



ATTOOH! CORPORATE IDENTITY

attooh! logo, font & colour

attooh! brand guidelines - how to use the brand elements correctly throughout print media, advertising ect.

“We make ordinary people
Millionaires and make
**Millionaires Financially
Independent.**”



ATTOOH! LOGO



attooh!

HEALTH | WEALTH | LIFE



attooh!

HEALTH | WEALTH | LIFE

The primary attooh! logo, which is the black type and red icon (butterfly) - should always be used on a white background.



attooh!

HEALTH | WEALTH | LIFE

If the background is dark the logo is only allowed to be used completely in white (the name and icon!).



If the background is not a solid colour where the logo should come up on the artwork, use a full colour logo on a white block, for example over an image.



attooh!

HEALTH | WEALTH | LIFE

Incorrect use.

Body text - The body copy should always be regular, 85% black.

Myriad Pro Black

[illegible]

ATTOOH! PRIMARY & SECONDARY COLOURS

Below are the **primary colours** used for attooh!



attooh! Dark Grey:

#414042

R: 65 G: 64 B: 66

C: 68 M: 62 Y: 58 K: 46

PANTONE 4287 C



attooh! Lime Green:

#9cd31e

RGB 156, 211, 30

CMYK 44 0 100 0

PANTONE 375C



attooh! Medium Grey:

#58595b

RGB 88, 89, 91

CMYK 64 56 53 28

PANTONE 445C



attooh! Main Red:

#b11f24

RGB 177, 31, 36

CMYK 21 100 99 13

PANTONE 2350C



attooh! Secondary Red:

#c72127

RGB 199, 33, 40

CMYK 15 100 98 5

PANTONE 2035C



attooh! Light Grey:

#939598

RGB 147, 149, 152

CMYK 45 36 35 1

PANTONE 443C



Pure White:

#ffffff



attooh! Beigh:

#aea299

RGB 174, 162, 153

CMYK 33 33 37 0

PANTONE 401C



True Black

#000000



attooh! Corporate Identity



ATTOOH! CORPORATE IDENTITY

Stationary & Power Point Guidelines

attooh! brand guidelines - how to use the brand elements correctly throughout attooh! stationary & presentations

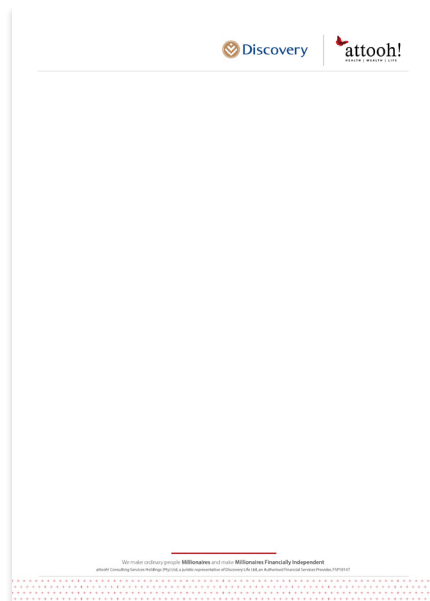
“We make ordinary people
Millionaires and make
**Millionaires Financially
Independent.**”



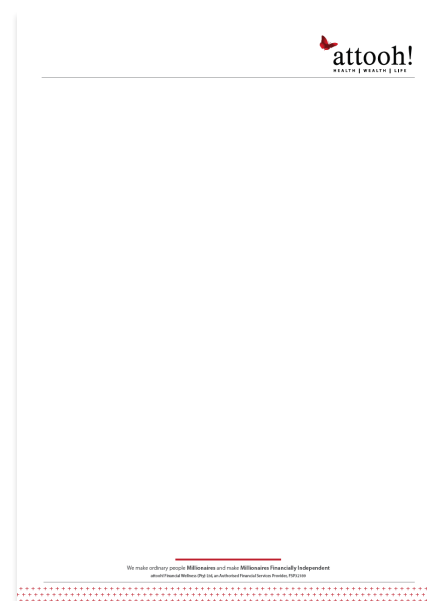
ATTOOH! STATIONARY

Please ensure you are using the predesigned attooh! memo pages and front covers, available on [attoohinfo](http://attoohinfo.co.za).

GIC memo pages and front covers



IFA memo pages and front covers



You and your personal assistant only have to download this pack once and it will always be ready to use.

Please do not create your own documents and try and pull in the logo yourself. Help us to build our attooh! Brand and not “destroy” the look!

If you have a specific Document which you want us to Brand with the correct logos, login on www.attoohinfo.co.za and fill in the Creative Brief.

ATTOOH! POWERPOINT SLIDE GUIDELINES - COLOURS

Below are the **primary colours** used for attooh! presentations.



attooh! Dark Grey:

#414042

R: 65 G: 64 B: 66

C: 68 M: 62 Y: 58 K: 46

PANTONE 4287 C



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RGB 199, 33, 40

CMYK 15 100 98 5

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attooh! Light Grey:

#939598

RGB 147, 149, 152

CMYK 45 36 35 1

PANTONE 443C



Pure White:

#ffffff



ATTOOH! POWERPOINT SLIDE GUIDELINES

Please ensure you are using the predesigned attooh! PowerPoint template, available on [attoohinfo](http://attoohinfo.co.za).

attooh! Welcome slide

- You can use this slide as the welcoming slide for your presentations.



attooh! Thank you slide

- You can use this slide as the Thank you / Questions slide.



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ATTOOH! POWERPOINT SLIDE GUIDELINES

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Header Font

- Myriad Pro Black, 54pt
- All uppercase
- Lime Green or Dark Grey

MAIN HEADER / MAIN HEADER

Sub Header Font

- Myriad Pro Bold, 24pt
- Lime Green or Dark Grey

SUB HEADER / SUB HEADER

Body Text

Body Text Font

- Myriad Pro Regular, 24pt
- Dark Grey

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Body text - The body copy should always be regular, attooh! dark grey.

Myriad Pro Regular

Myriad Pro Semibold

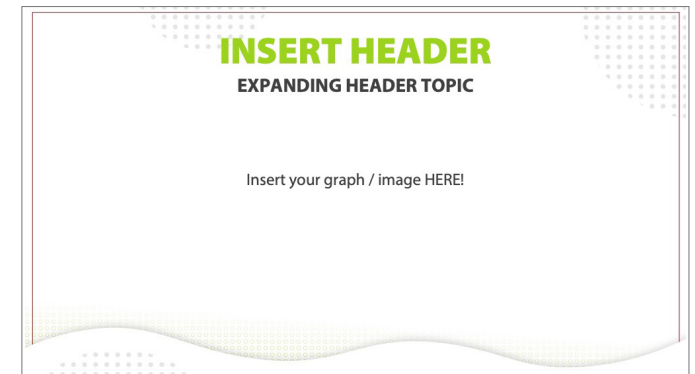
Myriad Pro Bold

Myriad Pro Black

[illegible]

ATTOOH! POWERPOINT SLIDE GUIDELINES

These slides below are generic background slides that can be added to your presentation and your text can be added to them.
There are various layouts to choose from.



Please follow the guidelines as to what font, colour and sizing to use when adding your text to the slides above.

ATTOOH! POWERPOINT SLIDE GUIDELINES

These slides below are attooh! generic slides that can be added to your presentation. They cannot be edited.

We make ordinary people
MILLIONAIRES
and make Millionaires
FINANCIALLY INDEPENDENT
#goalsachieved

NO RULES
BUT WE
ARE GUIDES
BY OUR
CORE VALUES.

MORE ABOUT ATTOOH!
We are a boutique financial planning firm
with a National footprint.

Management team with in excess of **120** years experience

excess of **90,000** individual clients

excess of **240** corporate clients

INDUSTRY RECOGNITION

#1 Discovery Financial Advisor Group 2014, 2015, 2016, 2017, 2018, 2019

2011 / 2016 / 2017 / 2018 PLATINUM PRESTIGE HEALTH CARE **DISCOVERY** FINANCIAL ADVISOR

#1 Excellence in Creativity Award

2015 CONTINENT / COUNTRY / REGIONAL **WINNER** of the Times Building Nations Award of Business & Professional Services Sector

2016 BUSINESS EXCELLENCE FORUM AND AWARDS **BEST** OVERALL COMPANY

2018/19 WEALTH & MONEY MANAGEMENT MAGAZINE **BEST NICHE** FINANCIAL SERVICES BOUTIQUE SOUTH AFRICA

2018 **BEST PARTNER AWARD** **CAPITAL LEGACY**

SERVICE PROVIDERS

ATTOOH! SHORT TERM & GAP COVER

- Discovery
- Guaradisk
- Holland
- King Price
- Mixxy
- Mutual and Federal
- SA Eagle / Bryte
- Sanlam

HEALTH

- Discovery
- Bestmed
- Bonitas
- Cura
- Fedhealth
- Holland
- Loyalty Life
- Medihelp
- Momentum Health
- OCSA / HealthMe

INVEST

- Discovery
- Allan Gray
- Anchor Capital
- BCI
- Glacier
- Holland
- Investec
- Stanlib

ATTOOH! EMPLOYEE BENEFITS

- Discovery
- Alexander Forbes
- Allan Gray
- Keyrisk
- Liberty
- Loyalty Life
- Momentum
- Old Mutual
- Sanlam
- Brefco
- Liberty
- Momentum
- Old Mutual
- PPS
- Sanlam
- Stanlib

attooh! as a group has an individual and a Corporate focus. In respect of the Individual Financial Planning division we have the largest tied advisor force linked to Discovery in South Africa. In addition we have contracts with all the major insurers in South Africa providing clients with the widest range of products in the market place.

CORE SERVICES

RISK PLANNING

- Life cover
- Disability Protection
- Dread Disease cover
- Physical and Functional impairment
- Income Protection
- Death / Disability Premium waiver
- Funeral Cover

HEALTHCARE PLANNING

- Medical aid cover
- From hospital plans to comprehensive medical aid
- Gap cover and Health Plan protector
- Vitality and Multiply status
- support via our wellness company, actvital

INVESTMENT PLANNING

- Flexible investments (no term)
- Unit trusts
- Endowments (5 or 10 year plans)

RETIREMENT PLANNING

- Retirement Annuities
- Pension / Provident
- Preservation plans
- Living annuities, Fixed interest Annuities and Income plans

“At attooh! we have a corporate view with an individual focus. Our Core Purpose is to empower individuals, at all levels of the economic spectrum, with solutions - not just products.”

EDUCATION

- Education Protectors and Savings plans.

EMPLOYEE BENEFITS

- Group Risk Benefits
- Pension and Provident fund Consulting

BUSINESS PLANNING

- Buy & Sell arrangements
- Key person cover
- Contingent liability
- Loan account, overdraft, surety insurance and business overheads protector

SHORT-TERM INSURANCE

- Personal lines:** Home owners House hold and vehicle insurance.
- Commercial:** Cover for businesses.

ESTATE

- Wills
- Trusts
- Executor services for winding up deceased estates

ASSET CONSULTING

- Assist retirement fund members to achieve better outcomes at retirement
- Retirement fund investment strategy development, adoption and implementation
- Board and member investment education and communication.

WE OFFER A 10/10 CORPORATE SOLUTION

Are you receiving the best for you and your employees in terms of your Corporate Benefits?

- ATTOOH'S SPECIALIST DIVISION:** Focusing purely on Employee Benefits including products and strategies for retirement funds.
- NATIONWIDE REPRESENTATION:** Specialist representatives Nationwide ensuring continuity throughout all your branches.
- FIERCELY INDEPENDENT:** We have contracts in place with all major service providers.
- COMPLETE ADMINISTRATION SUPPORT:** A dedicated administrative person will be allocated to your company.
- COMMUNICATION:** It is critical that your employees understand the benefits being offered.
- FUND CONSULTANT:** A dedicated Fund Consultant with a regular calling pattern will assist your employees on any queries or questions.
- ASSET CONSULTING:** You will have a dedicated attooh! Asset Consultant who will consult on your assets regularly to assess solution suitability.
- GOVERNANCE OF FUND:** It is important that you are kept up to date with the activities on your fund and the latest legislation.
- FINANCIAL WELLNESS TRAINING:** "The Ordinary Millionaire" is a set of financial literacy training programs that focus on providing education, guidance and coaching.
- FINANCIAL ADVICE:** We believe that it is important that your employees have access to the best financial advice.

CORPORATE CLIENTS

King Price INSURANCE, REFRALINE Software & Consulting Engineering, webhelp, IMBALIE BEAUTY, ATCORP HOLDINGS LIMITED, D F A DATA ACCESS NETWORKS, bigen, MINOREX, TRADEBRIDGE, HOYA, leadhome, Dewfresh, ALZU, INNOVATION GROUP

ATTOOH! POWERPOINT BREAK SLIDES

These slides below can be used as break slides, they cannot be edited only text can be added.



More break slides are available in the pack. You and your personal assistant only have to download this pack once and it will always be ready to use.

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