

## **PARTICIPATION KIT**

The following instructions shall apply to the Video Contest for rebranding (the "Contest").

## **Brief:**

- 1. The videos need to be in MP4 format.
- 2. All videos need to be sent through WeTransfer to <u>digital@sbmgroup.mu</u> on 20<sup>th</sup> December 2019 by 3:00 p.m. latest. All videos submitted after the deadline will not be eligible for the contest.
- 3. The video needs to position SBM based on the brand values of the bank, namely: Customer-Centric, Innovative, International Focus, Diversified Financial Solutions, Environment Conscious and Trustworthy.
- 4. The video's duration should not exceed 45 seconds.
- 5. Primary colours:



PANTONE° 294 C

R	30	C 100
G	56	M 87
В	104	Y 30
		K 20



PANTONE° 306 C

R	0	<b>c</b> 70
G	178	M 10
В	226	Y 0
		<b>K</b> 0



BLACK

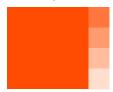
R	0	<b>c</b> 0
G	0	м 0
В	0	Y 0
		K 100



WHITE

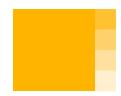
R	255	<b>C</b> 0
G	255	м 0
В	255	Y 0
		K 0

## 6. Secondary colours:



PANTONE° 1655 C

R	235	<b>C</b> 0	
G	60	м 85	
В	35	Y 100	
		ΚO	



PANTONE° 7549 C

R	250	<b>c</b> 0
G	185	M 30
В	20	Y 100
		K 0



PANTONE® Bright Green C

R	0	C 100
G	165	M 0
В	140	Y 60
		<b>K</b> 0



PANTONE° 375 C

R	150	C 45
G	200	М 0
В	60	Y 100
		ΚO