

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 digital@sbmgroup.mu on 20th 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
B	104	Y	30
		K	20



PANTONE 306 C

R	0	C	70
G	178	M	10
B	226	Y	0
		K	0



BLACK

R	0	C	0
G	0	M	0
B	0	Y	0
		K	100



WHITE

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

6. Secondary colours:



PANTONE 1655 C

R	235	C	0
G	60	M	85
B	35	Y	100
		K	0



PANTONE 7549 C

R	250	C	0
G	185	M	30
B	20	Y	100
		K	0



PANTONE Bright Green C

R	0	C	100
G	165	M	0
B	140	Y	60
		K	0



PANTONE 375 C

R	150	C	45
G	200	M	0
B	60	Y	100
		K	0