



Additional Logo Usage Guidelines

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Our Brand

Our brand is our reputation.
This brand manual has been
produced to help us all gain the
same understanding of what is
at the heart of our brand.
Everything we do and say
shapes our reputation.

Our brand is most effectively
promoted through *consistent*
experiences.

Introduction

In order to give the best possible visual expression to this strategic direction. We have evolved our Brand Guidelines. Please study these guidelines and use them to maximise the effectiveness of our new entrepreneurial spirit.

ARM is now a dynamic group of entrepreneurial business units and companies. We are broadening the targeting of our financial products beyond High Net Worth individuals and corporate clients to take in the emerging middle-class and even, in the case of the Money Market Fund, the man or woman on the street who has 5,000 Naira to invest.

With our more popular retail offerings such as Mutual Funds. We are using a brighter colour palette, icons to visually illustrate the nature of the products on offer and the Avenir typeface. For the more premium and corporate products and services, we are using the existing, rich but sober colour palette and the Baskerville typeface. ARM Pensions straddles both sectors and we have strengthened its appearance without any radical alterations.

- a. Extending to serve the retail market makes sense in almost all spheres of businesses particularly in Nigeria, given our huge population and increasing level of financial inclusion.
- b. Niche or Premium brands that decide to explore the retail space do not have to lose their premium image.
- c. Premium brands like GTBank and Etisalat have successfully served both HNIs and low retail clients without damage to the brand
- d. For ARM to reach out to the retail space in a guided manner and maintain integrity of the brand, we propose the following expansions to the brand corporate identity manual.

Brand Essence

This is the core of the business, the founding idea that birthed ARM.
Whenever a new activity is planned, use these words as your guiding principle.

Realising Ambitions
Meeting the needs
of our clients.

Our Proposition

As your needs in life change, we remain your solid partner.

Your *goals and ambitions* may change as the seasons of your life progress, but we remain *the solid foundation* for the future.

Our Mission

Use this in conjunction with the brand essence to assess whether any activity contributes positively to the overall ambition of the company.

We seek optimum *wealth creation opportunities* for those who entrust us with their *assets*.

Our Vision

Our vision describes what we do.
Refer to this when you need to articulate
our principal aim and purpose.

To be the *preferred financial partner* in Africa; providing access to global *wealth creation opportunities*.

Our Values

Ambition, Proximity, Impact, Truth.
Our values are an articulation of the internal beliefs that guide our behaviour and shape our culture.

Ambition

We are driven by our vision of the future: how things could be. It inspires us, motivates us and keeps us focused on what really counts, working together to transform our goals into reality.

Proximity

Our success relies on two interdependent factors: firstly, we are close to our clients and the marketplace; and secondly, we have a close understanding of both our clients and the marketplace’s needs and aspirations, and the challenge of fulfilling them.

Impact

Our value is measured by the degree of positive change we bring about. We strive to make a difference to the people who believe in us: our clients, our shareholders, our business partners, our staff.

Truth

Honesty, trust and integrity are at the heart of everything we say and do. We keep our promises.



Our Personality

What makes us different?

We work closely together, developing understanding and trust. We always offer a bespoke response and operate only to the highest standards. We share a passion and commitment to achieve our goals.

Professional, *Committed,*
Trustworthy, *Accessible,*
Energetic, *Empathetic.*

Our Tone of Voice

We speak with you.
The way we speak says a lot about
who we are and how we do things.
Language and tonality are essential
ways to communicate and engage
with our audiences.

Professional, Optimistic,
Honest, Simple, Friendly.

Logos

The ARM logo should appear in full colour where colour is available. Where colour is restricted, or only black is available (e.g. fax or press use), one colour black or white should be used.

The logo can also be used without colour in some circumstances where materials and production techniques can be used to create a premium effect - for example: embossing, incising in stone or glass etching. The logo may be embossed pre-printed Marcum collateral.



The ARM logo blocks should always be in stone, black or white colours respectively, while the label bearing the business unit (name) can only be in either black or white colours (as shown above).

Logo Application

How to apply the ARM logo.
Here is a collection of examples
or possible scenarios and how the
logo should be used or applied.



The stone logo on white or light stone background



The black logo on a coloured background



The white logo on a coloured background



The stone logo on a light photo tone background



The black logo on a light photo tone background



The white logo on a dark photo tone background



The ARM logo on cloth-like or fabric items



The ARM logo on printed or branded materials/items

Logo Misuse

What not to do.
Here is a collection of examples of how the logo should not be used. It is important that these rules are followed to ensure the look and feel of the brand remains consistent.



DON'T place the stone logo on a dark coloured background. Use the white logo.



DON'T blend the colour of the block with a corresponding background.



DON'T blend the font colour with a corresponding background.



DON'T alter the colour harmony between the logo blocks and the business unit.



DON'T change the colour of the logo or add gradients in anyway.



DON'T apply borders around the logo.



DON'T close up the gap between the blocks.



DON'T outline the blocks.



DON'T remove the blocks.



DON'T add any tagline to the logo.



DON'T change the font or style of the logo.



DON'T apply any effects to the logo.



DON'T alter the position or relationship between the blocks and the logotype.



DON'T rotate the logo.






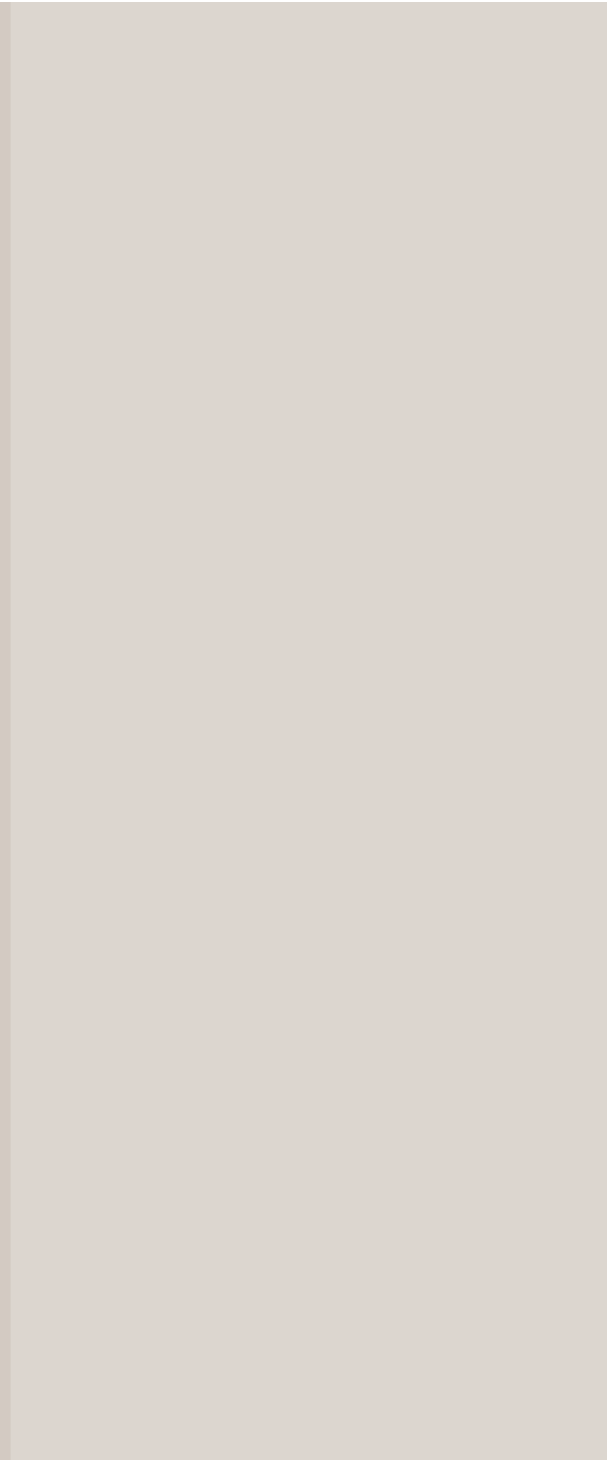
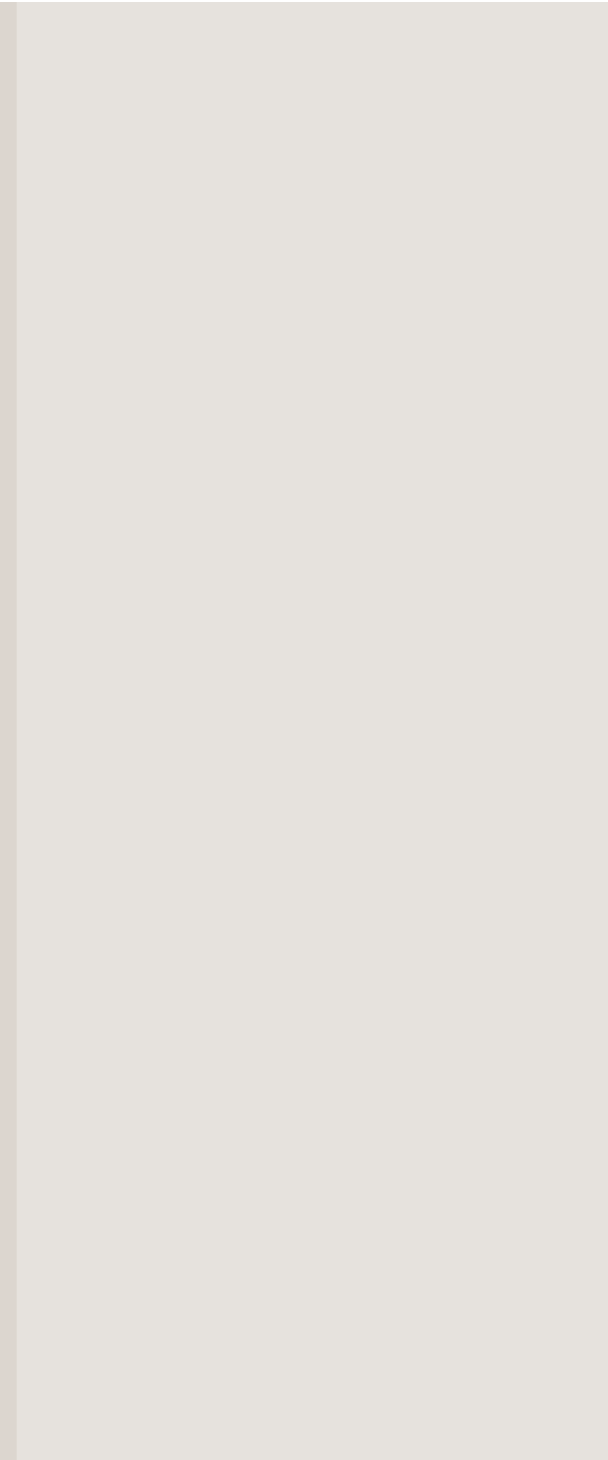
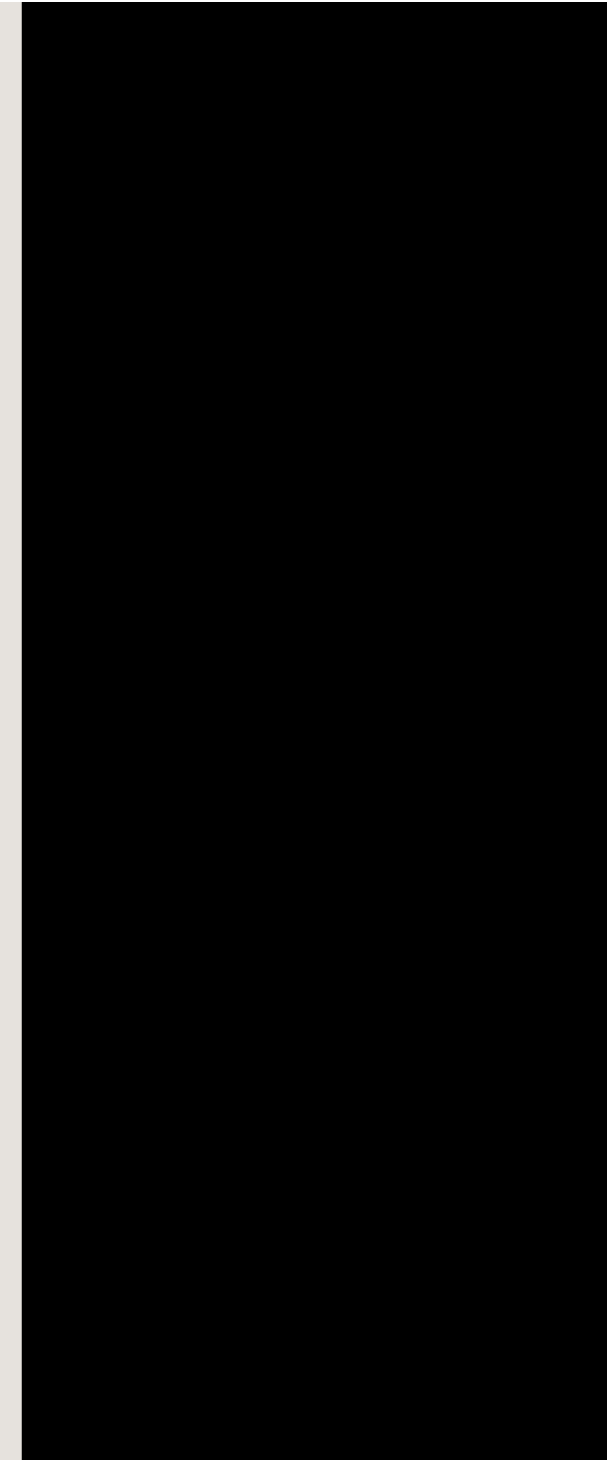
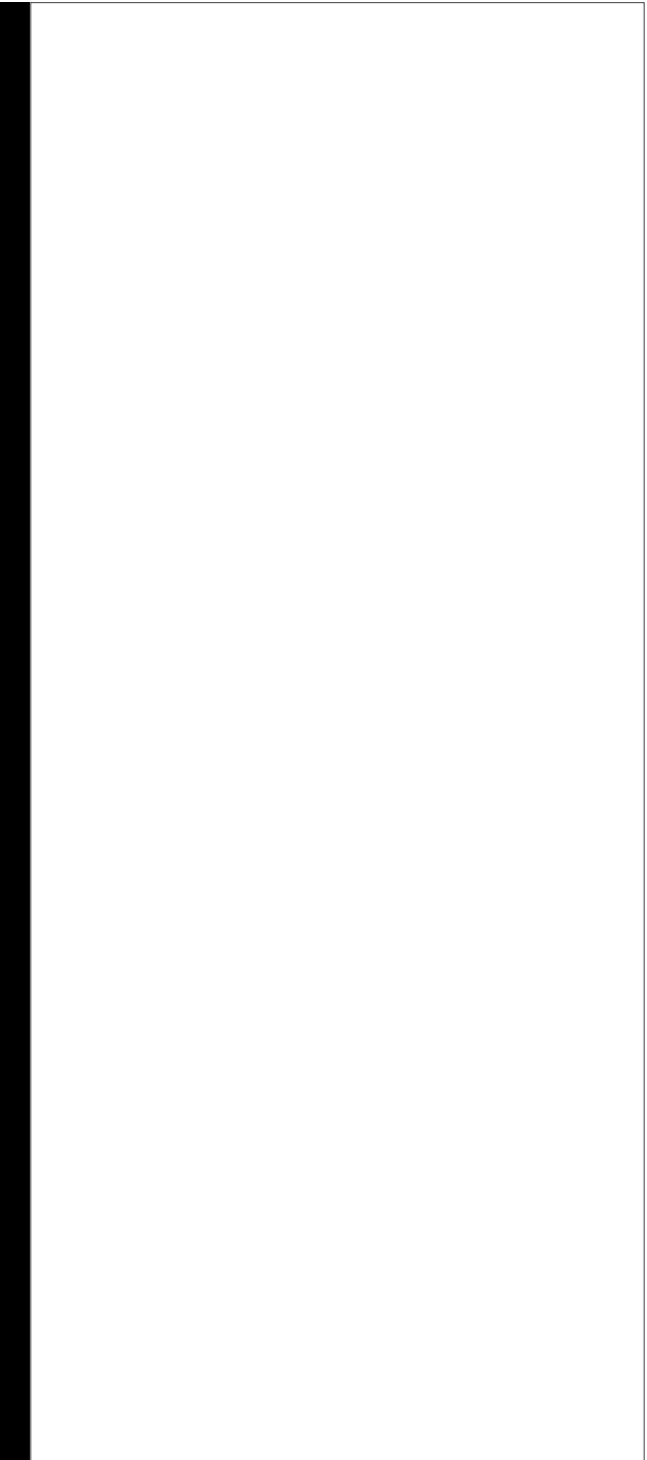
DON'T compress the logo.



DON'T close the gap between the logo blocks and business unit.











Primary Brand Colours

Please ensure that these colour codes are followed. CMYK and RGB colour codes should be used when it is not practical to make use of a Pantone colour e.g. electronic (email, presentations etc.) and print (press advertising, banners etc.)

Dark Stone	Stone (100% tint)	Stone (80% tint)	Stone (60% tint)	Stone (40% tint)	Black	White
						
C0 M8 Y21 K32 R185 G171 B151 HEX #B9AB97 PANTONE P 23-4 C PANTONE P 23-4 U	C21 M21 Y26 K0 R202 G192 B182 HEX #CAC0B6 PANTONE P 178-1 C PANTONE P 178-1 U	C17 M17 Y21 K0 R211 G202 B194 HEX #D3CAC2	C13 M12 Y16 K0 R220 G214 B207 HEX #DCD6CF	C9 M8 Y10 K0 R230 G226 B221 HEX #E6E2DD	C75 M68 Y67 K90 R0 G0 B0 HEX #000000	C0 M0 Y0 K0 R255 G255 B255 HEX #FFFFFF

Secondary Brand Colours

Please ensure that these colour codes are followed. CMYK and RGB colour codes should be used when it is not practical to make use of a Pantone colour e.g. electronic (email, presentations etc.) and print (press advertising, banners etc.)

Aubergine	Pumpkin	Teal	FA Green	Mixta Red
				
PANTONE P 85-15 C PANTONE P 85-15 U C60 M100 Y45 K30 R98 G27 B75 HEX #621A4B	PANTONE P 27-16 C PANTONE P 27-16 U C0 M59 Y100 K18 R206 G112 B25 HEX #CE7019	PANTONE P 108-14 C PANTONE P 108-14 U C63 M16 Y0 K57 R36 G94 B124 HEX #245E7C	PANTONE P 148-8 C PANTONE P 148-8 U C78 M1 Y99 K0 R32 G178 B76 HEX #20B24C	PANTONE P 52-8 C PANTONE P 52-8 U C0 M96 Y87 K0 R238 G41 B50 HEX #EE2932
Corn	Claret	Olive	Steel	Sage
				
PANTONE P 10-8 C PANTONE P 10-8 U C0 M30 Y99 K0 R256 G186 B18 HEX #FEBA12	PANTONE P 70-7 C PANTONE P 70-7 U C0 M100 Y10 K35 R168 G0 B91 HEX #A8005B	PANTONE P 162-14 C PANTONE P 162-14 U C59 M30 Y100 K11 R113 G136 B55 HEX #718837	PANTONE P 179-9 C PANTONE P 179-9 U C0 M0 Y0 K61 R126 G128 B131 HEX #7E8083	PANTONE P 138-13 C PANTONE P 138-13 U C78 M30 Y64 K12 R59 G128 B107 HEX #3B806B

Marcum Collateral:

How all the elements come together to create a distinctive visual personality for everything we do.

Rule of Thumb:

Let the logo breathe. Clear space.
Treat our logo with respect and give it room to breathe. Use a minimum clear space surrounding the logo equivalent to the height of the symbol.

Polo Shirts

The logo in stone, black or white colours can be used on the business colours (see page 14).
The logo can be positioned on the top right side of the shirt (i.e.) the breast pocket region, the sleeves or at the back (as shown here).

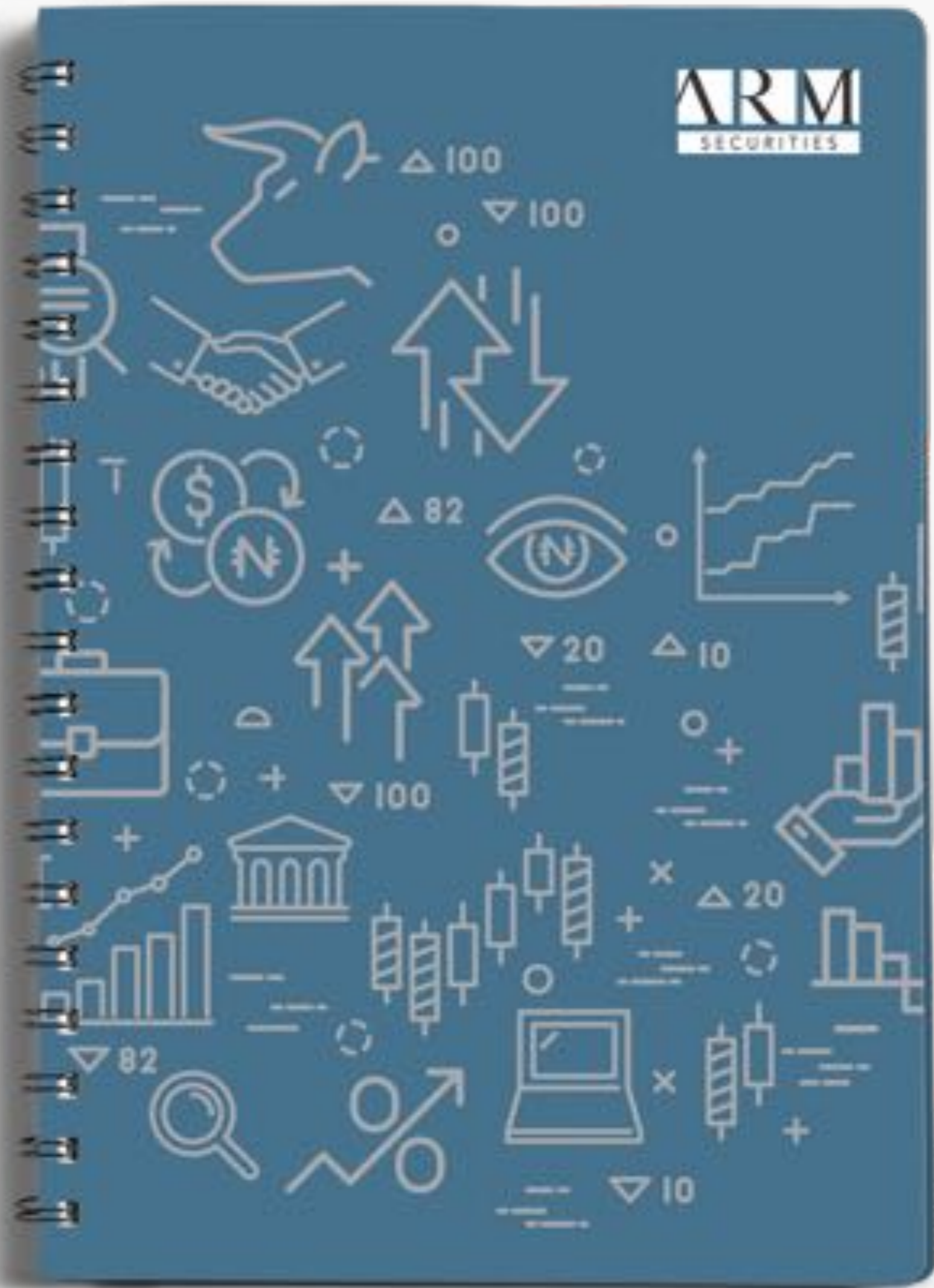


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Stationeries

Options for tailored or generic notebooks. To ensure a classy look and feel, there should always be a sense of spaciousness.



Social/Online Media

Please ensure that these colour codes are followed. CMYK and RGB colour codes should be used when it is not practical to make use of a Pantone colour e.g. electronic (email, presentations etc.) and print (press advertising, banners etc.)

The image shows a social media banner design for ARM Engage. It features a background photo of a person's silhouette against a sunset over the ocean. The design includes the ARM logo in the top right, a hashtag #RealisingAmbitions, and a motivational quote. At the bottom is a boiler plate with contact and social media information. Callouts identify the Logo, Body Text, Photo Background, and ARM Engage (Boiler Plate). To the right, two layers are shown: Layer 2 (20-30% black tint) and Layer 1 (Original image).

Logo

ARM

#RealisingAmbitions

Start **every day** with
a new hope, leave bad
memories behind
and **have faith** for
a better tomorrow.

~ Motivation for Life

ARM ENGAGE | 0700 2255 275 | @ARMEngage

f t in G+ y

Body Text

Photo Background

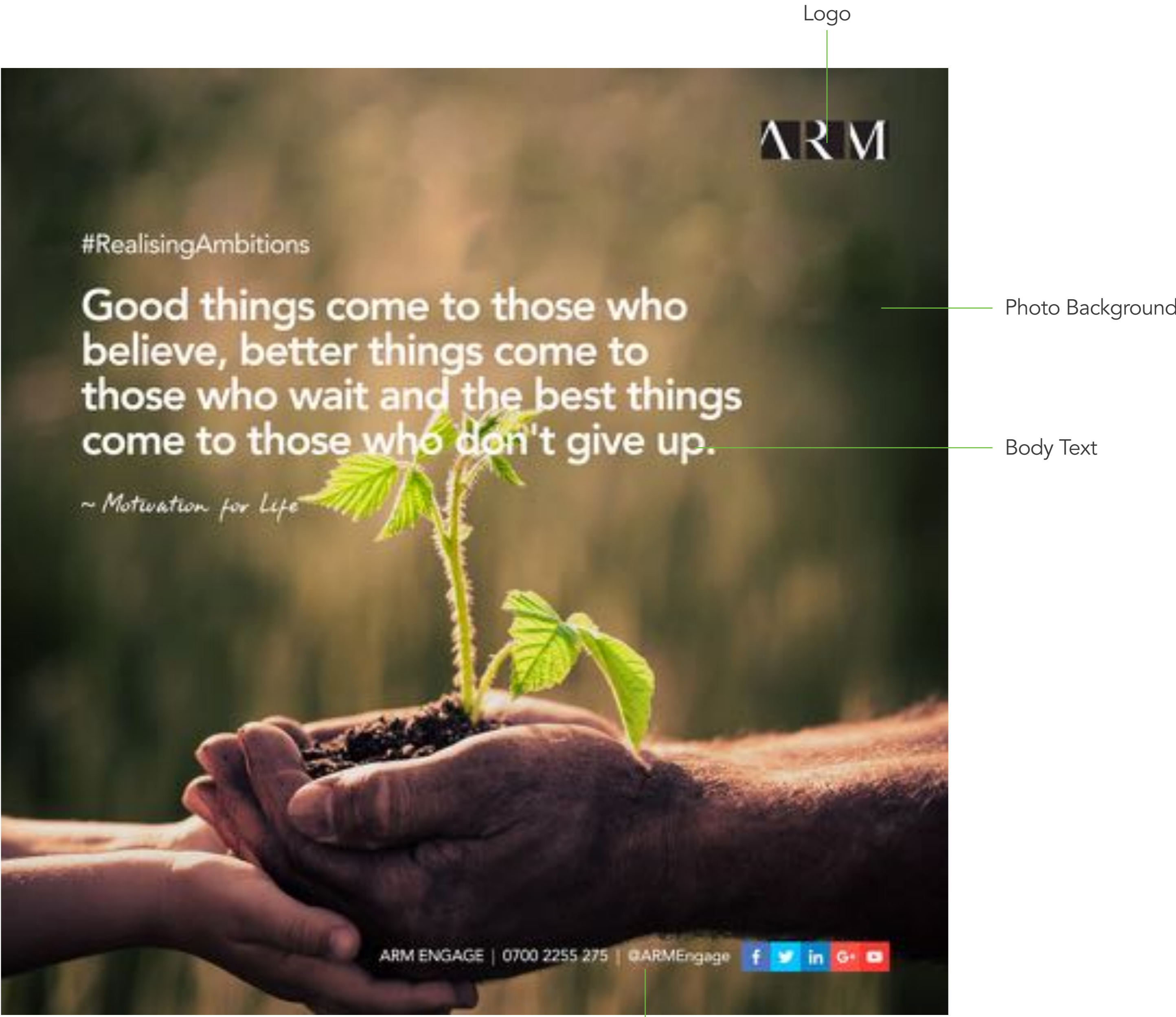
Layer 2
20-30% black tint

Layer 1
Original image

ARM Engage (Boiler Plate)
includes; the ARM Engage phone number,
social media username and social networks.

Social/Online Media

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ARM Engage (Boiler Plate)
includes; the ARM Engage phone number,
social media username and social networks.



Thank you for taking time
to know the brand.

For visual assets or further questions, please contact:

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