OUTDOOR SIGNAGE

Glass surfaces

November 2025 - V2

Glass surfaces

The glass surfaces of each branch are primarily used for branding, communicating the brand's values, and highlighting the bank's current advertising campaign or regular products.
Whenever spatial and technical conditions permit, we always use a combination of basic and digital signage, as this provides greater visibility, flexibility, and a modern visual effect.

Brand center: Glass surfaces
Password: BrandNLB2015

01 Glass surface equipment

02 Example drawings

Glass surface equipment

Basic signage

- NLB symbol
- Communication message
- Outline sign
- Illuminated poster display

Combined signage – displays

- Display 49” in display 75”

Basic signage

Brand center - Glass surfaces

01

Glass surface equipment

1 NLB symbol
2 Communication message
3 Outline sign

Combined signage

Brand center - Glass surfaces

01

Glass surface equipment

1 NLB symbol
2 Outline sign
3 Illuminated poster display or digital displays

Basic signage

NLB symbol

The NLB symbol is made of translucent white foil.

The NLB symbol is positioned at the height of the indigo banner on the entrance doors. The “NLB” lettering must match the height of the banner, i.e., 11 cm. The top edge of the indigo banner is positioned at a height of 140 cm. The total height of the symbol is 22 cm.

When additional privacy is required, a sandblasted film strip with a height of 120 cm is applied to the inner side of the glass, positioned from 60 cm to 180 cm above the floor.

Materials:

- **NLB symbol:**
  MacTac IMAGin JT WT-PT 9700 translucent white foil
  In case of safety requirements, apply sandblasted foil on the inner side: MacTac MACAL Glass Decor 798-01.

Basic signage

NLB symbol

Basic signage

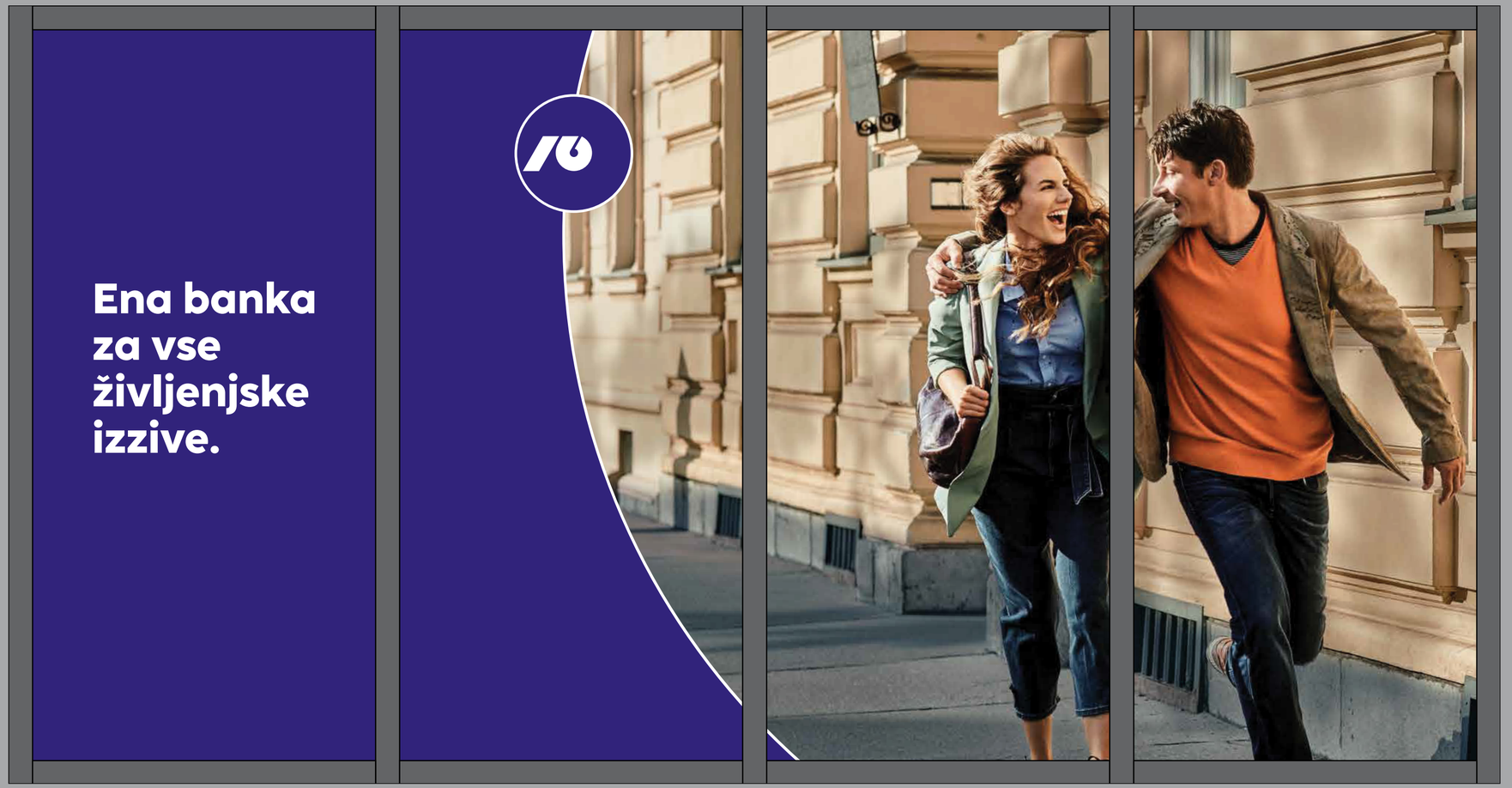
Communication message

Communication messages are always applied across the full height of the glass surfaces (exceptions are cases where a horizontal division of the surface interrupts the outline sign in the communication message). Regardless of whether it is a smaller, larger, or a branch where all three communication messages can be installed, they must always be positioned along the left and/or right edges.

The installation of a communication message is not possible when the elements do not comply with the communication message placement guidelines for both larger and smaller glass surfaces. This includes cases where the text size of the communication message is too small to be read by passers-by, and cases where, due to the surface or the layout of the premises, the communication message cannot be installed in accordance with the placement guidelines.

Materials:

- **Communication message:**
  Digital print on perforated foil, OWV Orajet 3675 (grey glue) and long-term matt lamination MacTac LF 9700 CM-UV.



Basic signage

Communication message

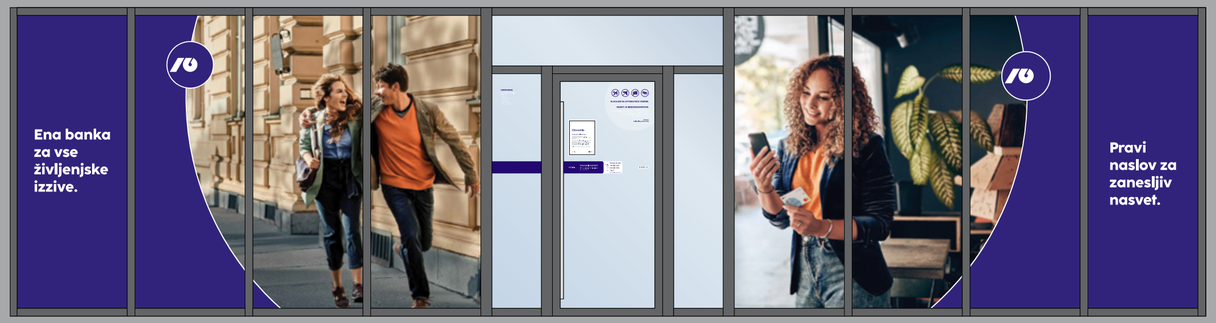
The number of communication messages on glass surfaces is determined by the length of the branch's glass frontage.

We distinguish between smaller branches, larger branches, and branches that, due to their size, allow the installation of all three communication messages:

- **Smaller branches**
  Use one message:
  Couple on the street – »One bank for all life's challenges.«
- **Larger branches**
  Add a second message:
  Woman with a phone – »The right place for reliable advice.«
- **Largest branches**
  Add a third message:
  Little girl with a house – »Together towards a secure financial future.«

Communication messages on the glass surfaces of branches that, due to their size, allow the installation of all three communication messages

Communication messages on larger branches that, due to their size, allow the installation of two communication messages



Communication messages on smaller branches

Basic signage

Outline sign

The right grids show the application and trimming of the outline sign on glass surfaces.

The outline sign can be used on glass either with an indigo blue background or independently, without a background. In the case of use without a background, safety requirements must be observed.
When additional privacy is required, a sandblasted foil strip with a height of 120 cm is applied to the inner side of the glass – from 60 cm to 180 cm above the floor.

Oversized outline signs are used for larger glass façades, typically on office buildings.

Materials:

- **Outline on indigo blue background:**
  Digital print on perforated foil, OWV Orajet 3675 (grey glue) and long term matt lamination MacTac LF 9700 CM-UV.

- **Outline logo without background:**
  MacTac IMAGin JT WT-PT 9700 translucent white foil. In case of safety requirements, apply sandblasted foil on the inner side: MacTac MACAL Glass Decor 798-01.

- **Oversized outline sign:**
  Perforated film, OWV short-term foil (white glue) and middle to long term matt lamination Oraguard 297 GF, UV clear.

Use of outline sign V1

Use of outline sign V2

Basic signage

Illuminated poster display

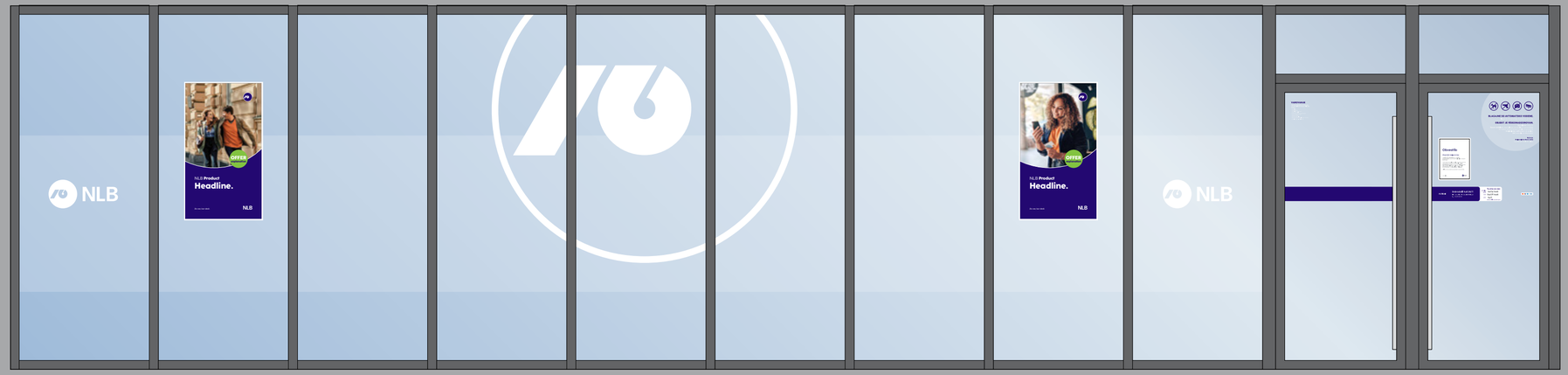
For promotional or advertising purposes, glass surfaces, in combination with basic signage, can be equipped with an illuminated poster display.

Illuminated poster displays are installed at a height of 220 cm from the floor, with the top edges aligned uniformly. In cases where window frame crossbars are present, the poster height is adjusted accordingly, ensuring that the top edges remain aligned.

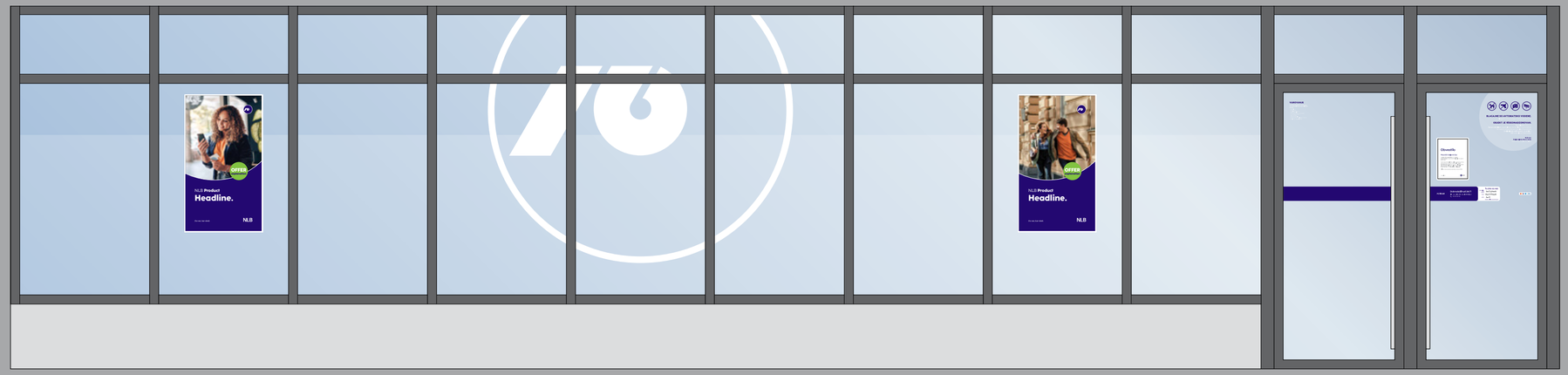
When additional privacy is required, a sandblasted film strip with a height of 120 cm is applied to the inner side of the glass – from 60 cm to 180 cm above the floor.

In the case of a digitalised branch, the illuminated poster display is replaced with a digital display - display 49".

Glass surface equipment in combination with basic signage and illuminated poster displays



Glass surface equipment in combination with basic signage and illuminated poster displays



Combined signage

Display 49” and display 75”

Displays complement the basic forms of signage and enable the display of animated, frequently changing, or content-adaptable communications. They contribute to a modern appearance of the branch and increase the effectiveness of branding.

Displays used for glass surface signage :

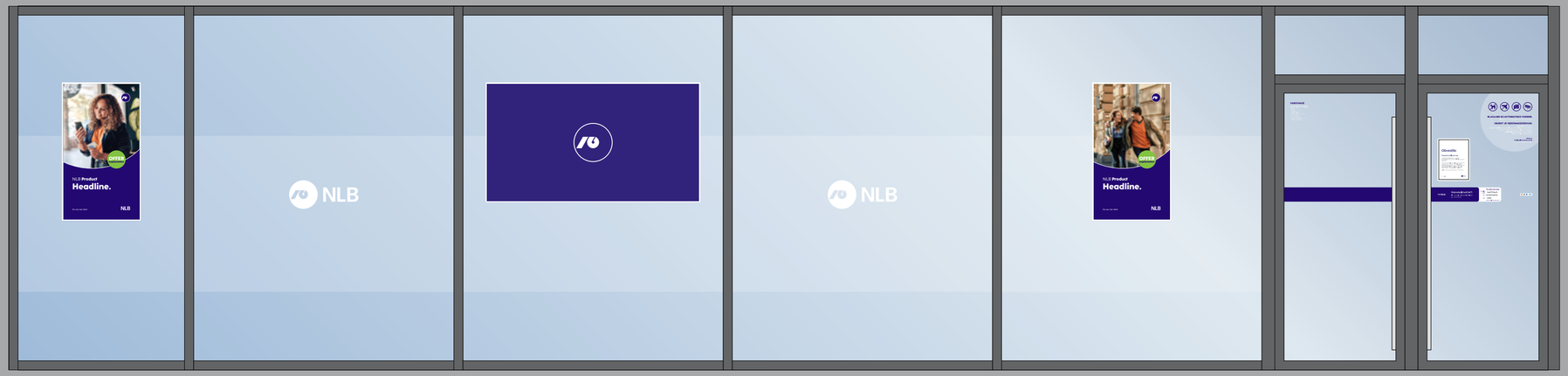
- Display 49”
- Display 75”

Displays are installed at a height of 220 cm from the floor, with the top edges of the active screen area aligned uniformly. In cases where window frame crossbars are present, the display height is adjusted accordingly, ensuring that the top edges of the active screen (not the housing) remain aligned.

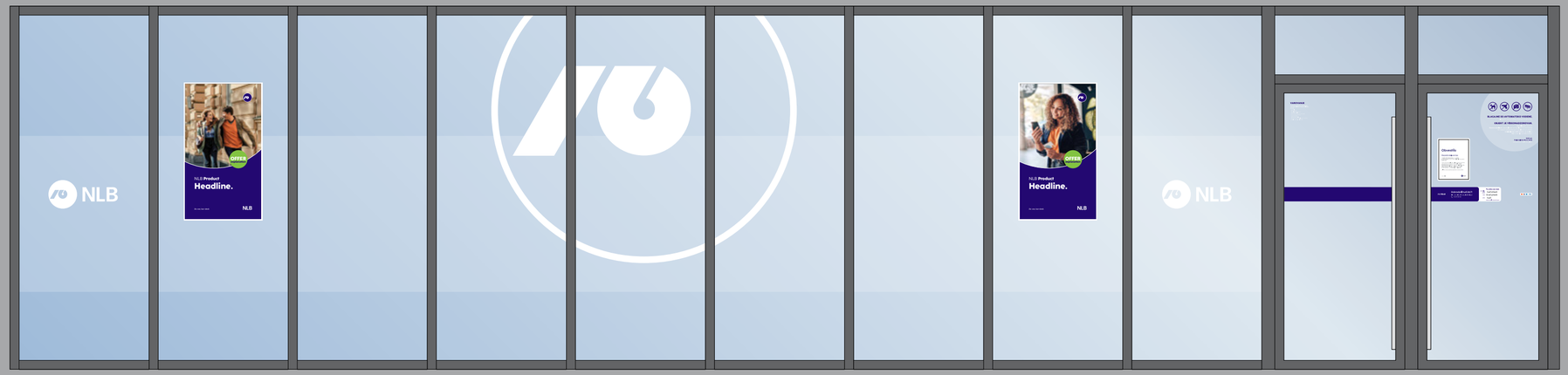
A display 75” is installed on wider glass surfaces. The minimum width of the glass surface should be 170 cm.

When additional privacy is required, a sandblasted foil strip with a height of 120 cm is applied to the inner side of the glass – from 60 cm to 180 cm above the floor.

Glass surface equipment with digital displays – display 49” and display 75”

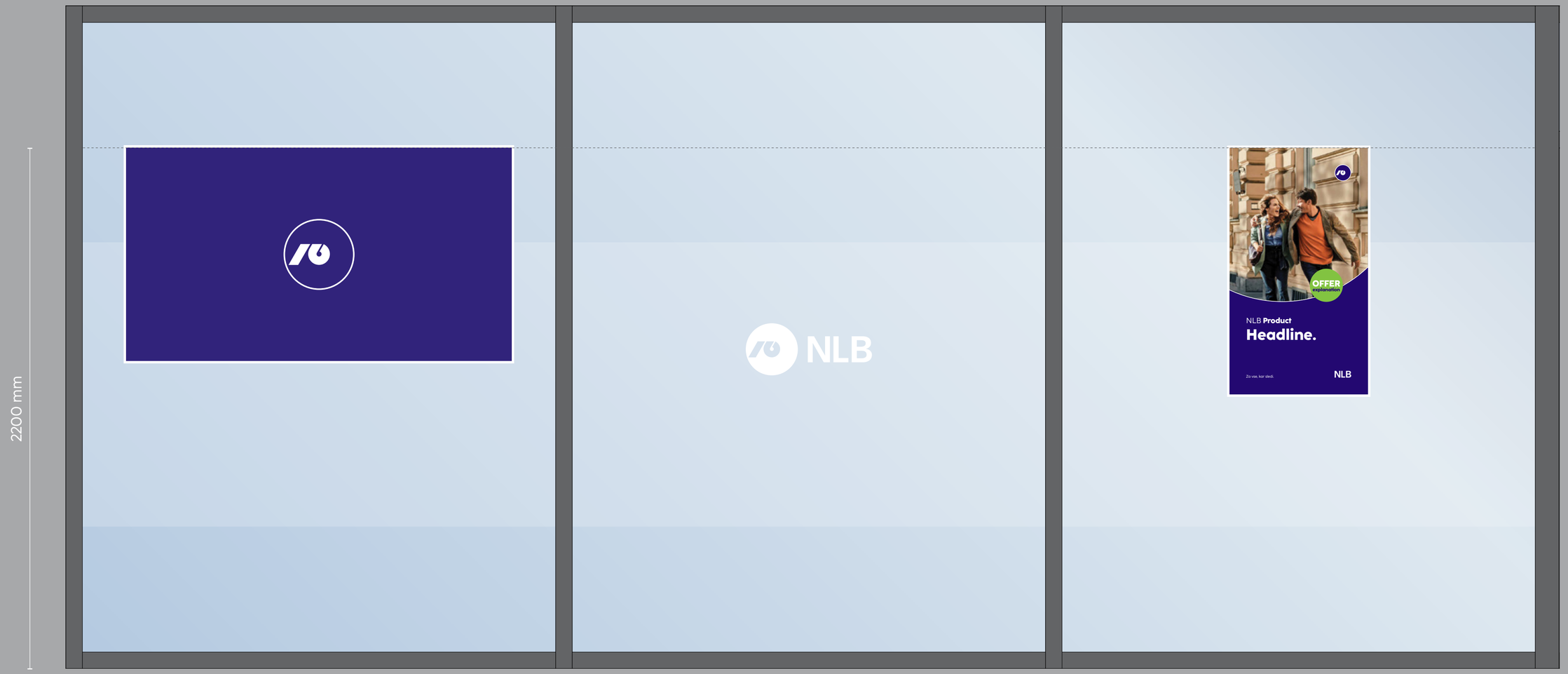


Glass surface equipment with digital displays – display 49”



Combined signage

Display 49” and display 75”



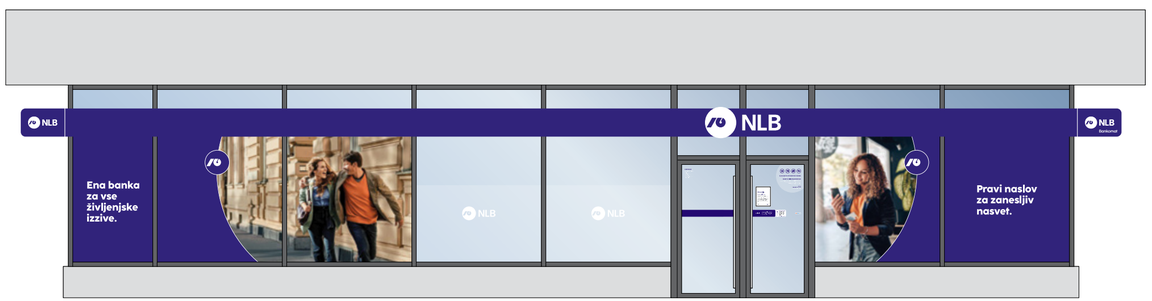
02

Sample drawings

1 Basic signage
2 Combined signage

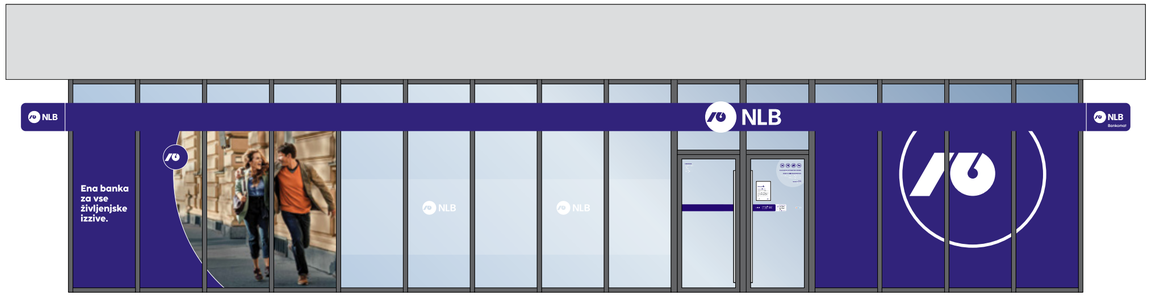
Sample drawings

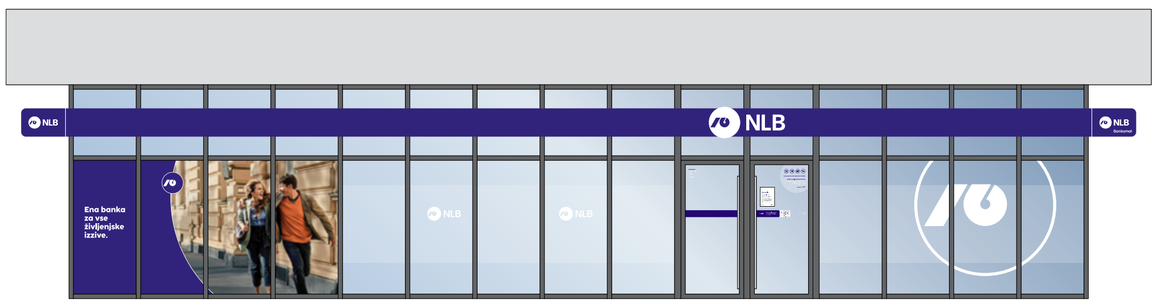
Basic signage, size A



Sample drawings

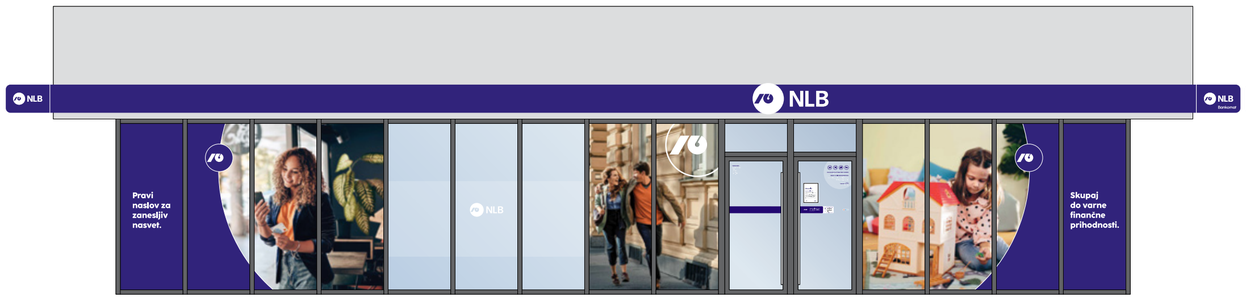
Basic signage, size A

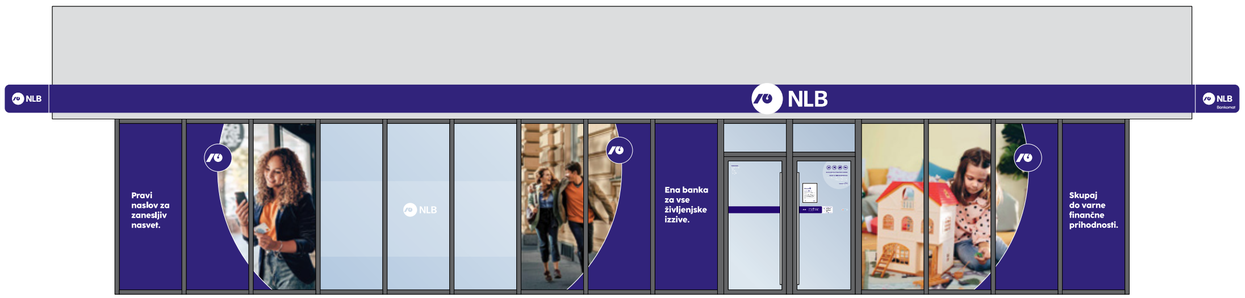


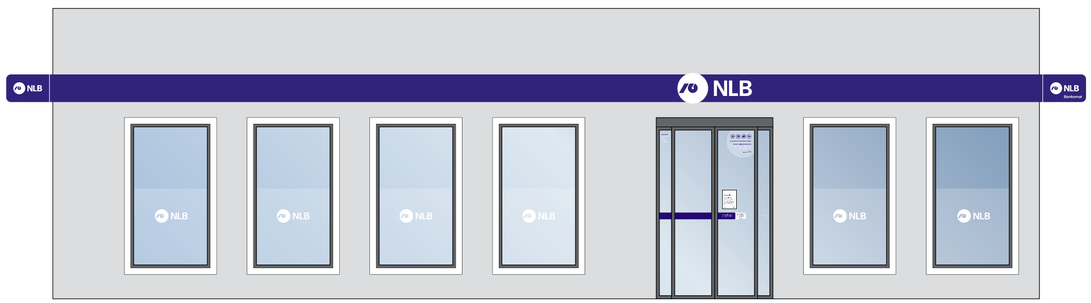


Sample drawings

Basic signage, size A

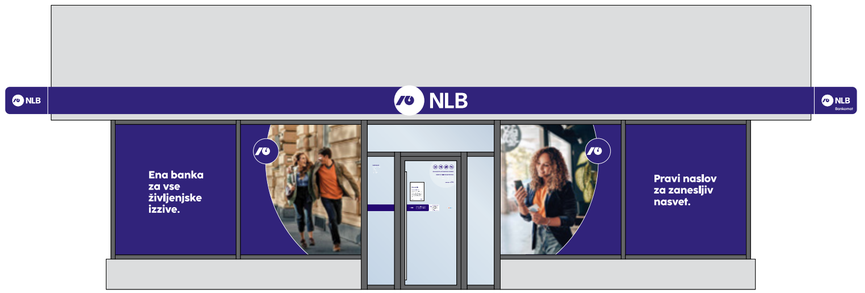


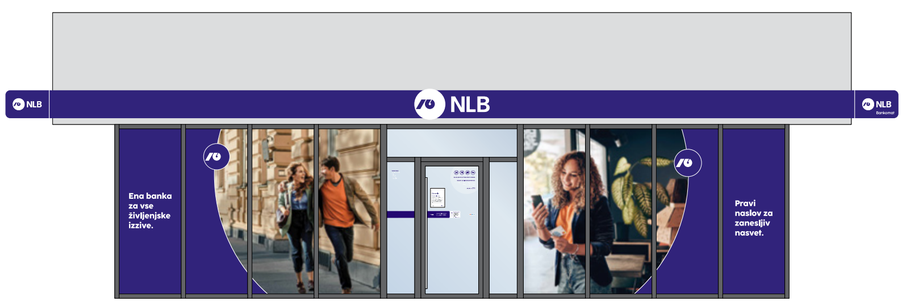


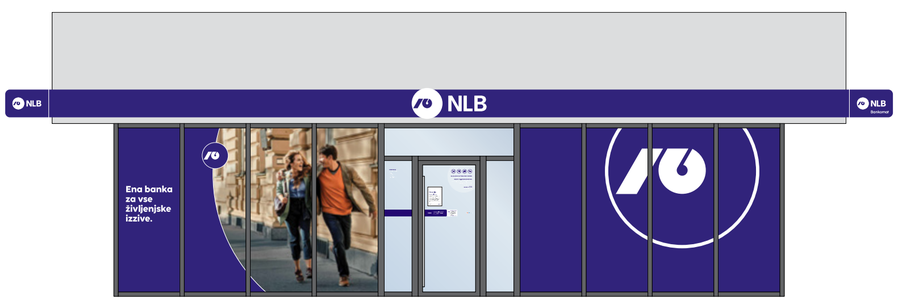


Sample drawings

Basic signage, size B

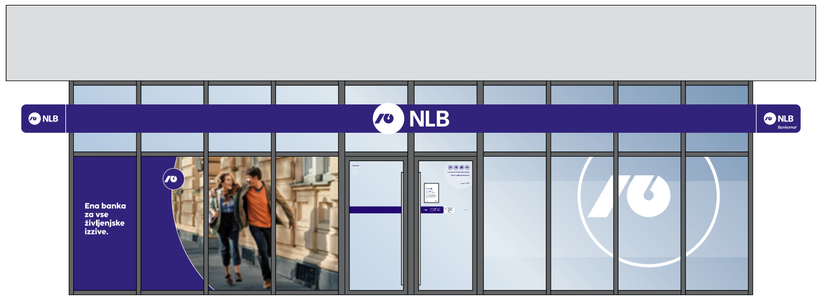


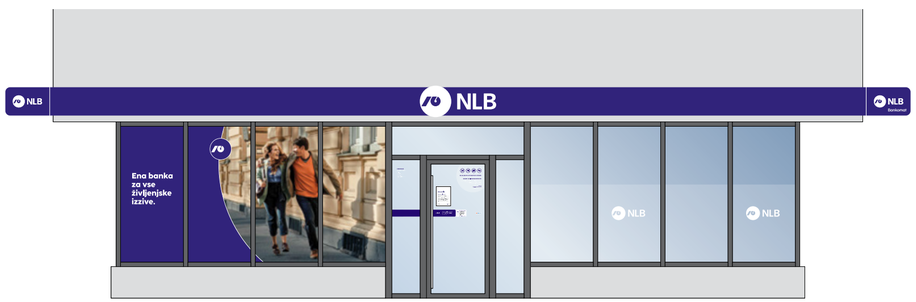




Sample drawings

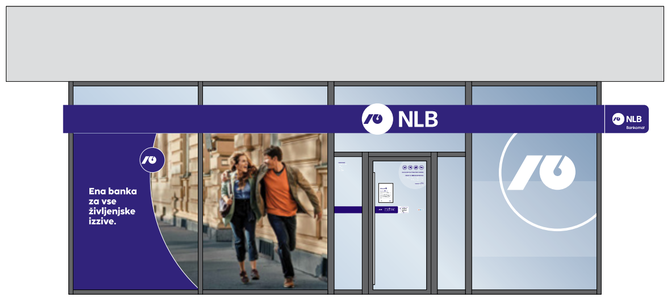
Basic signage, size B

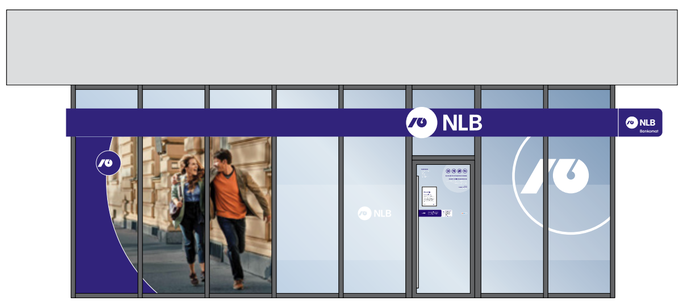


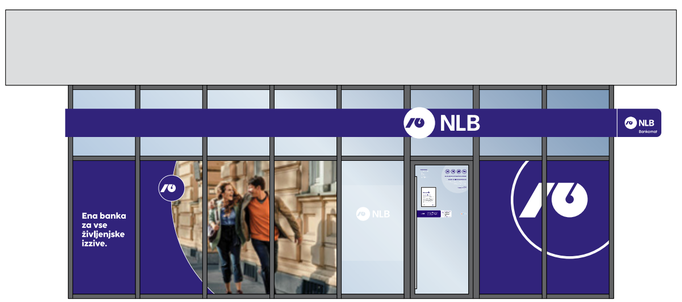


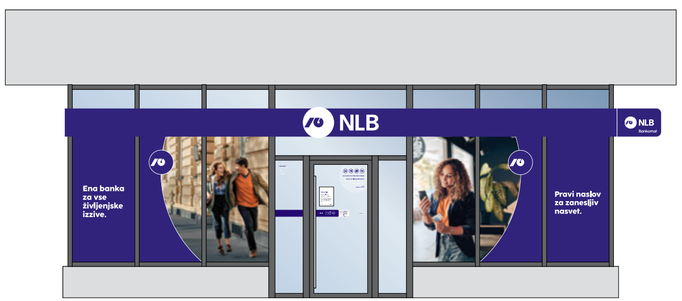
Sample drawings

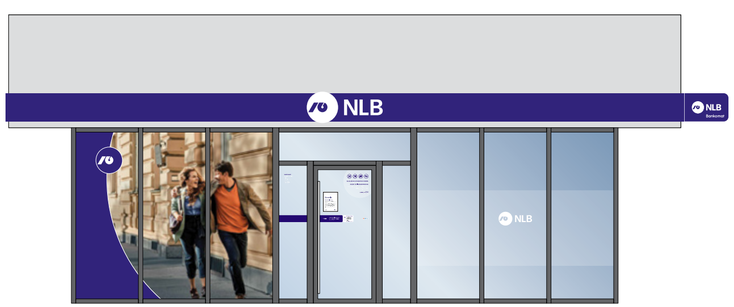
Basic signage, size C





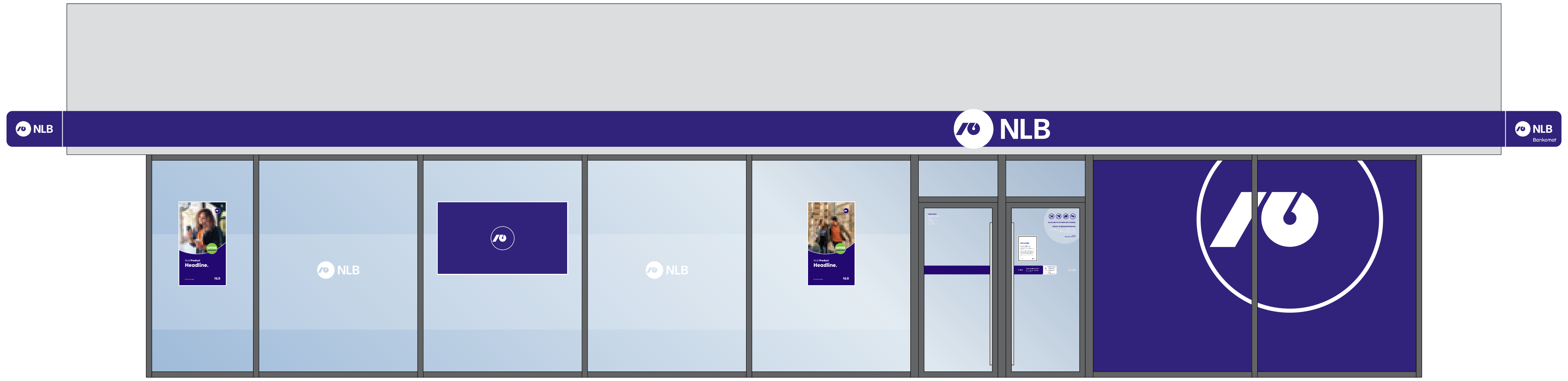


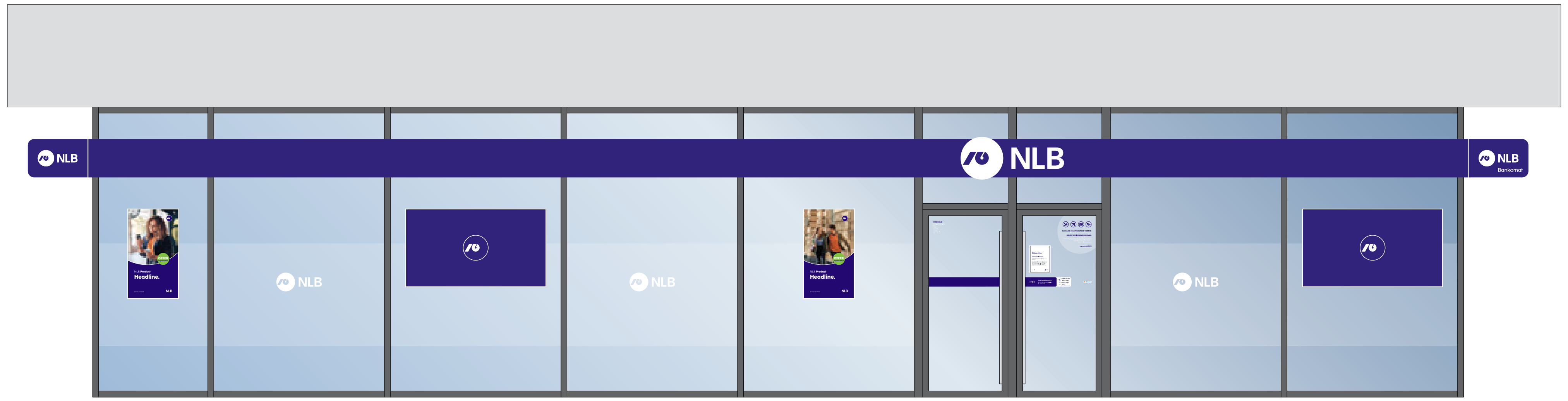


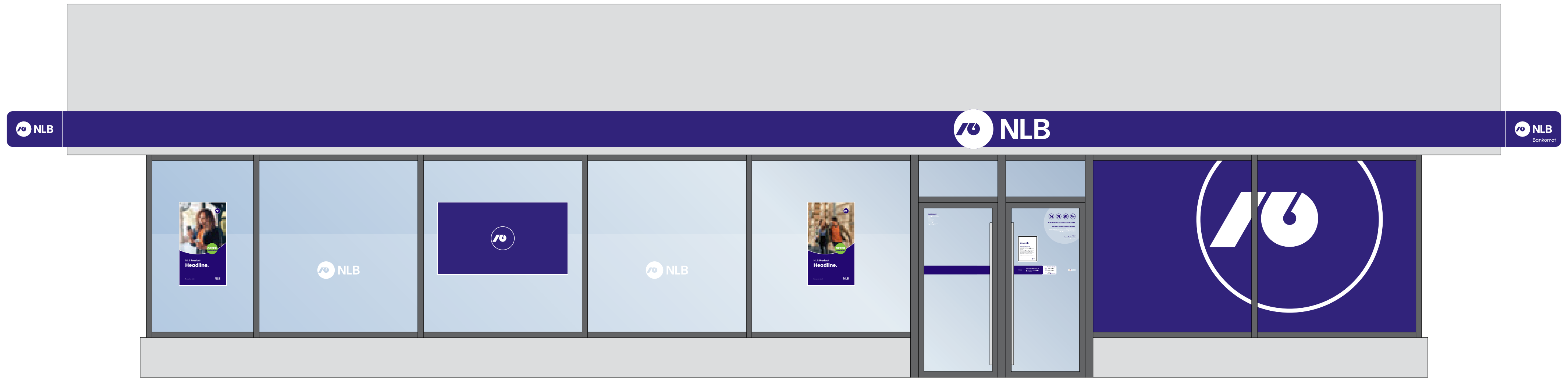


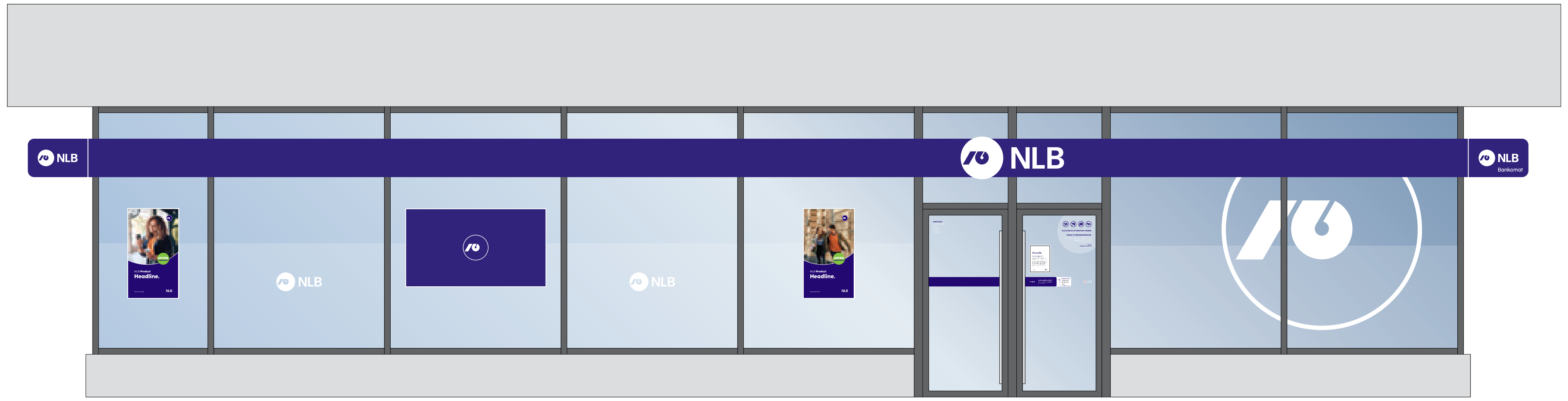
Sample drawings

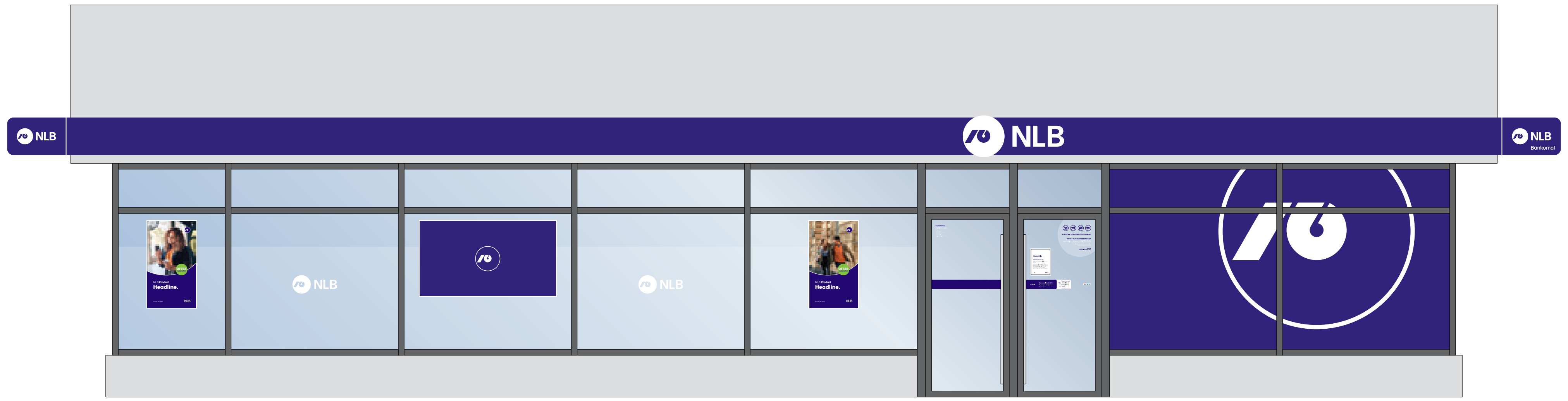
Combined signage, size A





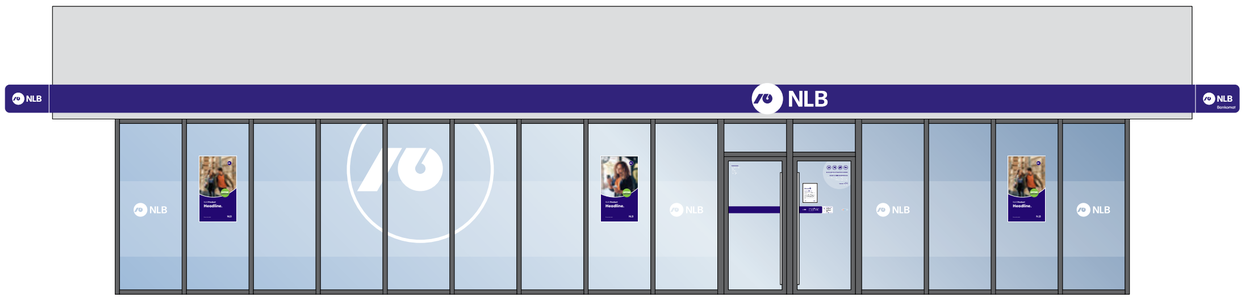


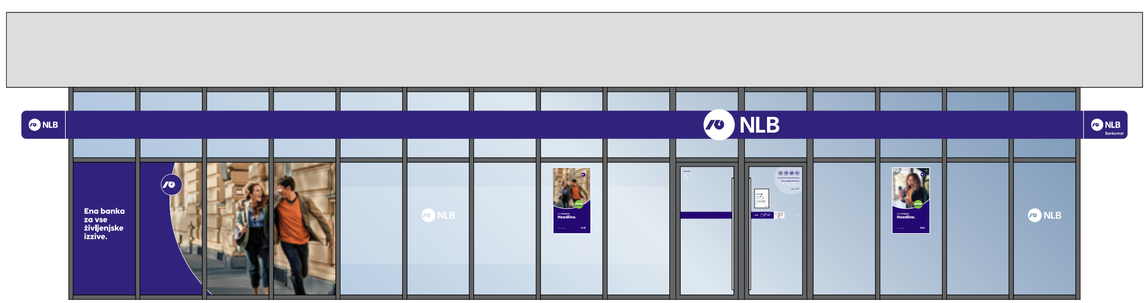




Sample drawings

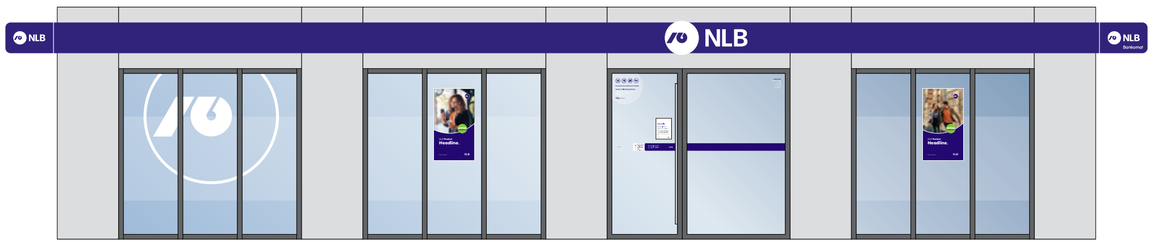
Combined signage, size A

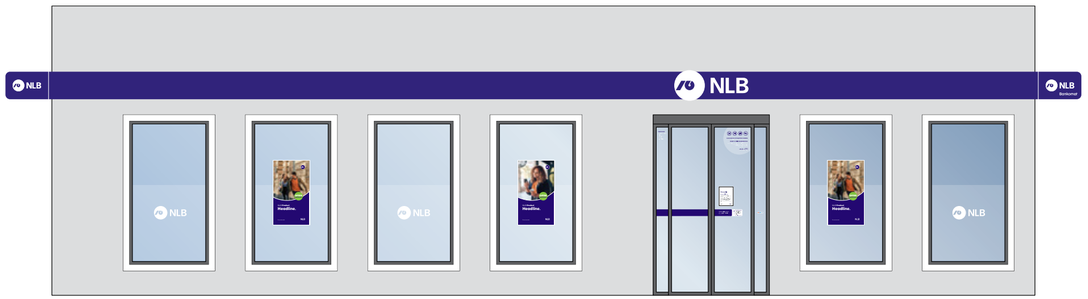




Sample drawings

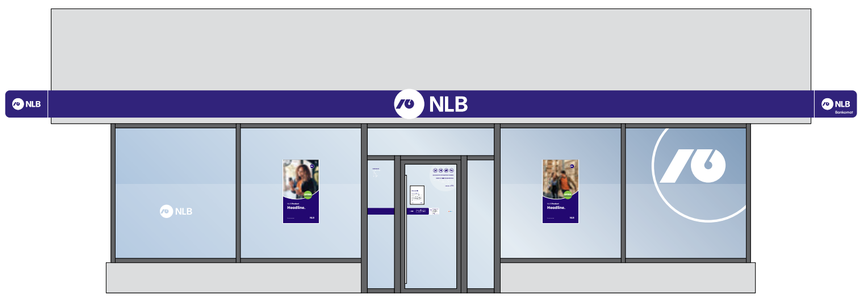
Combined signage, size A

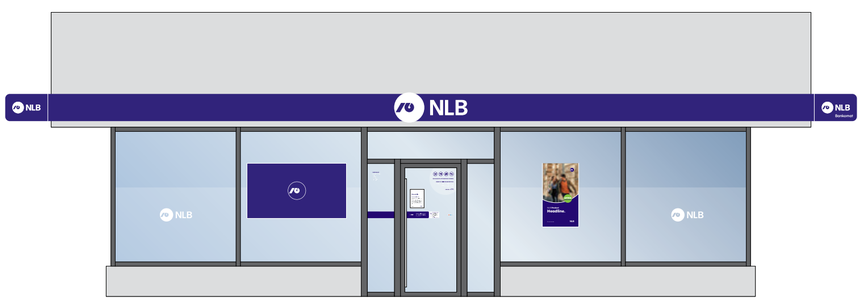




Sample drawings

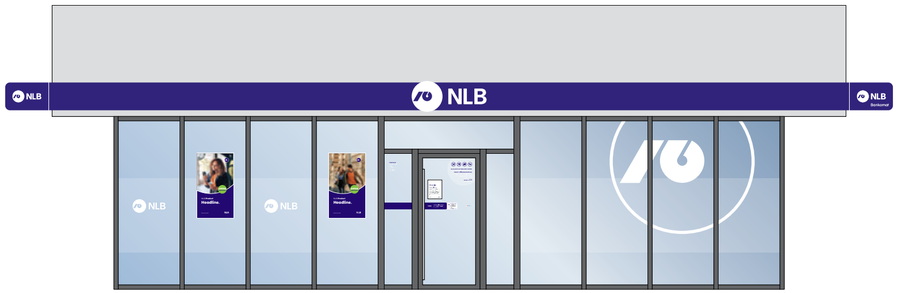
Combined signage, size B

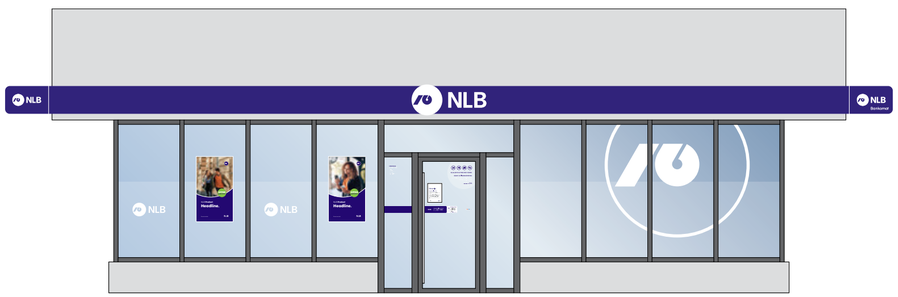


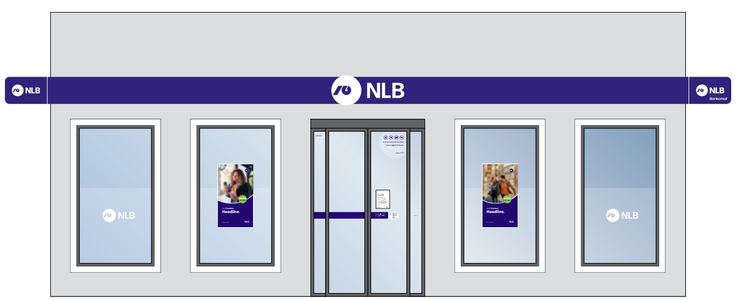


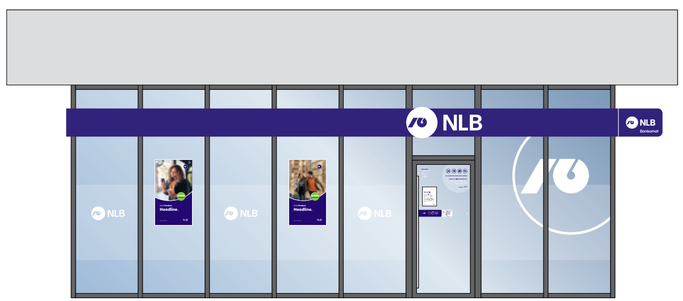
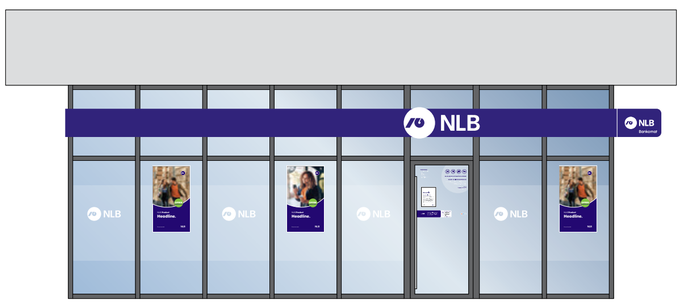
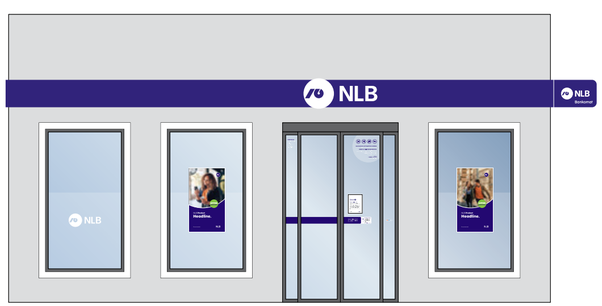
Sample drawings

Combined signage, size B







Sample drawings

Combined signage, size C