



# Promotional Materials

**NLB & NLB Banka**

# BRANDED MATERIALS NLB

In the selection process of the items, the ones that are preferable are the ones that are produced from eco-friendly materials such as metals, paper, or recycled plastics (if none other are available). Colors of the items should be in the NLB color spectrum, indigo, white or gray (sliver as metal).

The usage of applied branding on promotional materials depends on the type of material, available surface, and printing possibilities. On smaller surfaces with limited printing possibilities the official symbol should be used, either in full color or simple version, depending on the background color, contrast and printing technique limitations. Whenever the full surface printing is possible, the communication branding application is preferred (separated outline sign and typographic part).



Official symbol  
Limited surface & printing possibilities

Official symbol / Simple  
Limited surface & printing possibilities

# BRANDED MATERIALS NLB



Official symbol / Simple  
Limited surface & printing possibilities



Official symbol / Simple  
Woven branding



Communication branding (separated outline sign and typographic part)  
No printing limitation or possible full surface printing



# BRANDED SPORTSWEAR NLB

For promotional apparel, accessories, and sportswear, the selection of items should be based on quality and NLB brand colors as a primary brand identifier. Discrete branding in embroidery or with woven labels or embroidered patches is preferred.



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# A D D I T I O N A L

## **Co-Branding**

[Instructions for using the NLB symbol in the co-branding campaigns](#)

## **Sports apparel branding**

[Internal sport events gallery](#)

