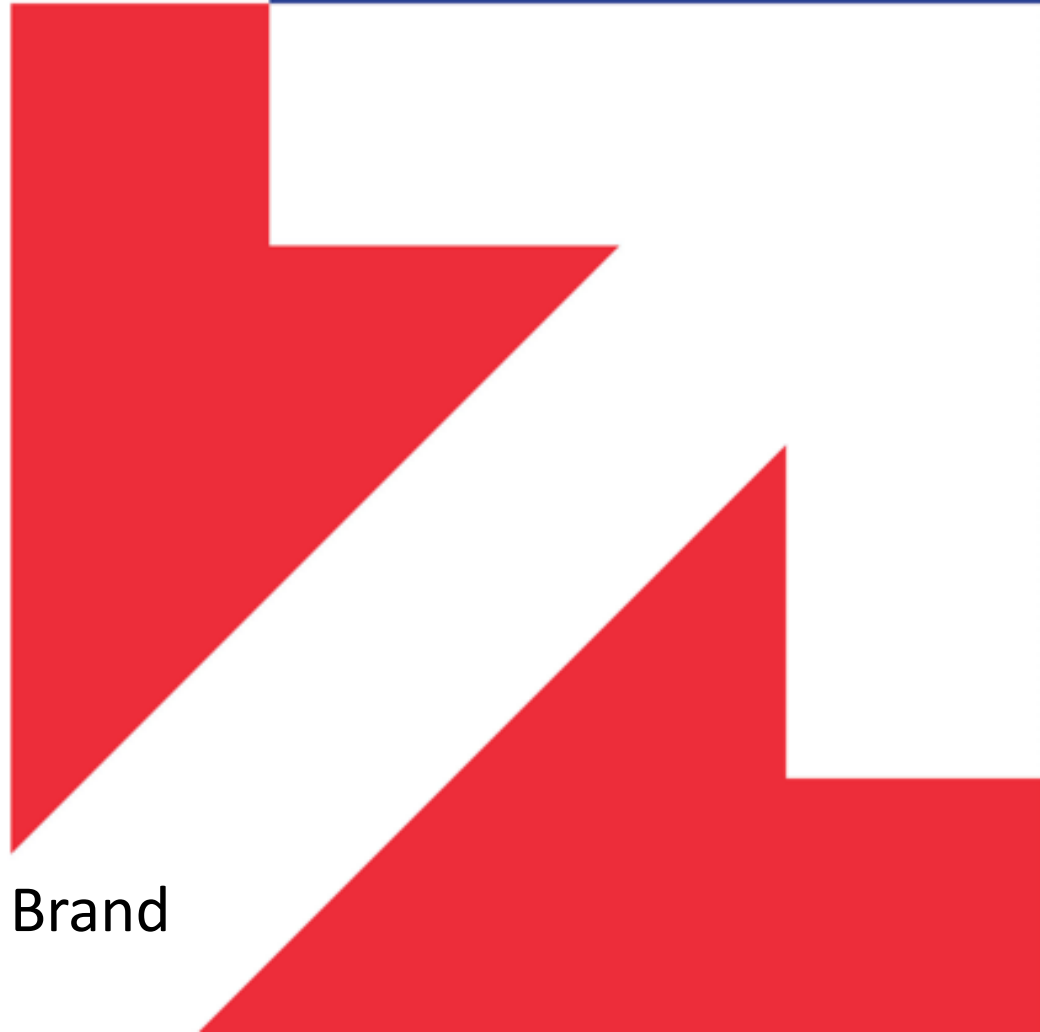




*Jiyo Sammaan Se*



Sammaan Capital Brand  
Guidelines

## MISSION

To be a reliable and trustworthy financial institution, known for expertise and unwavering integrity. Rooted in these values, we pledge to provide not just loans but a sense of security and respect at every step of the lending journey. Through our committed standards and efficient processes, we aim at prioritizing customer convenience and satisfaction.



## VISION

To be known as the most preferred choice for financial services, excelling in customer care, enhancing stakeholder value, and maintaining a culture of respect internally and externally.



# BRAND ASSETS



## Logo

Whether we call it visual identity, brand identity, or landmark, the Sammaan Capital logo is the most valuable asset. Representing us as our prime identifier, it is bold, recognizable, and unique.

To ensure correct usage of our logo, there are certain rules to be followed, which this brand guideline aims to address, over the following pages. This is to ensure consistency and uniformity, wherever in the world we communicate.

Always ensure that master artwork files are used. Never attempt to recreate Sammaan Capital logo.



## Combination Mark

Our logo consists of 2 components:

**The visual mark** - It is an Upper Arrow mark, which represents growth and is a symbol used as a visual representation to enhance brand identity.

**The word mark** - It is the typography that strengthens ties between visual memory and name recognition.

Together they make a '**Combination Mark**' which is the logo.



### Logo in Reverse : 2 Colours

The Sammaan Capital logo is primarily used against a Blue background along with the white colour Arrow mark placed on a red block.

For the reverse version, we recommend using Red background along with White colour Arrow, and a Blue colour greater than symbol for better legibility.

Always ensure that master artwork files are used. Never attempt to recreate any of the Sammaan Capital brandmarks.



### Logo in Reverse : Monochrome

The monochrome version of our combination mark should only be used in case we have restrictions on our printing ability. For Instance, black & white press ads, facsimile sheets, or when we emboss our logo onto leather.

Please refer to the master artwork files. Never attempt to recreate any of the Sammaan Capital landmarks.



## Tagline

The tagline '**Jiyo Sammaan Se**' should be used along with the combination mark in most communication. Due to the ratio of social media platforms like Facebook and Instagram, the tagline with logo will be illegible. So, do not use the tagline with the logo on tactical posts and platform where it is illegible.



Distance between  
Visual Mark & Word Mark



Brand Font - Charm (Bold)  
used for Tagline. It has to be aligned  
to center of logo 'Jiyo Sammaan Se'.

*Jiyo Sammaan Se*



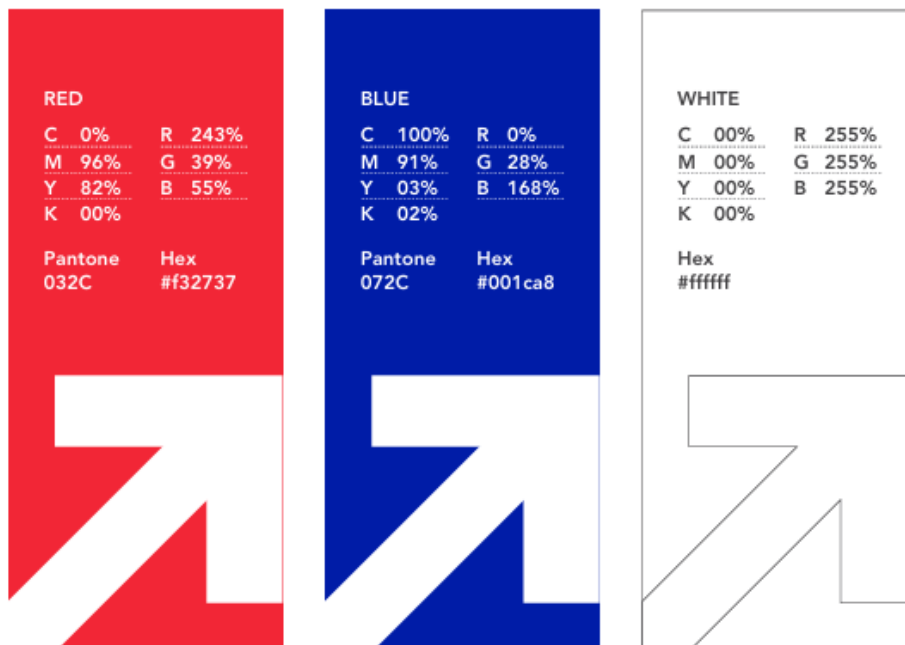
# BRAND COLOURS



## Primary Colour Palette

The colours shown here are the core colours of the brand. The logo holding unit should only be Blue, Red and White. They help the consumer to quickly identify the brand.

This palette can be used for any primary form of communication like hoarding, posters, signages, etc.



## Secondary Colour Palette

This palette consists of Light Grey, Grey, Dark Grey and Black. You can also use shades and tints of the colours mentioned.

These colours can be used for icons, buttons, etc. which add a complementary effect to our communication.

<b>LIGHT GREY</b>		<b>GREY</b>		<b>DARK GREY</b>		<b>BLACK</b>	
C 11%	R 223%	C 47%	R 142%	C 71%	R 62%	C 76%	R 25%
M 05%	G 229%	M 37%	G 144%	M 58%	G 69%	M 67%	G 28%
Y 07%	B 230%	Y 39%	B 143%	Y 59%	B 69%	Y 64%	B 31%
K 00%		K 03%		K 43%		K 76%	
Pantone 7541C	Hex #dfe5e6	Pantone 423C	Hex #8e908f	Pantone 446C	Hex #3e4545	Pantone 426C	Hex #191c1f



# MARKETING COMMUNICATION



## ■ TONE OF VOICE

■ Sammaan Capital stands for **'respect'** in all aspects of operations, including communication. As a provider of home loans and loans against property for business, the brand should resonate a tone that fosters trust, understanding, and empathy with our partners, clients, and customers.

■ Please refer to the dos and don'ts in the next page that should be considered before releasing a piece of communication.



## DO's

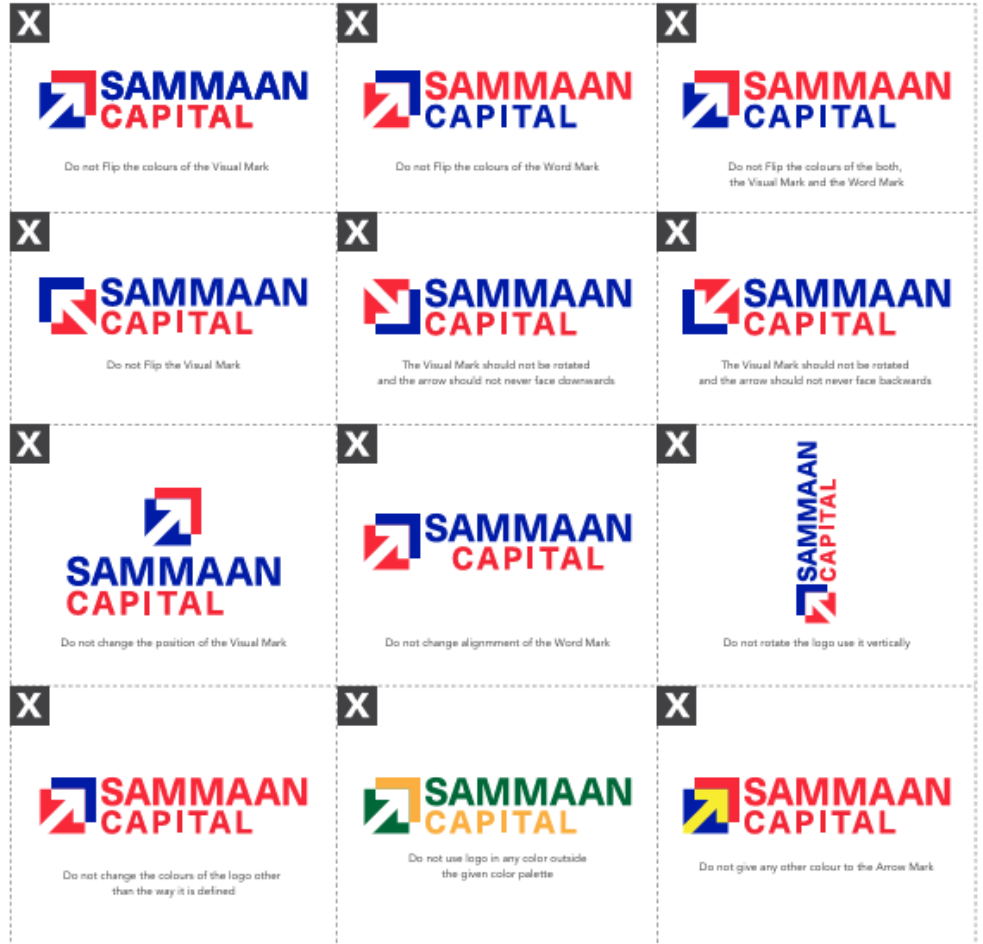
- ☑ Communicate clearly and concisely using language that is simple and easy to understand.
- ☑ Approach every interaction with empathy, demonstrating understanding of the customers' requirements.
- ☑ Emphasize transparency as a fundamental principle, crucial for building trust and long-term relationship.
- ☑ Showcase expertise, reliability, and a helpful attitude in every interaction to generate confidence in our capabilities.

## DONT's

- ☒ Never use jargons or intricate financial concepts that may confuse our audience.
- ☒ Avoid unnecessary elaboration or keeping the communication too verbose.
- ☒ Refrain from making commitments or promises beyond our capabilities.
- ☒ Avoid patronizing language and treat all customers with respect.



## Common Misuses of the Logo



## Common Misuses of the Logo



# PHOTOGRAPHY STYLE



## Imagery

The finance company is established to help people realise their dreams and aspirations. Hence, the imagery should be people-centric, relatable, with a slice of life and candid situations.

**People-centric:** Image should demonstrate empathy and interest in people and their stories.

**Relatable:** Images should celebrate the life of real people in real situations.

**Slice of life:** Images should showcase people's happy and inspiring moments.

**Candid:** Images should capture expressive and positive feelings. People look natural, not posed, or contrived.





**THANK YOU**