



selekane

ASSET CONSULTANTS

Re-setting the Benchmark

VISUAL BRAND GUIDELINES

September 2016

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**WE DO WELL,
BY DOING RIGHT.**



TRANSFORMATION AS THE IDEAL WE STRIVE FOR.

Selekane believes that benchmarks and the status quo only exist to be reset.

We continuously strive to better the accepted norms every single day.

For far too long, investors have been led to believe that there is only one way for investment to be carried out. An approach that led to ultimate profit for only a few, and not in the best interests of investors and society.

We aim to transform the financial services industry by going against these accepted norms. Where we do well by doing right by our clients, and in turn, serving their interests as well as our own, in equal measure.

Primary Assets

Colour specifications

Then

The Selekane logo was made up of colours that did not have any specific codes that made it difficult to match. To maintain consistency of the brand, colours with specific codes has been assigned to the Selekane logo.

Below you will notice the subtle difference.

Now



Colour Palette

Our primary colour palette consists of 3 main colours. They can be used in our visual language system throughout Selekane communication.

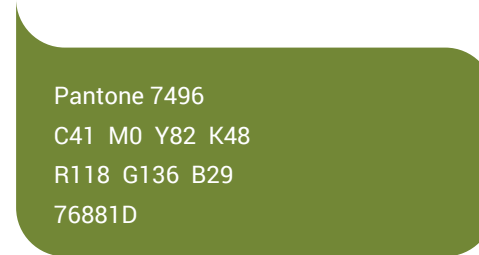
Spot: Where cost is not prohibitive it is preferred that the Pantone MATCHING SYSTEM® spot colour alternatives are used.

CMYK: The CMYK (process colour) specifications are to be used for processes where spot colour is restricted. For example in magazines.

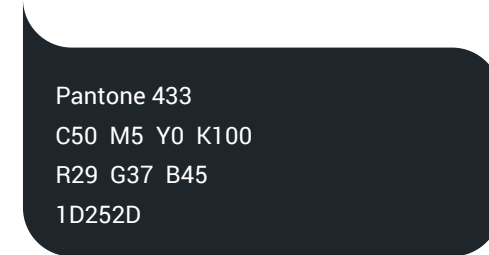
RGB: The RGB (monitor colour) equivalents are only for electronic use, for example in Power Point and audio-visual presentations.

HEX: The HEX (web codes) equivalents are only used for web design.

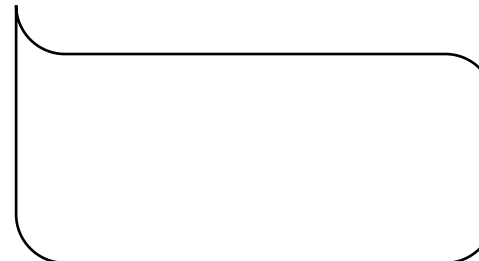
Primary Colour Palette



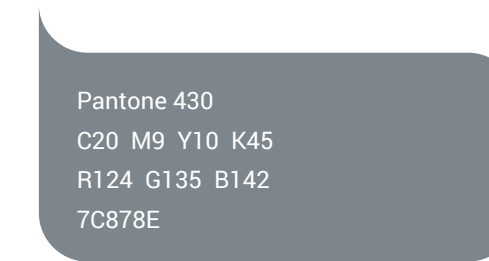
Selekane Green



Selekane Deep Black



Selekane White



Selekane Platinum

Secondary Colour Palette

Inspired by the African landscape, the secondary colour palette compliments the primary colour palette. A small colour selection that is saturated and deep as the primary colours.

The secondary colour palette is used as a highlight for information design. It can be used sparingly in digital and print navigation, graphs and tables.

It can also be used as a tool to differentiate product offerings.

Use the proportions ratio as indicated here, to always ensure that the primary colour palette is more prominent.

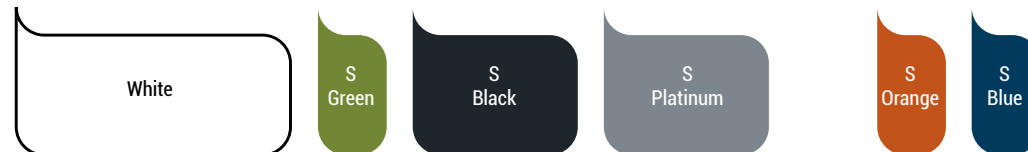


Pantone 167
C0 M78 Y100 K18
R190 G83 B28
BE531C

Pantone 302
C100 M30 Y0 K62
R00 G59 B92
003B5C

Sele Kane Burnt Orange **Sele Kane Deep Blue**

Colour Palette Ratio



Logo positioning

Always determine the X-Height first.

The X-Height = the 1 ½ height of the Selekane Symbol.

Always ensure that there are no obstructions within the clear space area, to ensure maximum legibility and impact.

*The company descriptor:
is ½ x in height from the logo*

Clear space construction

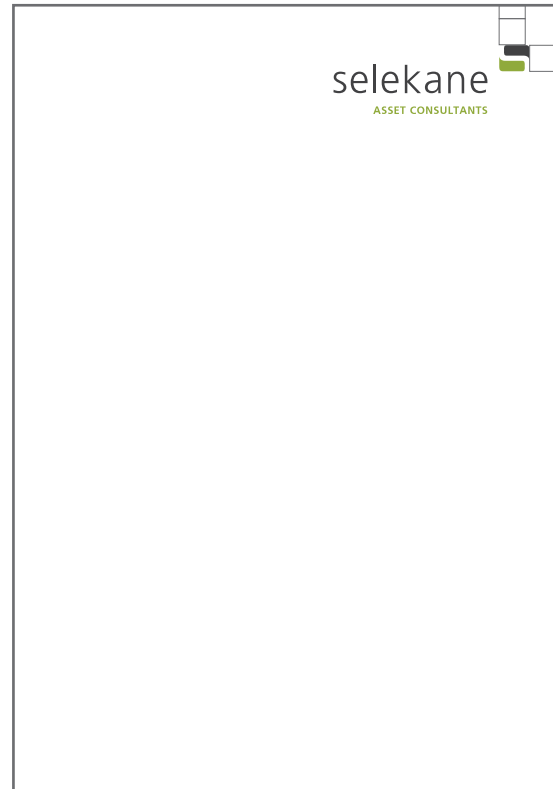


Logo positioning

The logo should always be positioned on the right hand side of the document.

Always ensure that there are no obstructions within the clear space area, to ensure maximum legibility and impact.

Placement



Logo positioning with tag line

Always determine the X-Height first.

The X-Height = the height of the Selekane Symbol.

Always ensure that there are no obstructions within the clear space area, to ensure maximum legibility and impact.

*The tag line:
is the same height as the
company descriptor*

1. Limited space. Placed in close proximity



Logo

Our logo can be placed on a white or black background.

A greyscale version of our logo is available for the rare instance that colour production is not possible. For example fax or black and white printing. In this instance the green is replaced by 50% black.

Always ensure that there are no obstructions within the clear space area, to ensure maximum legibility and impact.

Variations



Full colour on white



Full colour reversed



Grey scale



Grey scale reversed

Logo

Our logo can be placed on a white or black background.

The following examples are a guide how NOT to place the Selekane logo.

Don'ts



The original proportions should not be altered or distorted in any way.



The logo should not be placed on any colour, photographic or illustrative background.



No effects should be added to the logo.



The colours within the logo should not be altered in any way.



The logo should not be rotated.



The clear area around the logo should always be applied.

Primary Font

Whether as body or display text, the Myriad Pro font family's extended range of weights makes it extremely versatile and easy to read.

Use a combination of weights to create hierarchy and emphasis in your applications.

The Primary font should be used for all professionally printed material. ie: letterheads, business cards, folders and brochures.

Note: This font can be purchased and incorporated into internal communication.

Secondary Font

The Secondary font is recommended for all digital communication. ie: web, email signatures, Word documents and Power Point applications.

Font Example

Myriad Pro Light

Myriad Pro Regular

Myriad Pro Semibold

Myriad Pro Bold

Myriad Pro Black

Myriad Pro Light Italic

Myriad Pro Regular Italic

Myriad Pro Semibold Italic

Myriad Pro Bold Italic

Myriad Pro Black Italic

Calibri Light

Calibri Regular

Calibri Bold

Calibri Regular Italic

Calibri Bold Italic

Photographic Style

One picture is worth ten thousand words!

An image reflects the tone of your brand and can evoke emotion.

The Selekane tone is bold, sophisticated, elegant and honest.

The benchmark when choosing images from stock libraries will be does it portray the Selekane brand positioning: "Resetting the benchmark".

The images should not be limited to black and white, however the colours should not be overly bright but rather saturated darker shades - a more mature palette.

Examples





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