

NLB
Buy
&Go

Identity

L O G O

NLB **Buy&Go**

NLB **Buy&Go**

NLB
**Buy
&Go**

NLB
**Buy
&Go**

L O G O

NLB **Buy&Go**

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**Buy
&Go**

LOGO APPEARANCE IN THE BUTTONS

When logo goes into the buttons, it adapts to the shape of the button or field in which it is inserted.

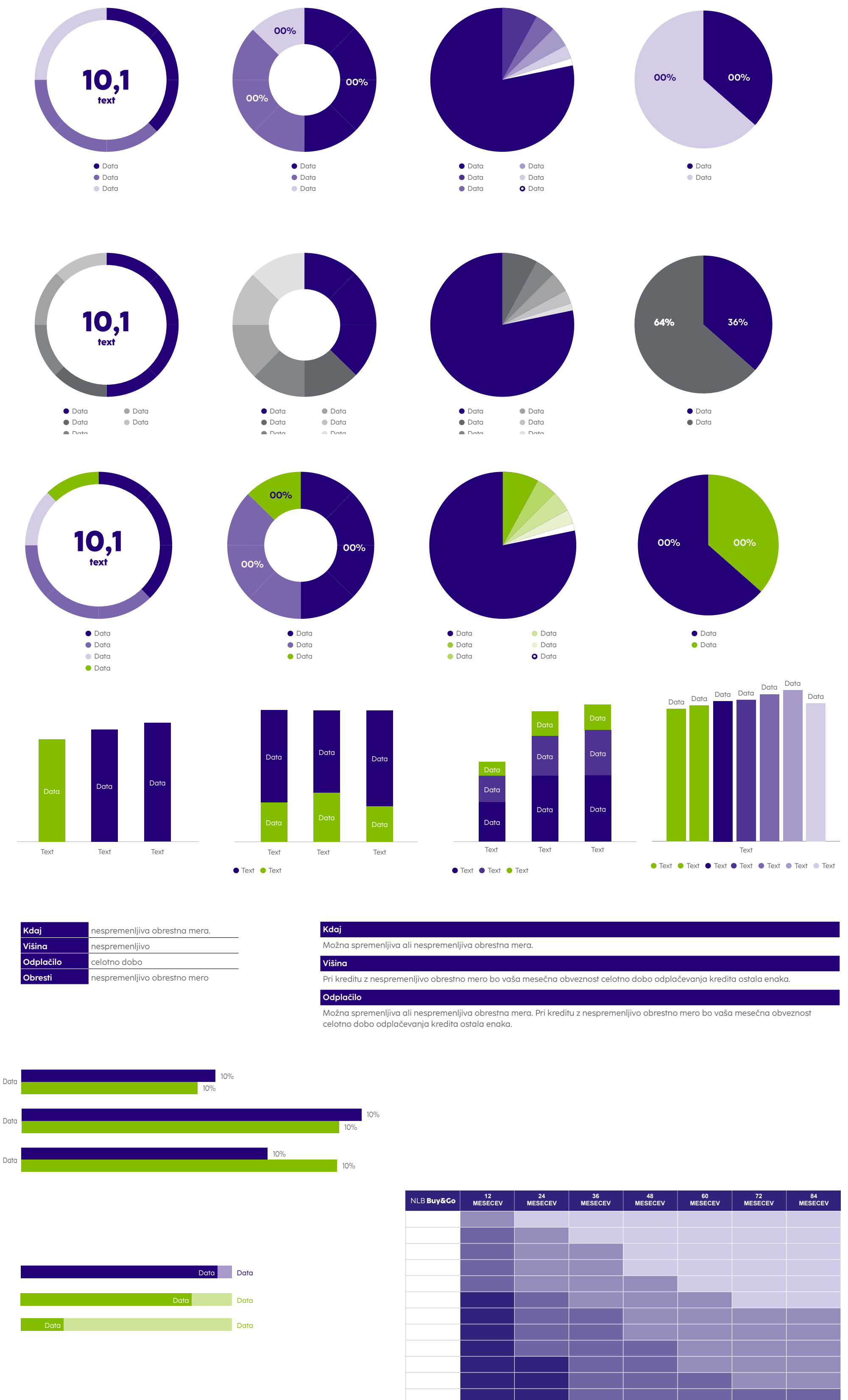
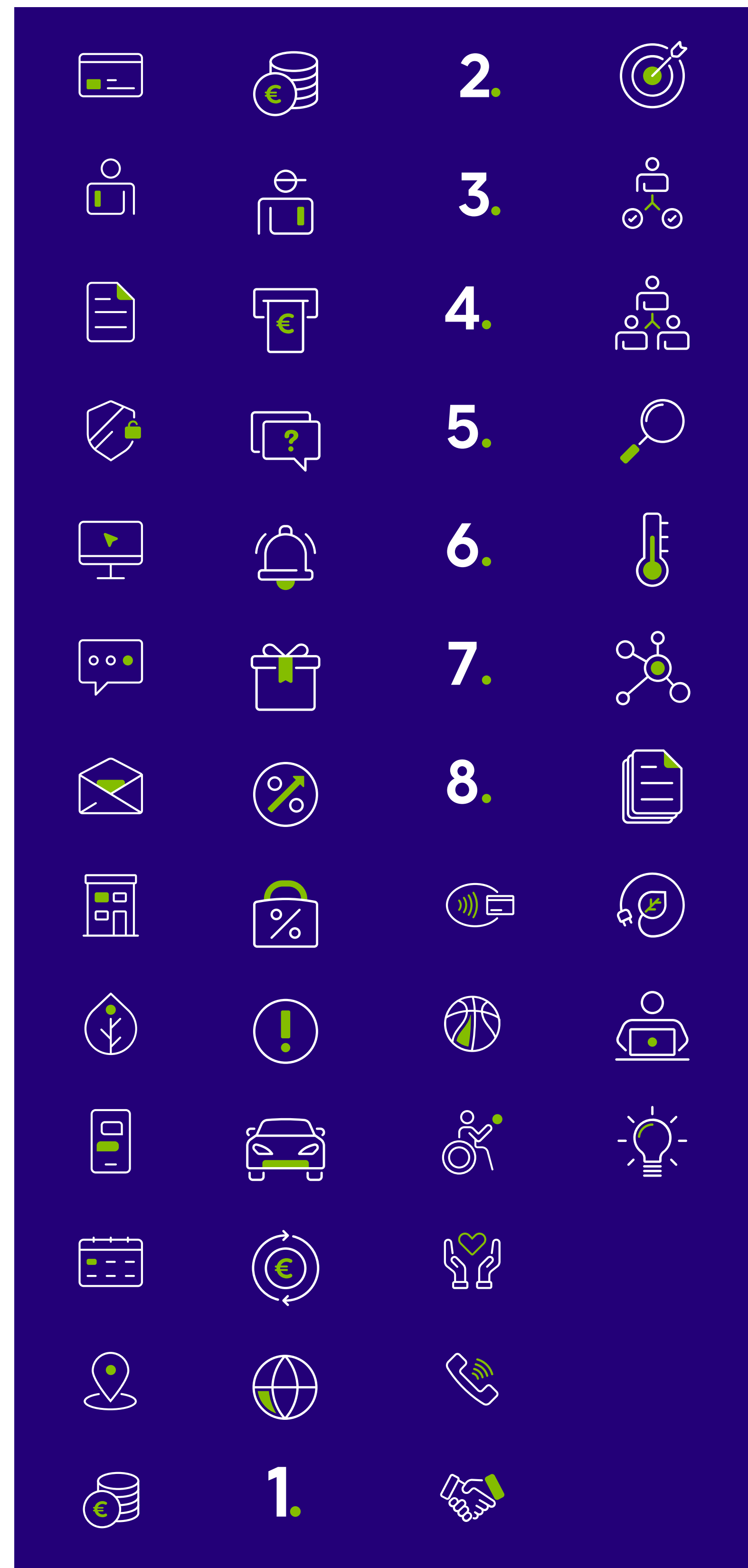
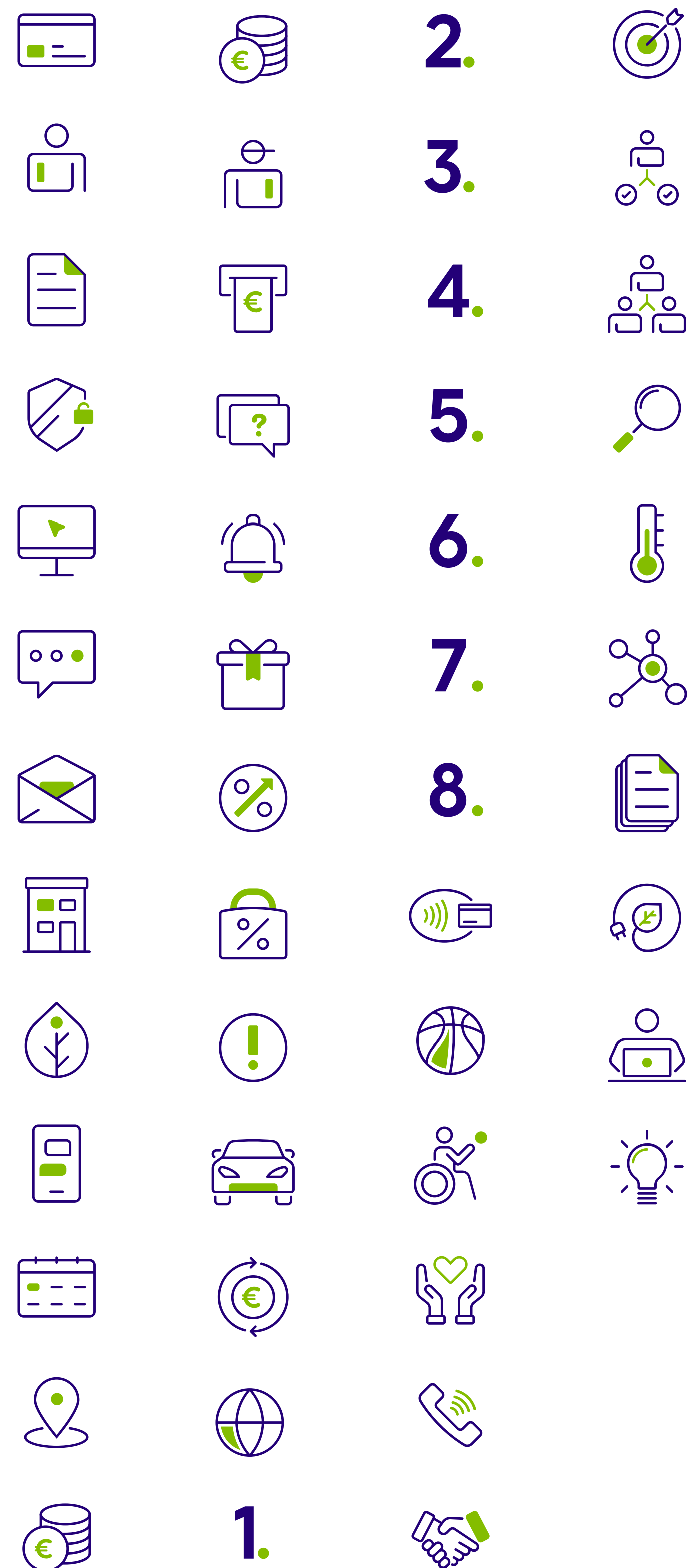


The image displays 12 variations of the NLB Buy&Go logo, arranged in a 4x3 grid. A red diagonal line runs from the top-left to the bottom-right, crossing through the first two columns. The logos vary in background color, text color, and font weight.

Row	Column 1	Column 2	Column 3
1	NLB Buy&Go (white background, dark blue text, light font)	NLB Buy&Go (white background, dark blue text, light font)	NLB Buy&Go (white background, dark blue text, bold font)
2	NLB Buy&Go (purple background, white text, light font)	NLB Buy&Go (purple background, white text, light font)	NLB Buy&Go (purple background, white text, bold font)
3	NLB Buy&Go (green background, white text, light font)	NLB Buy&Go (green background, white text, light font)	NLB Buy&Go (green background, white text, bold font)
4	NLB Buy&Go (orange background, white text, light font)	NLB Buy&Go (orange background, white text, light font)	NLB Buy&Go (orange background, white text, bold font)

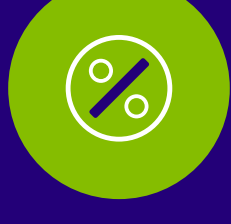


PICTOGRAMS / ICONS / GRAPHIC ELEMENTS



ICONS / PICTOGRAMS

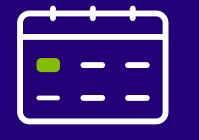
Usage in
DIGITAL
materials.

 Odobritev takoj	 Brez skritih stroškov
 Do 84 obrokov	 Za stranke vseh bank
 Brez pologa	 Za stranke vseh bank
 Za vse z rednimi mesečnimi prihodki	 Na prodajnem mestu ali spletu
 Do 15.000 €	 Možnosti plačila na obroke tudi za tujce in samostojne podjetnike
 12 mesecev	 Brez obresti
 Višina obroka po vaši meri	

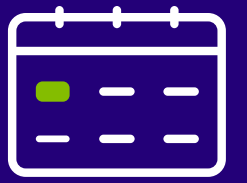
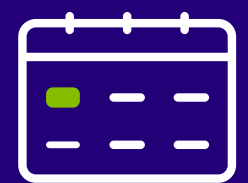
Variations in text positions.

 Do 84 obrokov	 Do 84 obrokov	 Do 84 obrokov
--	---	--

Usage
recomended
in **PRINT ADS**
materials.

 Odobritev takoj	 Brez skritih stroškov
 Do 84 obrokov	 Za stranke vseh bank
 Brez pologa	 Za stranke vseh bank
 Za vse z rednimi mesečnimi prihodki	 Na prodajnem mestu ali spletu
 Do 15.000 €	 Možnosti plačila na obroke tudi za tujce in samostojne podjetnike
 Brez obresti	 12 mesecev
 Višina obroka po vaši meri	

Icons without a circle are only used when there is a green sticker on the material. If there is no sticker, use icons in a green circle.

 Do 84 obrokov	 Do 84 obrokov	 Do 84 obrokov
--	--	--

TV P I C T O G R A M S M E A N I N G S

Usage in
**TV or
DIGITAL**
materials.



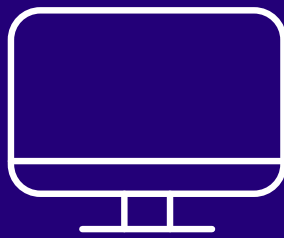
Mobile phone



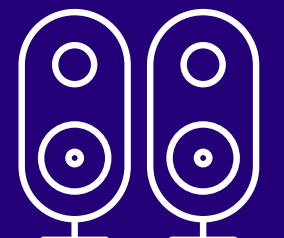
Travel



Tv set



Computer



Sound system



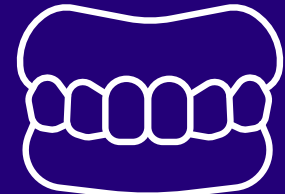
Robot vacuum cleaner



Baby stroller



Washing machine



Dentistry



Furniture



Bicycle



Car

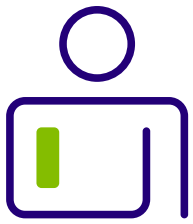
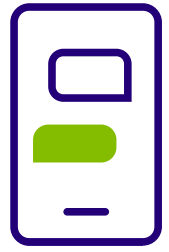
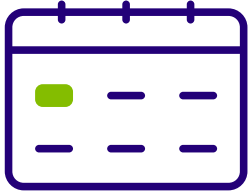
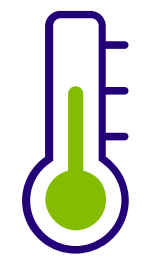
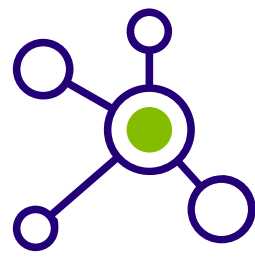
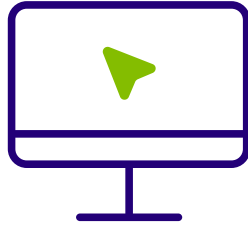
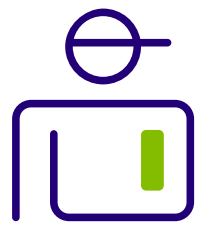
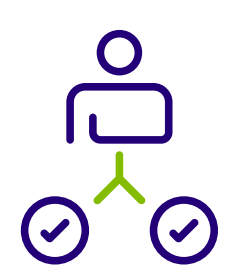
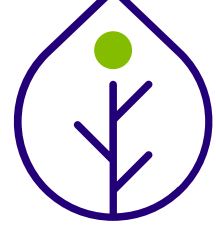
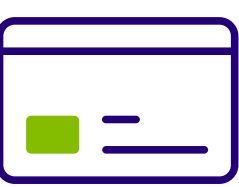


Barbecue

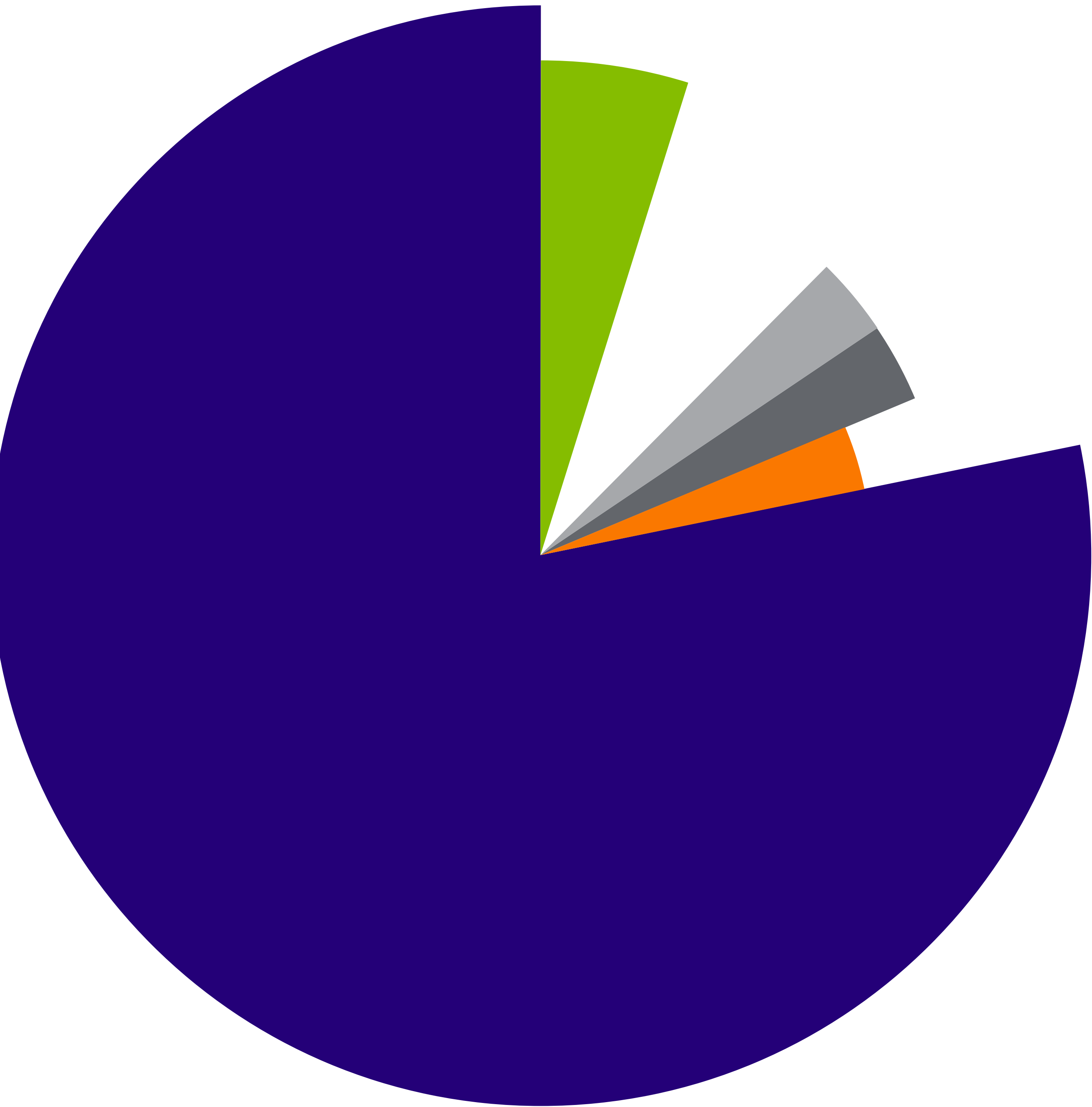


Glasses

PICTOGRAMS MEANINGS

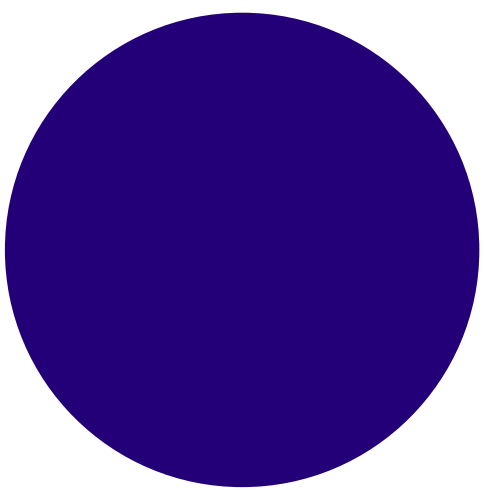
	User		Smart phone		Gift		Number three		Parasport		Magnifying glass
	Document		Calendar		Interest rate		Number four		Charity		Temperature
	Safety		Location		Fixed rate		Number five		Call		Molecule
	Computer		Coins		Exclamation		Number six		Handshake		Papers
	Chat		Youngsters		Vehicle		Number seven		Target		Energy
	Mail		ATM		Transaction		Number eight		Participants		Employees
	Building		Frequently ask		Number one		Contactless payment		Leadership		Light bulb
	ESG		Notice		Number two		Ball		Magnifying glass		Bank card
											Identity card

BASIC COLORS



NLB INDIGO BLUE

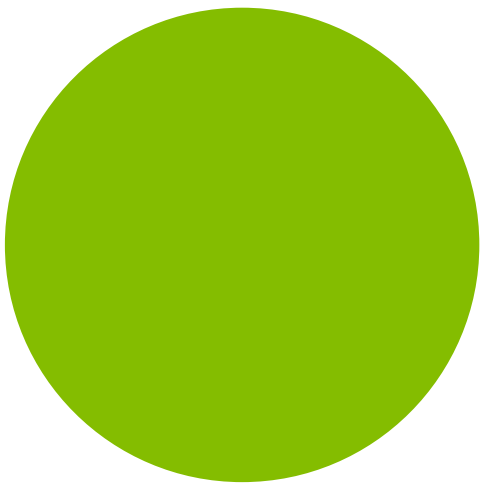
PANTONE 2745
95C 100M 0Y 20K
R35 G0 B120
#230078
RAL DESIGN 290 20 35



NLB Indigo is the essential color of the brand and should be ever-present. It is used for backgrounds and text setting in product advertising. White is its background.

NLB WARM GREEN

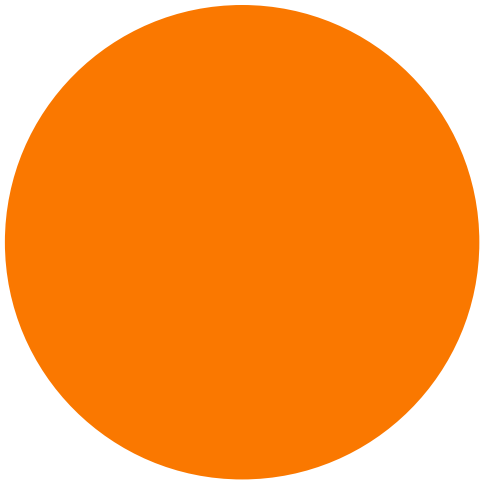
PANTONE 376
54C 0M 100Y 0K
R132 G189 B0
#84BD00
RAL DESIGN 120 70 75



NLB Warm Green is used for accents in text, as a sticker basis when there is enough indigo and for graphic elements in brochures.

NLB ACCENT ORANGE

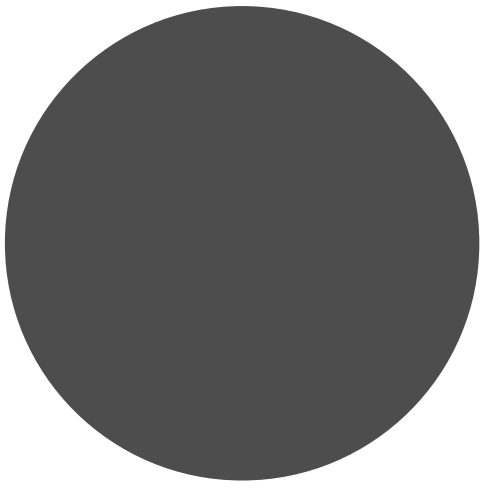
PANTONE 1505
0C 70M 100Y 0K
R250 G120 B0
#FA7800
RAL DESIGN 060 60 80



NLB Accent Orange is the color for CTA buttons in product advertising, for graphic elements in brochures, last but not least it is the **secondary color of the Employer branding**.

NLB DARK GRAY

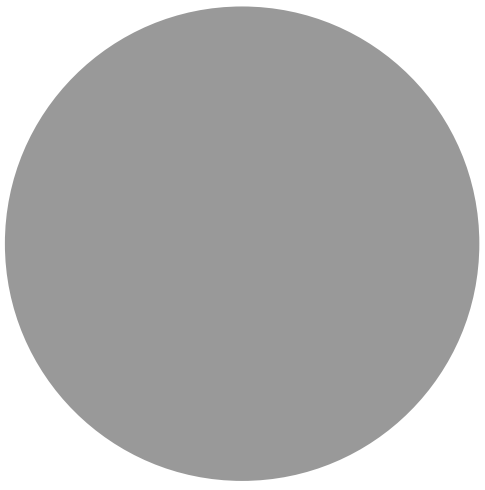
PANTONE COOL GRAY 10
0C 0M 0Y 75K
R99 G102 B106
#63666A
RAL 7012



NLB Dark Gray for text setting in printed material such as brochures, for graphic elements and it is the **secondary color of the Corporate branding**.

NLB LIGHT GRAY

PANTONE 877
0C 0M 0Y 40K
R 167 G 168 B 170
#A7A8AA
RAL 9022

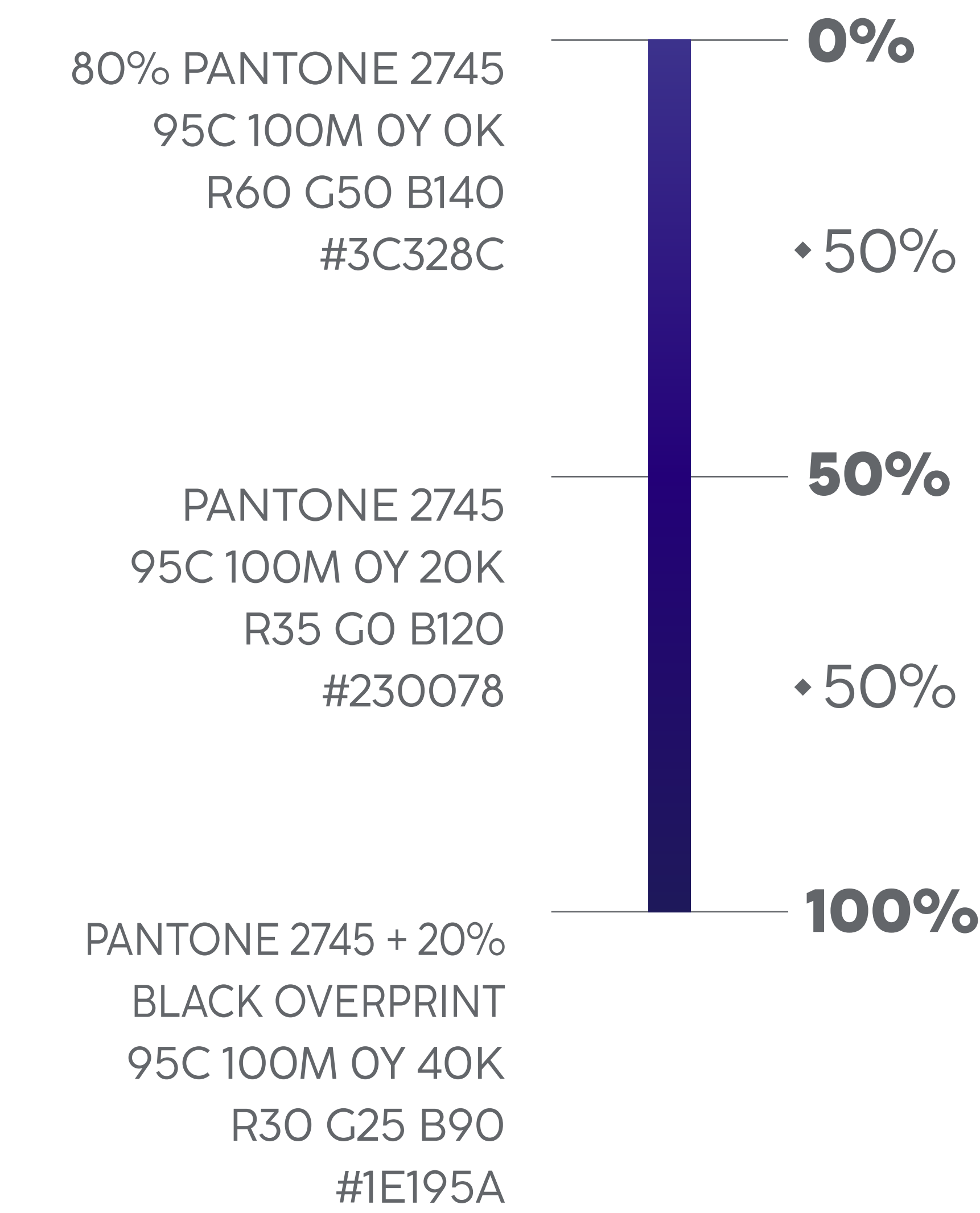


NLB Light Gray is used for graphic elements and is the **secondary color of the Corporate branding**.

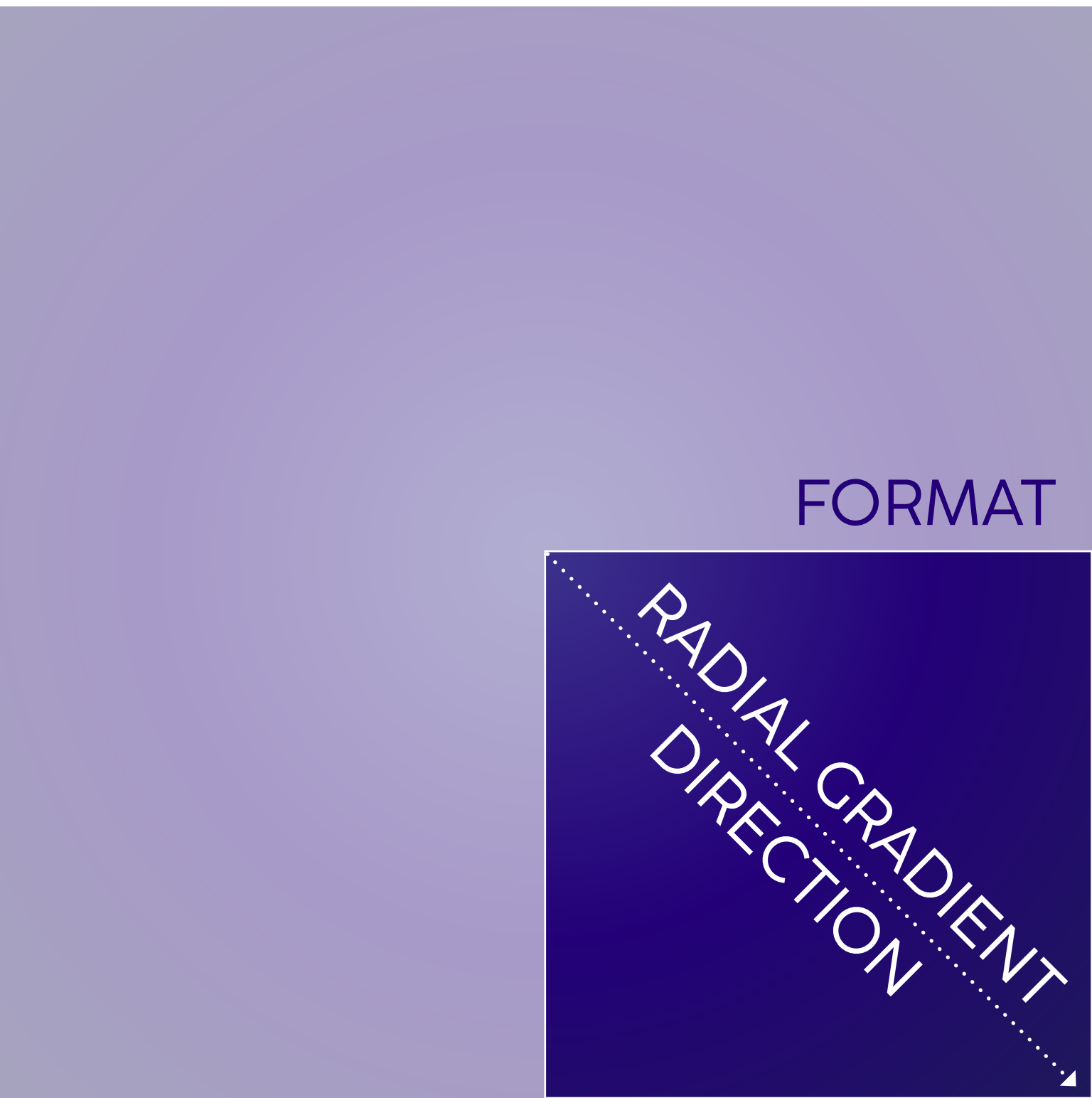
COLOR GRADIENT

The aim of using the NLB color gradient is to set up the impression of the depth or space. The preffered use is in printed materials, with large indigo surfaces. It could be used on screen materials as well, but only when a distinction between overlapping graphic elements in indigo color is needed.

RADIAL GRADIENT STRUCTURE



RADIAL GRADIENT ON FORMAT



Inspired by the classy aesthetics of fashion icon Coco Chanel.

Coco Sharp typeface is able to transform a simple word in a memorable wordmark. Drawn on a classic geometric sans skeleton, it brings the brand's heritage to the modern times.

On a personal computer system and /office templates, typeface Arial (family) is used.

P R O D U C T C O M M U N I C A T I O N

NLB Product

Coco Sharp
Regular

Coco Sharp
Extra Bold

NLB Product

NLB Buy&Go

Coco Sharp Bold

Ensure that **NLB Buy&Go** is always written in bold when it appears in **running text**, in order to maintain a consistent rule.

NLB Buy&Go

Coco Sharp ExtraBold

Ensure that **NLB Buy&Go** is always written in extra bold when it appears as **headlines**.

NLB Buy&Go

horizontal v. of the logo

Everything else should remain as originally, used as **horizontal version of the logo**.

PHOTOGRAPHY

Life is not still. Just go!

Real young people captured in a fun, expressive moment. Warm, vibrant tones. Low contrast between highlights and shadows. The headline should be written in white or indigo. The background is a base indigo color with a gradient on the edges to create a sense of space.

BUY&GO PEOPLE



BUY&GO PEOPLE + PRODUCT



COPY STRATEGY

We are not a bank — and we don't act like one.

We are smaller, younger, vibrant, spontaneous, approachable, communicative, active, and creative.

We're an indigo space, but full of life's colors. Our role is to help people pay for their purchases more easily — with more installments. We talk with our customers, not at them. We use their language. We ask, we guide and we provide solutions. Always with the impression that it's possible — right there, in the moment, wherever the customer is. Proactive. We are always on their side, within reach, making purchases in installments possible.

A D D R E S S I N G

Advertising and promotional materials (end customers, partners): **'you.'**

Documentation upon conclusion - emails, letters (end customers): **'YOU.'**
(due to sensitive content and first personal contact)

Direct marketing campaigns - SMS, emails, letters (end customers): **'YOU.'**

Emails, letters (partners): **'YOU.'**

Website (end customers, partners) :

- content: **'YOU.'**
- buttons and first-person questions from the user's point of view or questions from the brand's point of view: **'you.'**

Social media:

- end customers **'you.'**
- partners **'YOU.'**

T E X T S E T T I N G

Headline

is always in **Coco Sharp Extra Bold** and in white color. Its size and position are set to fit best its length, format and/or image. It is styled as a sentence with a capital at the beginning and a punctuation mark (full stop) at the end. But never in capital letters.

Leading: Headline size x 1.1 pt

Kerning: 0, 25 for TVC and video

Alignment: Left (central for TVC)

Super- & subtitle

style is set according to the content:

product communication style (NLB **Product** = Coco Sharp Regular + Coco Sharp Extra Bold) or

non-product communication = Coco Sharp Regular

Super- & subtitle title size:

1/2 of the headline size (preferred)

1/3 of the headline size only in cases of supersized headline

2/3 of the headline size only for OOH when needed to ensure readability on complex photo background (the decimal numbers should be rounded up to the nearest whole number)

Leading: Headline size x 1.1 pt

Kerning: 0, 25 for TVC and video

Alignment: Left (central for TVC)

1/2 HL size

Headline

1/2 HL size

Preferred

1/3 HL size

Headline

1/3 HL size

With supersized headlines

Obroki pri roki.

Izračunaj svoj limit.

Obroki pri roki.

Izračunaj svoj limit.

TEXT SETTING

Bodycopy

Coco Sharp Regular 10/13 pt
(preferred size for A4)

For other formats:

Leading: bodycopy size x 1.3 pt

Kerning: 0, 25 for TVC and video

Text emphasize:

Level 1: Coco Sharp Bold

Level 2: Coco Sharp Bold + Warm Green

Alignment: Left (central for TVC)

URL appearance: Coco Sharp Bold

Kerning: 50

Claim

Coco Sharp Regular

Type size: Bodycopy + 2 pt

²/₃ HL size

Headline

²/₃ HL size

Only for OOH when needed
to ensure legibility on
complex photo background

²/₃ HL size

Headline

²/₃ HL size

Only for DIGITAL when
needed to ensure legibility
on photo background
or size of the media

Obroki pri roki.

Izračunaj svoj limit.

Obroki pri roki.

Izračunaj svoj limit.

TEXT SETTING STICKER

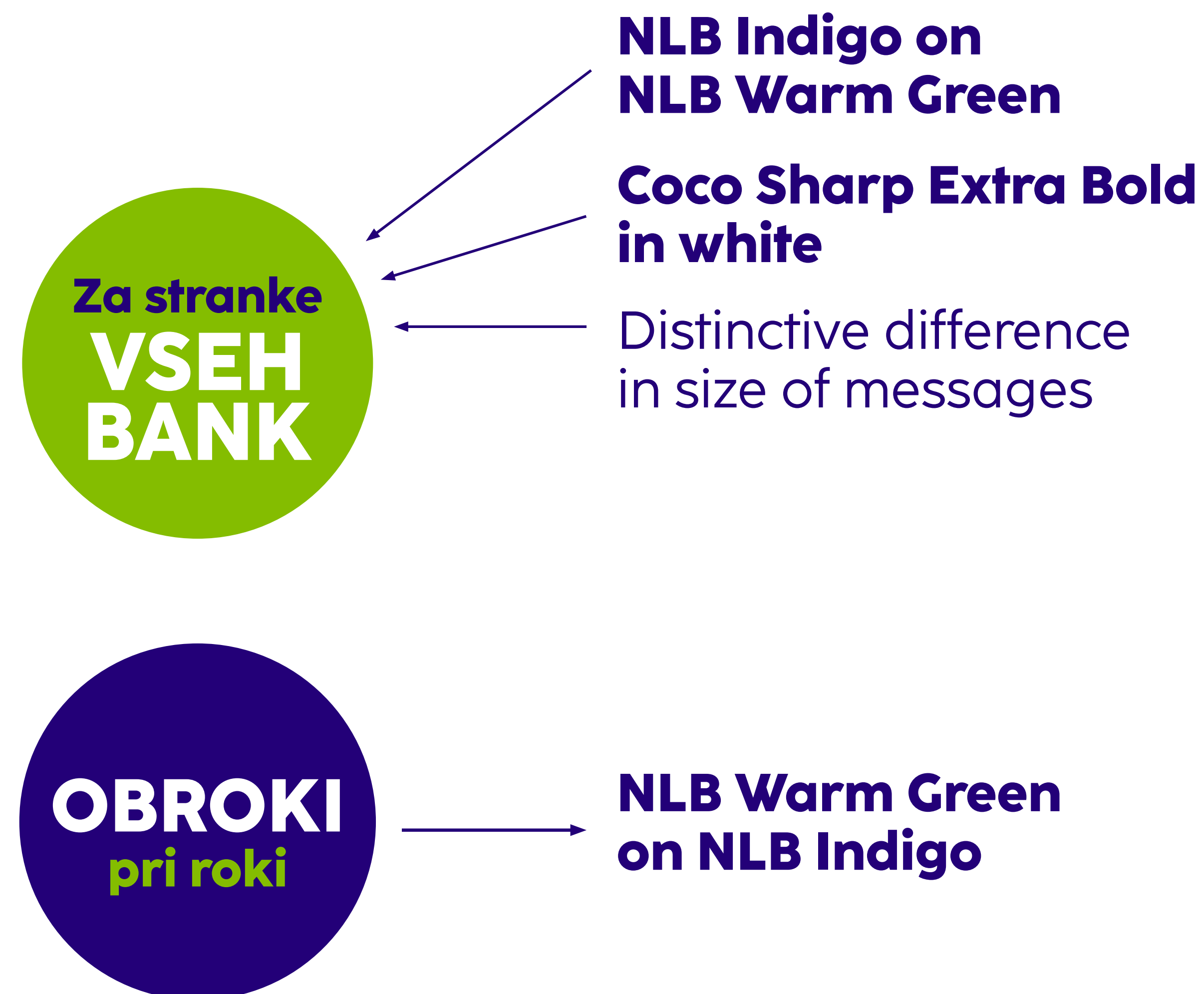
Only when sufficient indigo color space is provided, warm green is used to spotlight the message, offer or other key information.

Short sentence style setting in Coco Sharp Extra Bold without punctuation mark. It should be set in two letter cases and type sizes: the key information in capital letters in white and the additional text in lowercase letters NLB Indigo or NLB Warm Green, depending on the background color. The distinctive difference between the type sizes is necessary.

The space before any kind of special character such as €, %, ... should be set as "Thin space".

The sticker size is set according to the grid size of the sign, when longer words are used, it could be enlarged by 1A (1/2 of the size of the sign).

The sticker position is near the headline, the position close to the sign should be avoided.



TEXT SETTING STICKER

Examples.



STICKER
Applications.

Za stranke
**VSEH
BANK**

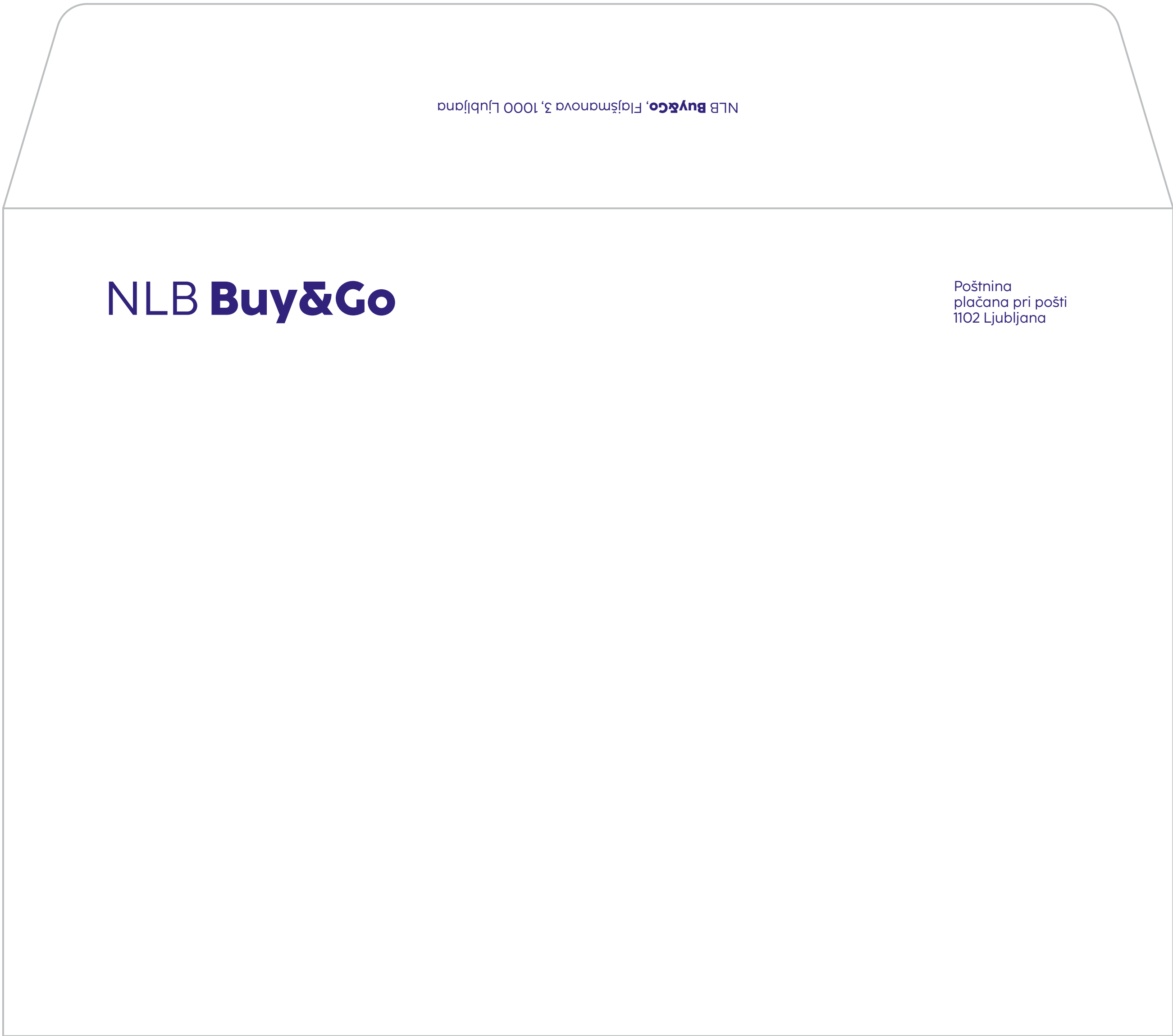
Za stranke
**VSEH
BANK**

Odobritev
TAKOJ

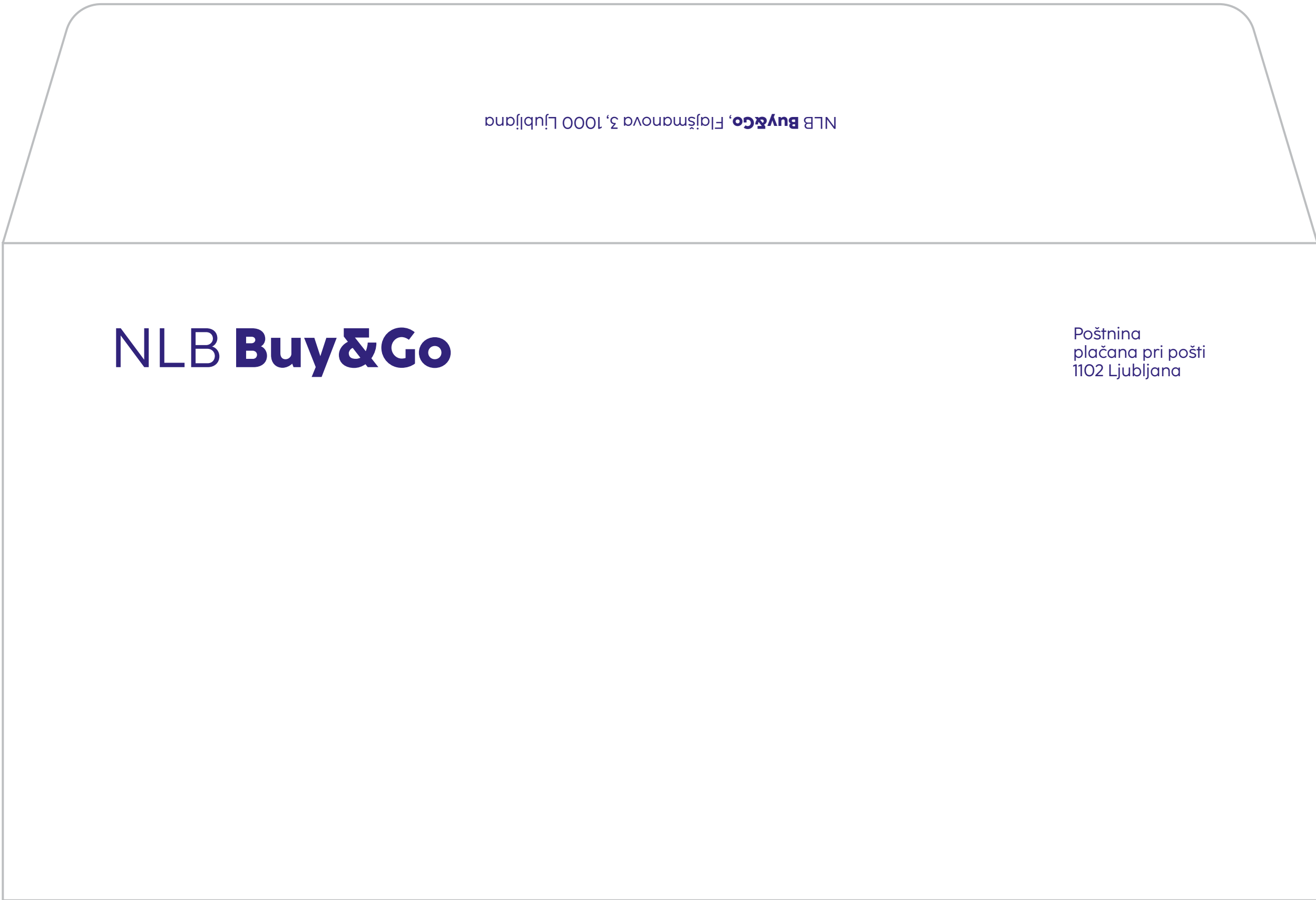
A P L I K A C I J E

E N V E L O P E S

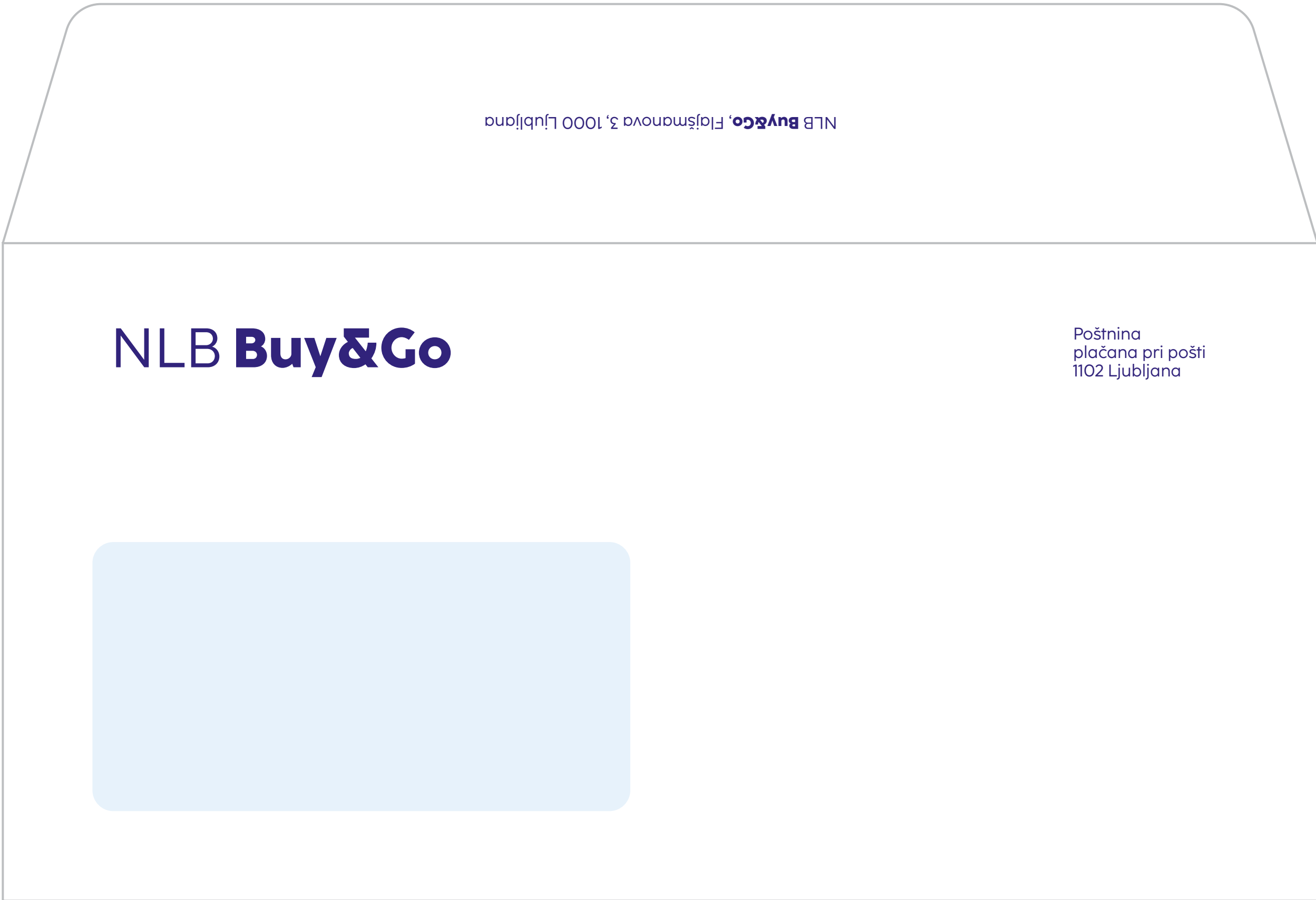
ENVELOPE C5
(229X162)mm



American ENVELOPE
(220X110)mm no window



American ENVELOPE
(220X110)mm window



NLB Buy&Go

NLB Lease&Go d.o.o.
Flajšmanova 3,
1000 Ljubljana, Slovenija
T: +386 1 548 33 60
E: info@nlbleasego.si
W: nlbleasego.si

Spoštovani,

Zahvaljujemo se vam za izkazano povpraševanje za storitev »NLB Buy&Go – obročno plačevanje kjerkoli«. Ker vemo, da je za trgovca proces izpolnjevanja podatkov o stranki lahko zamuden in nejasen, smo ga prilagodili, tako da ga v celoti izpolni stranka. Stranki lahko izdate predračun/račun/naročilo (ki se mora glasiti na ime stranke) za vse zneske nad 100 EUR do 15.000 EUR. Na tem dokumentu morajo biti navedeni naslednji podatki: davčna številka podjetja, predmet nakupa in podatki za plačilo (TRR in sklic).

Na dokument dodajte priloženo QR kodo – povezava vodi do aplikacije za sklenitev obročnega plačila. V kolikor stranki dokument pošljete elektronsko, jo usmerite na naslov obroki.1stavno.si, ki ravno tako vodi do navedene aplikacije.

V primeru odobritve in sklenitve kreditne pogodbe med stranko in nami, vam NLB Buy&Go nakaže 100% znesek financiranja, brez stroškov provizije oz. kakršnih koli drugih stroškov. S stranko se nato dogovorite za prevzem izdelkov oz. storitev.

Čas dokončne sklenitve pogodbe je odvisen tudi od odzivnosti stranke, zato se s stranko dogovorite za možnost rezervacije artiklov oziroma zagotovitev zaloge.

Za stranko je financiranje »NLB Buy&Go« zelo konkurenčno, znesek obroka je ves čas plačevanja fiksni in se ne spreminja, vsi stroški so že vključeni v mesečni obrok, stranka nima nobenega pologa, financiranje pa lahko kadarkoli predčasno poplača, brez dodatnih stroškov.

V prilogi vam pošiljamo promocijski material, s katerim vam želimo pomagati pri ozaveščanju strank o možnosti obročnega plačila na vašem prodajnem mestu. Po želji ga lahko uporabite na vaši spletni strani oz. promocijskem gradivu.

Za nejasnosti in vaša vprašanja se lahko obrnete na info@nlbbuygo.si ali nas pokličete na 01 548 34 42.

Prijazen pozdrav,

Ekipa NLB Buy&Go

NLB Buy&Go

Summit Leasing Slovenija d.o.o.
Flajšmanova 3,
1000 Ljubljana, Slovenija
T: +386 1 548 33 60
F: +386 1 548 33 88
E: info@summit-leasing.si
W: summit-leasing.si

Spoštovani,

Zahvaljujemo se vam za izkazano povpraševanje za storitev »NLB Buy&Go – obročno plačevanje kjerkoli«. Ker vemo, da je za trgovca proces izpolnjevanja podatkov o stranki lahko zamuden in nejasen, smo ga prilagodili, tako da ga v celoti izpolni stranka. Stranki lahko izdate predračun/račun/naročilo (ki se mora glasiti na ime stranke) za vse zneske nad 100 EUR do 15.000 EUR. Na tem dokumentu morajo biti navedeni naslednji podatki: davčna številka podjetja, predmet nakupa in podatki za plačilo (TRR in sklic).

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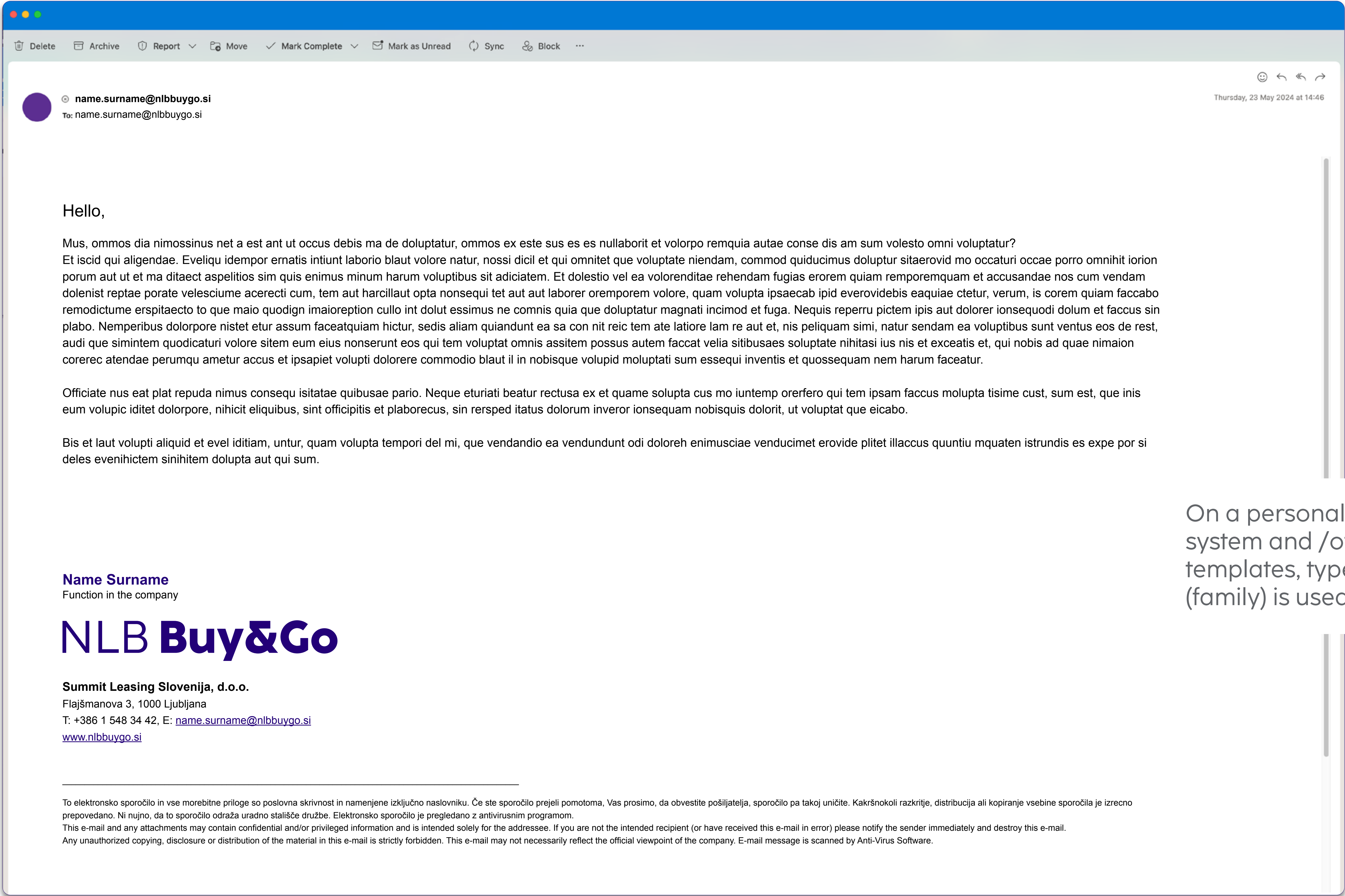
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Za nejasnosti in vaša vprašanja se lahko obrnete na info@nlbbuygo.si ali nas pokličete na 01 548 34 42.

Prijazen pozdrav,

Ekipa NLB Buy&Go

E M A I L S I G N A T U R E



On a personal computer system and /office templates, typeface Arial (family) is used.

L A N Y A R D F O R I D C A R D

NLB Buy &Go NLB Buy &Go NLB Buy &Go NLB Buy &Go NLB Buy &Go NLB Buy &Go NLB Buy &Go NLB Buy &Go

NLB Buy &Go NLB Buy &Go NLB Buy &Go NLB Buy &Go

NLB
Buy
&Go

NLB
Buy
&Go

N O T E B O O K
Cover V1, cover V2, back cover

NLB
**Buy
&Go**



NLB
**Buy
&Go**

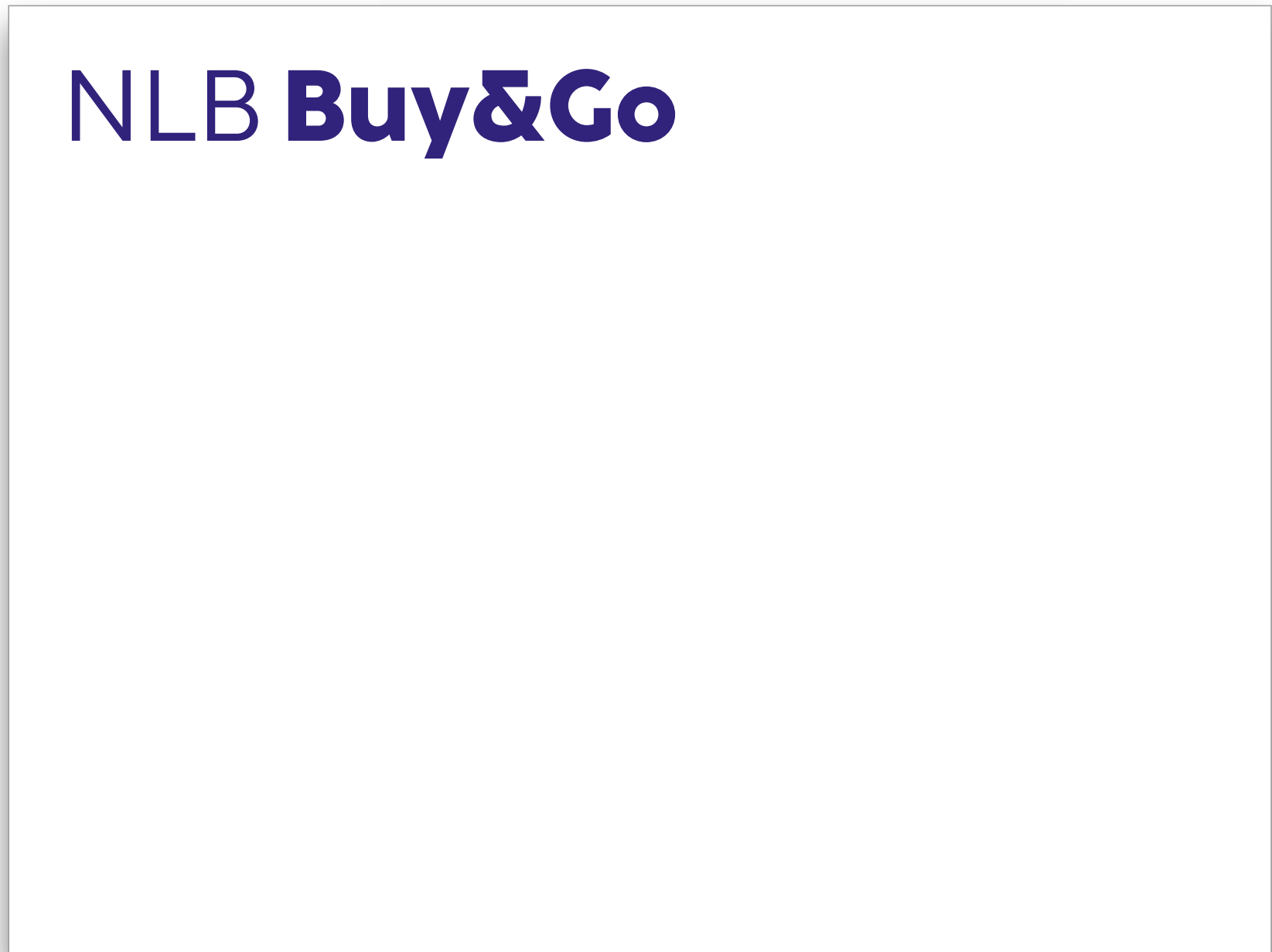
Skrben partner
pametnih nakupov



B A G S
Small & big



B R A N D E D M A T E R I A L S



POSTIT



USB KEY



LEVELER

MOUSEPAD



FOLDER



W O B L E R
Used sustainable cut-out shape.

NLB Buy&Go

x

€

x

€

x

€

NLB Buy&Go

Izračunaj
svoj obrok



* Izračun je informativen,
za podrobnosti se oglasite
pri blagajni.

S T I C K E R

**Enostavno
najbolj
prijazno
financiranje**

Preveri svoj
limit na
nlbbuygo.si



**NLB
Buy
&Go**

**Enostavno
najbolj
prijazno
financiranje**

NLB Buy&Go

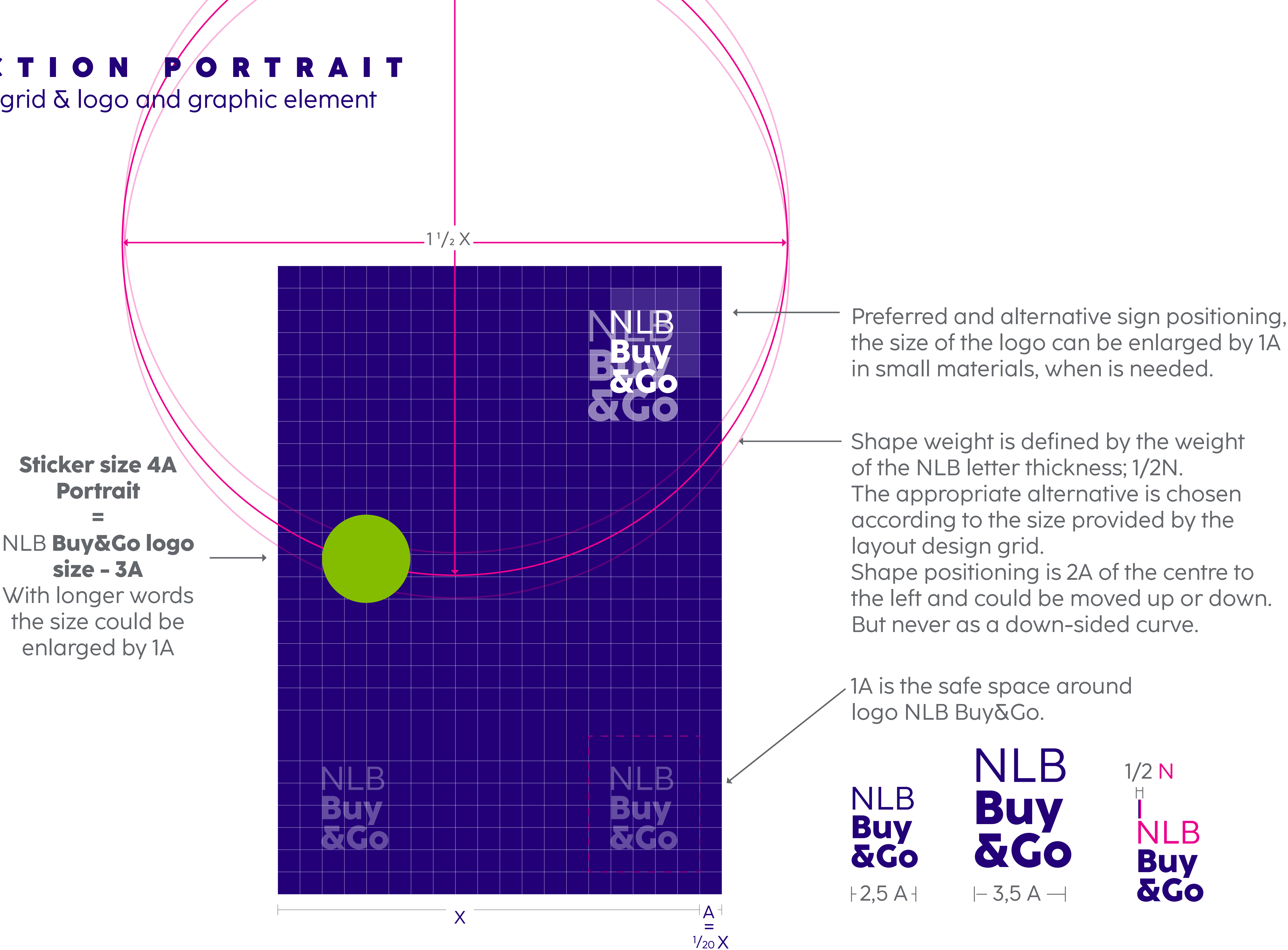
**NLB
Buy
&Go**

NLB Buy&Go

Layouts

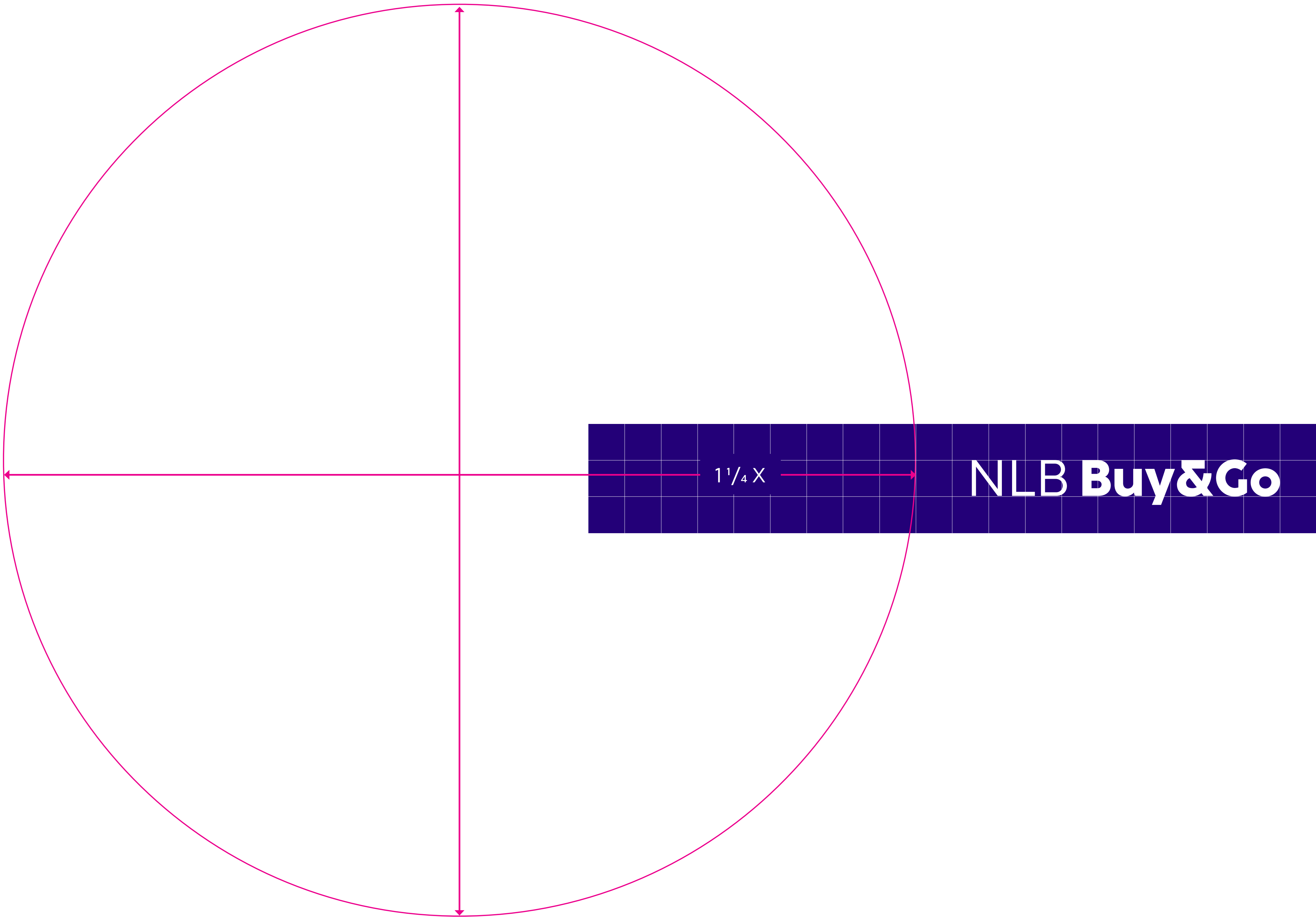
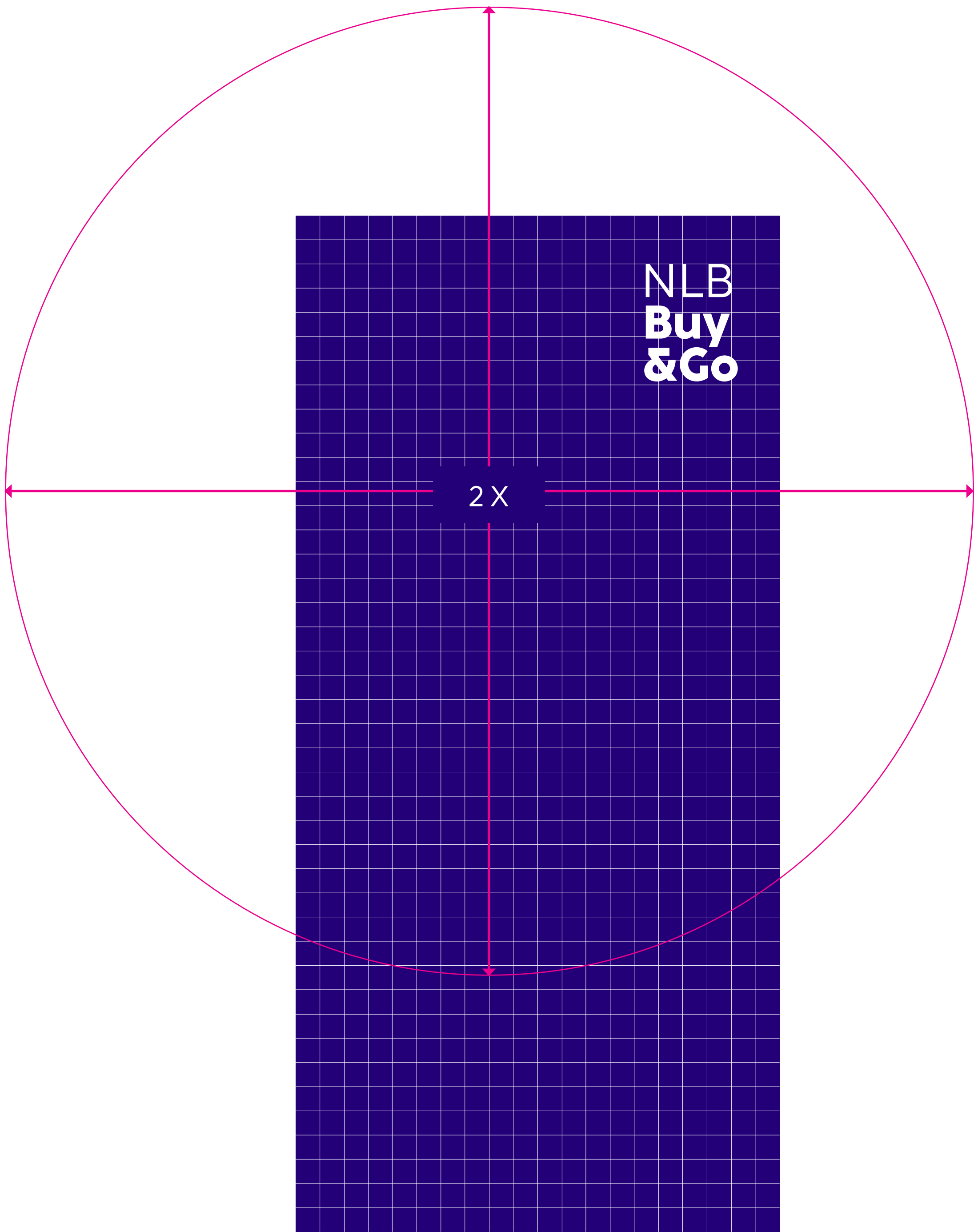
CONSTRUCTION PORTRAIT

Basic portrait format grid & logo and graphic element placements.



C O N S T R U C T I O N P O R T R A I T & L A N D S C A P E N A R R O W

Basic narrow format grid & logo and shape construction.



L A Y O U T



PRIMARY USE

Shape & type FULL PHOTO

Layout for adverts with campaign photography. Person si always on indigo colour backbround. Used vibrant monocromatic colors. This layout is used for all adverts, suitable for lifestyle adverts.



PRODUCT /PARTNERS

Shape & type FULL PHOTO

Layout for adverts with campaign photography. Person si always on indigo colour backbround. Used vibrant monocromatic colors. This layout is used for vendors adverts on the location. Product is communicating with the person.



SECONDARY USE

Shape & type FULL Indigo

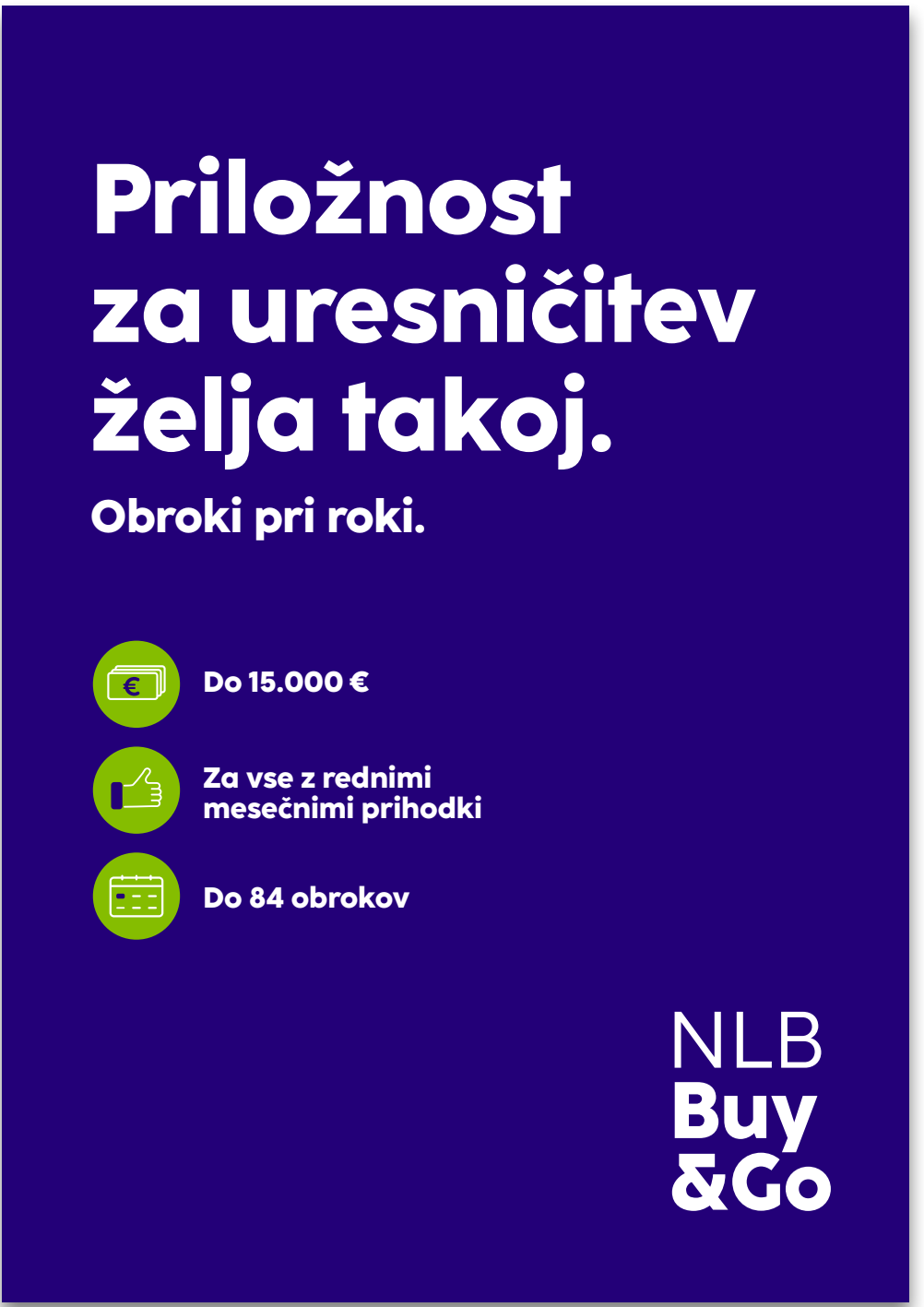
Basic layout for adverts without photography.



STICKERS & ICONS

Shape & type FULL Indigo

Icons without a circle are only used when there is a green sticker on the material. If there is no sticker, use icons in a green circle.



POSTER

PRIMARY USE
Shape & type FULL PHOTO



SECONDARY USE
Shape, icons & type FULL Indigo



PRODUCT /PARTNERS
Shape, icons & type FULL PHOTO



STICKERS & ICONS

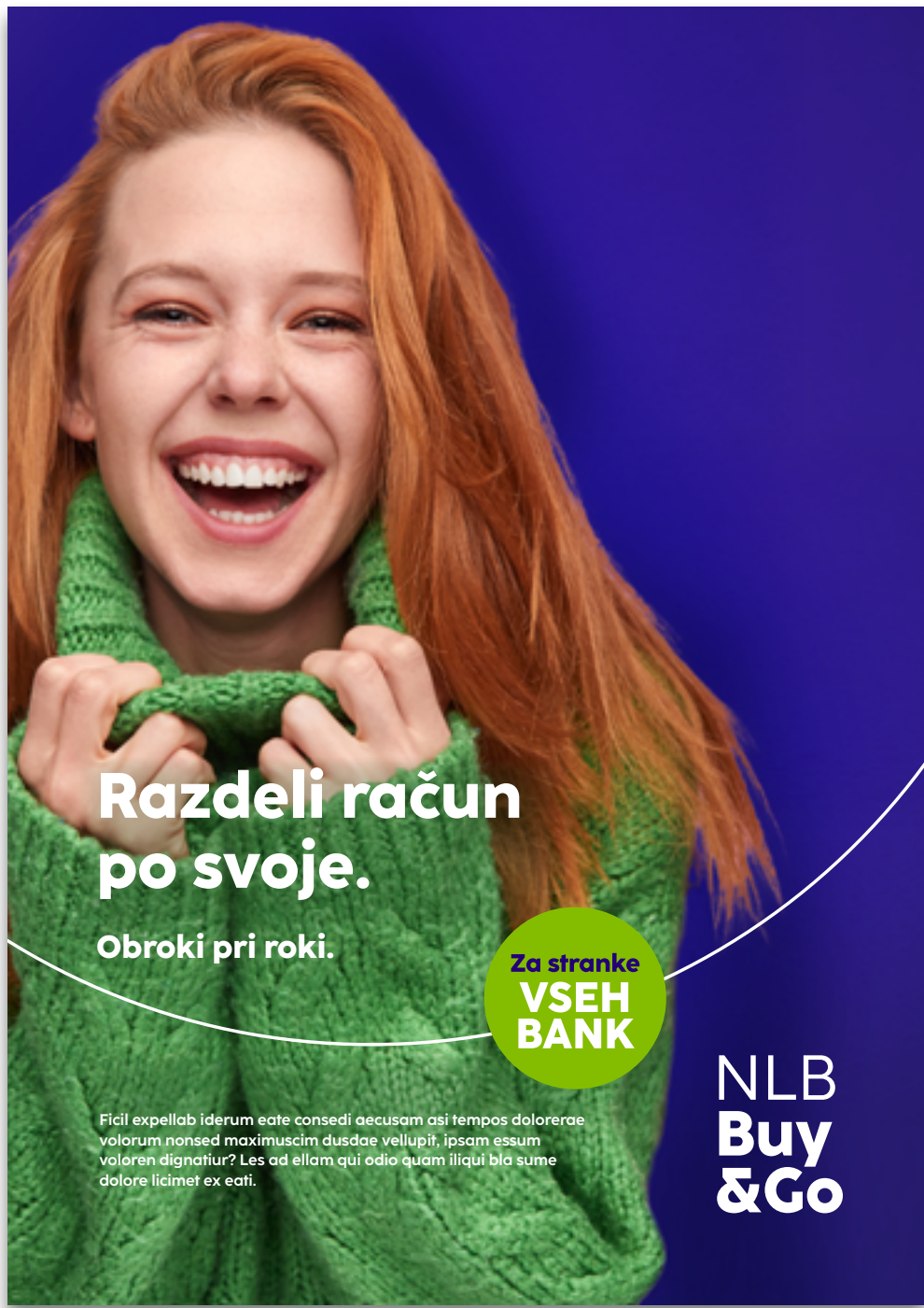


PRINT ADVERTS

Functional & versatile layout design follows brand identity and enables targeted communication and identification.
For a better impact.

PRIMARY USE

Shape & type FULL PHOTO



SECONDARY USE

Shape, icons & type FULL Indigo



STICKERS & ICONS

BANNERS

PRIMARY USE

Shape & type FULL PHOTO

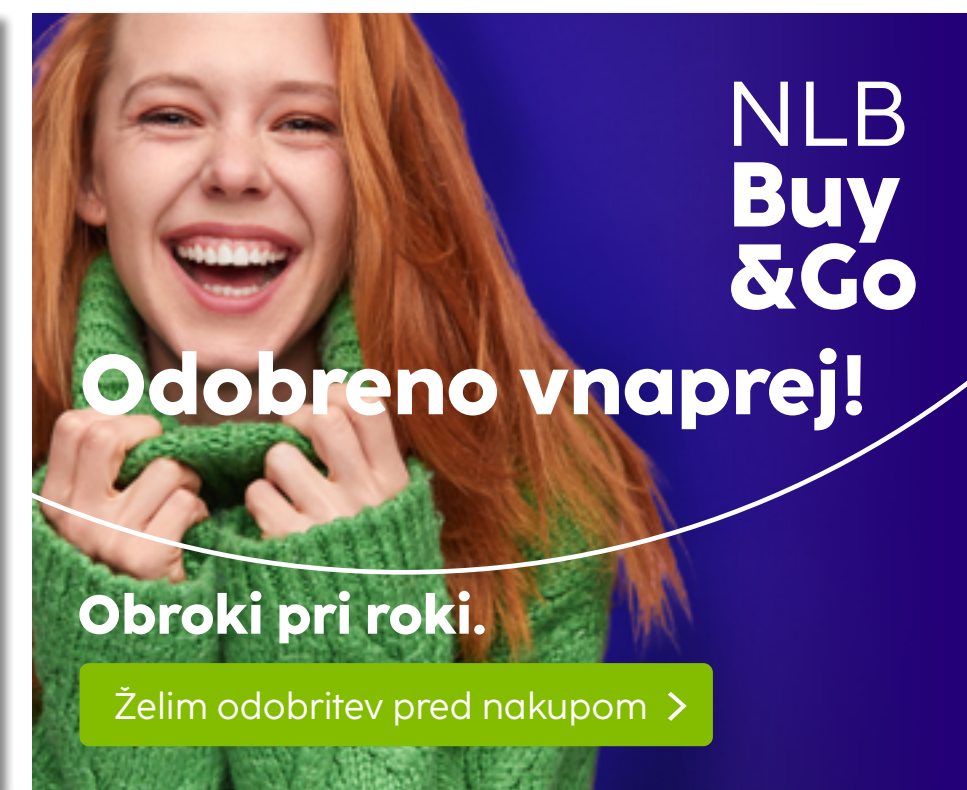


NLB
Buy
&Go

Odobreno vnaprej!

Obroki pri roki.

Želim odobritev pred nakupom >



NLB
Buy
&Go

Odobreno vnaprej!

Obroki pri roki.

Želim odobritev pred nakupom >

SECONDARY USE

shape & type FULL Indigo

Odobreno vnaprej!

Obroki pri roki.

Želim odobritev pred nakupom >

NLB
Buy
&Go

Odobreno vnaprej!

Obroki pri roki.

Želim odobritev pred nakupom >

PRIMARY USE

Shape & type FULL PHOTO



Vse, kar si želiš,
lahko plačaš na
obroke.

Za stranke
VSEH
BANK

NLB Buy&Go

Več o ponudbi >



Vse, kar si želiš,
lahko plačaš na
obroke.

NLB Buy
&Go

Več o ponudbi >

SECONDARY USE

Icons & type FULL Indigo

Vse, kar si
želiš, lahko
plačaš na
obroke.

 Odobritev takoj

 Brez pologa

 Do 15.000 €

NLB Buy&Go

Izračunaj
svoj limit.

Obroki pri roki.

 Odobritev takoj

 Brez pologa

 Do 15.000 €

NLB Buy&Go

PRIMARY USE

Shape & type FULL PHOTO



NLB
Buy
&Go

Zagotovi si
odobreno vnaprej!

Enostavno maksimalno plačilo
na obroke odobrimo še preden
obiščeš trgovino.



NLB
Buy
&Go

Odobreno vnaprej.

Želim odobritev pred nakupom >



NLB
Buy
&Go

Zagotovi si
odobreno vnaprej!

Enostavno maksimalno plačilo
na obroke odobrimo še preden
obiščeš trgovino.



NLB
Buy
&Go

Zagotovi si
odobreno vnaprej!

Enostavno maksimalno plačilo
na obroke odobrimo še preden
obiščeš trgovino.

D I G I T A L
(for partners)

Vse, kar si želiš, lahko
plačaš na obroke.

 Do 15.000 €

 Do 84 obrokov

 Za vse z rednimi mesečnimi prihodki

NLB
Buy
&Go

Obroki
pri roki.

 Do 15.000 €

 Do 84 obrokov

 Za vse z rednimi mesečnimi prihodki

NLB
Buy
&Go

Ko želje
postanejo
resničnost.



 Brez pologa

 Odobritev takoj

 Do 84 obrokov

NLB
Buy
&Go

Obroki pri roki.  Do 84 obrokov NLB Buy&Go

Obroki pri roki.  Odobreno takoj  Do 84 obrokov  Brez pologa [Izračunaj svoj limit.](#) NLB Buy&Go

Obroki pri roki.  Do 84 obrokov NLB Buy&Go

Ko želje
postanejo
resničnost.

 Brez pologa

 Odobritev takoj

 Do 84 obrokov

NLB
Buy
&Go

D I G I T A L C O B R A N D I N G

BANNERS

Dinamic banner
300x600

Želiš bon

BIG BANG

ali drugih izbranih trgovcev?

NLB Buy&Go

Opravi
nakup
na obroke
in sodeluj
v nagradni
igri.

NLB Buy&Go

Darilni boni
4 x 5000€
200 x 40€

NLB Buy&Go

do 30.
junija

Sodeluj >

NLB Buy&Go

NLB
Buy
&Go

Vse o pogojih financiranja
z **NLB Buy&Go**, nagradni igri ter
o pravilih in pogojih sodelovanja
preveri na **nlbbuygo.si**

SOCIAL MEDIA
POST, STORY

Static post, story

Darilni boni
4 x 5000€
200 x 40€

NLB
Buy
&Go

Nagradna
IGRA

BIG BANG in drugi trgovci.

Vse o pogojih financiranja z **NLB Buy&Go**, nagradni igri ter o pravilih in pogojih sodelovanja preveri na **nlbbuygo.si**

Darilni boni
4 x 5000€
200 x 40€

NLB
Buy
&Go

Nagradna
IGRA

Harvey Norman in drugi trgovci.

Vse o pogojih financiranja z **NLB Buy&Go**, nagradni igri ter o pravilih in pogojih sodelovanja preveri na **nlbbuygo.si**

Darilni boni
4 x 5000€
200 x 40€

NLB
Buy
&Go

Nagradna
IGRA

IKEA in drugi trgovci.

Vse o pogojih financiranja z **NLB Buy&Go**, nagradni igri ter o pravilih in pogojih sodelovanja preveri na **nlbbuygo.si**

Darilni boni
4 x 5000€
200 x 40€

NLB
Buy
&Go

Nagradna
IGRA

lesnina
xxxL
in drugi trgovci.

Vse o pogojih financiranja z **NLB Buy&Go**, nagradni igri ter o
pravilih in pogojih sodelovanja preveri na **nlbbuygo.si**

Darilni boni
4 x 5000€
200 x 40€

NLB
Buy
&Go

Nagradna
IGRA

MERKUR
in drugi trgovci.

Vse o pogojih financiranja z **NLB Buy&Go**, nagradni igri ter o
pravilih in pogojih sodelovanja preveri na **nlbbuygo.si**

S O C I A L M E D I A

Facebook covers

PRIMARY USE

Type FULL PHOTO



SECONDARY USE

Icon & type FULL Indigo



LEAFLETS
(for different partners A5)

PRIMARY USE front page
Icon & type FULL PHOTO

Two leaflet front pages for NLB Buy & Go. The left page features a woman sitting on a large orange sofa, with text 'Vse, kar si želiš, lahko plačaš na obroke.' and 'Obroki pri roki.' Below are icons for 'Do 84 obrokov', 'Za stranke vseh bank', and 'Odobritev takoj'. The right page features a woman sitting on a large orange sofa, with text 'Vse, kar si želiš, lahko plačaš na obroke.' and 'Obroki pri roki.' Below are icons for 'Do 84 obrokov', 'Za vse z rednimi mesečnimi prihodki', and 'Do 15.000 €'.

Back page of the first leaflet. It includes a section 'Plačilo na obroke' with a QR code and text. Below is a section 'V petih korakih do novega pohištva.' with a numbered list of steps. At the bottom, there is a section 'Kako začeti?' with a list of requirements and a QR code.

back page
type FULL Indigo

SECONDARY USE front page
Icon & type FULL Indigo

Secondary use front page for NLB Buy & Go. It features a large QR code and text 'V petih korakih do novega pohištva.' Below are icons for 'Do 84 obrokov', 'Brez pologa', and 'Odobritev takoj'. At the bottom, there is a section 'Kako visok je lahko tvoj nakup? Preveri.' with a QR code.

variation

PRIMARY USE front page
Icon & type FULL PHOTO

Two leaflet front pages for NLB Buy & Go. The left page features a woman sitting in a car, with text 'Vse, kar si želiš, lahko plačaš na obroke.' and 'Obroki pri roki.' Below are icons for 'Do 84 obrokov', 'Za vse z rednimi mesečnimi prihodki', and 'Do 15.000 €'. The right page features a woman sitting on a large orange sofa, with text 'Razdeli račun po svoje.' and 'Obroki pri roki.' Below are icons for 'Do 84 obrokov', 'Za vse z rednimi mesečnimi prihodki', and 'Do 15.000 €'.

Back page of the second leaflet. It includes a section 'Kaj potrebujem?' with a list of requirements. Below is a section 'Za sklenitev financiranja potrebuješ naslednje:' with a list of requirements. At the bottom, there is a section 'Kako visok je lahko tvoj nakup?' with a QR code.

back page
Type & infographic

Back page of the third leaflet. It includes a section 'Imaš izdan predračun ali naročilo?' with a QR code. Below is a section 'V nekaj korakih lahko skleneš obročno plačilo.' with a numbered list of steps. At the bottom, there is a section 'Še več prednosti obročnega plačila NLB Buy & Go.' with a list of benefits.

back page
Type & infographic

INFOGRAPHIC LEAFLETS

(for different partners A4)

PRIMARY USE

Icon & type FULL Indigo

Financiranje vozil

NLB Buy & Go

Z NLB **Buy&Go** lahko nakupujejo slovenski in tuji državljani, ki izpolnjujejo naslednje pogoje:

Državljan RS

- ✓ je redno zaposlen ali upokojenec v RS ali v državah EU ali v Švici ali zasebnik (s.p., zdravnik, odvetnik, notar, novinar, kulturnik, poklicni športnik ...),
- ✓ je ob sklenitvi star vsaj **18 let** in ne več kot **80 let**; ima **stalno prebivališče v RS**,
- ✓ je **imetnik ali pooblaščenec transakcijskega računa**, odprtega pri eni od bank v RS ali v območju držav članic EU pod pogojem, da se kredit odplačuje po sistemu SEPA direktne bremenitve, na katerega prejema plačo oz. pokojnino ali starševsko nadomestilo.

Tujec

- ✓ je redno zaposlen ali upokojenec v RS,
- ✓ je ob sklenitvi star vsaj **18 let** in ne več kot **80 let**,
- ✓ ima **stalno prebivališče v RS**,
- ✓ je imetnik ali pooblaščenec transakcijskega računa, odprtega pri eni od bank v RS, na katerega prejema plačo oz. pokojnino.

Stranki mora po vseh obrokih iz naslova kreditov, leasingov, razvidnih iz Sisbon-a, ostati polovica plače/pokojnine (zasebniku tri četrtine prejemkov) ali 521,50 EUR.

Stranka za sklenitev pogodbe potrebuje:

- ✓ veljavni **osebni dokument**,
- ✓ **davčno številko**,
- ✓ **bančno kartico**,
- ✓ **mobilni telefon**,
- ✓ **dodatno dokumentacijo.***

Kreditni posrednik mora:

- ✓ **predložiti račun** (predračun ne zadostuje),
- ✓ **natančno prepisati znesek plače kreditojemalca** (viden na bančnem izpisku).

* V določenih primerih je potrebna dodatna dokumentacija. Več na drugi strani.

Kontakt

Delovni čas za stranke:

V delovnem času:

pon-čet: 8:00–16:00

pet: 8:00–15:00

01 548 34 56

Pomoč prodajnemu osebju:

V delovnem času:

pon-čet: 8:00–16:00

pet: 8:00–15:00

01 320 05 51

Izven delovnega časa:

pon-pet 16:00–21:00

sob: 8:00–21:00

051 369 519 (samo za trgovce)

 info@nlbbuygo.si

 nlbbuygo.si

front page
Type & infographic

Dodatna dokumentacija

Zaposleni

1. Izpostavljenost do 10.000 €:

dokument (npr. bančni izpisek, potrdilo banke), iz katerega je razviden priliv iz naslova plače pod opis SALA/PLAČA/REDNO DELO/OSEBNI DOHODEK/NETO IZPLAČILO/neposredna nadomestila iz naslova SN/PORODNIŠKA.

* V kolikor je nakazilo pod drugim opisom, je potrebno dodati še ujemajočo plačilno listo ali potrdilo CSD-ja o nakazilu starševskega nadomestila.

2. Izpostavljenost do 15.000 €:

dokument (npr. bančni izpisek, potrdilo banke), iz katerega je razviden priliv iz naslova plače pod opis SALA/PLAČA/REDNO DELO/OSEBNI DOHODEK/NETO IZPLAČILO/ACD - neposredna nadomestila iz naslova SN,

ujemajočo plačilno listo za zadnji priliv.

Upokojenci

1. Izpostavljenost do 15.000 €:

dokument (npr. bančni izpisek, potrdilo banke), iz katerega je razviden priliv iz naslova pokojnine pod opis PENS/ZPIZ/POKOJNINA.

* V kolikor je nakazilo pod drugim opisom, je potrebno dodati še ujemajočo pokojninski odrezek.

Zasebniki

Maksimalen znesek kredita je 10.000 €:

Stranka, ki je samozaposlena, mora za sklenitev pogodbe predložiti:

dokument (npr. bančni izpisek, potrdilo banke), iz katerega so razvidni podatki o višini prejemkov iz opravljanja dejavnosti za zadnje 3 mesece.

* Poslovati mora najmanj eno leto.
** Ne sme imeti blokiranega poslovnega računa.
*** V vsakem mesecu mora biti izkazan vsaj en prejemek iz opravljanja dejavnosti.

Tujci

1. Izpostavljenost do 5.000 €:

dokument (npr. bančni izpisek, potrdilo banke), iz katerega je razviden podatek o višini priliva iz naslova plače ali pokojnine, nakazane s strani ZPIZ-a,

zadnjo ujemajočo plačilno listo,

potrdilo iz UE o prijavi stalnega prebivališča,

potrdilo ali pogodbo delodajalca o zaposlitvi najmanj za čas kreditiranja.

2. Izpostavljenost nad 5.000 € (do največ 8.000 €):

Velja za tujce, ki imajo povprečje zadnjih treh plač/pokojnin višje od 1.500 €.

dokument (npr. bančni izpisek ali potrdilo banke), iz katerega je razviden podatek o višini priliva iz naslova plače za zadnje 3 mesece ali zadnje pokojnine nakazane s strani ZPIZ-a,

zadnjo ujemajočo plačilno listo,

potrdilo UE o prijavi stalnega prebivališča,

potrdilo ali pogodbo delodajalca o zaposlitvi najmanj za čas kreditiranja.

Zaposleni v tujini

1. Izpostavljenost do 10.000 €:

dokument (npr. bančni izpisek, potrdilo banke), iz katerega je razviden priliv iz naslova plače,

ujemajočo plačilno listo.

Države članice EU in Švica

2. Izpostavljenost do 15.000 €:

dokument za zadnje 3 mesece (npr. bančni izpisek, potrdilo banke), iz katerega je razviden priliv iz naslova plače,

ujemajočo plačilno listo za zadnji priliv.

Prejemnik tuje pokojnine/rente

1. Izpostavljenost do 15.000 €:

dokument (npr. bančni izpisek, potrdilo banke), iz katerega je razviden priliv iz naslova rente ali pokojnine iz tujine,

odločbo ali drug dokument o prejetanju tuje pokojnine/rente.

back page
Type & infographic

ROLL UP

PRIMARY USE of icons

Icon & type FULL PHOTO



NLB
Buy
&Go

**Uresniči
želje.**

Nakup na obroke.

Za stranke
**VSEH
BANK**

SECONDARY USE of icons

Icon & type FULL PHOTO



NLB
Buy
&Go

**Razdeli račun
po svoje.**

-  Do 15.000 €
-  Do 84 obrokov
-  Odobreno takoj

Preveri na




NLB
Buy
&Go

**Razdeli račun
po svoje.**

Izračunaj svoj limit.

-  Do 15.000 €
-  Do 84 obrokov
-  Odobreno takoj

Preveri na


SECONDARY USE

Icon & type FULL Indigo



NLB
Buy
&Go

**Razdeli
račun
po svoje.**

Obroki pri roki.

Za stranke
**VSEH
BANK**

TVC TEXT & ELEMENTS SETTING

Headline

is always in Coco Sharp Extra Bold and in white color. No punctuation mark (full stop) at the end.

Size: 83.24 pt

Leading: HL size x 1.1 pt

Kerning: 25

Alignment: Central

Telop part

Offer = Coco Sharp Extra Bold

Size: 83.24 pt

Leading: HL size x 1.1 pt

Kerning: 25

Alignment: Central

+ sticker with offer set according to sticker construction rules

URL appearance:

when used as HL: Coco Sharp Extra Bold

Size: 83.24 pt

Leading: HL size x 1.1 pt

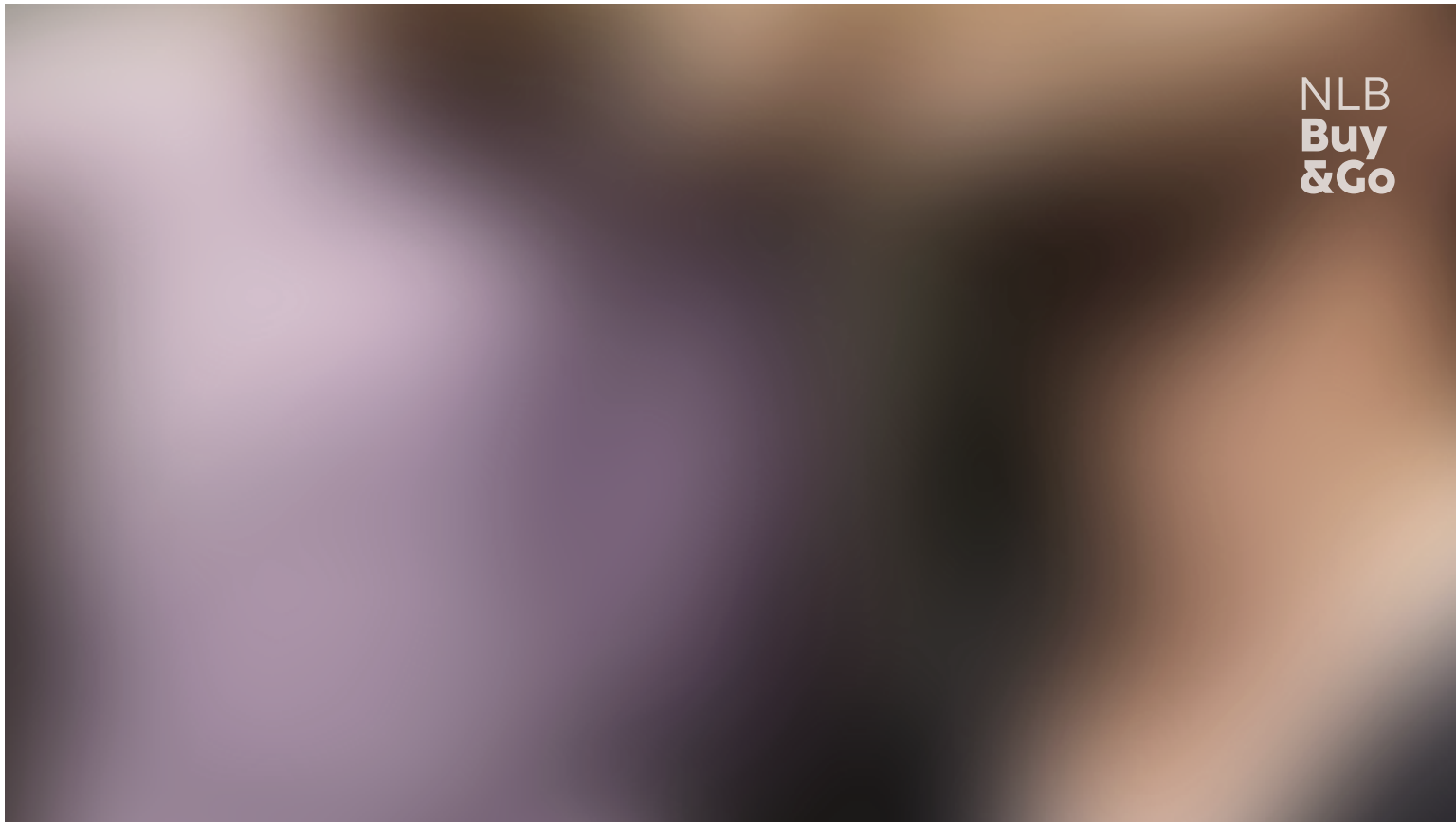
Kerning: 50

Alignment: Central

Logotype NLB Buy&Go

Alignment: Central

Sound logo: (in process)



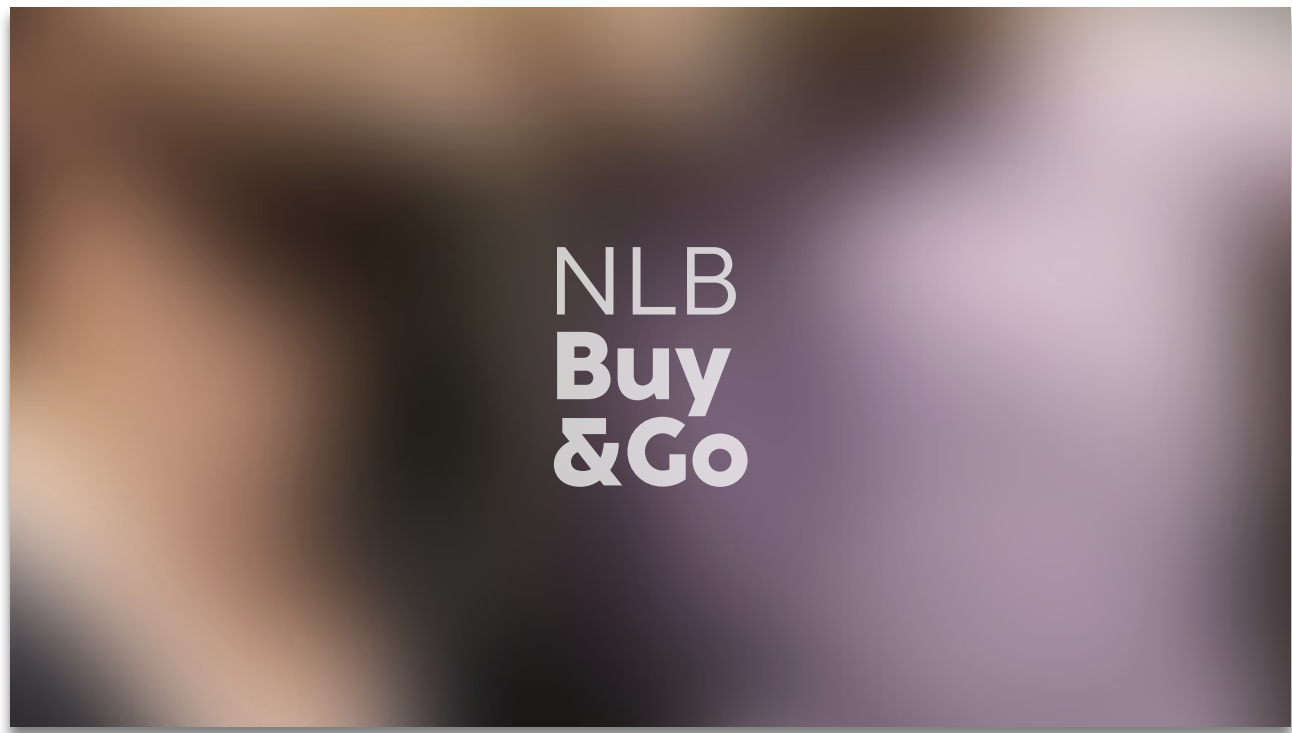
NLB Buy&Go Branding for TVC Appearance:

75% translucency

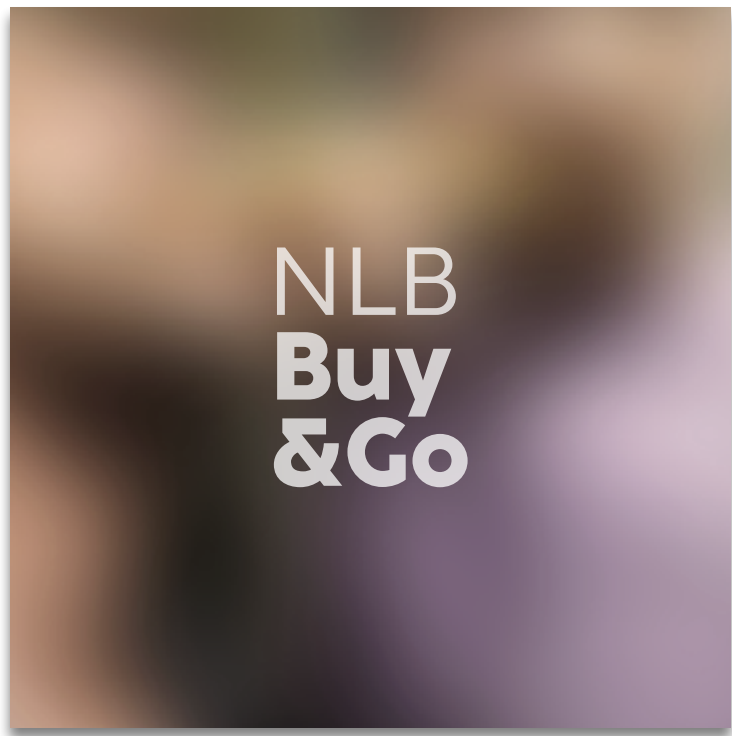
Animation

Animation text is turned around from **left to right**

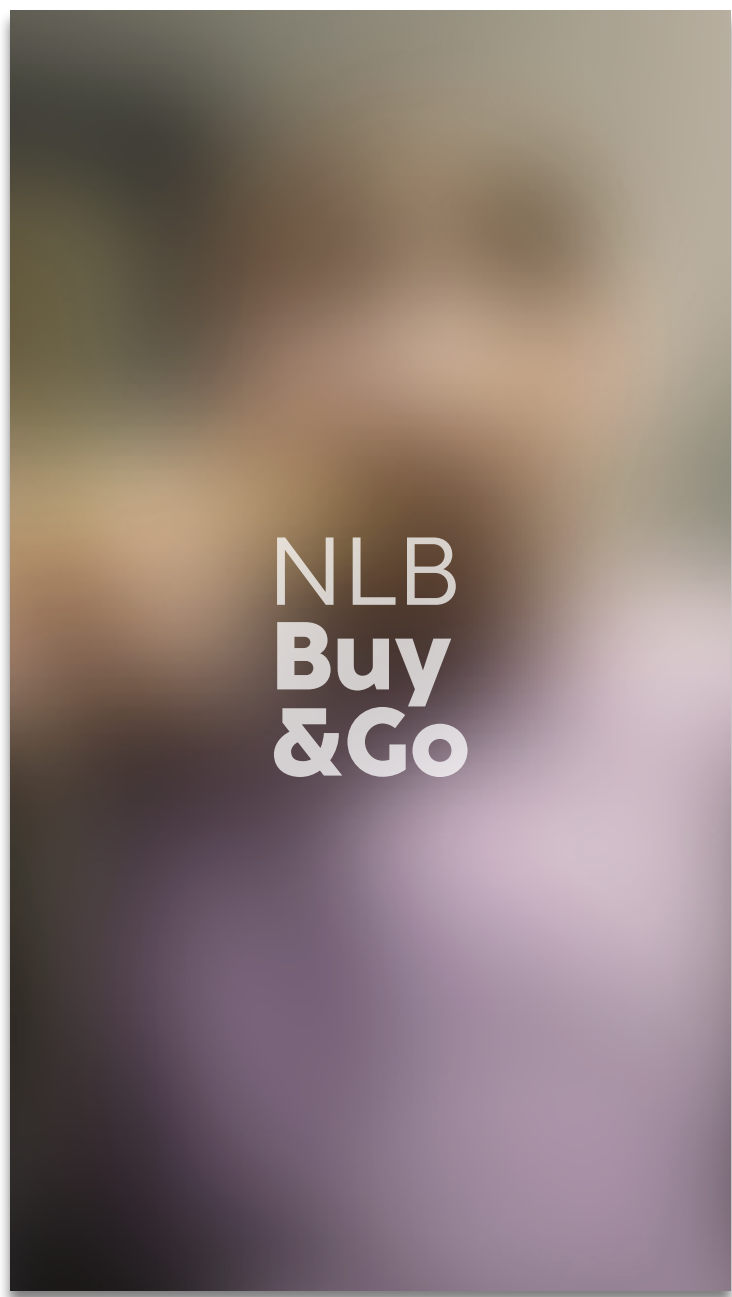
ONLINE SCREENS SCROLL DOWN



+ Video/animation +



+ Video/animation +



+ Video/animation +



SM, PRE-ROL
2 seconds (1.5 second rotation + 0.5 second fade),
Size & position: same as ending,
Appearance: 75% translucency
Animation: Animation text is turned around from left to right



D I G I T A L C L

CL, SM, PRE-ROL

10 seconds VIDEO (logo, text, graphic) 1.5 second rotation + 0.5 second fade),
Size & position: same as ending,
Appearance: 75% translucency
Animation: Animation text is turned around from left to right





Vse o pogojih financiranja z NLB Buy&Go preveri na nlbbuygo.si



Kar na prodajnem mestu?


Vse o pogojih financiranja z NLB Buy&Go preveri na nlbbuygo.si



NLB Buy&Go


Vse o pogojih financiranja z NLB Buy&Go preveri na nlbbuygo.si



Do
84
obrokov

Odobritev
tako

Vse o pogojih financiranja z NLB Buy&Go preveri na nlbbuygo.si



Do
15.000 €

Za stranke
vseh bank

Vse o pogojih financiranja z NLB Buy&Go preveri na nlbbuygo.si



NLB
Buy
&Go



Vehicle and charging station branding

Mobile applications

Web applications

Teams backgrounds

Employee badge holders (lanyards or cases)

May 2025