

Stationery guideline

A guide to creating and implementing stationery branding

20 June 2025

Your story matters



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.

This evolution is reflected not only in our narrative – but also in how we organise ourselves to better serve those stories. We've simplified our business unit naming to create a more seamless, human experience:

- Personal and Private Banking combines Everyday Banking, Product Solutions Cluster and Private Wealth Banking
- Business Banking replaces Relationship Banking
- Corporate and Investment Banking remains unchanged

Absa has also streamlined their visual identity and business tools to make every interaction more intuitive, accessible and connected – ensuring that Absa shows up with empathy and impact in the lives of those we serve.

Your story matters



Primary logo lockup vs Secondary logo lockup

Due to the various formats and sizes across the stationery portfolio, we have opted to use the secondary logo lockup. This ensures consistency across all material as some formats (such as letterheads where the logo appears at the top-left of the page) begin to look unbalanced in their aesthetic.



Primary logo lockup



Secondary logo lockup

Introduction

The stationery guideline sets out the basic concepts and approaches that govern the correct use and application of our brand's identity. Stationery forms the foundation of all corporate communication elements.

Standard English business cards (front)


Business cards are a great physical expression of our brand and help to develop human connections.


Name Surname Qualification
Functional Title
Business Unit/Area

T +00 00 000 0000
M +00 00 000 0000
F +00 00 000 0000
E name.surname@absa.africa

Address Line 1
Address Line 2
City, Postcode
Country

Web Address



Your story matters 

Functional title 1


Name Surname Qualification
Functional Title Line 1
Functional Title Line 2
Business Unit/Area

T +00 00 000 0000
M +00 00 000 0000
F +00 00 000 0000
E name.surname@absa.africa

Address Line 1
Address Line 2
City, Postcode
Country

Web Address

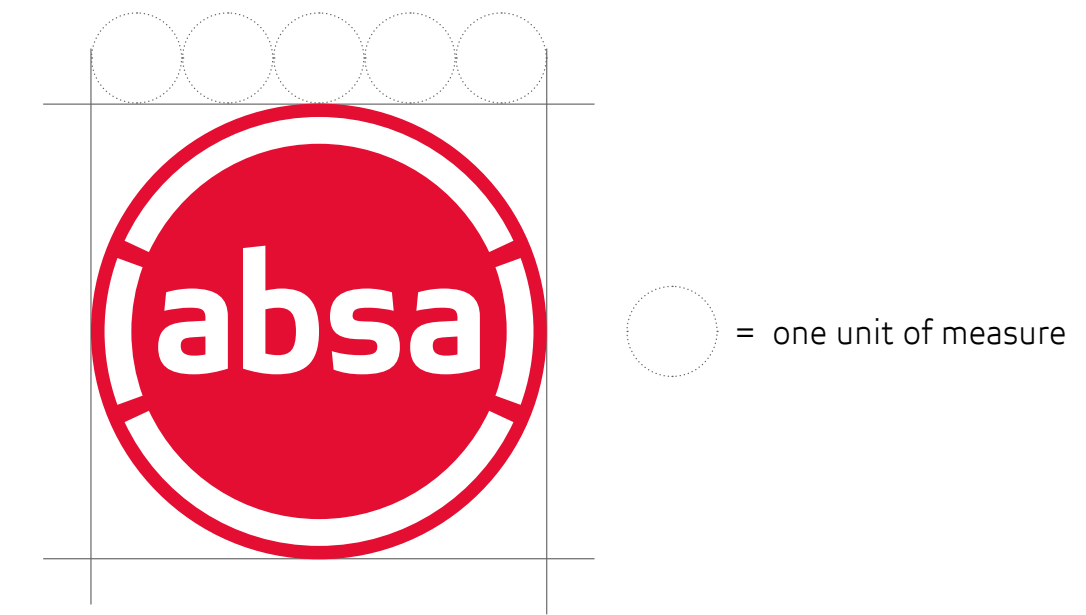
Place your own unique QR Code here

Your story matters 

Functional title 1 and 2

Standard business card construction – option 1 (front)

Please note: The card on the layout has been enlarged for viewing purposes only and should not be copied from the size on the layout. Please request the template created.



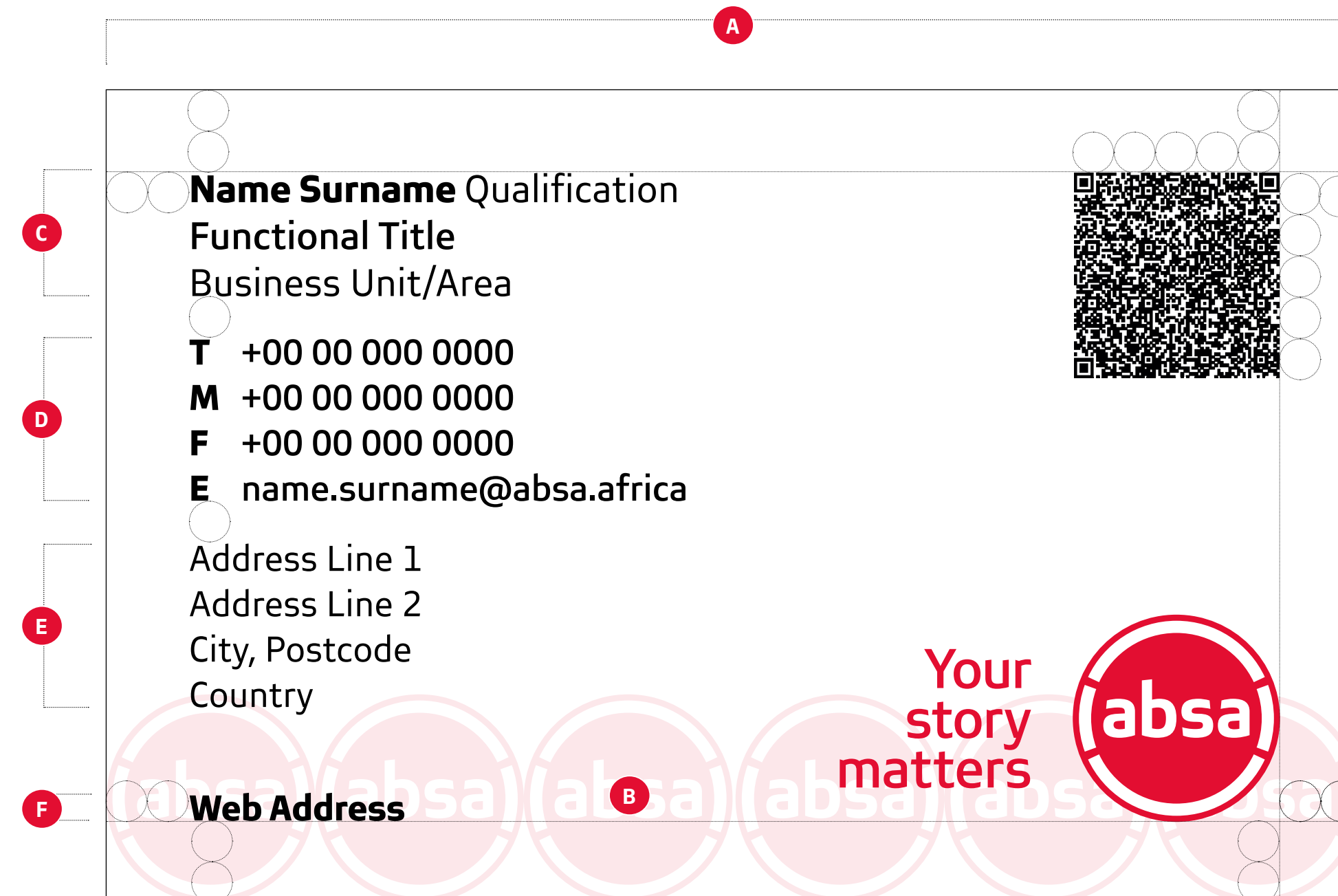
- A Business card size**
55mm (H) x 85mm (W)
- B Absa secondary logo measurement**
The logo size is determined by measuring x 6 logo badges along the length of the layout
- C Personal information**
Name and Surname: Brave Sans Extra Bold
7.5pt – 9pt leading

Qualification: Brave Sans Regular
7.5pt – 9pt leading

Functional title line 1: Brave Sans Medium
7.5pt – 9pt leading

Business unit/area:
7.5pt – 9pt leading
- D Contact information**
T;M;F;E: Brave Sans Extra Bold
7pt – 8.7 leading

Contact numbers and email address:
Brave Sans Medium
7pt – 8.7 leading
- E Address information**
Brave Sans Regular
7pt – 8.7 leading
7pt
- F Web address**
Brave Sans Extra Bold
7pt
- F QR code measurement**
The QR code is the same width as the logo badge



Please note: This QR Code has been created For Sydney Nhlanhla Mbele. It is shown to indicate the positioning only. Please use your own unique QR code when creating your own business card.

Front of business card example - with 1 functional title line.

Standard business card construction – option 2 (front)

Please note: The card on the layout has been enlarged for viewing purposes only and should not be used in the size on the layout. Please request the template created.

- A Business card size**
55mm (H) x 85mm (W)
- B Absa secondary logo measurement**
The logo size is determined by measuring x 6 logo badges along the length of the layout
- C Personal information**
Name and Surname: Brave Sans Extra Bold
7.5pt – 9pt leading

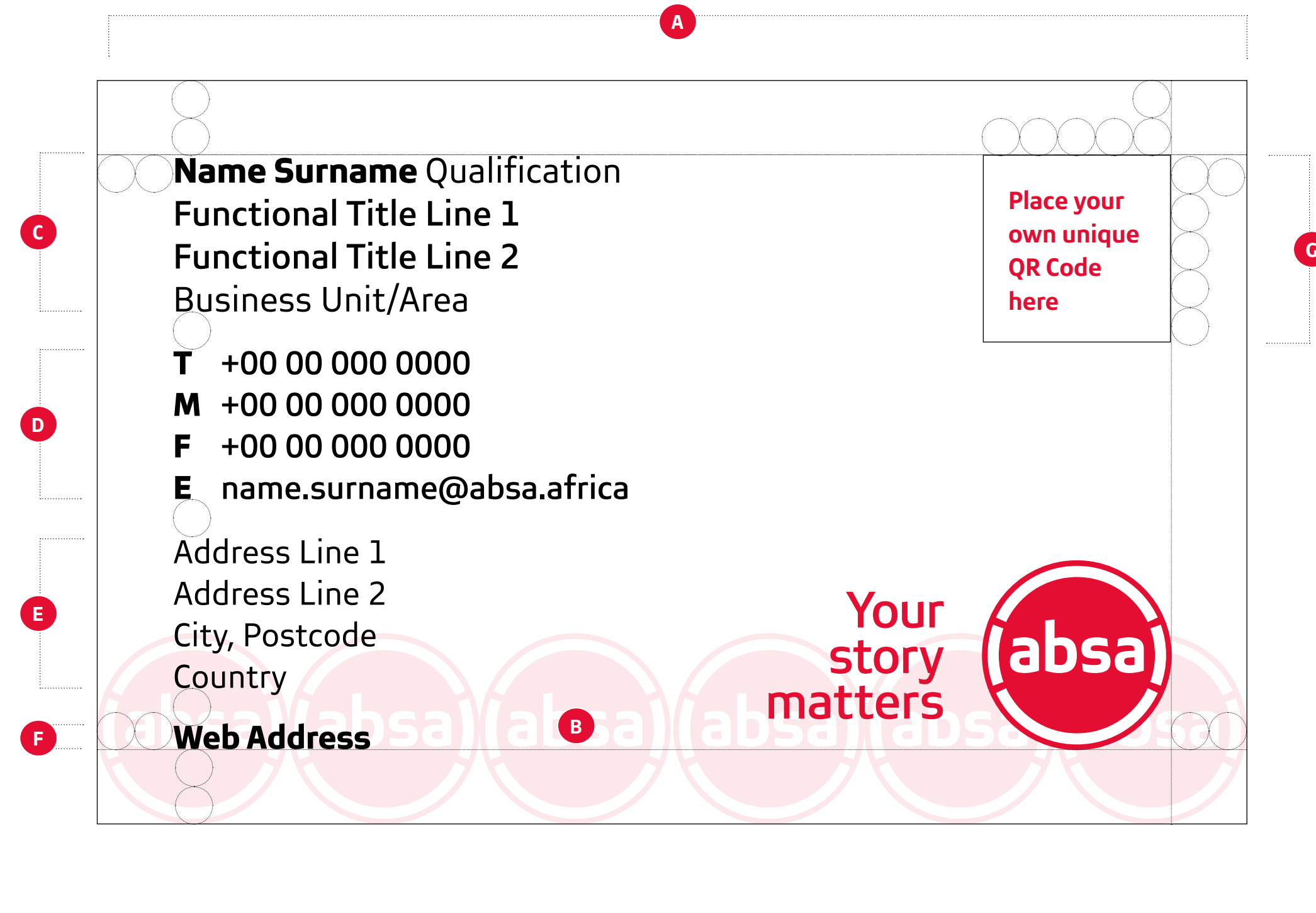
Qualification: Brave Sans Regular
7.5pt 9pt leading

Functional title line – 1 and 2: Brave Sans Medium
7.5pt – 9pt leading

Business unit/area:
7.5pt – 9pt leading
- D Contact information**
T;M;F;E: Brave Sans Extra Bold
7pt – 8.7 leading

Contact numbers and email address:
Brave Sans Medium
7pt – 8.7 leading
- E Address information**
Brave Sans Regular
7pt – 8.7 leading

- F Web address**
Brave Sans Extra Bold
7pt
- F QR code measurement**
The QR code is the same width as the logo badge



Front of business card example - with 2 functional title lines.


Standard business card construction (back)

Please note: The card on the layout has been enlarged for viewing purposes only and should not be used in the size on the layout. Please request the template created.

A Business card size
55mm (H) x 85mm (W)

- B Absa secondary logo measurement**
- The logo size is determined by measuring x 4 logo badges across the length of the layout
 - The Absa logo lockup (with YSM text in white) is centered on a Passion red background



 = one unit of measure



Islamic Banking business card examples

As with the standard business card, the front of the Islamic Banking Business Card will always be applied with the secondary logo lockup. This business card is exactly the same as the standard card, except that it now includes the Islamic Banking Identifier and that the QR code has been reduced in size to allow for breathing space between the Absa secondary logo lock up and the Islamic Banking logo and, the QR code in between.

Name Surname Qualification
Functional Title
Business Unit/Area


T +00 00 000 0000
M +00 00 000 0000
F +00 00 000 0000
E name.surname@absa.africa

Address Line 1
Address Line 2
City, Postcode
Country

Web Address

بنك أبسا الإسلامي
Absa Islamic Banking

Place your own unique QR Code here

Your story matters 

Functional title 1

Name Surname Qualification
Functional Title 1
Functional Title 2
Business Unit/Area


T +00 00 000 0000
M +00 00 000 0000
F +00 00 000 0000
E name.surname@absa.africa

Address Line 1
Address Line 2
City, Postcode
Country

Web Address

بنك أبسا الإسلامي
Absa Islamic Banking

Place your own unique QR Code here

Your story matters 

Functional title 1 and 2

Islamic Banking business card construction (front)

Please note: The card on the layout has been enlarged for viewing purposes only and should not be used in the size on the layout. Please request the template created.

- A Business card size**
55mm (H) x 85mm (W)
- B Absa secondary logo measurement**
The logo size is determined by measuring x 6 logo badges along the length of the layout
- C Personal information**
Name and Surname: Brave Sans Extra Bold
7.5pt – 9pt leading

Qualification: Brave Sans Regular
7.5pt – 9pt leading

Functional Title: Brave Sans Medium
7.5pt – 9pt leading

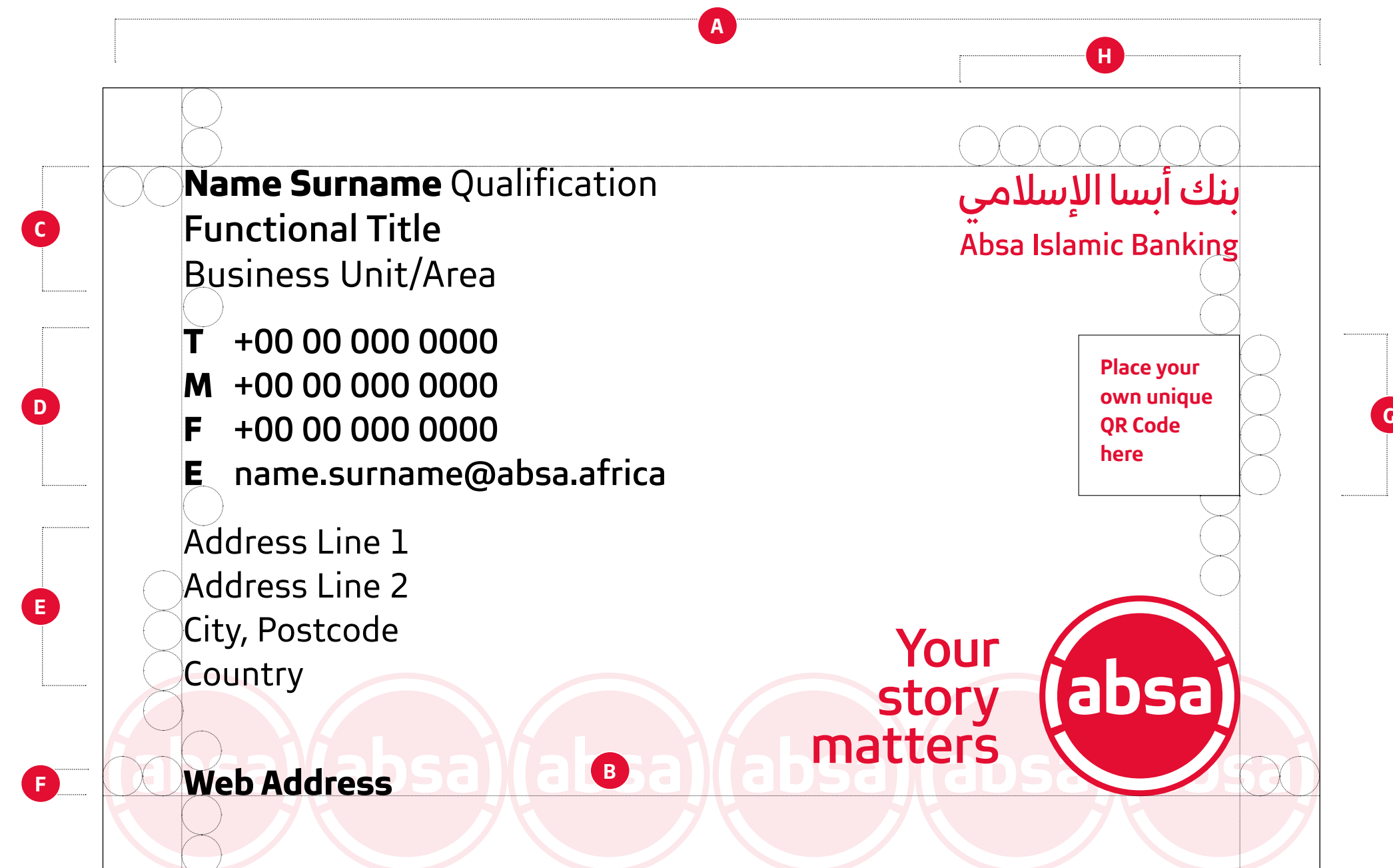
Business Unit/Area:
7.5pt – 9pt leading
- D Contact information**
T;M;F;E: Brave Sans Extra Bold
7pt – 8.7 leading

Contact numbers and email address:
Brave Sans Medium
7pt – 8.7 leading
- E Address information**
Brave Sans Regular
7pt – 8.7 leading

- F Web address**
Brave Sans Extra Bold
7pt
- G QR code measurement**
The QR code is measured with
4 x the unit of measure
- H Islamic Banking logo**
Islamic Banking logo is measured
with 7 x the unit of measure



○ = one unit of measure



Front of business card example - with 1 functional title line.

Islamic Banking business card construction (front)

Please note: The card on the layout has been enlarged for viewing purposes only and should not be used in the size on the layout. Please request the template created.

- A Business card size**
55mm (W) x 85mm (H)
- B Absa secondary logo measurement**
The logo size is determined by measuring x 6 logo badges along the length of the layout
- C Personal information**
Name and Surname: Brave Sans Extra Bold
7.5pt – 9pt leading

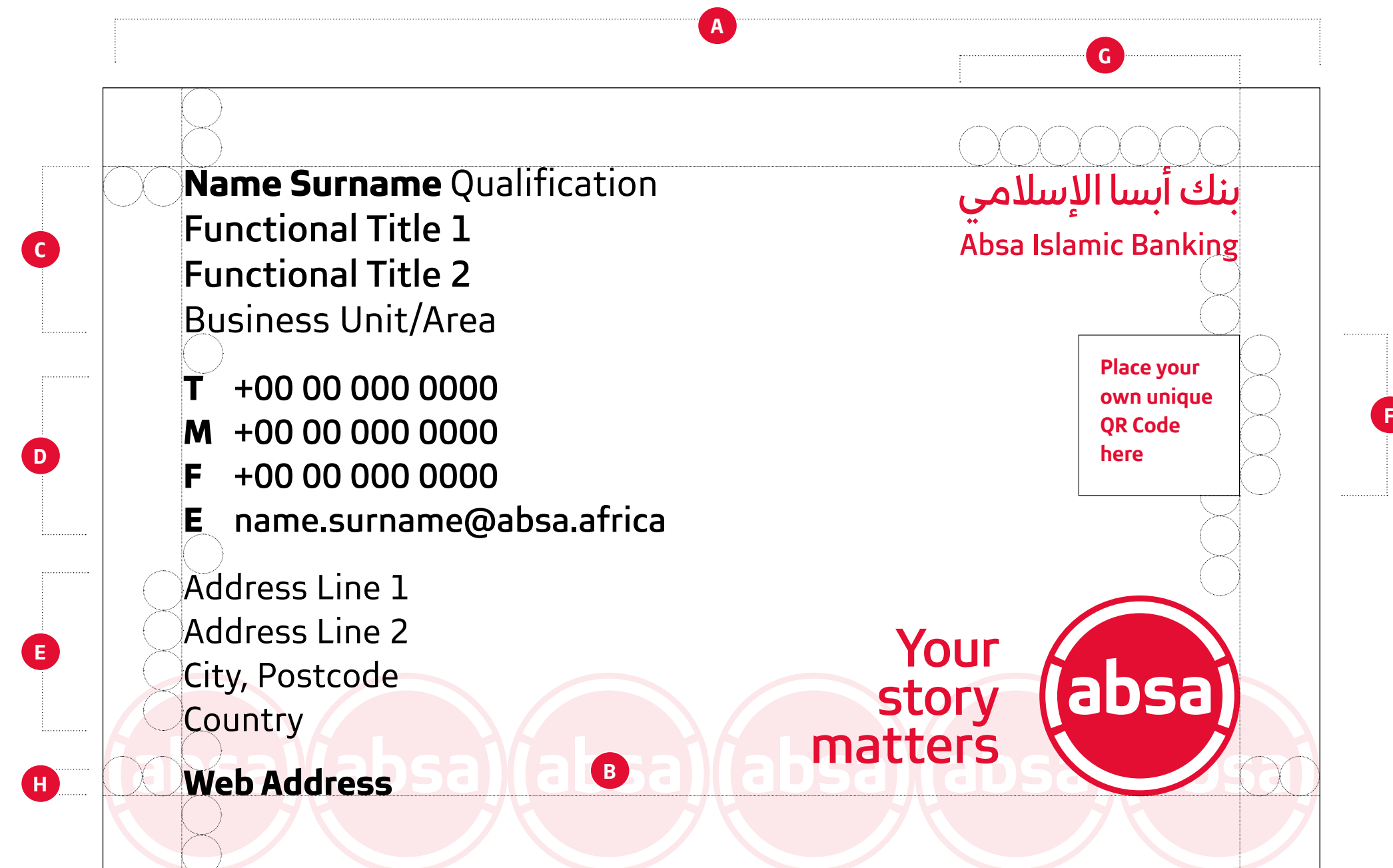
Qualification: Brave Sans Regular
7.5pt – 9pt leading

Functional Title: Brave Sans Medium
7.5pt – 9pt leading

Business unit/area:
7.5pt – 9pt leading
- D Contact information**
T;M;F;E: Brave Sans Extra Bold
7pt – 8.7 leading

Contact numbers and email address:
Brave Sans Medium
7pt – 8.7 leading
- E Address information**
Brave Sans Regular
7pt – 8.7 leading
7pt

- F Web address**
Brave Sans Extra Bold
7pt
- G QR code measurement**
The QR code is measured with
4 x the unit of measure
- H Islamic Banking logo**
Islamic Banking logo is measured
with 7 x the unit of measure



Front of business card example - with 2 functional title lines.

Standard business card – also used for Islamic Banking (back) example




Standard Islamic business card construction (back)

Please note: The card on the layout has been enlarged for viewing purposes only and should not be used in the size on the layout. Please request the template created.

A Business card size
55mm (H) x 85mm (W)

- B Absa secondary logo measurement**
- The logo size is determined by measuring x 4 logo badges across the length of the layout
 - The Absa logo lockup (with YSM text in white) is centered on a Passion red background



 = one unit of measure



Letterhead examples



Address Line 1
Address Line 2
Address Line 3
City
Postal Code
Country

T +00 00 000 0000
F +00 00 000 0000
Swift Address: ABSAZAJ
Web Address

Dear...

Venda accum alit et magnis ellab iducilis dempor aut asperro tem. Dolorum es aut vid es exceatem adi dolupta alique ne dolorrum et eaque corio. Nam, nihicti sus essi as et utataereheni conet harchilicae. Itae remporumque valorioribus expedi aliquam haribus ipsae dolupta explanisque sunt as utaspic ienihit estem as molupta tiorpos ideste non exerovid eos evendis ut asi ide venditi untibuscidem quunt.

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Yours sincerely
Name Surname

Absa Bank Limited Reg No 1986/004794/06 Authorised Financial Services Provider Registered Credit Provider Reg No NCRCP7

Generic letterhead



Business Unit Name

Address Line 1
Address Line 2
Address Line 3
City
Postal Code
Country

T +00 00 000 0000
F +00 00 000 0000
Swift Address: ABSAZAJ
Web Address

Dear...

Venda accum alit et magnis ellab iducilis dempor aut asperro tem. Dolorum es aut vid es exceatem adi dolupta alique ne dolorrum et eaque corio. Nam, nihicti sus essi as et utataereheni conet harchilicae. Itae remporumque valorioribus expedi aliquam haribus ipsae dolupta explanisque sunt as utaspic ienihit estem as molupta tiorpos ideste non exerovid eos evendis ut asi ide venditi untibuscidem quunt.

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Tet rem. Oribea cum fuga. Dus dolorep rorescillam sit ent laborit facepro te perum es que verferit, conet porem repudamusa et esequiam, il es conetur aces et parciis plit id eatius excea et rerum niet que endi bla secepudae laut etus aut re eaque aut auditat uritias as alique lab idipit reste eosti velestore venditi isquis non cum repta doles eume dolorporecus endigna turepudi ullupta temporiorem as dolore optius, simporum fuga. Undaesequate volorepero ventibu stibusae. Et magnistis vellic te consed quid est dis eatus, sequidit, oditiumquate sa voluptam ra invelique cum dolore etus est, solore consequi oditatu rehent quaturi bla dolupta sitia sit earcita sperum fugias acculpa niam quam, es que volorerum sumquaecto beaquamus aut ad essusae nonem ressi dolorum nam rempore et et, optas ut est ut rempore prerumetur ario officatio. Voluptia pedi qui optur sum qui conet am, quam fugitis quam acearis consequas asitentur? Sunt, ut re con cullore milla nonseniminus necta nihiciet, cum ipsunt lab ipsam, que ius rem que intintio. Ut quo iliquame num nitibusciae placereribus ex explique voluptate nis aut re por audi ventibus incium re rem aut a aut et earum ut arit uta inis excere, od molorem quoditatio dolessed ex excea voluptur, testia sam, quodicti ari doluptatio et quidusam, cum essi dolupta temolor ererate recae. Et esci doluptatiat odiat aditest anda doloraeprae etur, cus asition sequaspera ilitatestrum sim qui soluptatur sunt as que pa quia perovit, optaes et dit, verumenem venihiliam, non perat as am, quibusa volut apitiis quassita nihicienis auditas venita as aboriossitas excearum quate ommolorem ium inciatquam aperibusam sum esequi consequi qui cum, culparum que denditam, sunt volupta quundit, is que as dolupiet magnata cupiet voluptatem a vendae doluptur, que volorpor si sus doluptam vellab int resenda dolenh ilitemporiat ut res autatem eium as imus ut experorum quis assinciis quis doluptatione et aliquis tionsecus magnatur si aut velignatem quis sequunt emporum volupta tenemquis dolor sit rectio int.

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Yours sincerely
Name Surname

Absa Bank Limited Reg No 1986/004794/06 Authorised Financial Services Provider Registered Credit Provider Reg No NCRCP7

Signposting/Business Unit Name letterhead



Executive Name and Surname

Corporate Title
Business Unit Name

Address Line 1
Address Line 2
Address Line 3
City
Postal Code
Country

T +00 00 000 0000
F +00 00 000 0000
Swift Address: ABSAZAJ
Web Address

Dear...

Venda accum alit et magnis ellab iducilis dempor aut asperro tem. Dolorum es aut vid es exceatem adi dolupta alique ne dolorrum et eaque corio. Nam, nihicti sus essi as et utataereheni conet harchilicae. Itae remporumque valorioribus expedi aliquam haribus ipsae dolupta explanisque sunt as utaspic ienihit estem as molupta tiorpos ideste non exerovid eos evendis ut asi ide venditi untibuscidem quunt.

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Magnate mquat. Des ne asi in rererem elente apiti odis et fugiam de laborestrum quas dolor ad quo od ma sequi nonsed que voluptae postrum qui ommos entis qui cuptur mosandis dolum demolorerum quo molut fugit pa voluptas quam rest et as voloria tessimt.

Tet rem. Oribea cum fuga. Dus dolorep rorescillam sit ent laborit facepro te perum es que verferit, conet porem repudamusa et esequiam, il es conetur aces et parciis plit id eatius excea et rerum niet que endi bla secepudae laut etus aut re eaque aut auditat uritias as alique lab idipit reste eosti velestore venditi isquis non cum repta doles eume dolorporecus endigna turepudi ullupta temporiorem as dolore optius, simporum fuga. Undaesequate volorepero ventibu stibusae. Et magnistis vellic te consed quid est dis eatus, sequidit, oditiumquate sa voluptam ra invelique cum dolore etus est, solore consequi oditatu rehent quaturi bla dolupta sitia sit earcita sperum fugias acculpa niam quam, es que volorerum sumquaecto beaquamus aut ad essusae nonem ressi dolorum nam rempore et et, optas ut est ut rempore prerumetur ario officatio. Voluptia pedi qui optur sum qui conet am, quam fugitis quam acearis consequas asitentur? Sunt, ut re con cullore milla nonseniminus necta nihiciet, cum ipsunt lab ipsam, que ius rem que intintio. Ut quo iliquame num nitibusciae placereribus ex explique voluptate nis aut re por audi ventibus incium re rem aut a aut et earum ut arit uta inis excere, od molorem quoditatio dolessed ex excea voluptur, testia sam, quodicti ari doluptatio et quidusam, cum essi dolupta temolor ererate recae. Et esci doluptatiat odiat aditest anda doloraeprae etur, cus asition sequaspera ilitatestrum sim qui soluptatur sunt as que pa quia perovit, optaes et dit, verumenem venihiliam, non perat as am, quibusa volut apitiis quassita nihicienis auditas venita as aboriossitas excearum quate ommolorem ium inciatquam aperibusam sum esequi consequi qui cum, culparum que denditam, sunt volupta quundit, is que as dolupiet magnata cupiet voluptatem a vendae doluptur, que volorpor si sus doluptam vellab int resenda dolenh ilitemporiat ut res autatem eium as imus ut experorum quis assinciis quis doluptatione et aliquis tionsecus magnatur si aut velignatem quis sequunt emporum volupta tenemquis dolor sit rectio int.

It laccatur simolor ma pe dolor serum nonecep eliqui dolorum ipsam repe volenim exped qui dolorature quossini dolore corehent a susapienit porro occum rehendelisi dolorum faces ut imperit ioratqui debis re, intibus anim qui quaspiis asperep udaepudigent earcient dit acerfer chillicitam aut re velia cum utem qui rescimod everundi totatem que ne ipsame lam ut Ut utaquis aut pa eossincto blatend animagn atusam, occabor eserum alit re, offic to voluptati debisquia peri nulluptaes eosam accum harcia dolorupta quas num qui ad eos aut plia eosaperro escimuscid quas il magnam nonsectibea quo bercit a.

Yours sincerely
Name Surname

Absa Bank Limited Reg No 1986/004794/06 Authorised Financial Services Provider Registered Credit Provider Reg No NCRCP7


Executive Personalised letterhead

Generic letterhead construction - no signpost (Business unit details)

Please note: The letterhead 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 created.

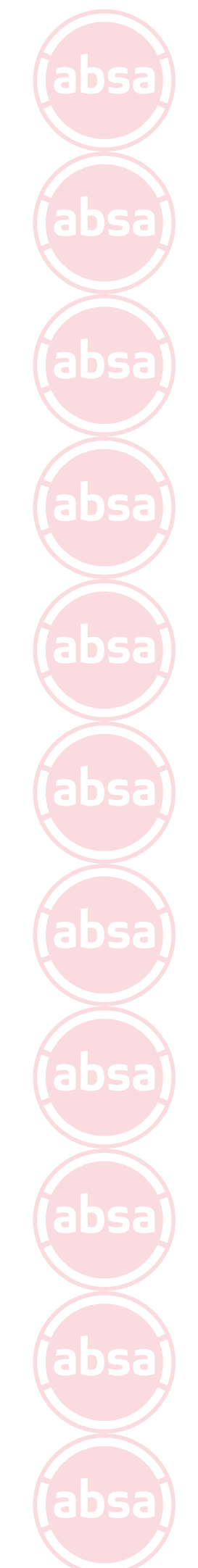
- A Letterhead size**
210mm (W) x 297mm (H)
- B Absa logo lock up measurement**
The logo size is determined by measuring x 11 logo badges along the height of the layout
- C Address and contact details**
Brave Sans Regular
9pt – 11pt leading
- D Leaders (T, F)**
Brave Sans Extra Bold
9pt – 11pt leading
- E Swift address**
Brave Sans Regular
9pt
- F Web address**
Brave Sans Regular
9pt – 11pt leading
- G Body copy**
Body copy: Brave Sans Regular
9pt – 11pt leading
- H Signature (on one page applications only)**
+- 4 x Unit of measurement
- H Legal line**
Brave Sans Regular
7.5pt



 = one unit of measure

Details of directors are no longer reflected on the official letterhead.

Wherever possible and when printing bulk copies of the generic letterhead, it's recommended that the logo is printed as a spot colour, matched to Pantone 199C



Generic letterhead construction - with signpost (Business unit details)

Please note: The letterhead 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 created.

A Letterhead size
210mm (W) x 297mm (H)

B Absa logo lock up measurement
The logo size is determined by measuring x 11 logo badges along the height of the layout

C Business Unit details
The signposting, which is the business unit name, is placed on the top right of the letterhead (above the address and contact details). In this example there is only one line used for signposting, but two lines may be used when required.

Brave Sans Bold
9pt in Passion red CMYK

D Address and contact details
Brave Sans Regular
9pt – 11pt leading

E Leaders (T, F)
Brave Sans Extra Bold
9pt – 11pt leading

F Swift address
Brave Sans Regular
9pt

G Web address
Brave Sans Regular
9pt – 11pt leading

H Body copy and Name and Surname
Body copy: Brave Sans Regular
9pt – 11pt leading

I Signature (on one page applications only)
+ - 4 x Unit of measurement

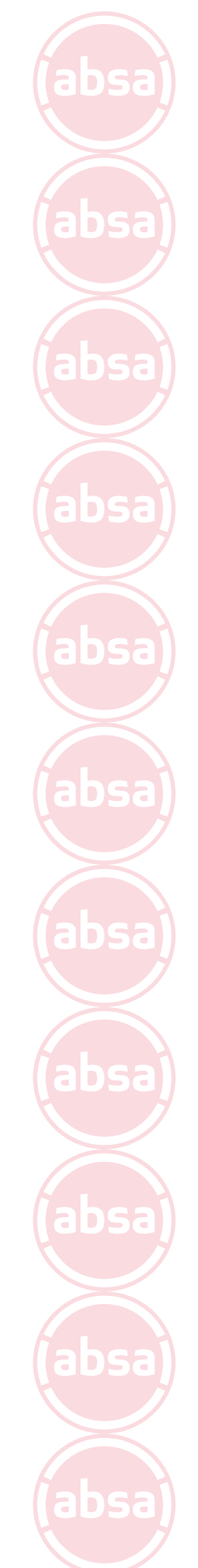
J Legal line
Brave Sans Regular
7.5pt



○ = one unit of measure

Details of directors are no longer reflected on the official letterhead.

Wherever possible and when printing bulk copies of the generic letterhead, it's recommended that the logo is printed as a spot colour, matched to Pantone 199C



Executive personalised letterhead

Please note: The letterhead 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 created.

A Continuation page size
210mm (W) x 297mm (H)

B Absa logo lock up measurement
The logo size is determined by measuring x 11 logo badges along the height of the layout

C Executive details
Executive Name and Surname
Brave Sans Bold
9pt in Passion red CMYK

Corporate Title
Brave Sans Regular 9pt

Business Unit Name
Brave Sans Regular
9pt – 11pt leading

D Address and contact details
Brave Sans Regular
9pt – 11pt leading

E Leaders (T, F)
Brave Sans Extra Bold
9pt – 11pt leading

F Swift address
Brave Sans Regular
9pt

G Web address
Brave Sans Regular
9pt – 11pt leading

H Body copy and Name and Surname
Body copy: Brave Sans Regular
9pt – 11pt leading

Name and Surname: Brave Sans Bold
9pt – 11pt leading

I Signature (on one page applications only)
+/- 4 x Unit of measurement

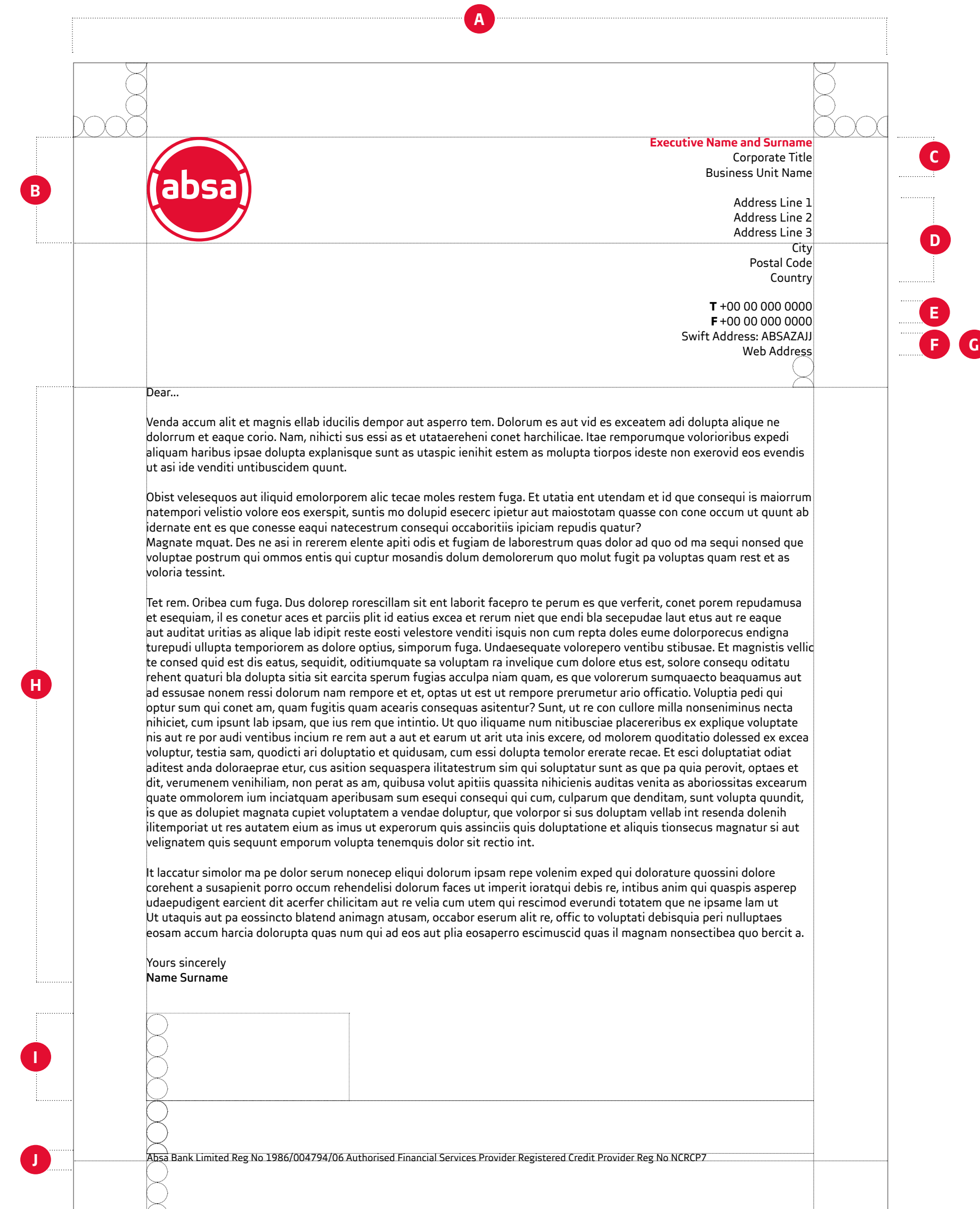
J Legal line
Brave Sans Regular
7.5pt



○ = one unit of measure

Details of directors are no longer reflected on the official letterhead.

Wherever possible and when printing bulk copies of the generic letterhead, it's recommended that the logo is printed as a spot colour, matched to Pantone 199C



Agenda | Memo | Minutes: Document examples

Agenda



Date: Insert date
Time: Insert time
Place: Insert place
Attendees: Insert attendees
Apologies: Insert notes
Subject: Insert subject line

Venda accum alit et magnis ellab iducilis dempor aut asperro tem. Dolorum es aut vid es exceattem adi dolupta alicue ne dolorum et eaque corio. Nam, nihicti sus essi as et utataereheni conet harchilicae. Itae remporumque volioribus expedi aliquam haribus ipsae dolupta explanisque sunt as utaspic ienihit estem as molupta tiorpos ideste non exerovid eos evendis ut asi ide venditi untibuscidem quunt.

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Tet rem. Oribea cum fuga. Dus dolorep rorescillam sit ent laborit facepro te perum es que verferit, conet porem repudamusa et esequiam, il es conetur aces et parciis plit id eatius excea et rerum niet que endi bla secepudae laut etus aut re eaque aut auditat uritias as alicue lab idipit reste eosti velestore venditi isquis non cum repta doles eume dolorporecus endigna turepudi ullupta temporiorem as dolore optius, simporum fuga. Undaesequate volorepero ventibu stibusae. Et magnistis vellic te consed quid est dis eatus, sequidit, oditiumquate sa voluptam ra invelique cum dolore etus est, solore consequi oditatu rehent quaturi bla dolupta sitia sit earcita sperum fugias acculpa niam quam, es que volorerum sumquaecto beaquamus aut ad essusae nonem ressi dolorum nam rempore et et, optas ut est ut rempore prerumetur ario officatio. Voluptia pedi qui optur sum qui conet am, quam fugitis quam acearis consequas asitentur.

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Memo



To: Insert Information
Copy: Insert Information
From: Insert Information
Date: Insert Information
Subject: Insert subject line

Venda accum alit et magnis ellab iducilis dempor aut asperro tem. Dolorum es aut vid es exceattem adi dolupta alicue ne dolorum et eaque corio. Nam, nihicti sus essi as et utataereheni conet harchilicae. Itae remporumque volioribus expedi aliquam haribus ipsae dolupta explanisque sunt as utaspic ienihit estem as molupta tiorpos ideste non exerovid eos evendis ut asi ide venditi untibuscidem quunt.

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Tet rem. Oribea cum fuga. Dus dolorep rorescillam sit ent laborit facepro te perum es que verferit, conet porem repudamusa et esequiam, il es conetur aces et parciis plit id eatius excea et rerum niet que endi bla secepudae laut etus aut re eaque aut auditat uritias as alicue lab idipit reste eosti velestore venditi isquis non cum repta doles eume dolorporecus endigna turepudi ullupta temporiorem as dolore optius, simporum fuga. Undaesequate volorepero ventibu stibusae. Et magnistis vellic te consed quid est dis eatus, sequidit, oditiumquate sa voluptam ra invelique cum dolore etus est, solore consequi oditatu rehent quaturi bla dolupta sitia sit earcita sperum fugias acculpa niam quam, es que volorerum sumquaecto beaquamus aut ad essusae nonem ressi dolorum nam rempore et et, optas ut est ut rempore prerumetur ario officatio. Voluptia pedi qui optur sum qui conet am, quam fugitis quam acearis consequas asitentur.

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Minutes



Date: Insert date
Time: Insert time
Place: Insert place
Attendees: Insert attendees
Apologies: Insert notes
Subject: Insert subject line

Venda accum alit et magnis ellab iducilis dempor aut asperro tem. Dolorum es aut vid es exceattem adi dolupta alicue ne dolorum et eaque corio. Nam, nihicti sus essi as et utataereheni conet harchilicae. Itae remporumque volioribus expedi aliquam haribus ipsae dolupta explanisque sunt as utaspic ienihit estem as molupta tiorpos ideste non exerovid eos evendis ut asi ide venditi untibuscidem quunt.

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Agenda document construction

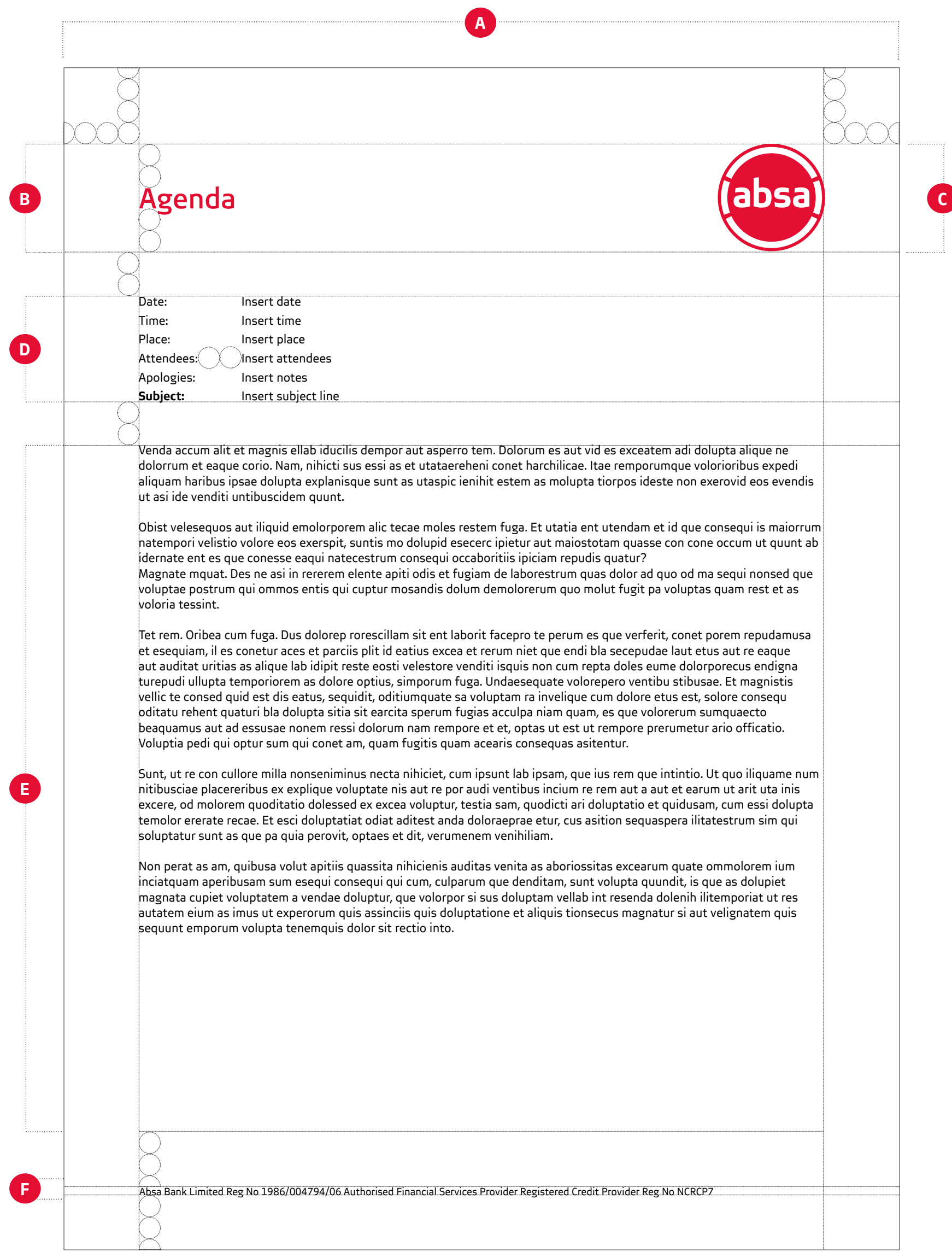
Please note: The Agenda page on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template created.

- A Agenda Page size**
210mm (W) x 297mm (H)
- B Agenda header (centered with the Absa secondary logo lock up)**
Brave Sans Medium
21pt
- C Absa logo lock up measurement**
The logo size is determined by measuring x 11 logo badges along the height of the layout
- D Agenda header information**
Brave Sans Regular
9pt – 11pt leading

Subject – Brave Sans Bold
9pt – 11pt leading

***Please note: When using MS Office to create content, body copy must be black and Arial must be used.**
- E Body copy**
Brave Sans Regular
9pt – 11pt leading

***Please note: When using MS Office to create content, body copy must be black and Arial must be used.**
- F Legal line**
Brave Sans Regular
7.5pt



Memo document construction

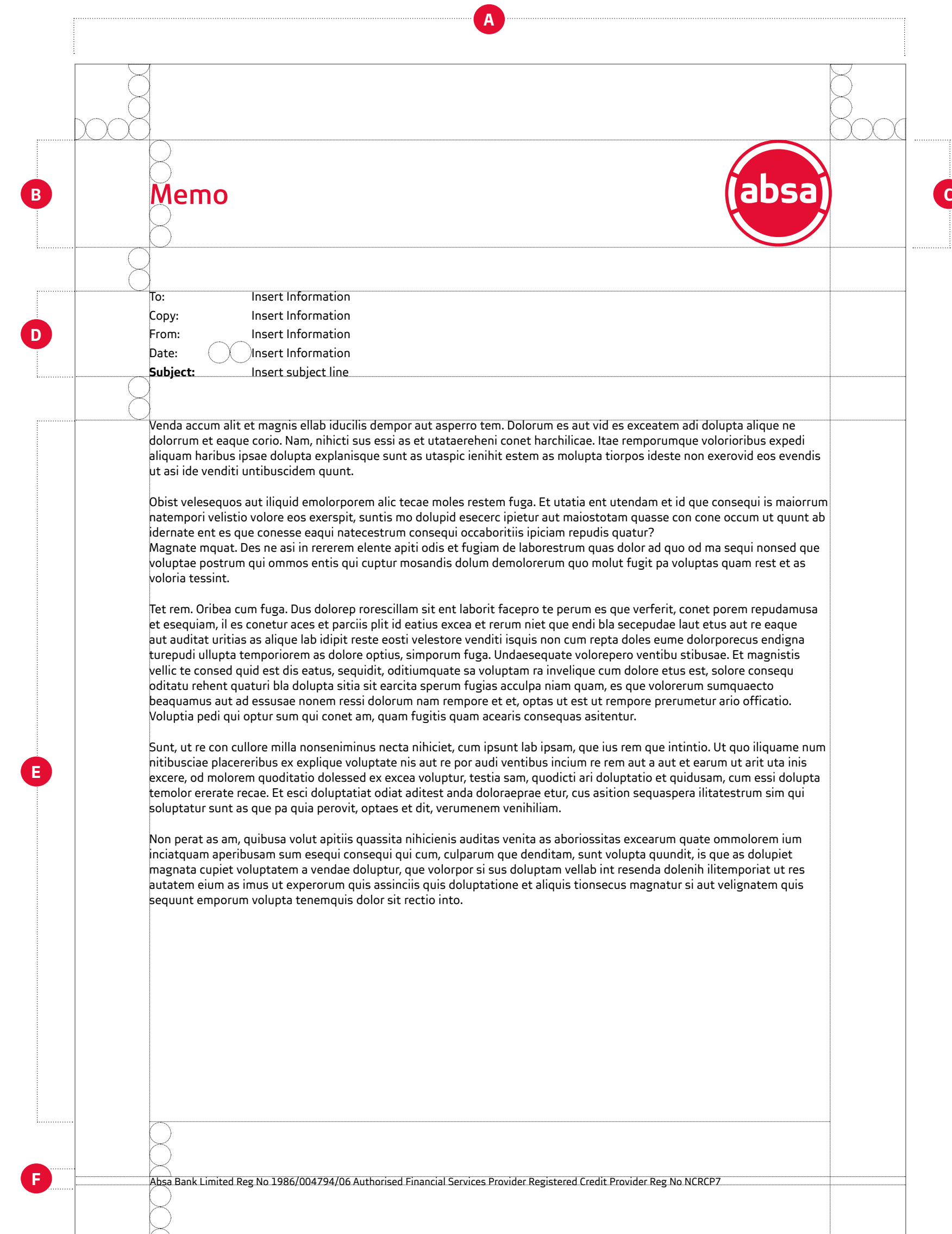
Please note: The Memo page on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template created.

- A Memo page size**
210mm (W) x 297mm (H)
- B Memo header (centered with the Absa secondary logo lock up)**
Brave Sans Medium
21pt
- C Absa logo lock up measurement**
The logo size is determined by measuring x 11 logo badges along the height of the layout
- D Agenda header information**
Brave Sans Regular
9pt – 11pt leading

Subject – Brave Sans Bold
9pt – 11pt leading

***Please note: When using MS Office to create content, body copy must be black and Arial must be used.**
- E Body copy**
Brave Sans Regular
9pt – 11pt leading

***Please note: When using MS Office to create content, body copy must be black and Arial must be used.**
- F Legal line**
Brave Sans Regular
7.5pt



Minutes document construction

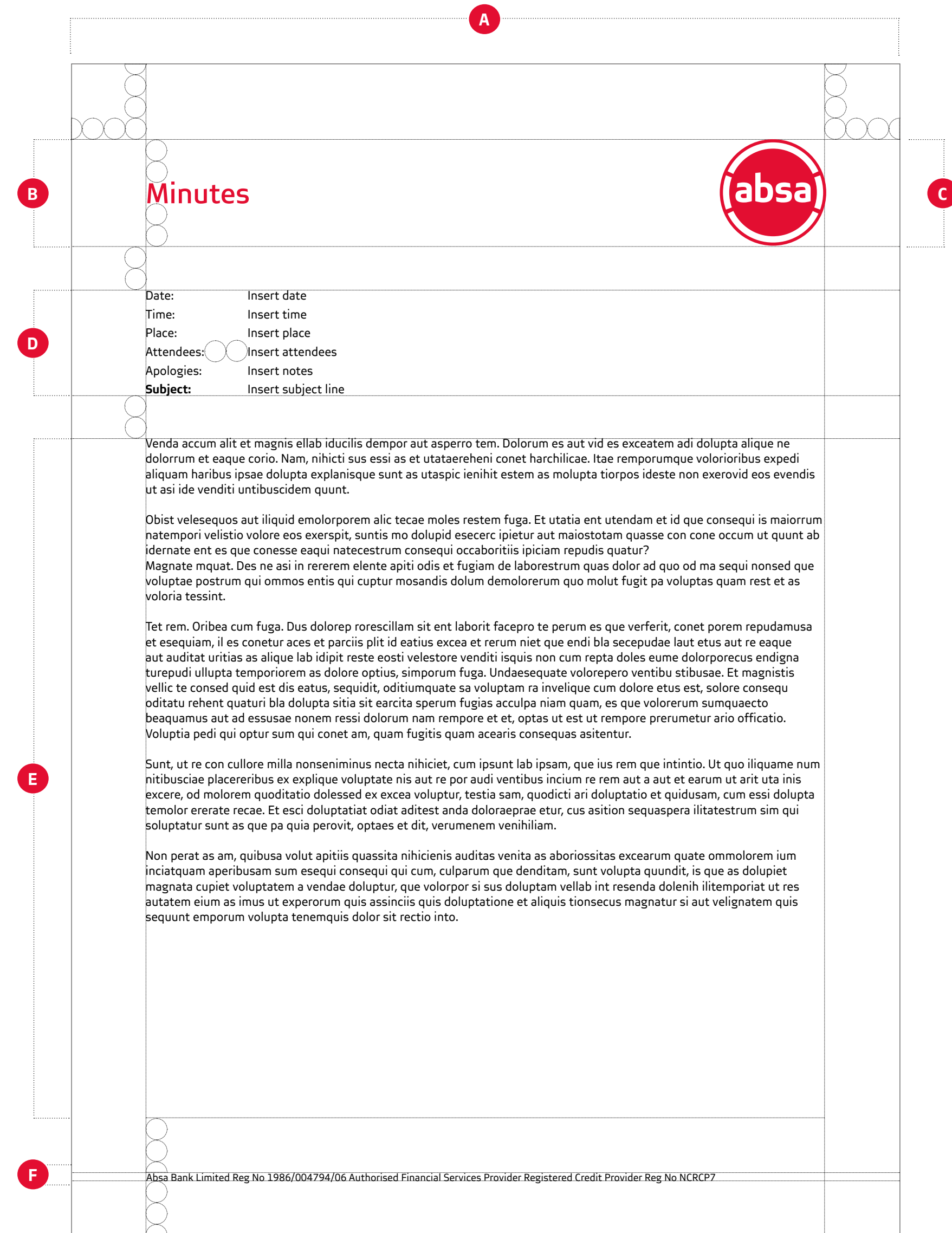
Please note: The Minutes page on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template created.

- A Minutes page size**
210mm (W) x 297mm (H)
- B Minutes header (centered with the Absa secondary logo lock up)**
Brave Sans Medium
21pt
- C Absa logo lock up measurement**
The logo size is determined by measuring x 11 logo badges along the height of the layout
- D Agenda header information**
Brave Sans Regular
9pt – 11pt leading

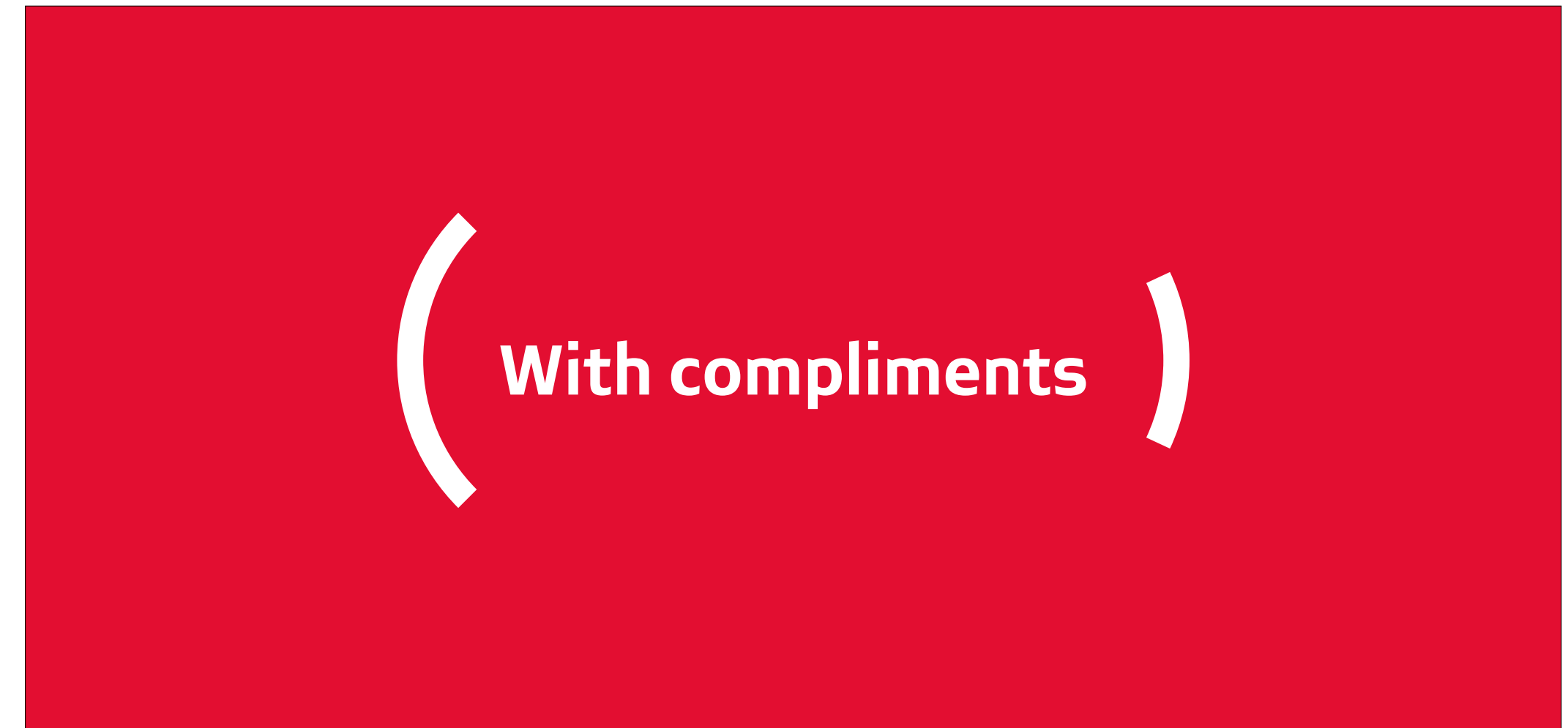
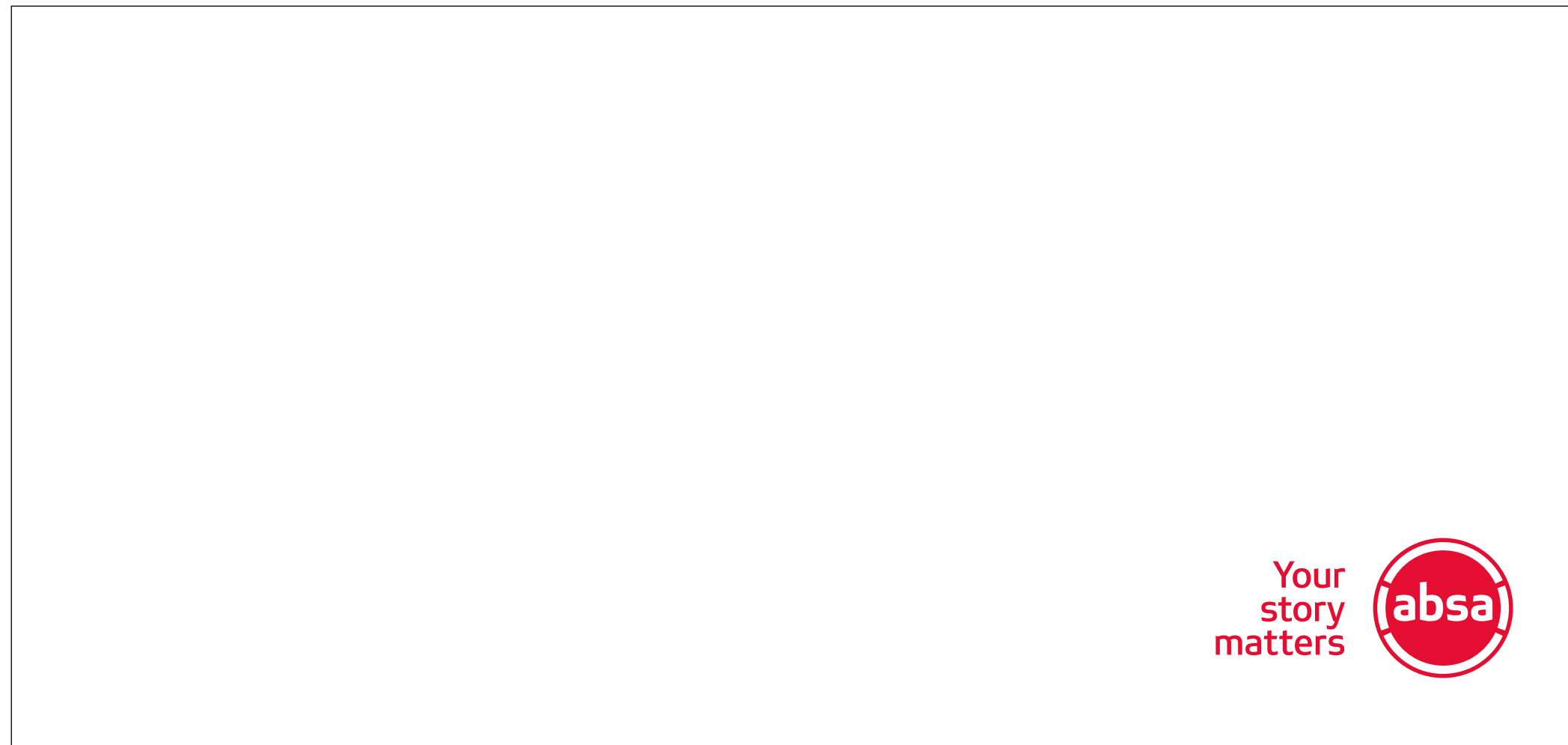
Subject – Brave Sans Bold
9pt – 11pt leading

***Please note: When using MS Office to create content, body copy must be black and Arial must be used.**
- E Body copy**
Brave Sans Regular
9pt – 11pt leading

***Please note: When using MS Office to create content, body copy must be black and Arial must be used.**
- F Legal line**
Brave Sans Regular
7.5pt



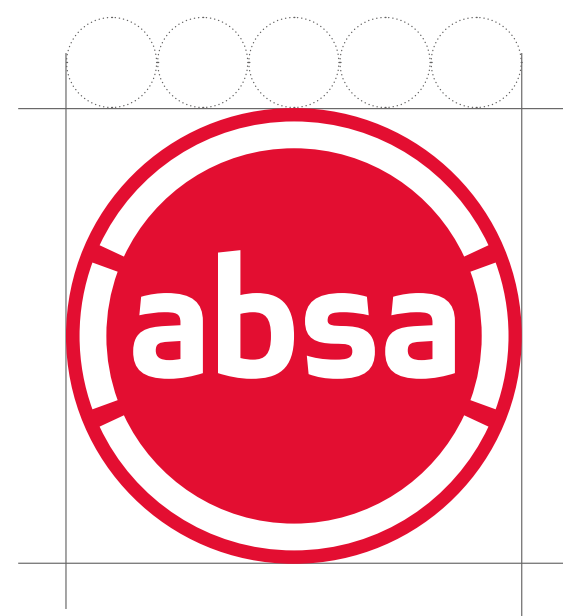
Compliment slip example



Compliment slip construction

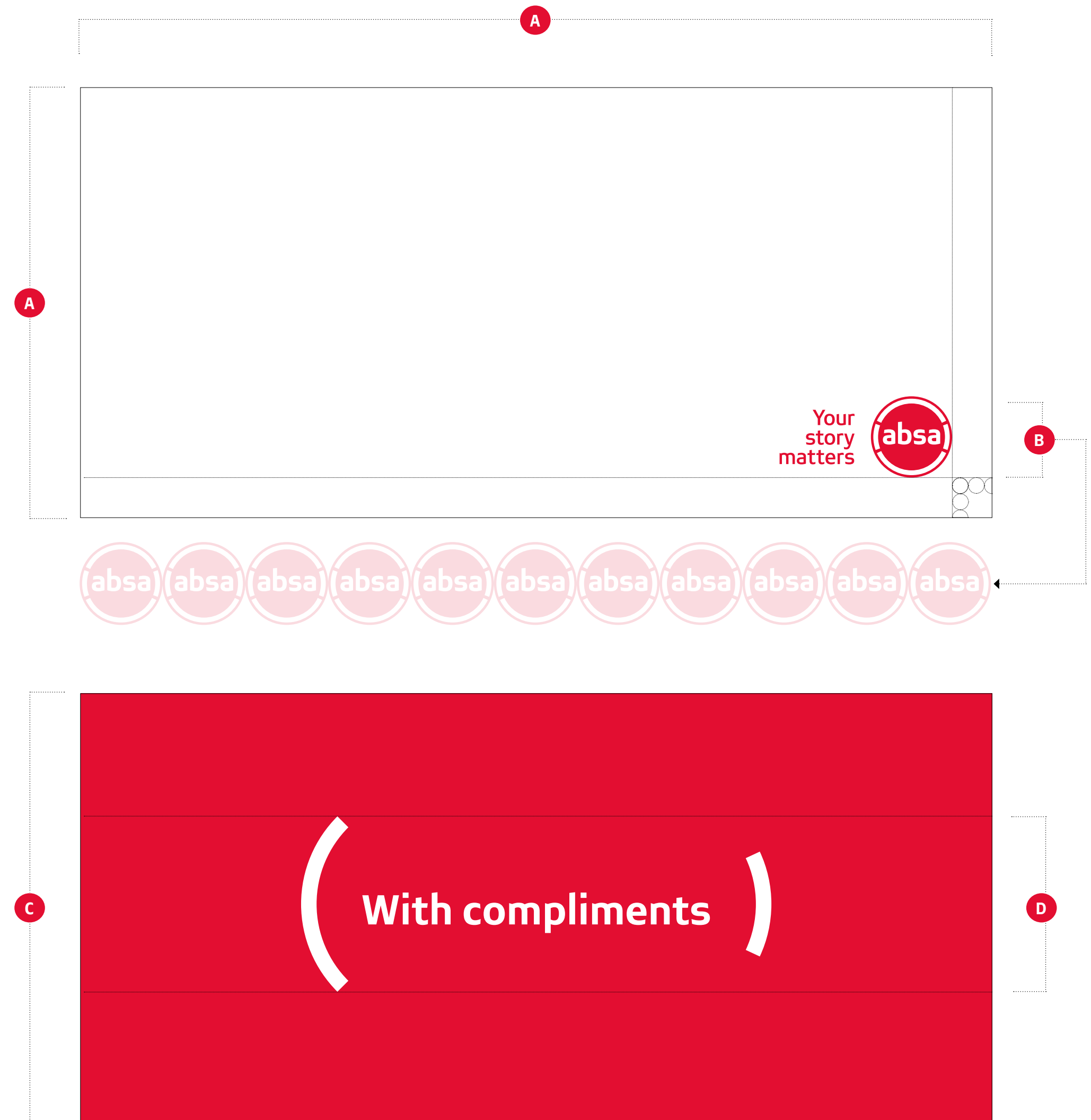
Please note: The compliment slip on the layout has been resized for viewing purposes only and should not be used in the size on the layout. Please request the template created.

- A Compliment slip page size**
210mm (W) x 99mm (H)
- B Absa logo lock up measurement (front)**
The logo size is determined by measuring x 11 logo badges along the height of the layout
- C With compliments (back)**
Brave Sans Bold, reversed white out of red background
28pt Brave Sans Bold
- D Gestures – Embrace**
White gestures framing the words 'With compliments'
Gestures are centered on the page top and bottom. The larger part of the gesture is 40mm in height

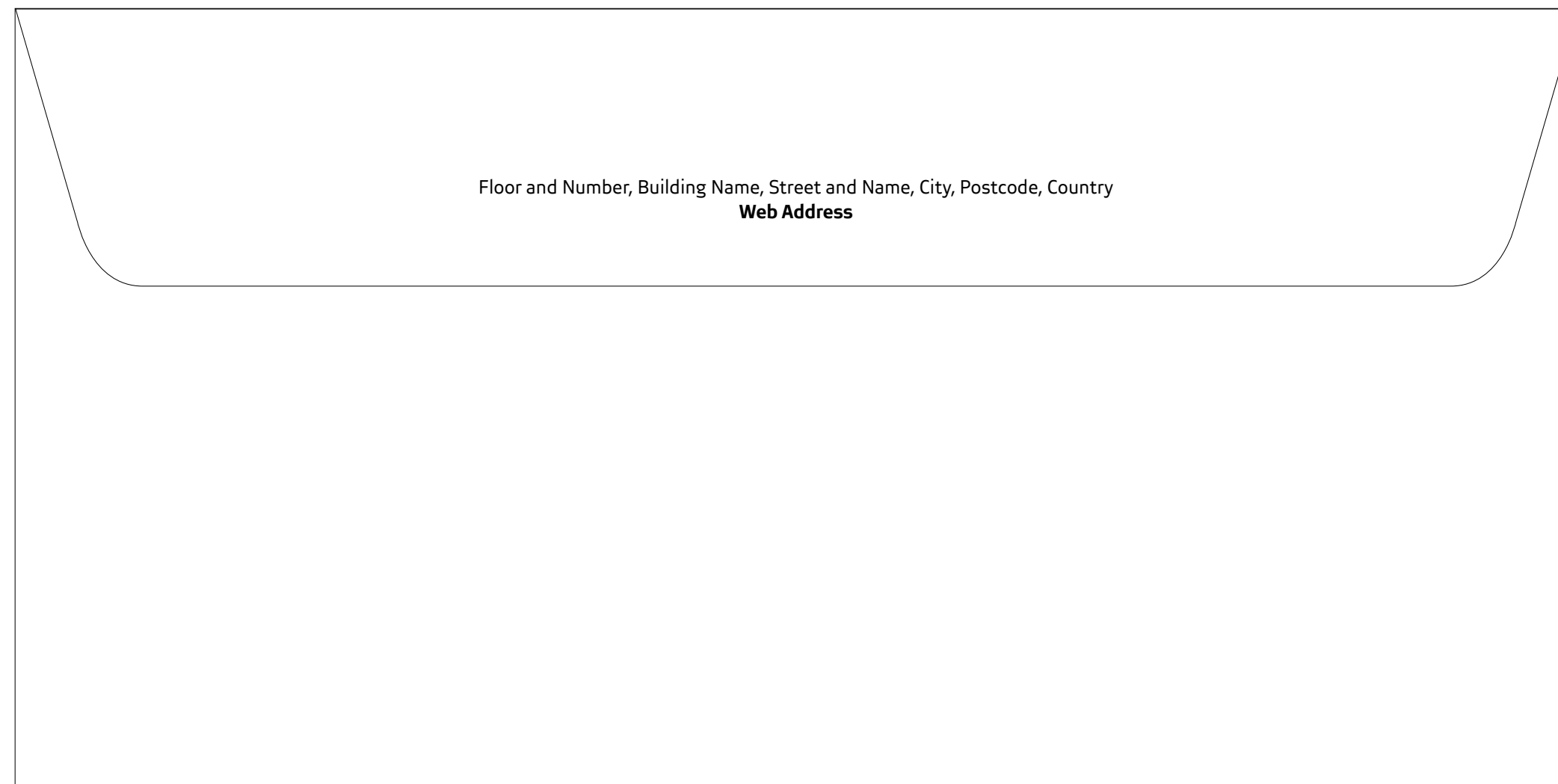


○ = one unit of measure

Wherever possible and when printing bulk copies of the compliment slip, it's recommended that the 'red' is printed as a spot colour, matched to Pantone 199C



DL envelope examples (with and without the window)

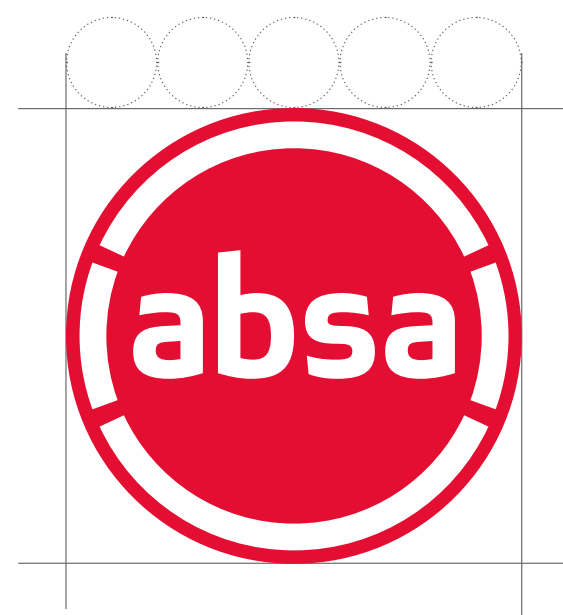


DL envelope measurements (with window)

Please note: The DL envelope 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 created.

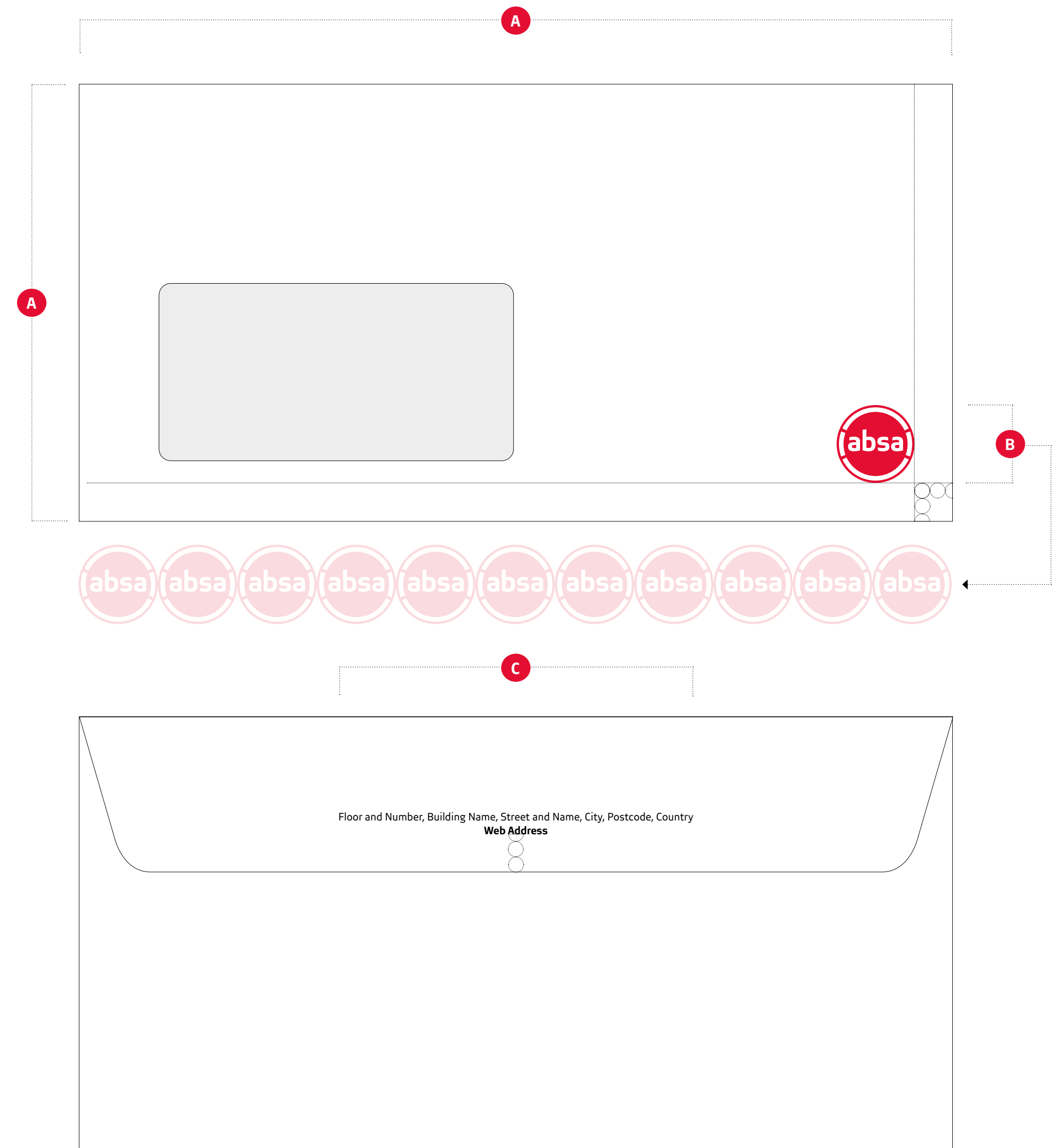
- A DL envelope page size**
220mm (W) x 110mm (H)
- B Absa logo lock up measurement (front)**
The logo size is determined by measuring x 11 logo badges along the height of the layout
- C Return address and web address (Back of envelope)**
Return address
Brave Sans Regular
8pt – 10pt

Web address
Brave Sans Bold
8pt

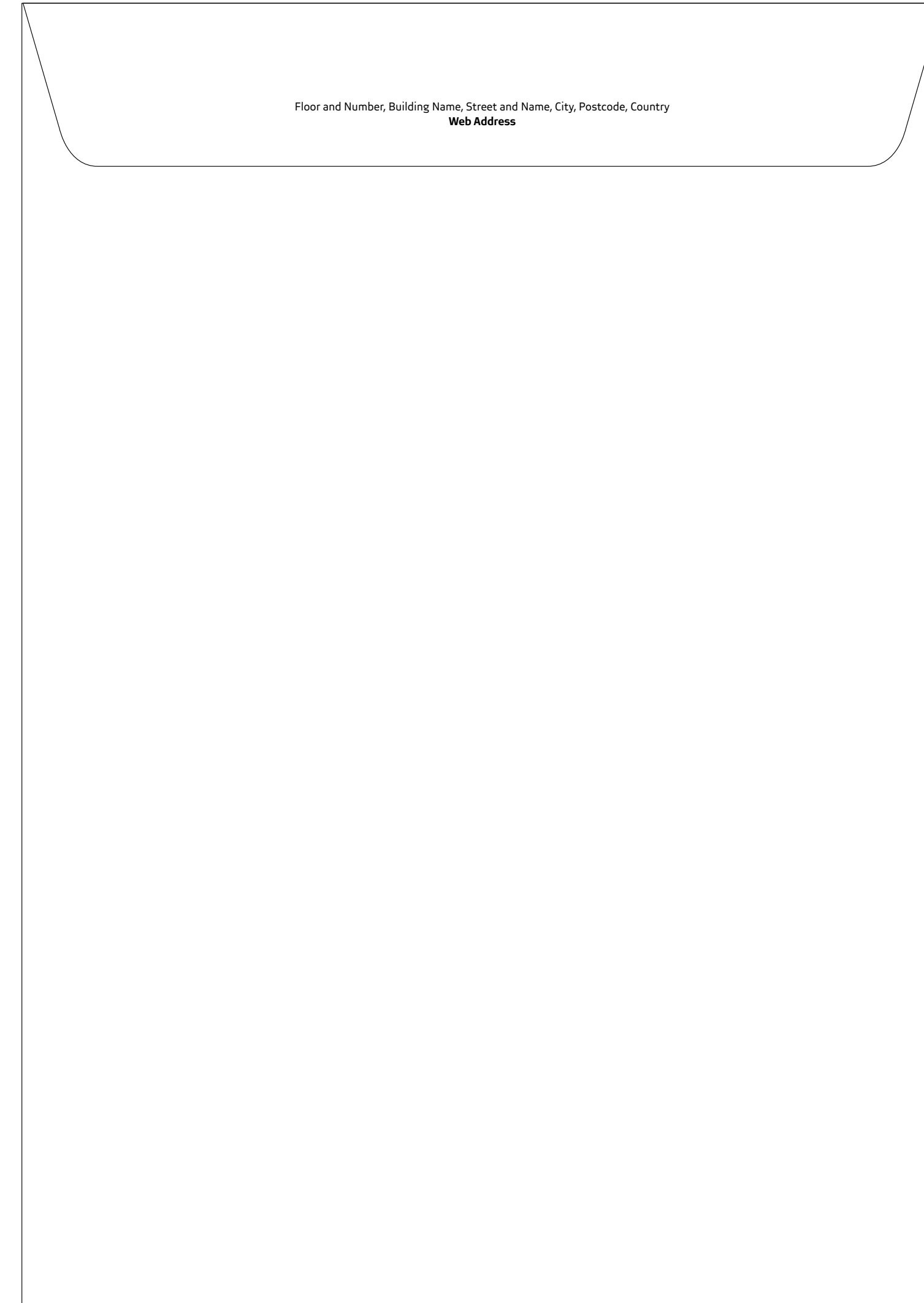
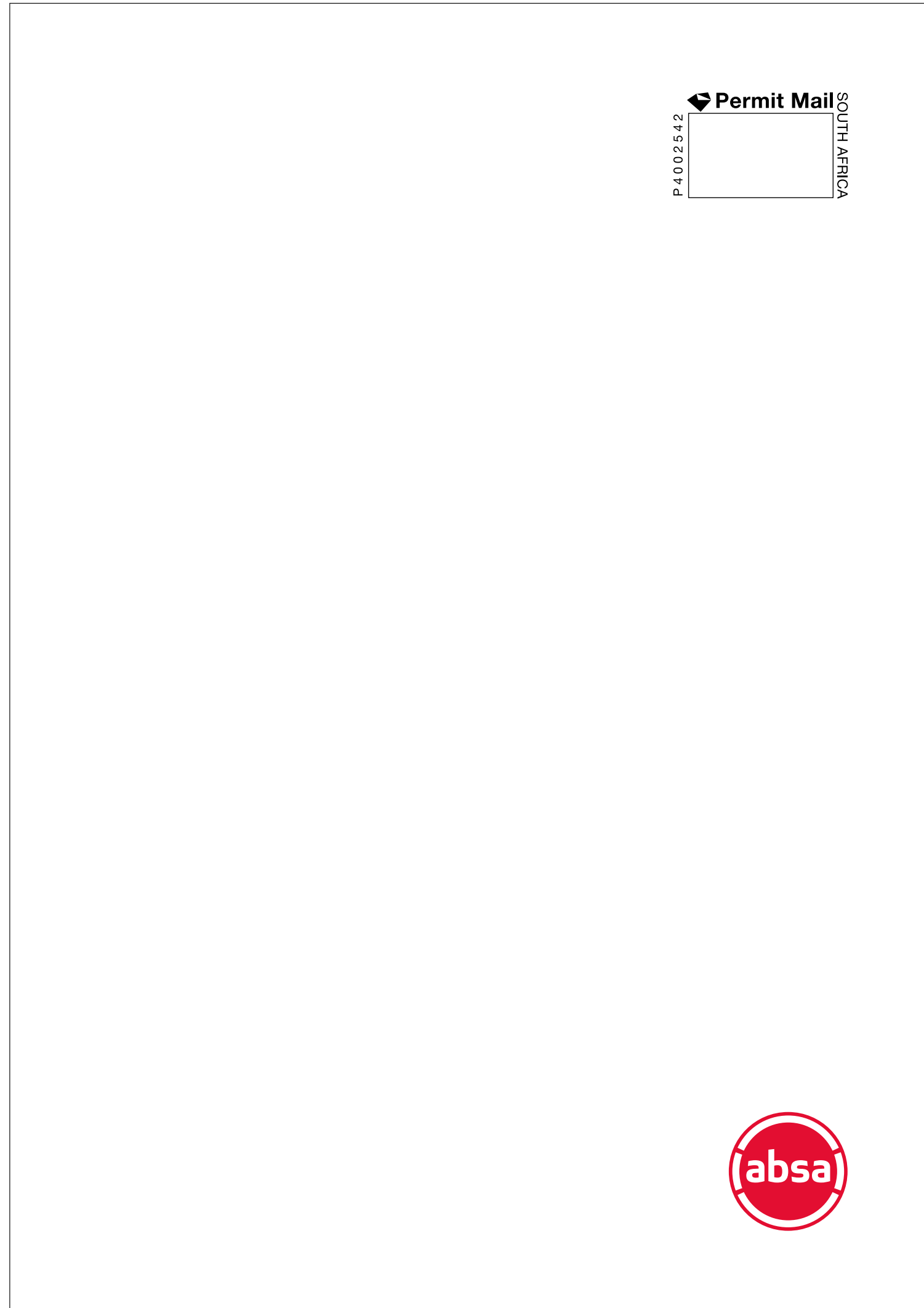


○ = one unit of measure

Wherever possible and when printing bulk copies of the compliment slip, it's recommended that the 'red' is printed as a spot colour, matched to Pantone 199C



C4 Envelope examples (front and back)



C4 Envelope construction

Please note: The C4 envelope 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 created.

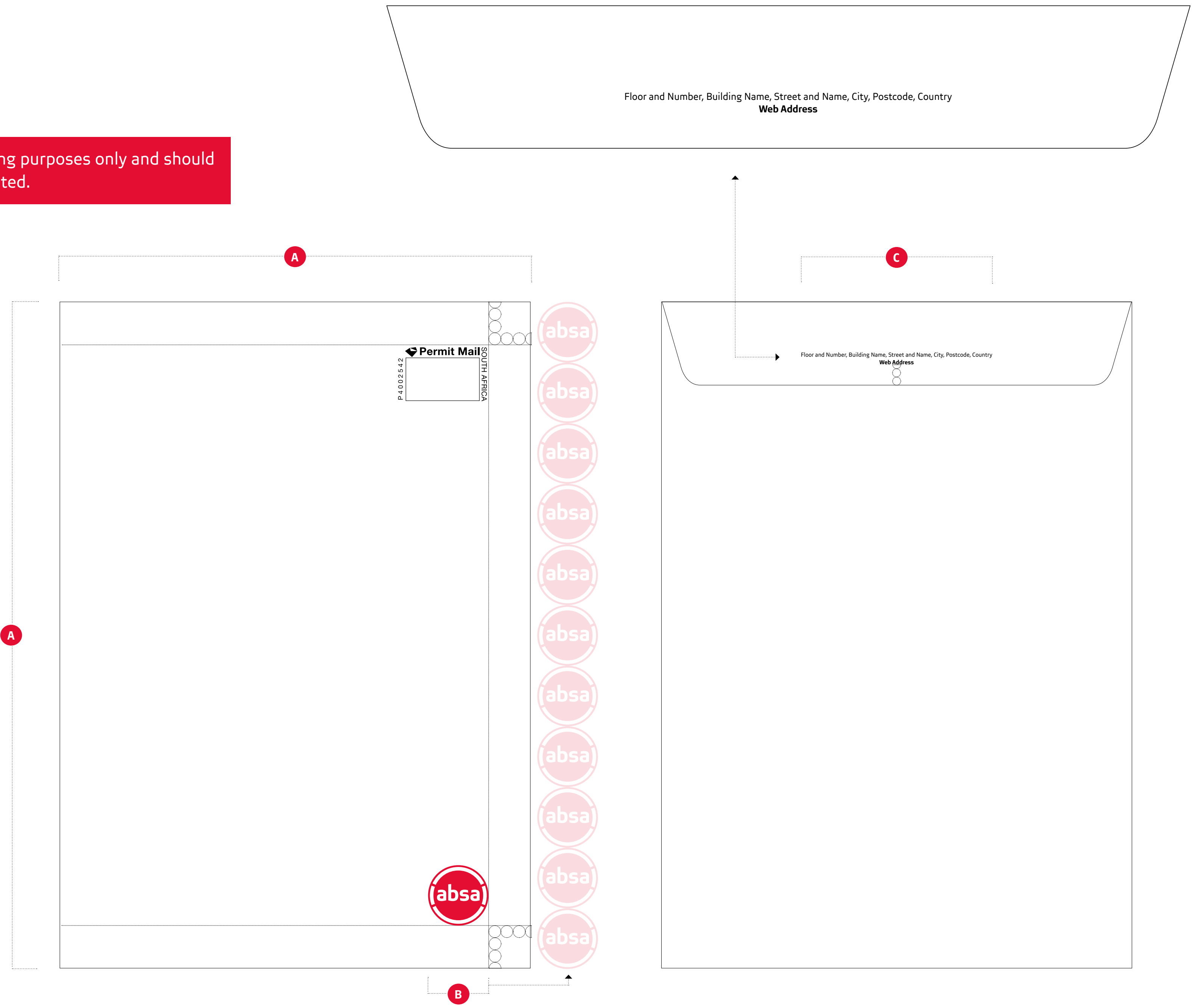
- A C4 Envelope page size**
229mm (W) x 324mm (H)
- B Absa logo lock up measurement**
The logo size is determined by measuring x 11 logo badges along the height of the layout
- C Return address and web address (Back of envelope)**
Return address
Brave Sans Regular
8pt – 10pt

Web address
Brave Sans Bold
8pt



○ = one unit of measure

Wherever possible and when printing bulk copies of the compliment slip, it's recommended that the 'red' is printed as a spot colour, matched to Pantone 199C



Contact information

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



Thank you