

Revamping of the graphic charter



sabbam

MARCH 2026

The request

Context and objectives

The Sabam graphic charter, in its current form, is over 10 years old. The request is to refresh it by reviewing the fonts used and the current color palette, which is very limited.

The idea is to add a little color to Sabam so that red is not the only color in the palette. These secondary colors will be very useful for adding rhythm and dynamism to all communications: layouts, PowerPoint presentations, infographics, website, social media, etc.

The Sabam logo is displayed in white lowercase letters on a red background. The letters are stylized with multiple parallel outlines, giving it a modern, layered appearance.

There are currently five disciplines at Sabam with distinct baselines, but these are no longer really relevant. The goal is to have a single logo and be perceived as a multidisciplinary company.

Solutions to be provided:

- New colors (or additional colors)
- A set of new icons in this new tone of voice
- New shapes (other than the building's iconic windows)

|| logo

Main Sabam logo

The current Sabam logo has a strong identity and is highly recognizable. There is no reason to change it.

This brand image has both a vintage and modern feel, reinforcing the idea of a well-established company, and we believe it is essential to build on this. That is why we propose to develop this aspect in order to reinforce the perception based on the experience and credibility of a century-old brand.

The image shows the Sabam logo in a large, red, stylized lowercase font. The letters are thick and have a slightly rounded, modern feel. The 's' is a simple cursive-like shape. The 'a's and 'o's have a double-lined effect, with a darker red outline and a lighter red fill. The 'b' and 'm' also have a similar double-lined effect. The overall style is clean and professional.

Logo in motion

The 2-colour version of the logo is our main logo.

Please use this version wherever possible.

Colour Versions

The main version of the Sabam logo is the double-red version. The all-white logo can be used on coloured or dark backgrounds. The all-black logo can only be used when technical limitations don't allow reproducing colours.

Never use a logo version other than these.



Main colour version



On red background



On dark background



Only when colour use is not possible

Protection zone

The protection zone is the blank space or margin surrounding the logo. It gives breathing space for maximum visibility. No other graphic or text should appear within the protection zone.

The protection zone around the logo is defined by the letter '**b**' of the logo.



Minimum size of the logo

The size of the logo must be at least 2,5 cm to remain clearly legible.

2,5 cm ——— sabam

sabam

sabam

sabam

colors

Brand colour balance

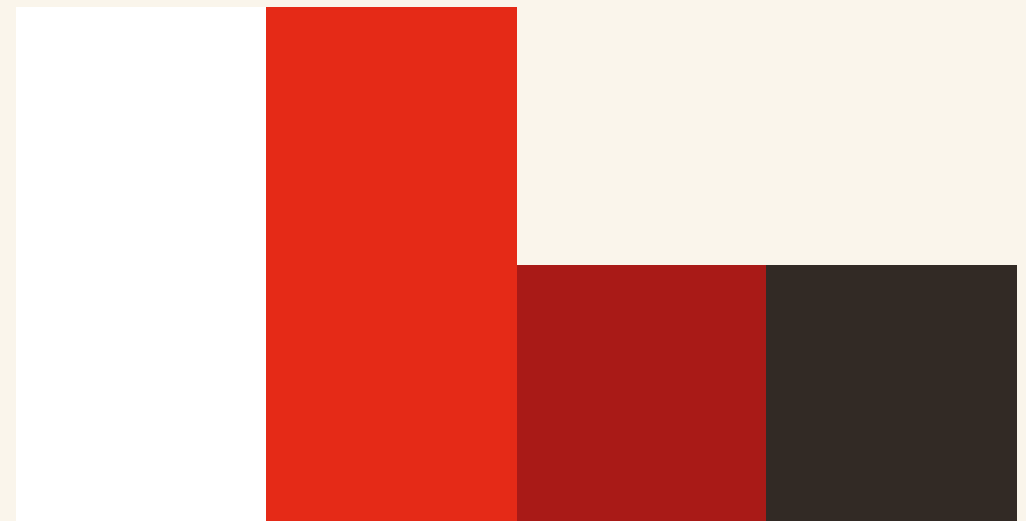
Sabam's branding mainly uses white and red.

Red is a strong color, symbolizing energy, strength, power, love, passion, but also danger, prohibition, warning, or even warmth and vitality.

When using colored backgrounds, bright red should always be preferred.



The existing colors



Primary colors

Secondary colors

Brand colour balance

Although the use of the two reds remains essential, this palette is too limited.

In response to your request to expand the Sabam color palette, here is a proposal for three additional colors.

These secondary colors will be very useful for adding rhythm and energy to communications, including layouts, PowerPoint presentations, infographics, websites, social media, etc.

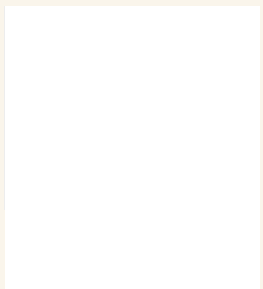


Addition of 3 extra colors

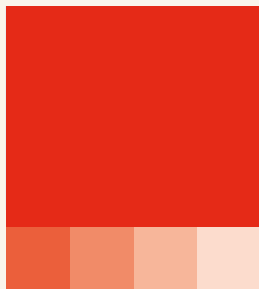
Brand colour balance

These colors can all be **used in different shades**, which greatly increases the possibilities for use.

PRIMARY COLORS



White

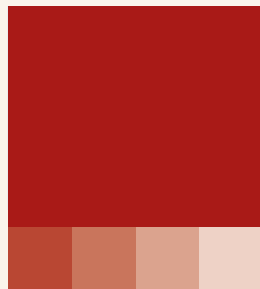


Bright red

PMS 179 C
CMYK 0/93/98/0
RGB 237/52/36

#ed3424

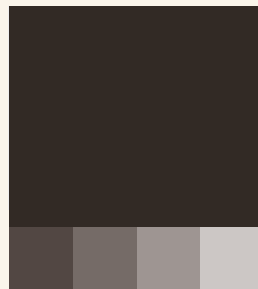
SECONDARY COLORS



Dark red

PMS 7628 C
CMYK 23/100/100/17
RGB 168/30/34

#a81e22

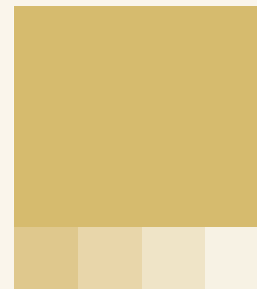


Warm Black

PMS Black C
CMYK 65/65/65/72
RGB 48/42/40

#302a28

EXTRA COLORS



Ochre

PMS 142 C
CMYK 20/25/65/0
RGB 212/180/101

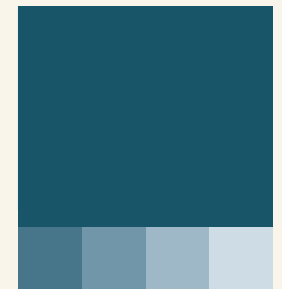
#d4b465



Aqua Green

PMS 3265 C
CMYK 65/0/30/0
RGB 69/188/184

#45bcb8



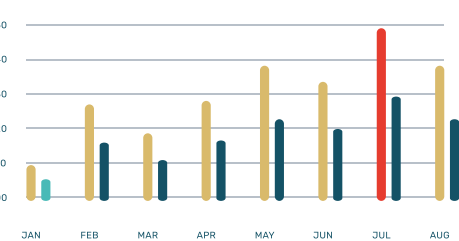
Duck Blue

PMS 5473 C
CMYK 65/0/0/70
RGB 17/81/101

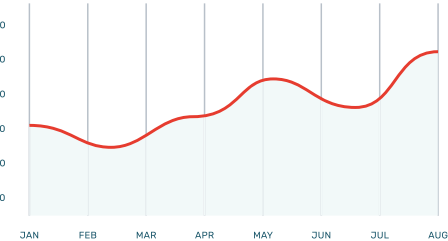
#115165

Examples of extra colors usage & possibilities

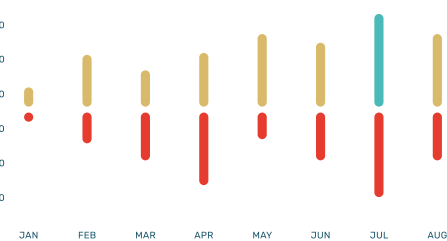
Infographic chart



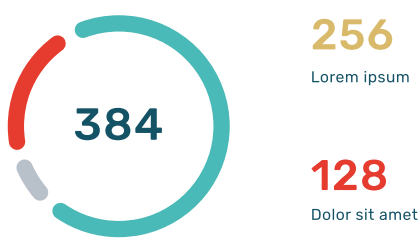
Infographic chart



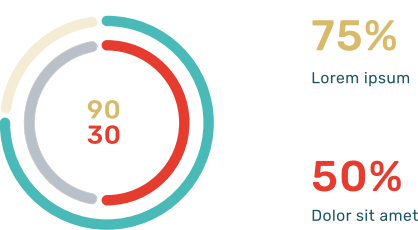
Infographic chart



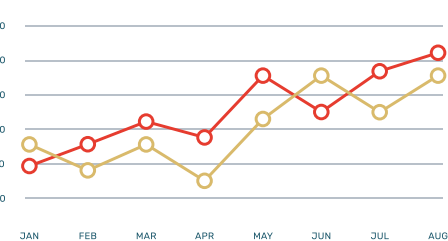
Pie chart



Circle diagram



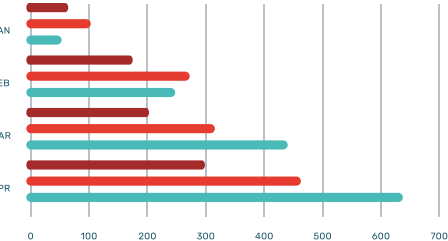
Infographic chart



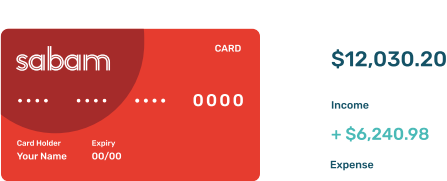
Infographic chart



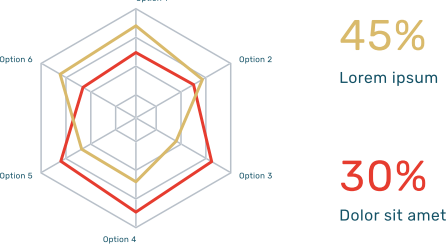
Infographic chart



Card



Hexagonal chart



typography

Sabam graphic typeface

Based on the logo, a complete graphic typeface has been developed.
It's the heart of the Sabam identity, try to use it as much as possible.

However, **be careful not to overuse it**, as it can quickly become tiresome.
I recommend using it only for **isolated words** or **short sentences**.

sabam graphic
typeface.

Sabam graphic typeface - colours

You can use the graphic typeface either in two colours or all-white, **but no other use is possible.**



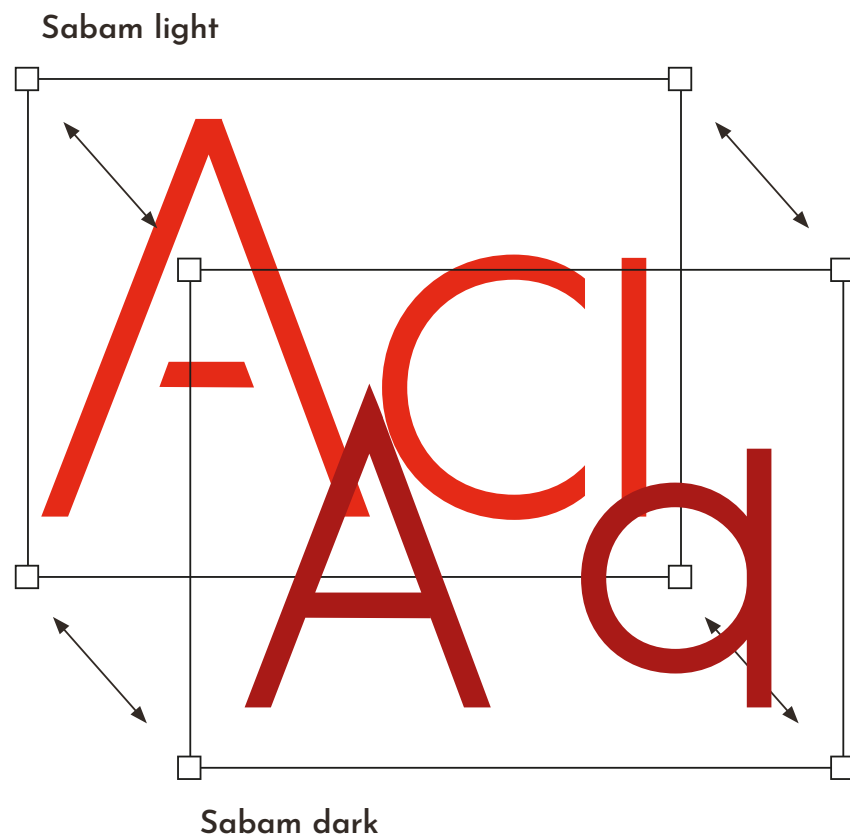
Add



Add

Sabam graphic typeface - build-up

Sabam graphic font - composition



= A d

Sabam graphic typeface - build-up

A C I + A d = A d

Pantone 179 C Pantone 7628 C

A C I + A d = A d

White White 80% opacity

Sabam graphic typeface - examples

It's a complete typography with uppercase and lowercase letters, numbers and the most used symbols. **We will always prefer to use this font in lower case.**

sweet hi!
36 ° Français
Creatief.

SabamInOne typography

The Typo **sabamInOne** font has **significant issues with letter spacing**!

The spacing issues mainly affect the letter “i,” but also other letters (see below).

Due to these spacing issues,
we recommend to never use
this font anymore

Headline

initiative – inadmissible – vitality

irréversibilité – insignifiance

Functional font

In addition to the graphic font, it is essential to find a standard font that is simple, legible, and varied, but above all, better suited to the overall image of the brand.

The Josefin Sans font is very appropriate both for its aesthetics and for the curves of certain letters, which give it a unique style that fits perfectly with the geometry of the Sabam graphic font (especially the letter "a").

It will be used as a functional font for standard texts, replacing the Work Sans font previously used.

Josefin Sans family
is a good alternative to
replace Work Sans family.

This font is royalty-free
and available on
Google Fonts.

Josefin Sans GOOGLE FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

à â á ç è ê ë é î ï ï æ œ ö ö ò ô ü û ù / & (§ !) - = + ? , ; . @ # £ € \$ * « · » { } %

<https://fonts.google.com/specimen/Josefin+Sans?query=josefin+sans>

Functional font

JOSEFIN SANS EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS EXTRALIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

JOSEFIN SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàâáçèêëéîïíæøóôõöùú
1234567890&(!)-=+?;,:.../°@#£€\$%^&«»»{|\`%`

Typographic hierarchy

RECOMMENDED TEXT STYLES

Josefin Sans is also available in Thin, Extralight, light, regular, medium, semiBold & Bold.

The tracking of this font being a bit wide, we recommend to use a general tracking of -20 and sometimes less.

Big title example

Sub-headline

Sabam is the Belgian Society of Authors, Composers, and Publishers.

Its purpose is to collect, distribute, administer, and manage all copyrights in Belgium and in other countries where reciprocal agreements have been concluded.

INTER-TITLE

Excerum doloriatur sequam quianis plam eum quis explic tem volore, vent liatque aperis renisit andionsequi
berumquos enim quam, omnisin excearum remodit ionsecte cus dolupta quatium duntius aliquo porum ditias
aut aut officipsapid.

Headline

Josefin Sans lightv - Tracking -40

Sub-headline/link

Josefin Semi bold - Tracking -20

Intro Text

Josefin Sans light - Tracking -20

Intertitles

Josefin Sans Regular Caps - Tracking -20

Example of use

Headlines & big Titles

Headlines lorem ipsum

Other subtitle

Body text. Peditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat emodis nonseque volo delit alit, am exped es volupta doluptatet molore laboreptur alit fugiatqui aliciet iur, sit odi issequi dolesti aceatest volorep erferit abo. Ut et quid quam fuga. Runtectem Isabel tasseque similia dolor aut re pa nim hil ium quunt, officabo.

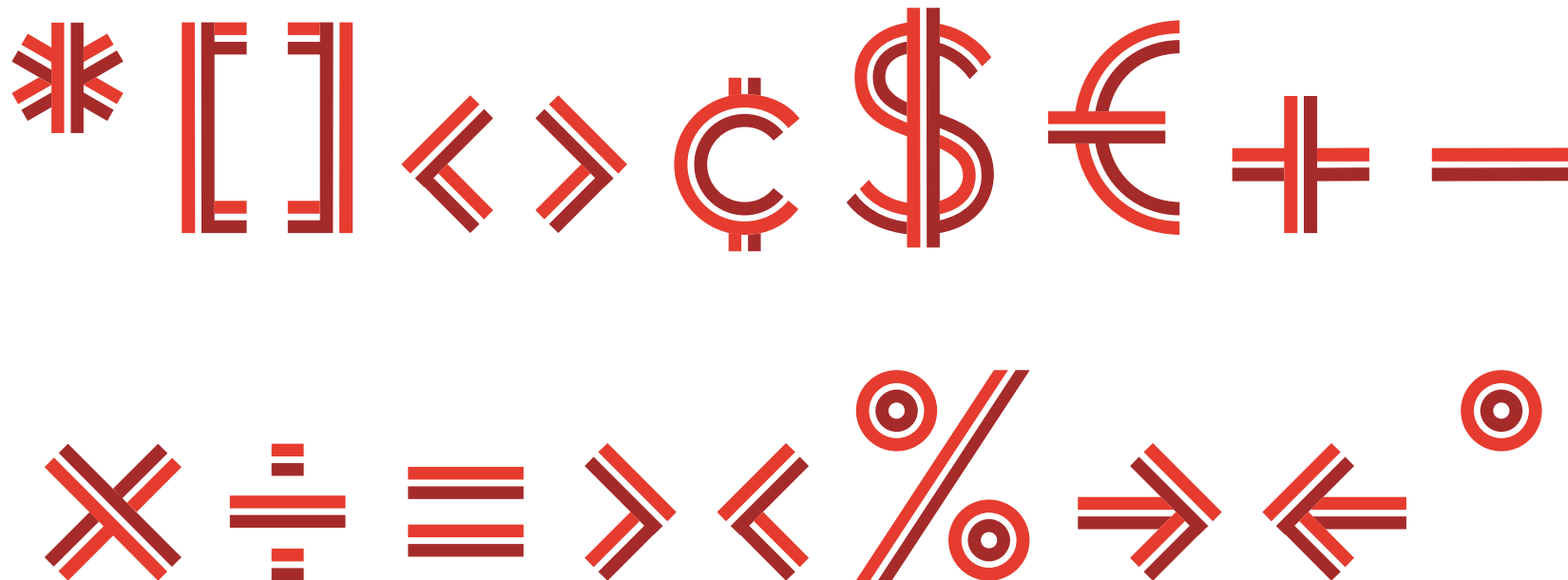
Sabam
dark red
+
Sabam
light red

Josefin Sans

icons

Examples of existing icons/symbols

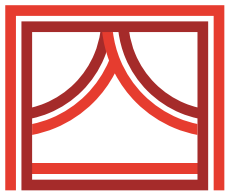
Several symbols and icons are taken from the Sabam typeface and can be selected from the glyphs. However, they should be used sparingly!



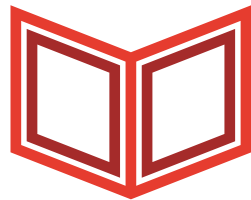
Examples of existing icons/symbols

The other icons previously designed for Sabam's specific services are too complicated and simplistic.

The use of the double lines with the two red quickly becomes tiresome.



PERFORMING ARTS



LITERATURE



VISUAL ARTS



AUDIOVISUAL

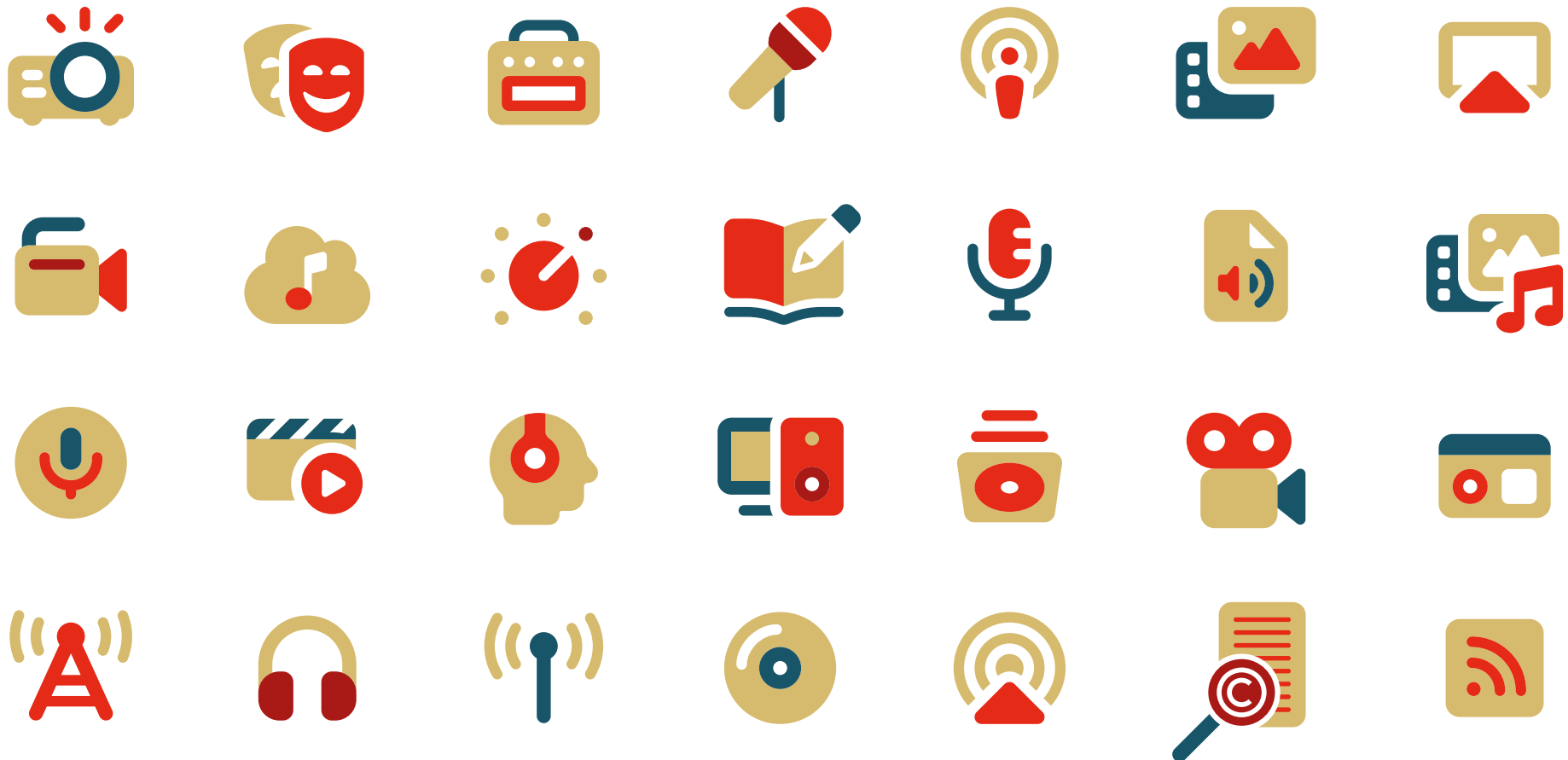


MUSIC



Proposition of icon set using the new extra colors

In order to effectively animate the layouts and presentation, we need a set of icons that are more figurative, more funny, and with this vintage look and colors that we recommend. These will match perfectly with Sabam's overall branding.

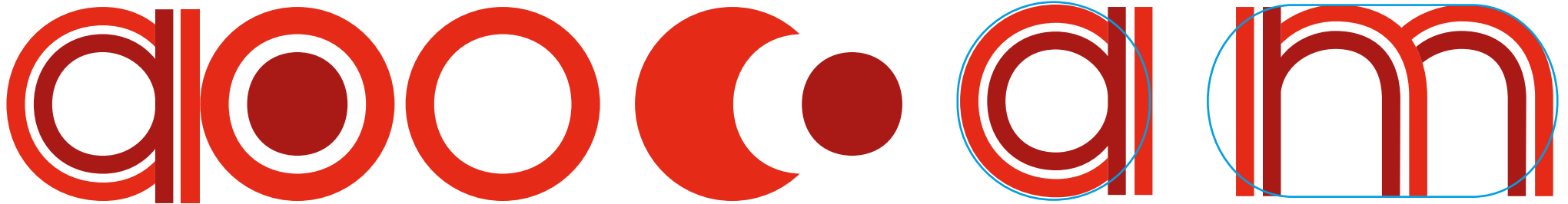
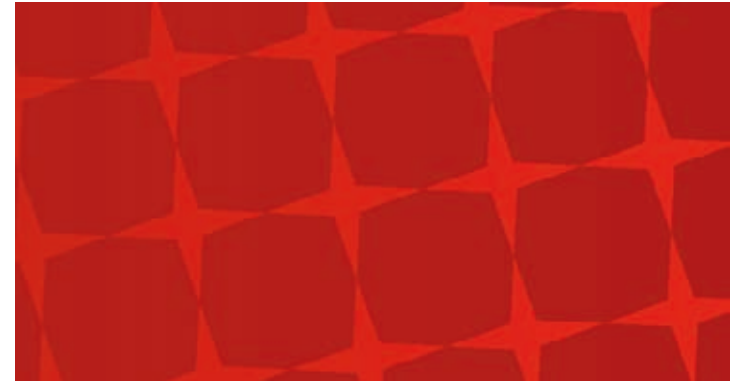


shapes

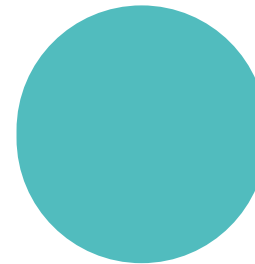
Shapes

Currently, the only shape used refers to the facade of the Sabam building.
However, most of people don't have this reference, and it has no connection to the branding.

To define a set of shapes that can be used to animate the graphics, the idea is to start with the logo itself, which has its own identity, and extract two shapes that are more suited to the current brand image: a circle and an oblong shape.



Double lines are always usable graphic elements, both vertically and horizontally.



Example of how to use shapes

sabam

Headline

- Nis nobis exero cullibusto molorepudae.
- Eptam quamusam ut voluptaecum
- Molorer spicipsam quo occum quide perum
- Reped quati rerchilitate volorum aut quatent

These shapes can be used as graphic elements but also as a basis for visuals.



Example of how to use shapes

Headline



- Nis nobis exero cullibusto molorepudae.
- Eptam quamusam ut voluptaecum
- Molorer spicipsam quo occum quide perum
- Reped quati rerchilitate volorum quatent

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Example of how to use shapes

Headline



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- Eptam quamusam ut voluptaecum
- Molorer spicipsam quo occum quide perum
- Reped quati rerschilitate volorum aut quatent

sabam

Don't hesitate to use transparency effects.

Example of how to use shapes

Hello
music
lovers



Example of how to use shapes

sabam



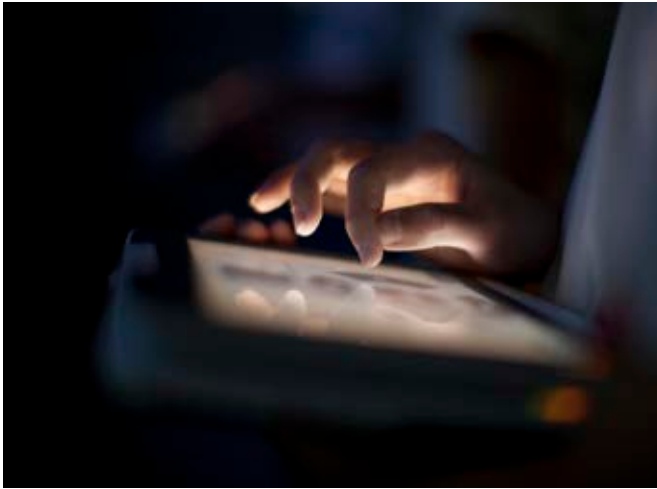
photo

Photography style

We show real people in action, of all ages, and in a credible 'Belgian' context.

There's a repetition of neutral colours, going towards black & white.

Always leave enough empty room or blurred area to allow typography or illustrations on top.



Style features



Action



Empty/blurred space



Neutral tones



Busy, complex background



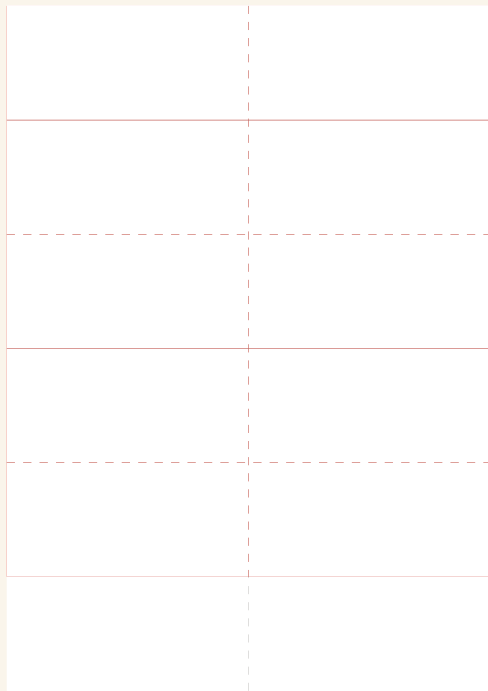
Too many colours



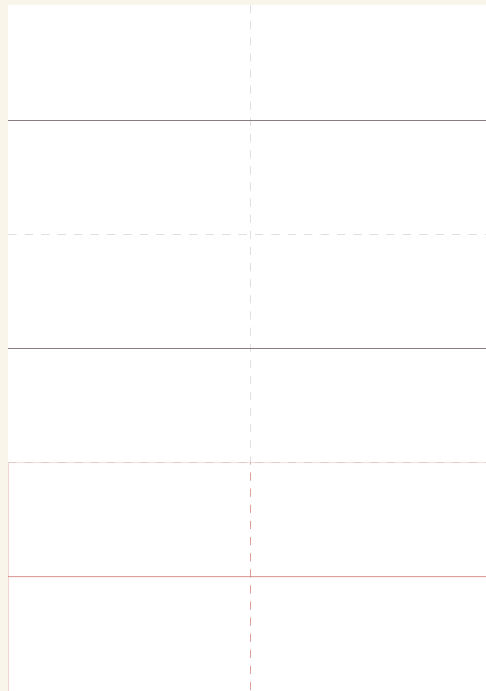
Too acted, not credible

Grid layout

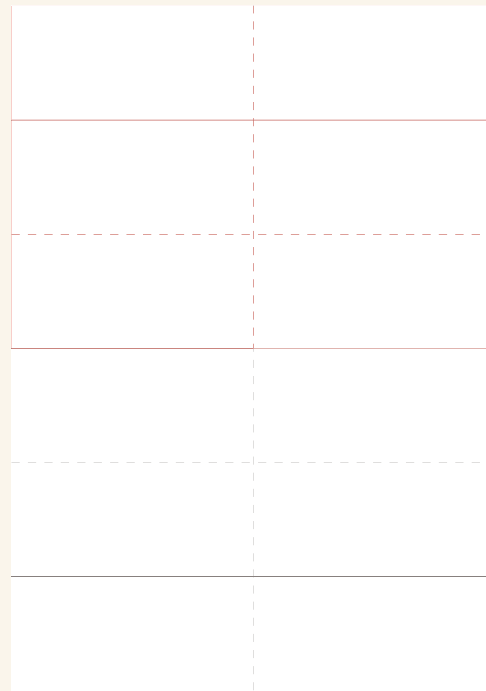
We keep our layouts simple, using a lot of empty surface to add the graphics which are the heart of the Sabam identity.



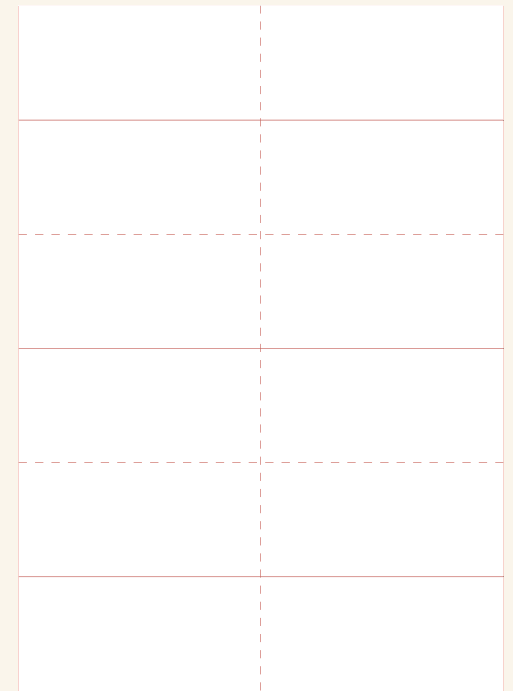
1/6



1/3



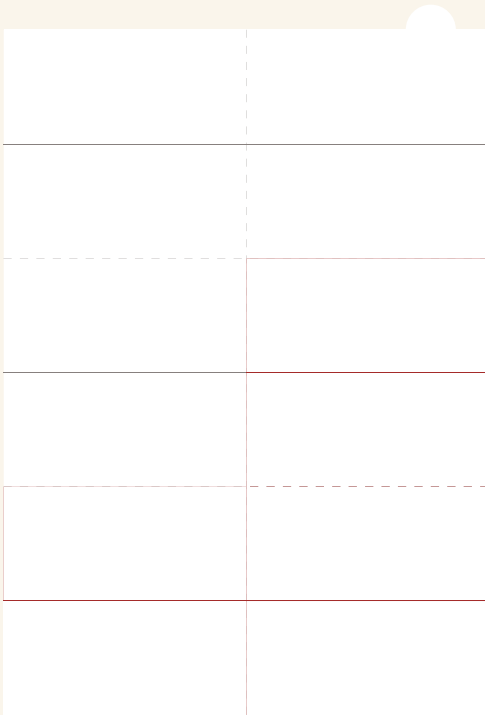
1/2



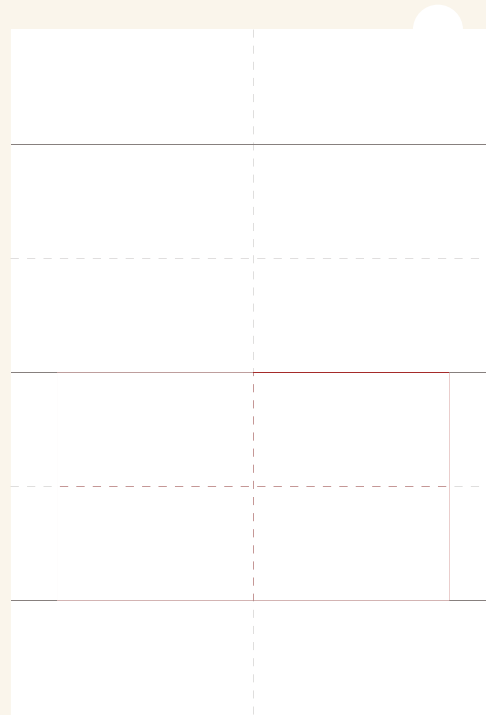
1/1

bad layout

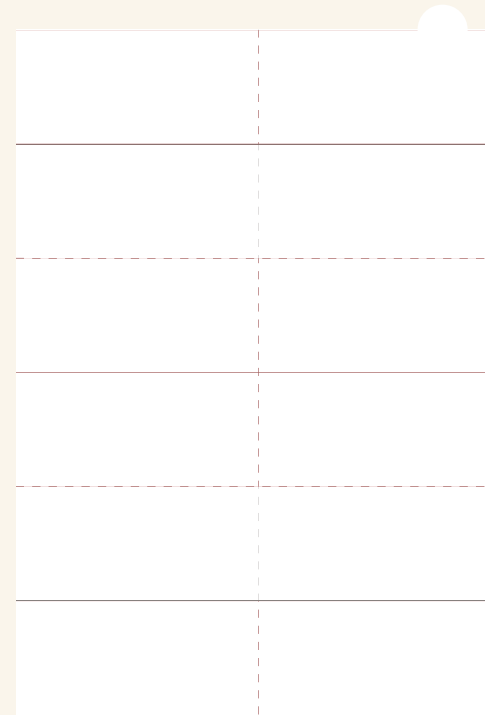
We need a simple layout to add the graphic elements. So avoid complexity and layouts that don't fit the grid.



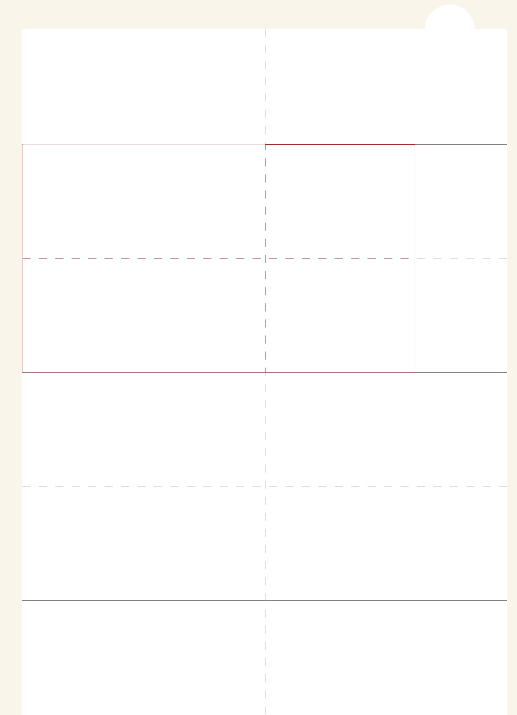
No vertical layout



No isolated block on layout



Avoid complex layout



No isolated block on layout

Layout examples

We keep simple layouts using a lot of clean surfaces in order to add the graphic element that is the heart of sabam identity.



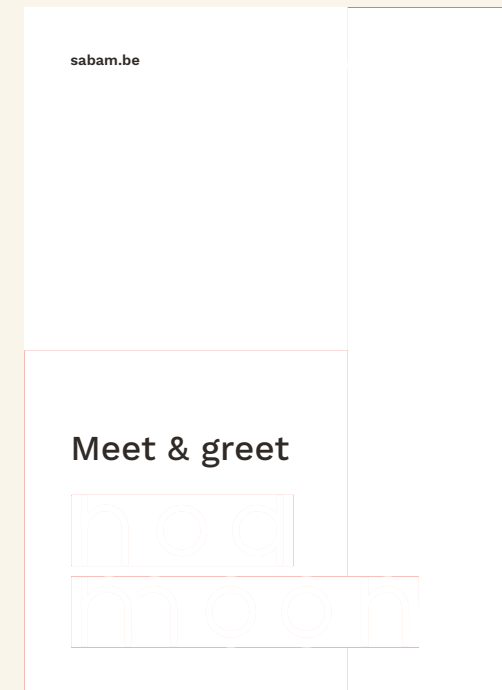
1/6



1/3



1/2



1/1

FUNCTIONAL

EMOTIONAL

thanks