



**GUARDIAN RE**

Guardian Reinsurance Brokers (Z) Limited

In Association with

**MINERVA**Re

# BRAND MANUAL

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# CONTENTS

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# Our Brand

## Our Brand

Guardian Reinsurance Brokers Zambia Limited (Guardian-Re) was incorporated in January 2006 and was licensed as Zambia's first reinsurance Broker by the Pensions and Insurance Authority in September, 2006 and started operations in September 2007. We are consultants and brokers for reinsurance transactions for cedants in and outside Zambia. The launch of the life reinsurance broking services is in the pipeline.

## Mission

"To provide world class and ethical reinsurance services to the African Market and beyond through partnership linkages and networks, highly motivated staff and customer satisfaction, improved reinsurance technology and facilities"

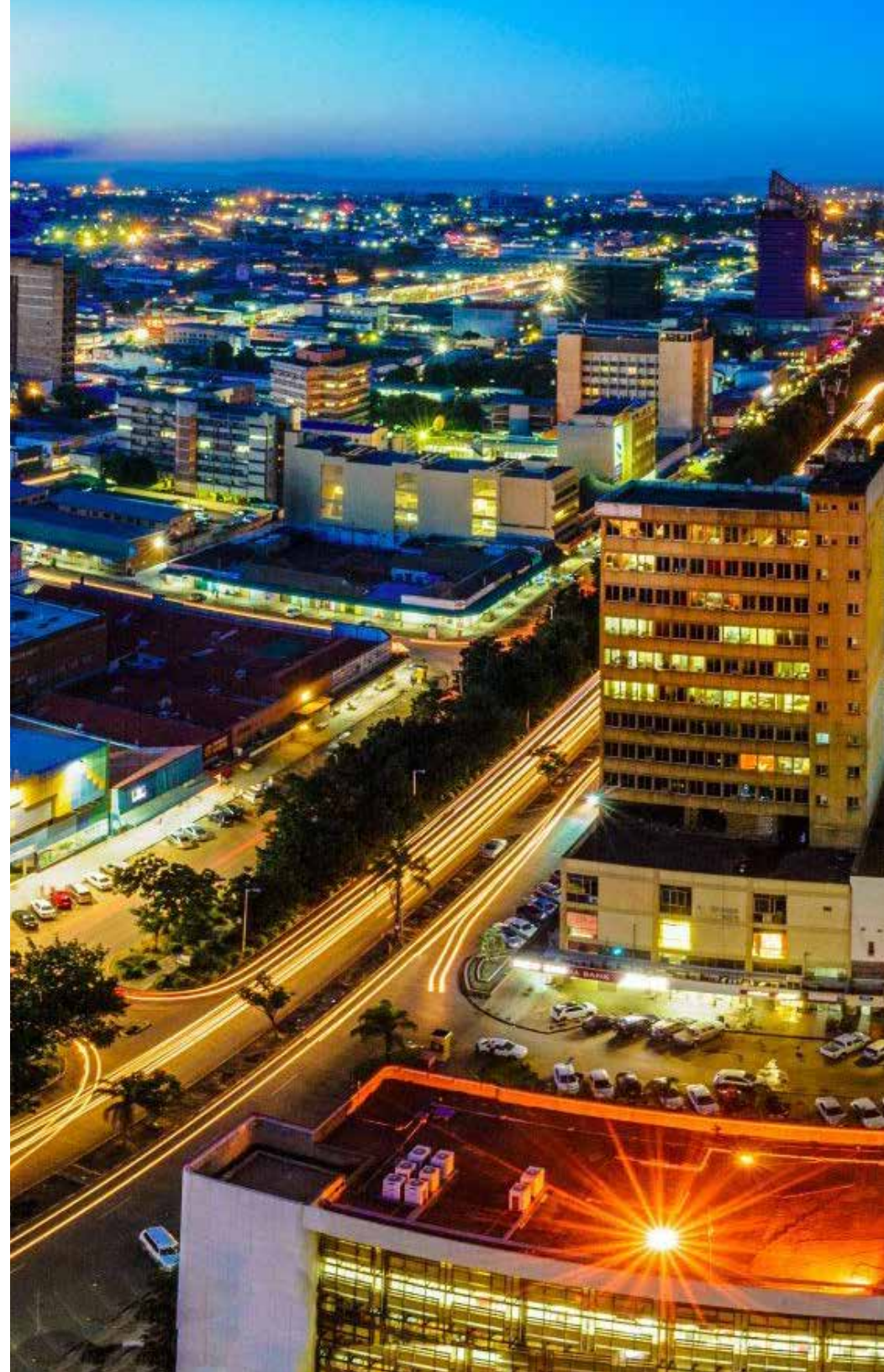
## Vision

"Provision of leading and dependable re-insurance broking and risk management innovations"

## Core Values

Our core values are driven by ERIT which stands for Excellence, Reliability, Innovativeness and Teamwork

- Excellence: We will require and embrace professionalism and ethics in all transactions with relevant stakeholders
- Reliability: We will ensure accurate information, advice and timely access to high quality services by all stakeholders
- Innovativeness: We will timely capture and incorporate internal and external environmental emerging issues to regularly inform product and service development for improved service provision.
- Team spirit: All staff will be required to embrace a team culture that stimulate individual initiative and output for improved corporate objectivity and performance



# LOGO



# GUARDIAN RE

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**MINERVA**Re

# LOGO

## Logo

Our logo reflect not only our connection to the continent and the land we call home, but also highlights our constant drive to aim for higher heights.

However, unlike the mythical Icarus, who fabricated wings to fly, our icon depicts the Africa Fish Eagle that has the innate ability to reach to greater heights.

Just as with all of us at Guardian Reinsurance, this ability to aim high is ingrained into our very DNA and expressed in our service delivery.

The logo consists of 3 distinct parts:

1. The Icon: An African Fish Eagle in front of stylised rays of sunshine
2. The brand name (with the full company name underneath)
3. Our endorsement by Minerva Reinsurance which is a pan-African powerhouse in the Reinsurance Sector providing added gravitas to our market position.

The combination of the colours also reflects a truly African brand which speaks, not only to the flags in the markets that we operate in, but also the the very essence of what it means to be African and derive solutions that speak to the risk needs of our insurance clients.





# Logo construction and clear space

## Construction

Mrs chief great maids these which are ham match she. Abode to tried do thing maids.  
Doubtful disposed returned rejoiced to dashwood is so up.

Situation admitting promotion at or to perceived be. Mr acuteness we as estimable enjoyment up.  
An held late as felt know. Learn do allow solid to grave. Middle Mrs chief great maids these which are ham matc.

Abode to tried do thing maids. Doubtful disposed returned rejoiced to dashwood is so up. That know ask case sex ham dear her spot. Weddings followed the all marianne nor whatever settling. Perhaps six prudent several her had offence. Did had way law dinner square tastes. Recommend conWcealed yet her procuring see consulted depending.

Adieus hunted end plenty are his she afraid. Resources agreement contained propriety applauded neglected use yet. That know ask case sex ham dear her spot. Weddings followed the all marianne nor whatever settling. Perhaps six prudent several her had offence. Did had way law dinner square tastes

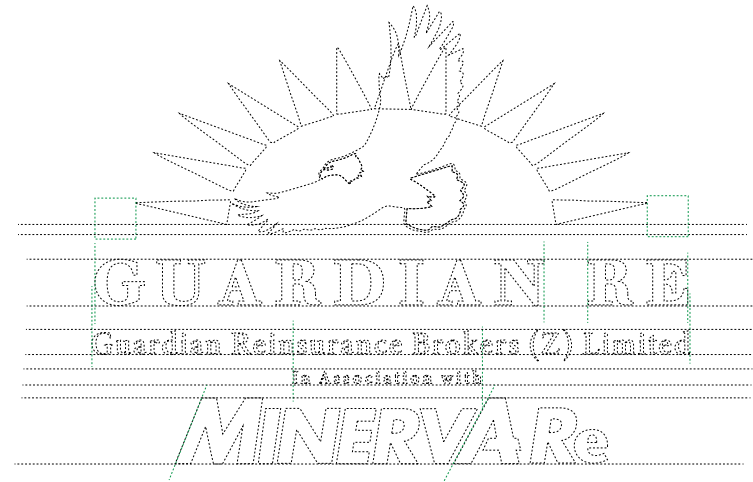
## Clearance

Mrs chief great maids these which are ham match she. Abode to tried do thing maids.  
Doubtful disposed returned rejoiced to dashwood is so up.

Situation admitting promotion at or to perceived be. Mr acuteness we as estimable enjoyment up.  
An held late as felt know. Learn do allow solid to grave. Middle Mrs chief great maids these which are ham matc.

Abode to tried do thing maids. Doubtful disposed returned rejoiced to dashwood is so up. That know ask case sex ham dear her spot. Weddings followed the all marianne nor whatever settling. Perhaps six prudent several her had offence. Did had way law dinner square tastes. Recommend conWcealed yet her procuring see consulted depending.

Adieus hunted end plenty are his she afraid. Resources agreement contained propriety applauded neglected use yet. That know ask case sex ham dear her spot. Weddings followed the all marianne nor whatever settling. Perhaps six prudent several her had offence. Did had way law dinner square tastes



## Application on a Background



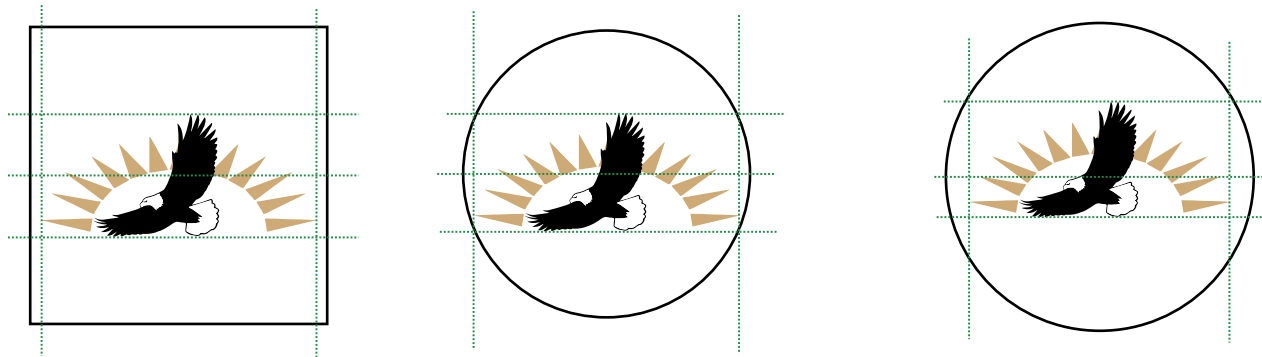
# Online Application

## Online Application

Depending on the nature of the application, two variants of the logo are permissible for use on digital media.

### First Use Case:

The Use Case below should predominantly be used within social media and icons such as for mobile apps. This option takes cognisance of the fact that the area of application e.g. a social media page/mobile app, will have the brand name visibly present in application on screen and as such in order to maintain a visible brand presence, the icon may standalone.



### Second Use Case:

The Use Case below should be employed only in digital instances in which the the permissible branding area is too small to adequately display the full logo legibly (e.g. in Display Advertising) or in digital co-branding in which our position is that of the partner in communications. Please make every effort however to include the Minerva Endorsement where visibility will not be compromised.



# Incorrect Use

## Incorrect Use

The integrity of the Guardian Re logo must be maintained at all times.

Any variations that distort or skew or transform the logo including but not limited to the examples presented are deemed to be Incorrect Uses of the logo.

It must also be noted that removing elements such as the Eagle or the sun rays within the logo are not permitted.

If in doubt, please contact the Marketing Department on the details provided at the close of this manual.




# Approved Variations

## Approved Variations

It is common knowledge that in today's world where branding of collateral and other brand artifacts can take myriad forms, there is a need to allow for a level of flexibility in the ways in which the brand can be displayed.

These variations however must consistently maintain a focus on ensuring the preservation of the brand's integrity throughout.

The examples provided showcase approved variations and their use cases. Please contact the Marketing Department should you have any concerns that fall outside of these envisaged variations.

1.		<ul style="list-style-type: none"><li>• The icon can be used as a standalone where the legibility of the text will be compromised.</li><li>• The sun rays may also be used as a design motif in the case where the full logo is also visible on the application (see <i>Letterheads in the STATIONERY Section</i> below).</li></ul>
2.	<b>GUARDIAN RE</b>	<ul style="list-style-type: none"><li>• The Brand Name can be separated from the logo for use as a standalone where the legibility of the text will be compromised.</li><li>• This use case is limited to horizontal or vertical applications where legibility will be low given the allotted space e.g. branding of items such as pens.</li></ul>
3.	<b>GUARDIAN RE</b> Guardian Reinsurance Brokers (Z) Limited	<ul style="list-style-type: none"><li>• The full descriptor (excluding the icon and the endorsement) can be used in instances where the entire logo also appears in the branded items, but where, for visibility, you require narrow horizontal application.</li><li>• Legibility is key and if not, please resort to Option 2.</li></ul>
4.	<b>GUARDIAN RE</b> In Association with <b>MINERVA Re</b>	<ul style="list-style-type: none"><li>• The Brand Name can be separated from the logo for use as a standalone where the legibility of the text will be compromised, but coupled with the Endorsement from Minerva Reinsurance.</li><li>• This use case is limited to horizontal or vertical applications where legibility will be low given the allotted space and is the preferred variation of Option 2 above.</li></ul>



# COLOUR

# COLOUR PALETTE

<p><b>Guardian Green</b></p> <p><b>DIGITAL</b> R 33 G 137 B 73  <b>HEX</b> #218949  <b>PRINT</b> C 84 M 22 Y 94 K 8  <b>SPOT</b> PANTONE 7731 C</p> <p>For use:</p> <ol style="list-style-type: none"> <li>1. As part of the primary logo</li> <li>2. In print applications</li> <li>3. Headings and template colour</li> </ol>	<p><b>Guardian Black</b></p> <p><b>DIGITAL</b> R 0 G 0 B 0  <b>HEX</b> #000000  <b>PRINT</b> C 0 M 0 Y 0 K 100  <b>SPOT</b> PANTONE Black 6 C</p> <p>For use:</p> <ol style="list-style-type: none"> <li>1. As part of the primary logo</li> <li>2. In print applications</li> <li>3. Headings and template colour</li> </ol>	<p><b>Minerva Red</b></p> <p><b>DIGITAL</b> R 225 G 27 B 34  <b>HEX</b> #E11B22  <b>PRINT</b> C 0 M 100 Y 100 K 5  <b>SPOT</b> PANTONE Red 032 C</p> <p>For use:</p> <ol style="list-style-type: none"> <li>1. As part of the primary logo</li> <li>2. In print applications</li> <li>3. Headings and template colour</li> </ol>	<p><b>Guardian Gold</b></p> <p><b>DIGITAL</b> R 203 G 168 B 117  <b>HEX</b> #CBA875  <b>PRINT</b> C 21 M 32 Y 161 K 0  <b>SPOT</b> PANTONE 465 C</p> <p>For use:</p> <ol style="list-style-type: none"> <li>1. As part of the primary logo</li> <li>2. In print applications</li> <li>3. Template colour</li> </ol>
---	---	--	---

**GUARDIAN GREEN** relates to balance and harmony whilst also being the colour of growth. As our main brand colour, this emphasises the fact that in all we represent, we remain grounded in prudence to best serve the needs of our Clients.

**GUARDIAN BLACK** aptly complements **GUARDIAN GREEN** as a colour of protection from external emotional stress. This combined aesthetic provides peace of mind to our Clients when working with us, whilst imbuing feelings of power and control.

**MINERVA RED** is used to capture attention and is associated with our most physical needs and our will to survive, whilst motivates us to take action. This helps the logo stand out by showing that we have a passionate and energetic partner working with us, to satisfy the needs of our Clients.

**GUARDIAN GOLD** relates to achievement and victory, the colour of the winner. This colour is associated with the abundance and prosperity that comes ensuring that our stakeholders are adequately covered. It therefore provides a promise to our stakeholders and an aspiration for ourselves.

# VIGNETTE

## Vignette

The permissible vignettes for Guardian Reinsurance Logos appear in 3 distinct variations as follows: highlighted below:

1. GUARDIAN GREEN - to - MINERVA RED
2. GUARDIAN GREEN - to - GUARDIAN GOLD
3. GUARDIAN GREEN - to - Light Green

These variations can be used interchangeable in communication material. However, it must be noted that their intention is two-fold:

- i. To bring colour variation for aesthetic appeal
- ii. To signify motion i.e. that the brand is constantly adapting to meet the needs of the times.

Use them interchangeably in a way that reflects the intention of your communication for example:

- Option 1: Is used when it is important to signify the relationship with Minerva Reinsurance  
Option 2: Is used for corporate literature and corporate events  
Option 3: Is used in general communications as is signifies approachability.



# ICON

# ICON

## Icon

Our Icon is The`African fish eagle`(Haliaeetus vocifer); the National Bird of Zambia. This icon has been chosen by the brand as exhibiting the following characteristics expected of all staff at Guardian Reinsurance. These are:

1. Powerful Vision - If you ever see an eagle sitting high above on a cliff or atop a tree, watch closely and see how attentive the bird is. This characteristic speaks to the vigilance exhibited in all of our work.
2. Fearless Hunters and Tenacious Defenders - The eagle will never surrender to its prey, no matter its strength or size. This speaks to our tenacity insofar as going above and beyond to remain ahead of the competition and retain and expand our market position.
3. High Flyers We are great leaders are problem solvers. We do not complain like the chickens do. When the storm comes, we love to take challenges as the eagle does.
4. Nurture the Next Generation - We believe in our industry and the need to sustain and grow it through investing in our people to grow and succeed.





# TYPOGRAPHY

## CORPORATE FONT

# Georgia

### Primary Font

As a transitional serif design, Georgia shows a number of traditional features of 'rational' serif typefaces. It was intended as a serif typeface that would appear elegant but legible when printed small or on low-resolution screens. Given these traditional and rational elements lends towards ensuring a connection with the brand as stable and reliable. The Permissible use of the font is in all of its weight.

---

#### **Georgia Bold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890?!\*+(.,)**

---

#### ***Georgia Bold Italics***

***abcdefghijklmnopqrstuvwxyz***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***1234567890?!\*+(.,)***

---

#### ***Georgia Bold Italics***

***abcdefghijklmnopqrstuvwxyz***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***1234567890?!\*+(.,)***

---

#### **Georgia Bold Regular**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890?!\*+(.,)**

## CORPORATE FONT

# Brandon Grotesque

### Secondary Font

Brandon Grotesque is a structured sans serif in the 20's style with a modern aura. The fonts are based on geometric forms that have been optically corrected for better legibility. This gives it a functional look with a warm touch, emphasising the approachability of the Guardian Re brand to its Clients, whilst aptly complementing the traditional Georgia primary font.

---

**Brandon Grotesque Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

---

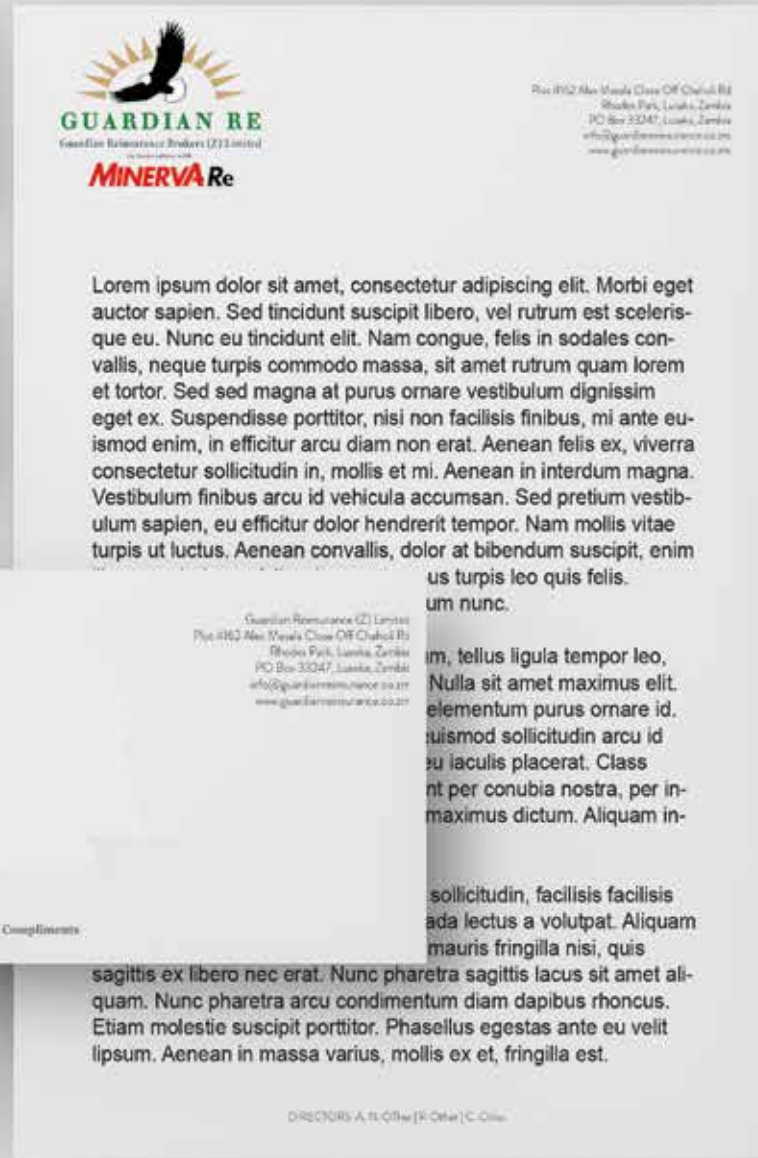
*Brandon Grotesque Medium Italics*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

---

Brandon Grotesque Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

# STATIONERY

# STATIONERY





# STATIONERY

## Business Card

The standard Corporate Business Card is a double-sided print on 300gsm matte laminate.

Size: 90x50mm

The Business card should be Litho Printed only to ensure the integrity of the colour reproduction.

Name - Font Size: 9 Font Type: Georgia

Title - Font Size: 9 Font Type: Georgia

Details - Font Size: 8 Font Type: Brandon Grotesque

<-Centred on X and Y Axis ->



<-Centred on X and Y Axis ->



# STATIONERY

## Letterhead

The Corporate Letterhead is a single sided print on 90gsm matte art paper

Size: 210x297mm

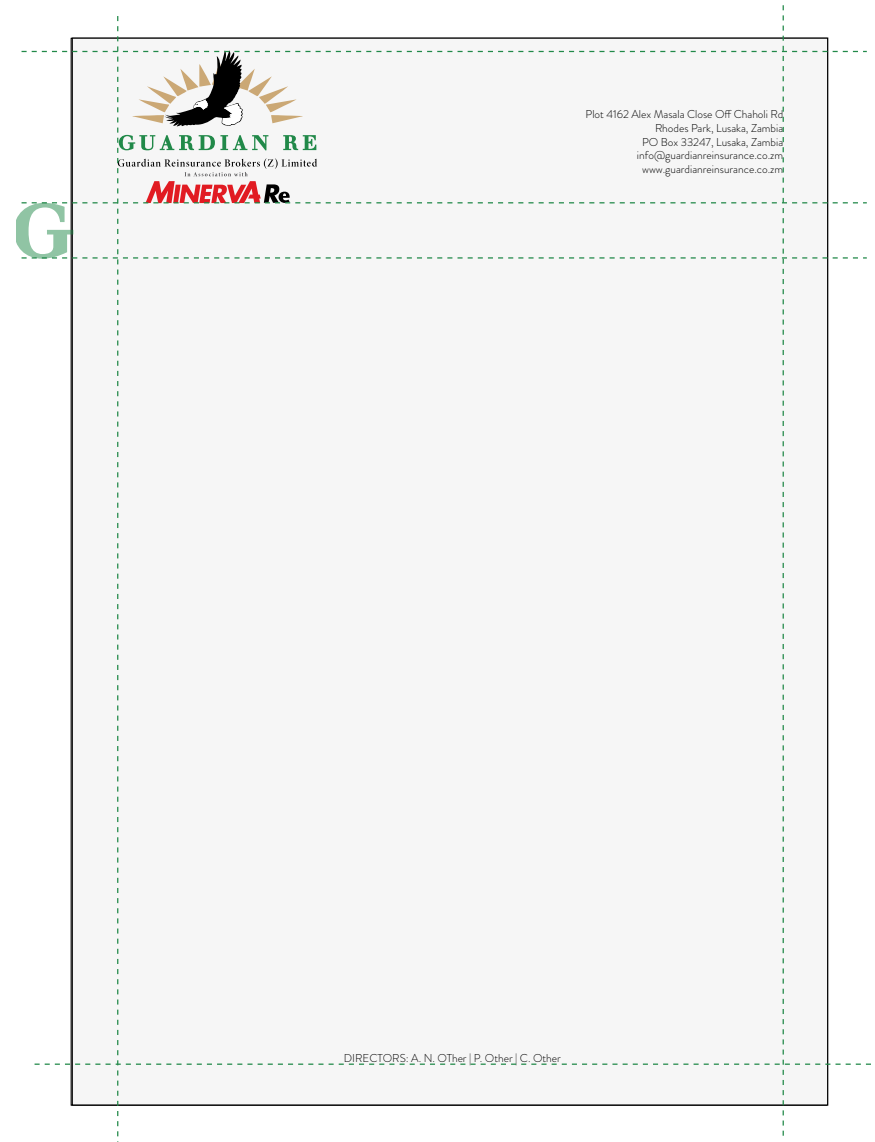
The Letterhead should be Litho Printed only to ensure the integrity of the colour reproduction.

Details - Font Size: 9 Font Type: Brandon Grotesque

Directors- Font Size: 9 Font Type: Brandon Grotesque

Sun Rays- 30% Opacity

Text to start 16mm from the logo.



# STATIONERY

## Comp Slip

The Corporate Comp Slip is a single sided print on 90gsm matte art paper

Size: 99mm x 210mm

The Comp Slip should be Litho Printed only to ensure the integrity of the colour reproduction.

Title - Font Size: 9 Font Type: Georgia

Details - Font Size: 9 Font Type: Brandon Grotesque

<-Centred on X and Y Axis ->



Guardian Reinsurance (Z) Limited  
Plot 4162 Alex Masala Close Off Chaholi Rd  
Rhodes Park, Lusaka, Zambia  
PO Box 33247, Lusaka, Zambia  
info@guardianreinsurance.co.zm  
www.guardianreinsurance.co.zm

With Compliments

# COMMUNICATIONS

# IMAGE STYLE

## Image Style

The following imagery styles are approved for use these include:

1. Imagery depicting the balance of nature
2. Favourable depictions of the African Fish Eagle
3. Icons (These must only be used to supplement text heavy content and used sparingly where applicable)
4. In-situ imagery of happy people
5. In-situ imagery of people conquering obstacles.

Please note that no cartoon or 3D renderings (unless photorealistic) can be used in communications.

Please view the images to the right of this page for samples of approved imagery and Contact our Marketing department should you have any queries.





# CO-BRANDING

## Co-branding

The Guardian Re brand is our most valuable asset. We have invested years of effort creating and shaping positive experiences with our partners and customers. Our brand can strategically help our partners grow as well. These guidelines outline recommended co-branding practices on how to best activate these scenarios in your marketing communication materials. We appreciate our partners and know that they will share the responsibility of maintaining the positive experience associated with the Guardian Re brand.

Full Logo Minimum Digital Dimensions = 60 px. wide;

Full Logo Minimum Print Dimensions = 60mm wide;

Do not animate, distort, or alter the Guardian Re logo in any way other than resizing (while observing minimum size requirements)

If the full logo cannot be used at the above stated dimensions, please refer to page 12 - Approved Variations.



# CO-BRANDING - LOGO LOCK UP

## Co-branding - Logo Lock Up

Many partner and alliance co-branding instances will require placing the Guardian Re logo side-by-side with another company's logo in a "lock up" format. The Guardian Re logo should be optically dominant. The left position of the lockup indicates brand dominance in brand-neutral environments. When placed horizontally, a partner logo must be horizontally centred to the Guardian Re Logo. When placed vertically, partner logo must be vertically centred to the Guardian Re logo.

In all other cases, the dominant logo must be placed in the top Left hand corner and the partner logo in the bottom right hand corner.



PARTNER  
LOGO



PARTNER  
LOGO

PARTNER  
LOGO

# PRINT PORTRAIT

## Print Portrait

In print communication, the template consists of 4 distinct parts:

1. The Logo: The logo.
2. The Headline: This is predominantly in GUARDIAN GREEN and rests to the right hand side of the layout with the contact details underneath it.
3. The Subheading: This rests on the left hand side with the body copy underneath it.
4. The Imagery: This rests behind the logo encased in a Swish design.

This unorthodox layout has been adopted to highlight that we are willing to do things differently if it works for our market, as we cannot simply do what everyone else is doing in order to set ourselves apart.



**GUARDIAN RE**  
Guardian Reinsurance Brokers (Z) Limited  
In Association with

**MINERVA Re**

**Subheading**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

**Reimagine  
Reinsurance  
In 2021**

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info@guardianreinsurance.co.zm  
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# PRINT LANDSCAPE

## Print Landscape

Landscape Versions of the brand allow for full image visuals for aesthetic appeal. Retaining the Hexagon within the logo.



# DL FLIER

## DL Flier

For Communication Purpses, the DL - Flier is the preferred option.



### Why Lorem Ipsum ?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s .

- ✓ Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer.
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 [www.guardianreinsurance.co.zm](http://www.guardianreinsurance.co.zm)

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Rhodes Park, Lusaka, Zambia

 +260 21125 8883



## GUARDIAN RE

Guardian Reinsurance Brokers (Z) Limited  
In Association with

## MINERVA Re

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BILLBOARD

Alter your  
perspective



**GUARDIAN RE**

Guardian Reinsurance Brokers (Z) Limited

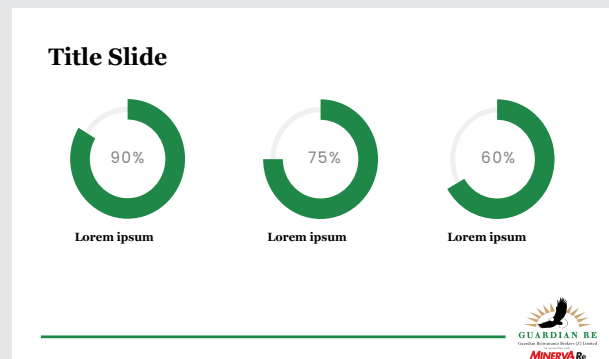
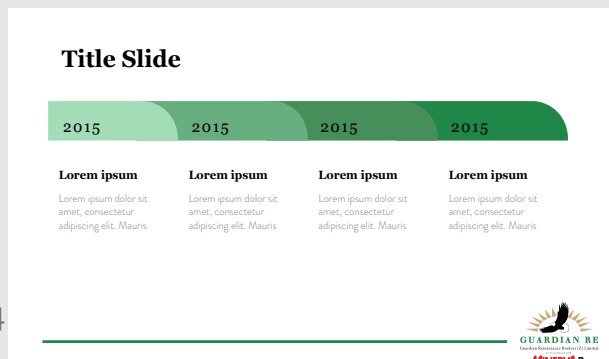
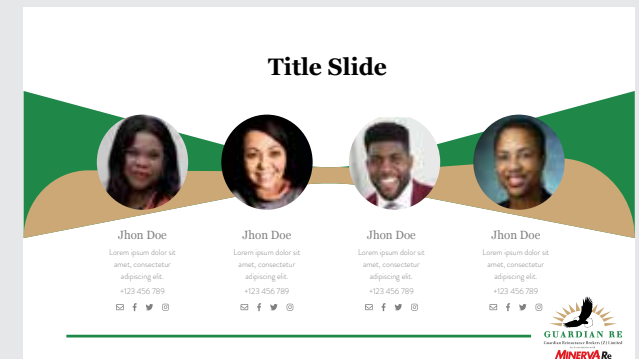
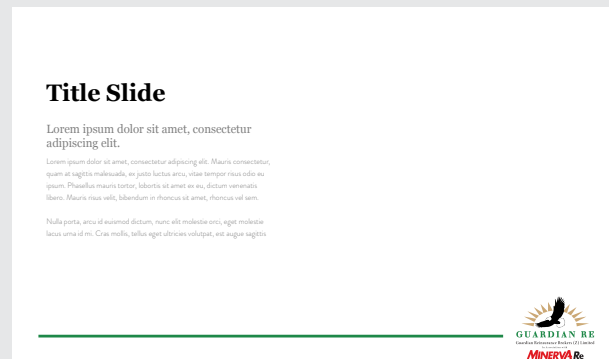
In Association with

**MINERVA**Re

# POWERPOINT TEMPLATE

## Powerpoint Template

The Powerpoint Template contains various elements making use of our brand colours throughout. It is also intended to show motion through the use of varying shapes for aesthetic appeal.



# EMAIL SIGNATURE

## Email Signature

The Email signature contains the following elements:

1. The Logo: This also employs a clipped Hexagon facing the contact details.
2. The Contact Details: Aside from the name and Title, we employ on:
  - i. Phone Number
  - ii. Social Media Contact Details
  - iii. Email address
  - Website URL

Philip Chisha | Manager

Guardian Reinsurance Brokers (Z) Limited

Alex Masala Rd, Lusaka, Zambia

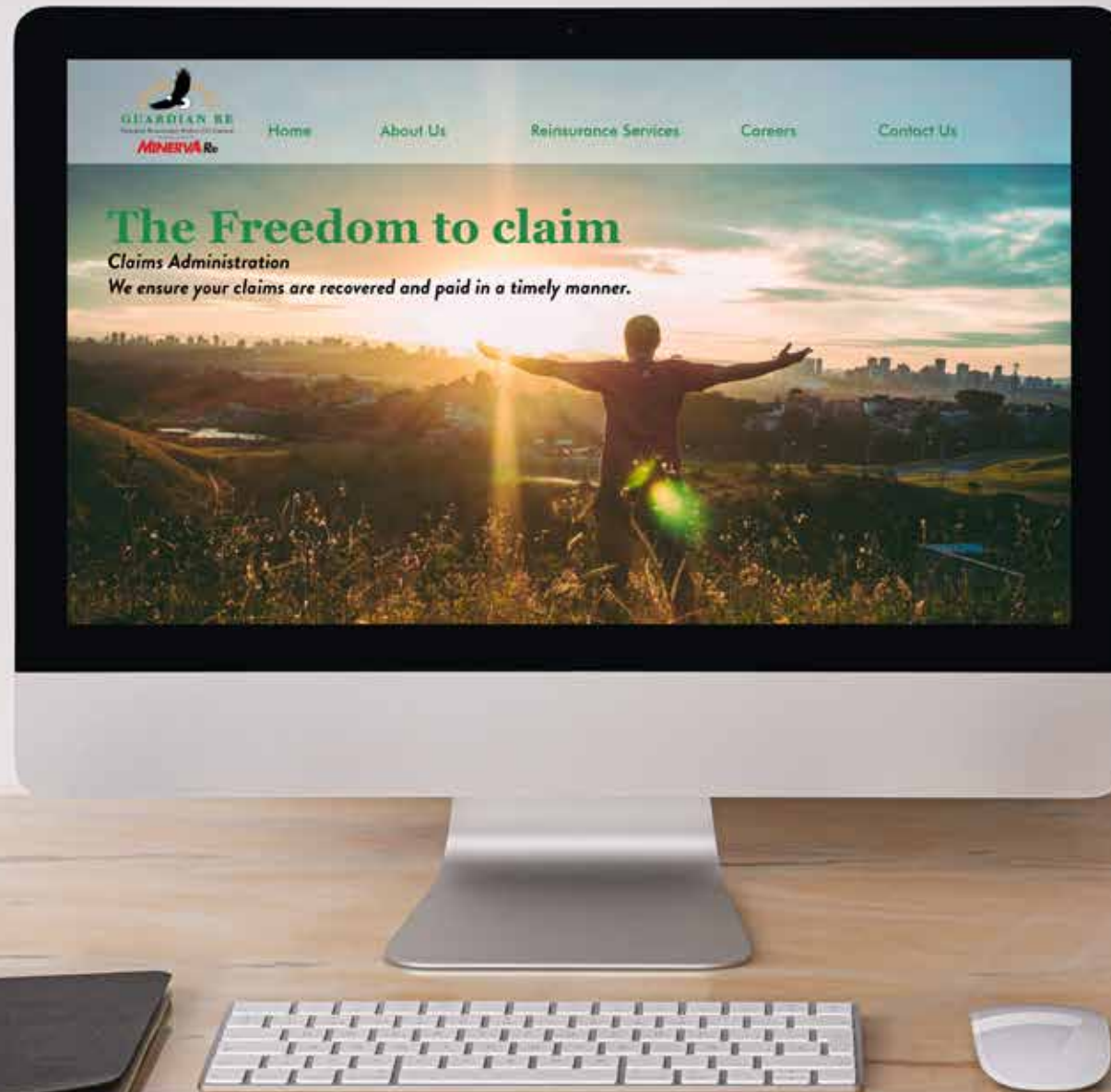
t +260 211 258 883 | m +260 211 258 883

philip.chisha@guardianreinsurance.co.zm | <https://www.guardianreinsurance.co.zm/disclaimer> | Skype id philip.chisha@guardianreinsurance.co.zm





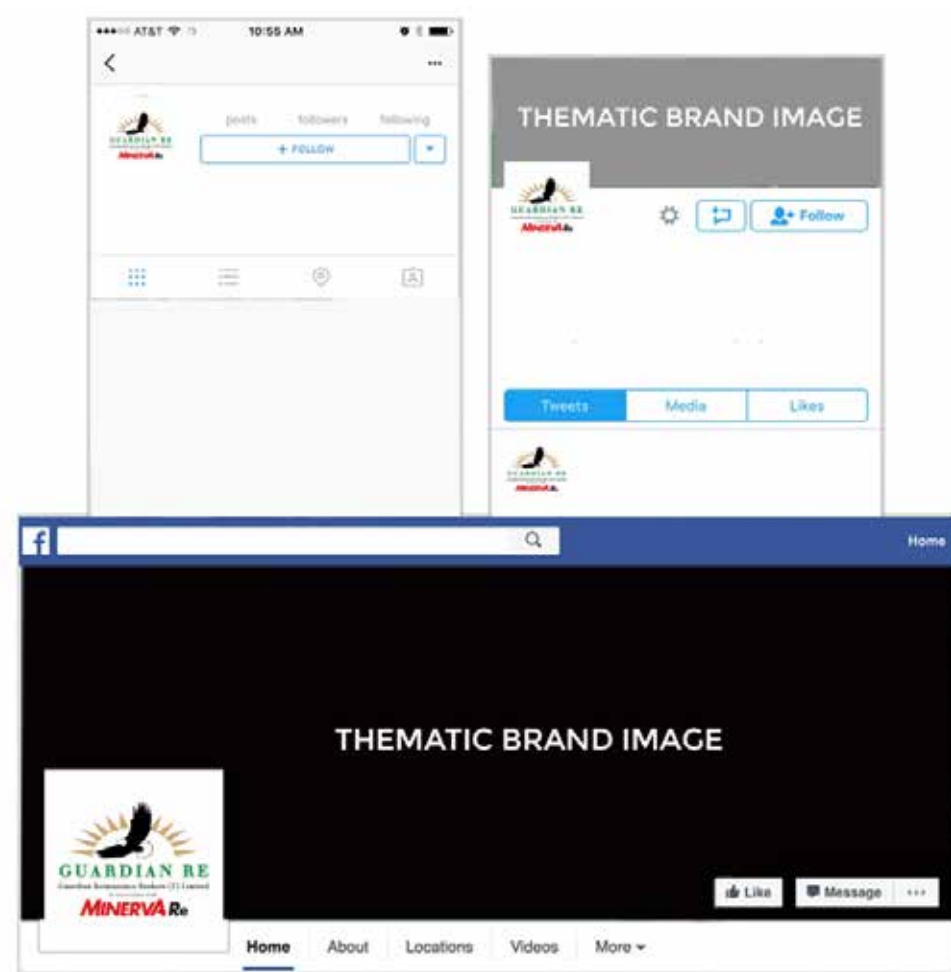
## WEBSITE



# SOCIAL MEDIA

## Social Media

Social Media Guidelines will be dictated by the requirements of the chosen Social Media sites.



# PROMOTIONAL

# BRANDED AIDES



## Banded Aides

Please refer to the logo use guidelines in all Branded aides

## PROMOTIONAL BANNERS



### Promotional Banner

Please refer to the logo use guidelines in all Promotional Banners.

# EXHIBITION





# CONTACT DETAILS

## Contact Details

### GENERAL

Guardian Reinsurance Brokers Limited  
Plot 4162, Alex Masala Close, Off Chaholi Road,  
Rhodes Park, Lusaka

### INFORMATION RELATED TO THIS MANUAL

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t +263 242 776900/1, 779962-70 | l ext: 115  
d +263 242 776900/1, 779962-70 | l m +263773709008  
freida.chapfika@minerva.co.zw

