



**SAICA CO-BRANDING GUIDELINES
FOR ACCREDITED INSTITUTIONS
AND PROGRAMMES**





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BRANDING IS **DELIBERATE DIFFERENTIATION**

Branding is a **disciplined process** used to build awareness, attract new members and extend member loyalty. Positioning a brand to be great requires a **constant desire to be the best**.

To be successful, brand builders need to stick to the basics, stay calm on the roller coaster of relentless change and seize every opportunity to be the brand of choice.

Brand governance: Brand management requires strategy, planning, and orchestration. It begins with thoughtful leadership, a shared understanding of core purpose and brand fundamentals and an imperative to grow brand equity. **It is about finding new ways to delight members, to engage employees,** and to demonstrate the value we help create.

SAICA BRAND DNA

WE ARE STRONG LOCALLY AND CONNECTED GLOBALLY.

What's at the heart of the SAICA brand across the world?
Our DNA.

#1

The desire to have an elevated and influential place in the world.

#2

The desire to have far reaching, 'system-wide' impact on business, finance, accountancy, societies and economies.

#3

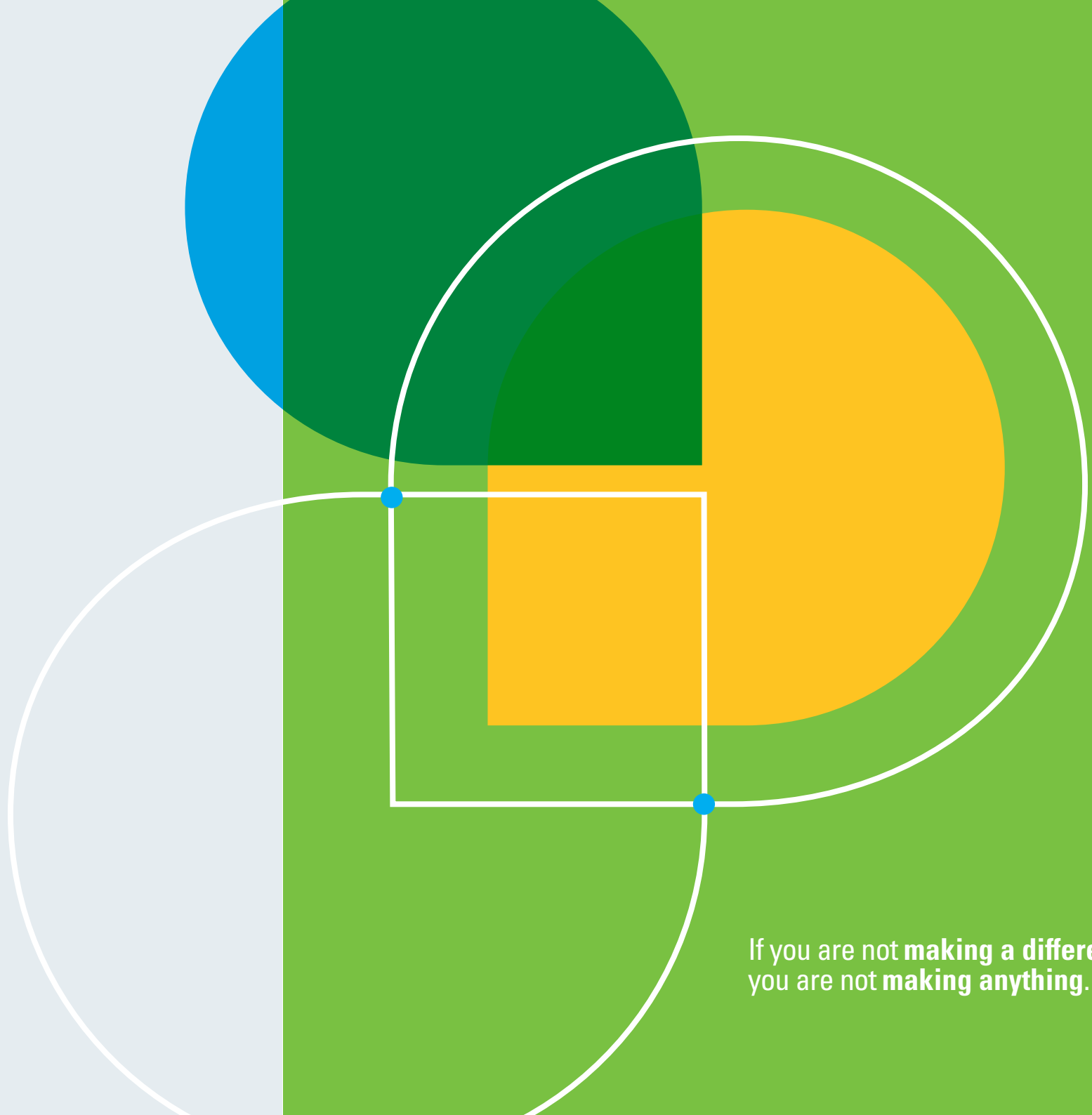
The desire to emphasize the importance of the highest standards in technical skills, strategic thinking and ethics.



Success is
not about money.
It is about making
a difference.

2

BRAND LOGO



If you are not **making a difference**,
you are not **making anything**.

ACCREDITED EDUCATION PROGRAMMES

SAICA's co-branding guideline manual demonstrate how to use the SAICA brand identity correctly in various co-branding scenarios. Please use this manual as a reference for all visual communications involving the SAICA brand and its three designations. By co-branding, the accredited training office, training provider or academic programme can leverage the power of association with a reputable and globally recognised organisation that prides itself on the delivery of quality accounting and finance skills to the nation through the highest standards of professional excellence.

Accredited branding

SAICA has developed appropriate branding for accredited training offices, training providers and academic programmes to use in order to demonstrate that their offering is SAICA accredited. This branding indicates that, while these institutions operate independently, their academic or training programmes have been assessed and accredited by SAICA.

SAICA accredited training offices, training providers and academic programmes can use the SAICA accredited logos for the relevant designation [CA(SA), AGA(SA), and AT(SA)] on their stationery and communication channels, thus strengthening their credibility and association with SAICA.

Institutions may use the accredited logos for the following purposes:

- Social media
- Website
- Memos
- Print and digital adverts
- Stationery

Disclaimer: Disclaimer: No SAICA branding may be used for personal gain. All communication regarding a SAICA accredited training office, training provider or academic programme should be distributed directly by the accredited institution through the appropriate channels. All joint media statements/press releases between a specific institution and SAICA must be approved by SAICA's communication team before distribution.

All accredited institutions and programmes must comply with SAICA's requirements and standards.

For more information regarding branding and marketing assistance contact saica@saica.co.za.

ACCREDITED CA(SA) PROGRAMMES

ACCREDITED CA(SA) ACADEMIC PROVIDER



ACCREDITED CA(SA) TRAINING PROVIDER



LOGO CONSTRUCTION

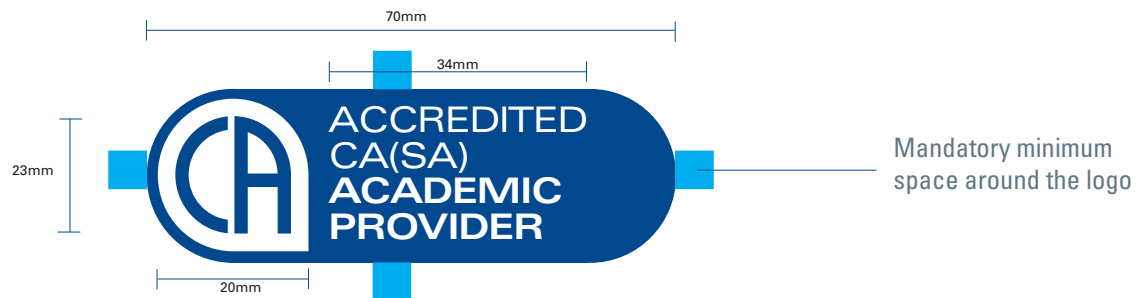
The ACCREDITED CA(SA) Logos are to be used as prescribed with any amendments in colour, shape or variation.

LOGO COLOUR

The ACCREDITED CA(SA) logo marks are applied in the following colours: In the SAICA Blue and Black.

LOGO USAGE

Logo usage examples
Please do not use logos other than as stipulated.



SAICA ONE COLOUR BLUE

C100 M72 Y0 K19
R0 G66 B136
#004187

SAICA BLACK

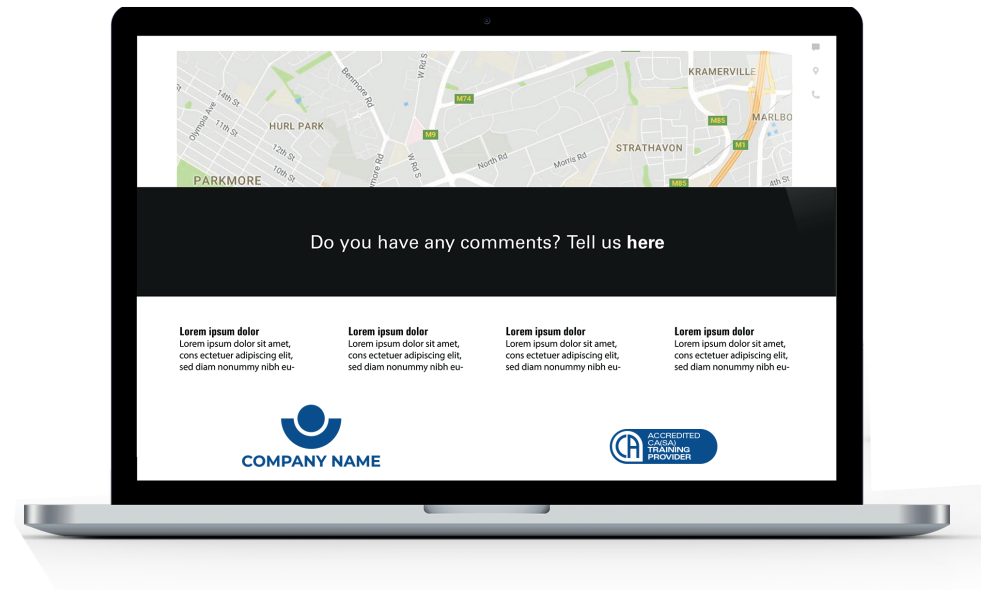
C0 M0 Y0 K100
R0 G0 B0
#000000



LOGO APPLICATION

The Accredited Training and Academic Programmes logos may only be used as stipulated in this brand guide.

These logos and icons are the property of SAICA and may not be used without exclusive permission from SAICA.



ACCREDITED AGA(SA) PROGRAMMES

ACCREDITED AGA(SA) TRAINING PROVIDER

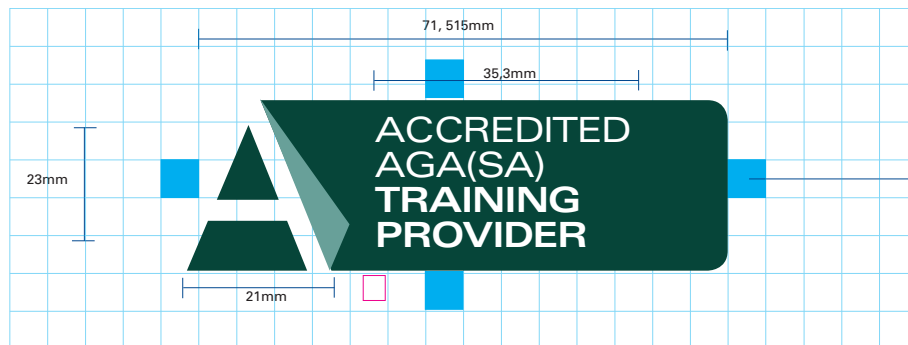


ACCREDITED AGA(SA) ACADEMIC PROVIDER



LOGO CONSTRUCTION

The ACCREDITED AGA(SA) logos are to be used as prescribed with any amendments in colour, shape or variation.

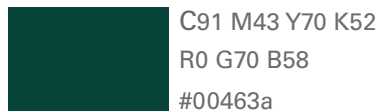


Mandatory minimum space around the logo

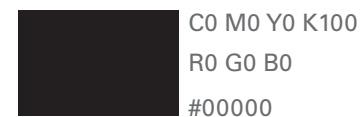
LOGO COLOUR

The ACCREDITED AGA(SA) logo marks are applied in the following colours: : In the AGA(SA) Green and Black.

SAICA AGA GREEN



SAICA BLACK



LOGO USAGE

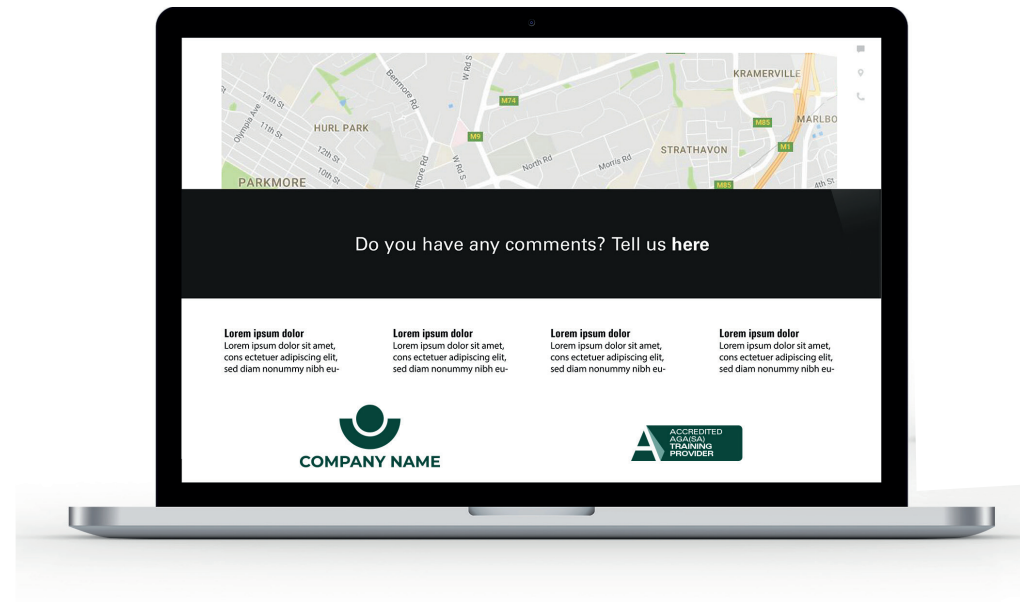
Logo usage examples
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LOGO APPLICATION

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ACCREDITED AT(SA) PROGRAMMES

ACCREDITED AT(SA) EMPLOYER



ACCREDITED AT(SA) ACADEMIC PROVIDER



LOGO CONSTRUCTION

The ACCREDITED CA(SA) ACADEMIC PROVIDER logo is to be used primarily in the SAICA Blue with a 5mm clean space around the logo.

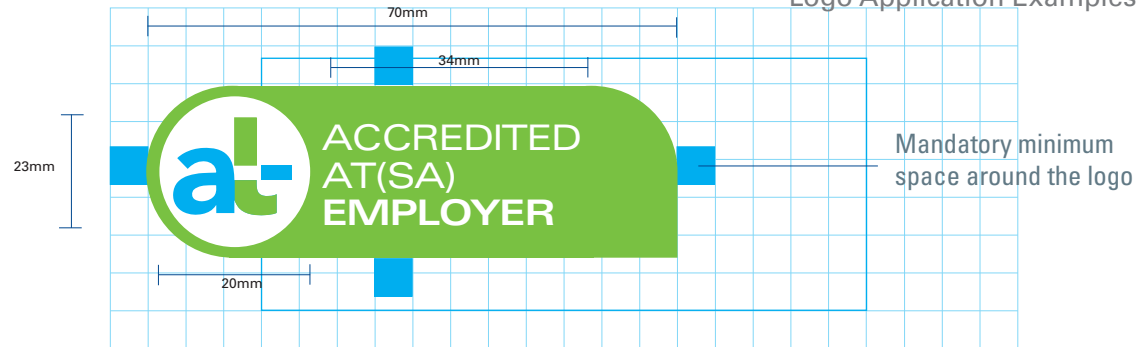
LOGO COLOUR

The ACCREDITED CA(SA) ACCREDITED TRAINING PROVIDER logo mark is applied in the following ways: In the AGA(SA) Green and Black.

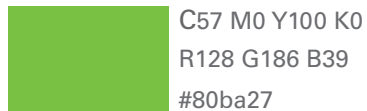
LOGO USAGE

Logo usage examples
Please do not use logos other than as stipulated.

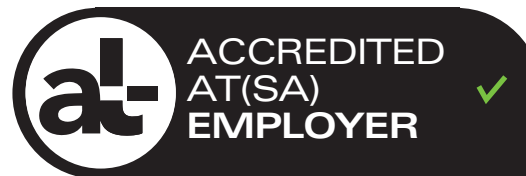
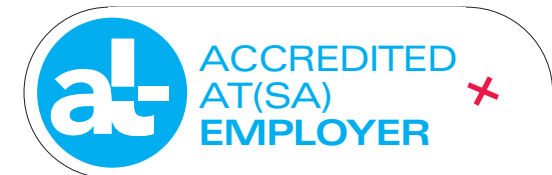
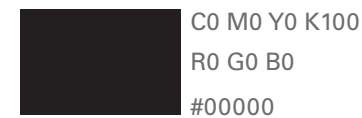
Logo Application Examples



SAICA GRASS GREEN



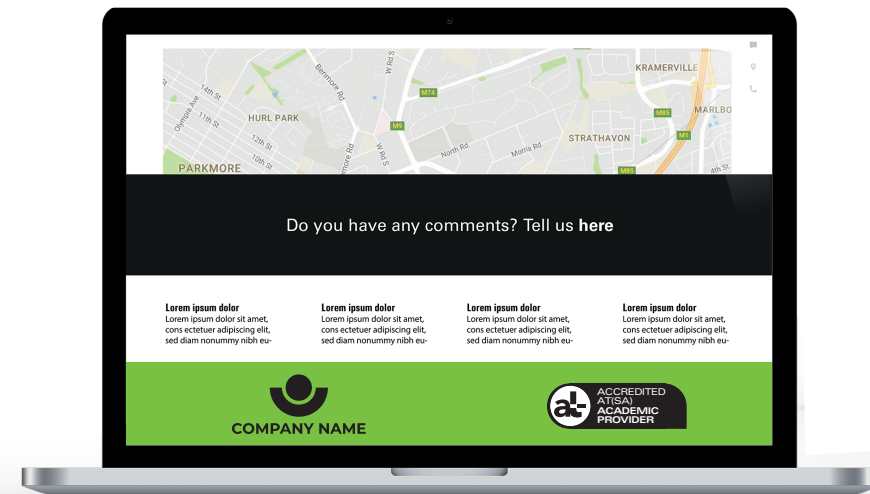
SAICA BLACK



LOGO APPLICATION

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SAICA BRAND ARCHITECTURE

"Brand architecture is the structure of brands within an organisational entity. It is the way in which the brands within a company's portfolio are related to, and differentiated from one another. The architecture should define the different leagues of branding within the organisation, how the corporate brand and sub-brands relate to and support each other, and how the sub-brands reflect or reinforce the core purpose of the corporate brand to which they belong." Bennie, 2000

The four general types of architecture are:

1. Master / Parent brand
2. Designations / Sub-brands
3. Endorsed brand
4. Separate (stand-alone or independent) brands

1. Master Brand - The master brand, aka the parent brand is the dominant, highest level brand in a brand hierarchy. SAICA is the master brand in this brand structure.

2. Designations / Sub-brands - A sub-brand is a brand that is supported by the parent or master brand in the brand identity system. Three designations leverage off the SAICA parent brand, ie CA(SA), AGA (SA) and AT(SA)

3. Endorsed Brands - An endorsed brand is the primary name the consumer is intended to use to refer to a product. It is a brand that is endorsed by the parent or corporate brand in the brand identity system. In this situation, the corporate or parent brand lends credibility or assurance to the endorsed brand without overpowering it with its own associations.

4. Affiliate Brand - The SAICA brand is an affiliated of a global brand and therefore leverages of the network and endorsement of the global brand, in this case known as CAW.

PARENT BRAND



DESIGNATIONS



ENDORSED BRANDS



GLOBAL AFFILIATE

