip advert

# Private Banking

Private Banking

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[absa.africa/signposting](https://absa.africa/signposting)

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Country-specific legal line

## Example of a portrait advert

Private Banking

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## Private Banking

## Example of a landscape advert

## Private Banking



Private Banking

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# Black overlay device

We have created a distinct new look for Private Wealth. The following is a guide on how to construct and use it.

# Private Wealth

Background image with an 100% opacity.

30% black tint on Multiply.

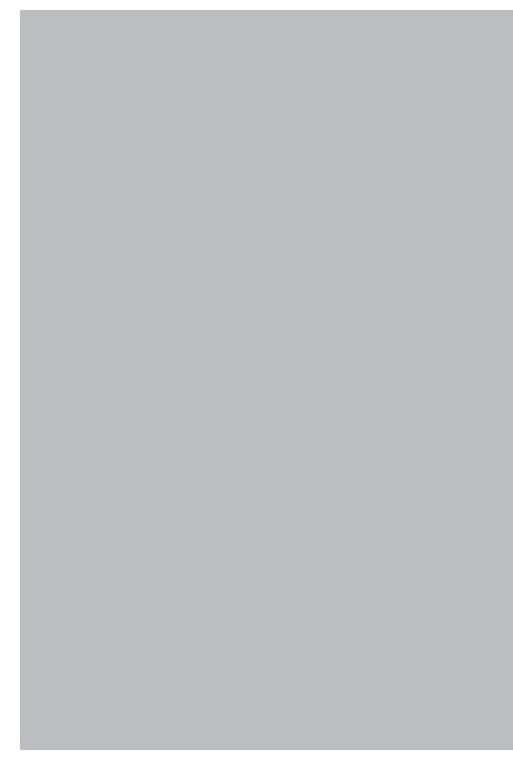
Place black overlay layer 2 over background image to create the below effect.

1



+

2



=

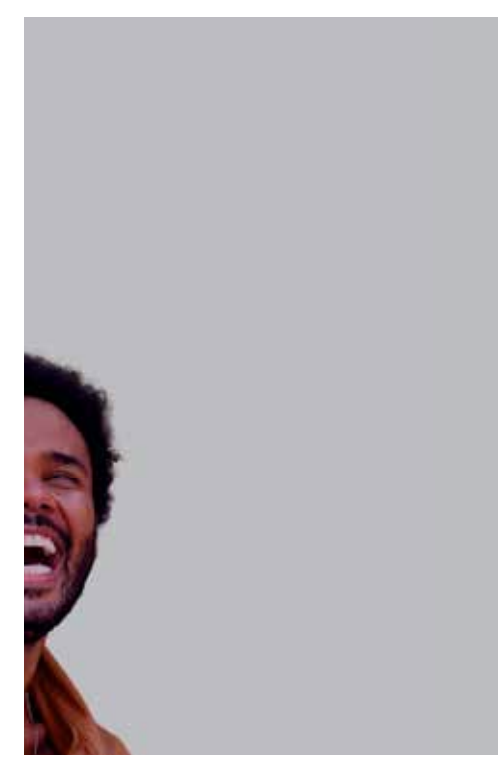


Figure: 11

Clone background image and place on top of the circle mask at 100% opacity.

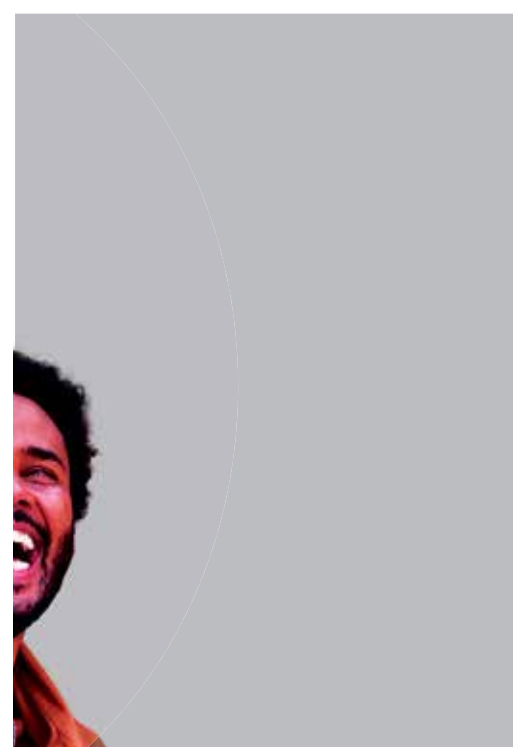
Add gestures if it enhances the focal point of the image.

4

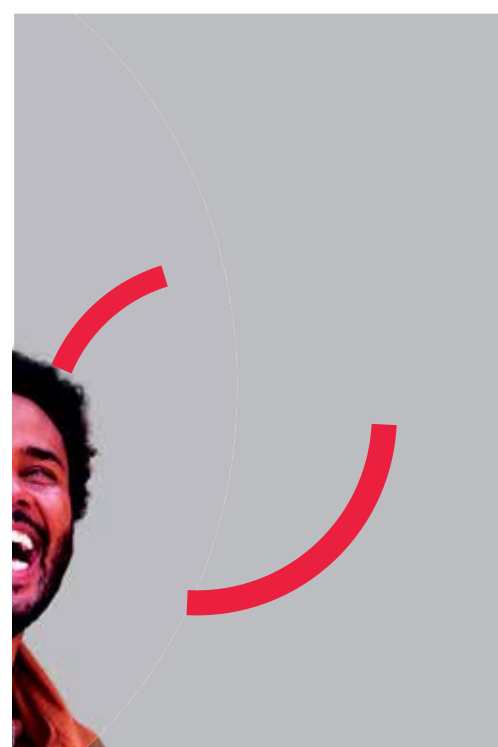


+

5



=



The industry sector overlay device is created using a circle mask that sits on top of one black layer on top of the background image. The curve of the circle mask is derived from the angle of the circle mask of the Embrace gestures.

The circle mask must be placed on the left-hand side of the layout. Text should be placed over the black overlay device on the right-hand side. We use full bleed images for the background. The general rule is to have enough of the 100% opacity image in the circle mask visible for the background to have context. Choose a background image that talks to the focal image and enhances the message to come across as a unit.

The 30% black overlay device is created using a circle mask that sits on top of a grey layer on top of the background image. The curve of the circle mask is derived from the angle of the circle mask of the Embrace gestures. The circle mask must be placed on the left side of the layout. Text should be placed over the grey overlay device on the right side.

## Example of a landscape strip advert

## Private Wealth



Private Wealth

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## Example of a portrait advert


Private Wealth

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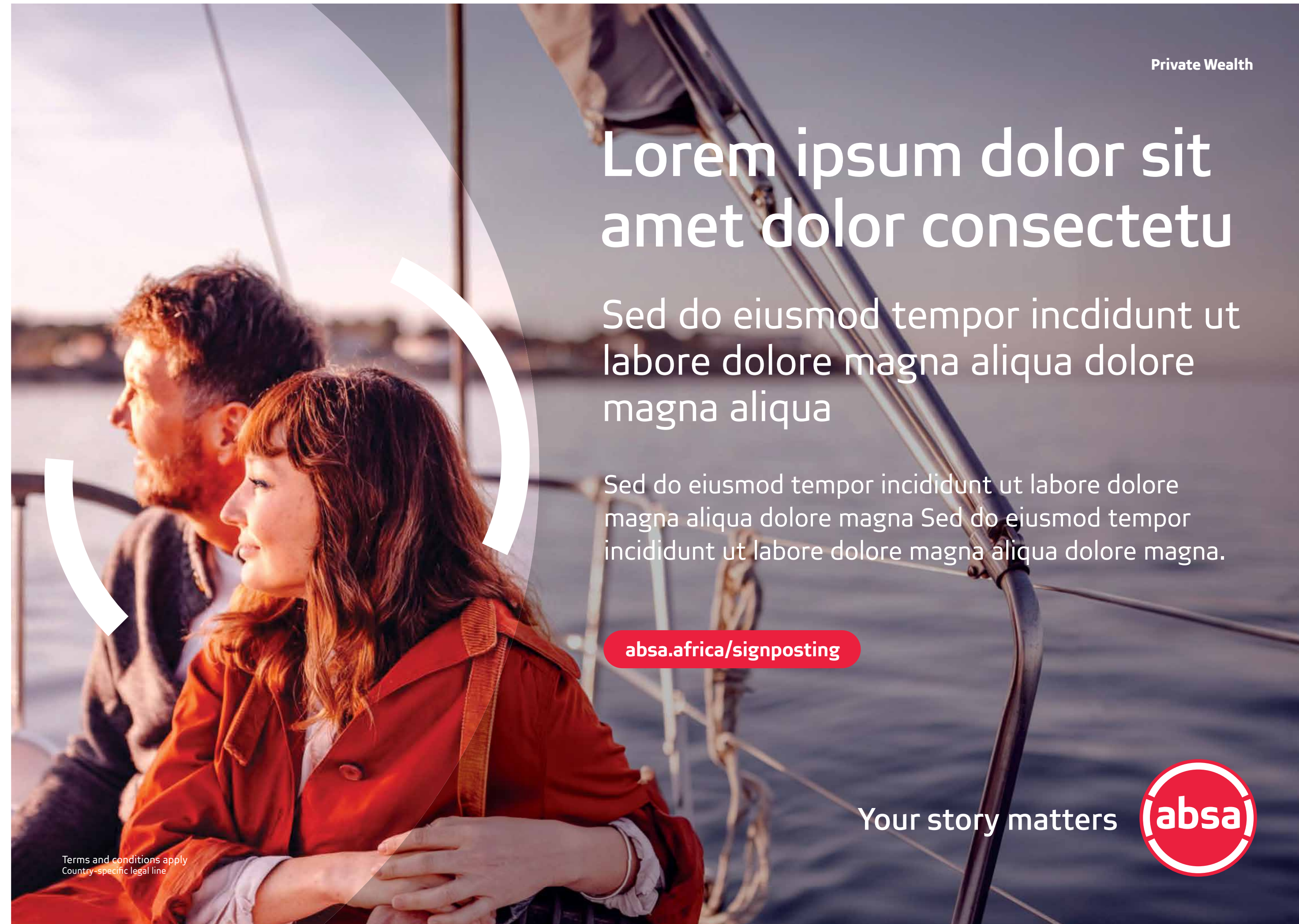
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## Private Wealth

## Example of a landscape advert

## Private Wealth




Private Wealth

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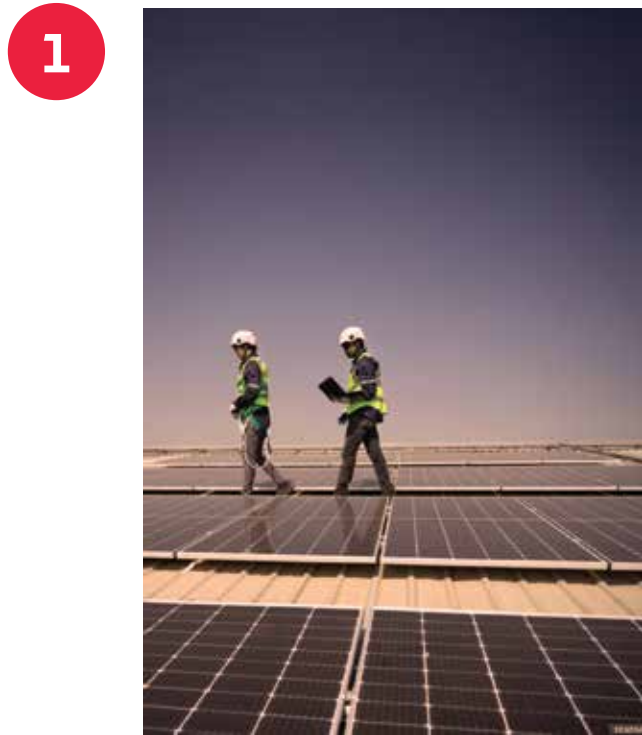
# Black overlay device

# Corporate and Investment Banking

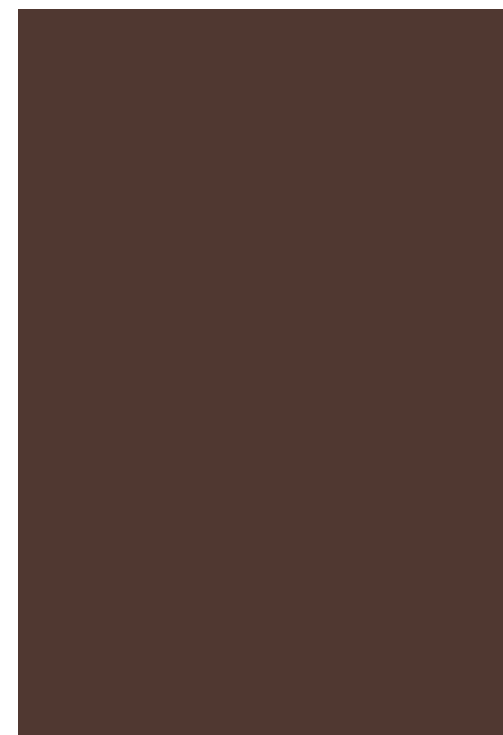
We have created a distinct new look for Corporate and Investment Banking which uses an overlay device to make our work distinctive. The following is a guide on how to construct and use it.

The overlay device is created using a circle mask that sits on top of one black layer on top of the background image. The curve of the circle mask is derived from the angle of the circle mask of the Embrace gestures. The circle mask must be placed on the left-hand side of the layout. Text should be placed over the black overlay device on the right-hand side. We use full bleed images for the background. The general rule is to have enough of the 100% opacity image in the circle mask visible for the background to have context. Choose a background image that talks to the focal image and enhances the message to come across as a unit.

Background image with an opacity of 100% .



Black layer: black 85% opacity hard light.



Place black layer 1 over background image to create the below effect.



Clone background image and place on top of the circle mask at 100% opacity.

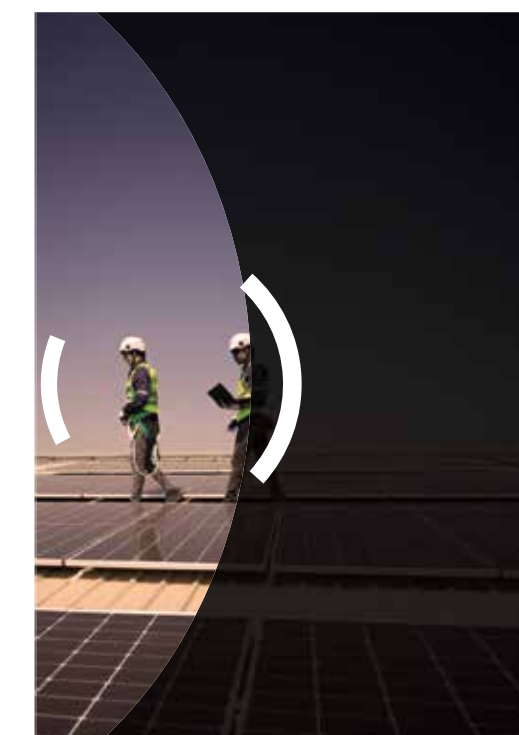


Figure: 12

Select the the circle mask shape and place the 100% opacity background image inside.



Remove the outline from the circle mask for the below effect.



# CIB messaging construct

## Deal ads

### A **Headline**

- Craft a headline with a maximum of 8 words that engages the reader swiftly, compelling them to delve deeper into the content. The headline should speak to the reader's story, i.e. their ambitions or goals. This is how we connect with them on their level.

### B **Subheadline**

- The subheadline should be short (12 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.

### C **Body**

- The opening of the body copy should still reference the client's ideal outcome e.g. "When Africa has power, Africa is empowered."
- Then, we get into how Absa understands this and is best-positioned to support the client in achieving this outcome – which is through our expertise or experience in the field, etc.

### D **URL**

- Our URL serves as the call to action. Type font should be bold.

### E **Logos**

- Partner logos placed on the bottom left.
- Logo lockup is always bottom right.

### F **Image treatment**

- Black overlay device (hard light opacity) at 70% at 75% length of the document.

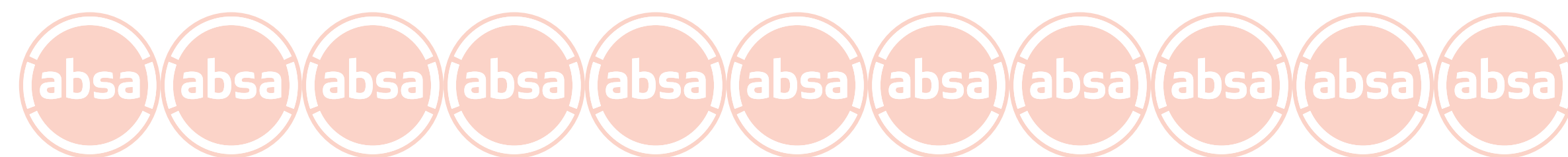
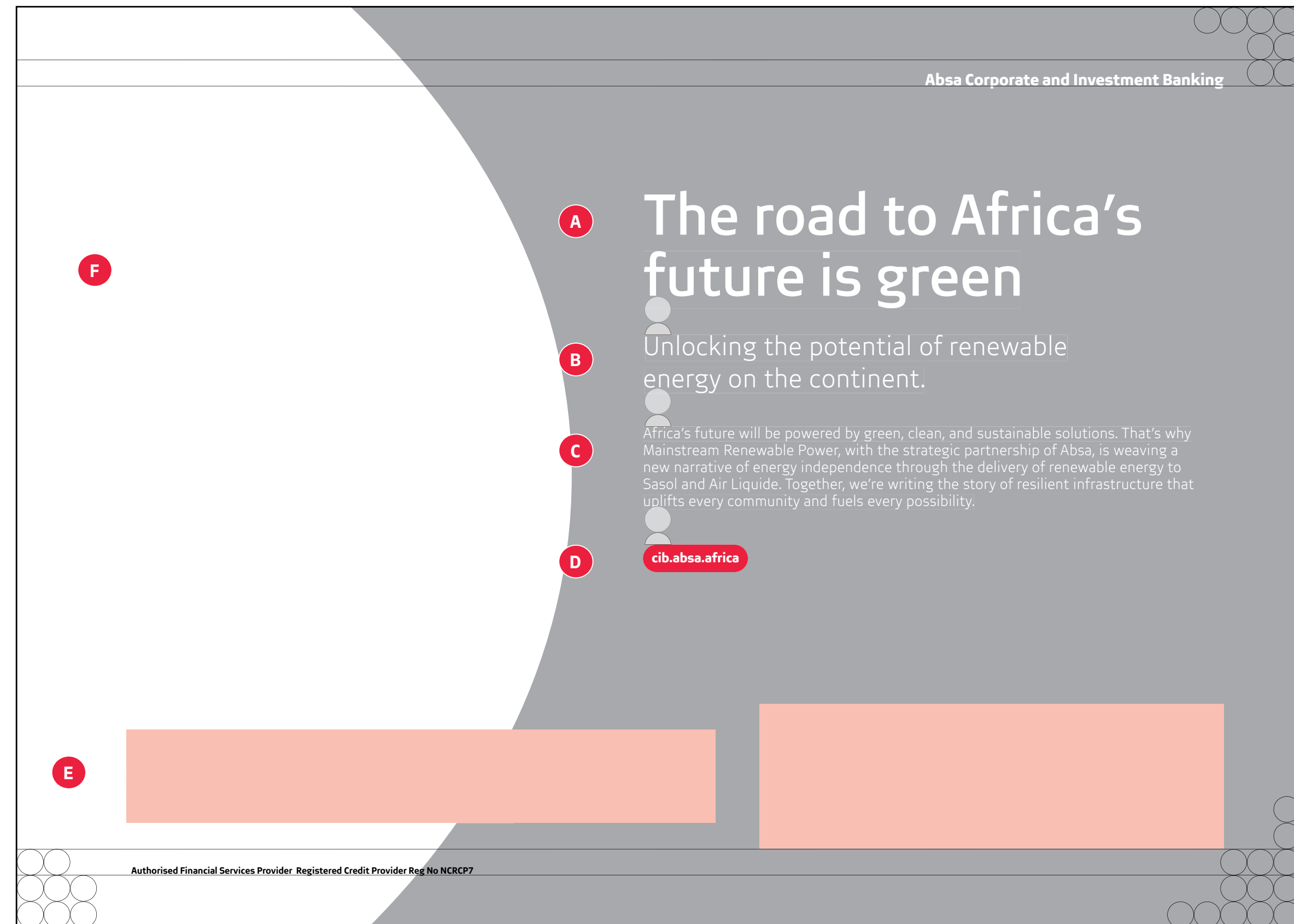
### EXAMPLE:

**Headline:** The road to Africa's future is green

**Subheadline:** Unlocking the potential of renewable energy on the continent.

**Body:** Africa's future will be powered by green, clean and sustainable solutions. That's why Mainstream Renewable Power, with the strategic partnership of Absa, is weaving a new narrative of energy independence through the delivery of renewable energy to Sasol and Air Liquide. Together, we're writing the story of resilient infrastructure that uplifts every community and fuels every possibility.

# Corporate and Investment Banking



Absa Corporate and Investment Banking

# The road to Africa's future is green

Unlocking the potential of renewable energy on the continent.

When Africa has power, we gain access to more of her stories. By forging strategic partnerships with Sasol and Air Liquide, Absa is playing its part in delivering renewable energy to the continent.

You see, while doing good business is important, it will always be more important to do good whilst doing good business. By weaving a new narrative of energy independence through the delivery of energy to Sasol and Air Liquide, we're fueling possibility and playing our part in powering Africa's future with clean, green and inclusive sustainable solutions.

[cib.absa.africa](http://cib.absa.africa)

Air Liquide MAINSTREAM RENEWABLE POWER sasol **absa**

Your story matters

Authorised Financial Services Provider Registered Credit Provider Reg No NCRCP7

# Call to action

A call to action is a vital part of any marketing communication. After providing the reader with the benefits of our product or service, our purpose is to encourage them to take action by either applying for or entering into a sales channel that could convert them to taking up our product or service.

## Call to action layout type

Any call to action should provide the reader with a clear way to embark on their next step (e.g. apply for a product or service or get more information).

### Copy line call to action

- The call to action should be short and clearly worded so that the reader understands how to embark on their next step.
- The call to action mustn't contain more than one point of contact/action, nor must it exceed 10 words.

Remember that email addresses and lengthy URLs are sometimes difficult to recall at a later stage and using them for print layouts is discouraged.

## Call to action examples

1.

**To apply, call us on 0860 100 372.**

2.

**To apply, visit [absa.co.za/signposting](https://absa.co.za/signposting)**

3.

**To apply, visit one of our branches.**

# Image reference list

Figure: 01

This is an image used from the Absa Brand Photography library.  
Please refer to Downloadable assets > Photography library on the Absa Brand Management Platform.

Figure: 02

Getty Images – 1361926960

Figure: 03

This is an image used from the Absa Brand Photography library.  
Please refer to Downloadable assets > Photography library on the Absa Brand Management Platform.

Figure: 04

Getty Images – 157193403

Figure: 05

Getty Images – 1028156792

Figure: 06

Getty Images – 1302995029

Figure: 07

Freepik – modern-house-with-sky

Figure: 08

Freepik – front-view-couple-taking-selfie

Figure: 09

Freepik – happy-african-american-woman-smiling-sunny-beach-by-sea-summer-wellbeing-freedom-relaxation-vacation-unaltered

Figure: 10

Getty Images – 1428424634

Figure: 11

Getty Images – 1446218016

Figure: 12

iStock - 1452148188

# Contact information

For further information, please reach out to **BrandHelp@absa.africa**



**Thank you**