



# NLB Private Banking identity



# GRAPHIC ELEMENTS

Sign

Shape

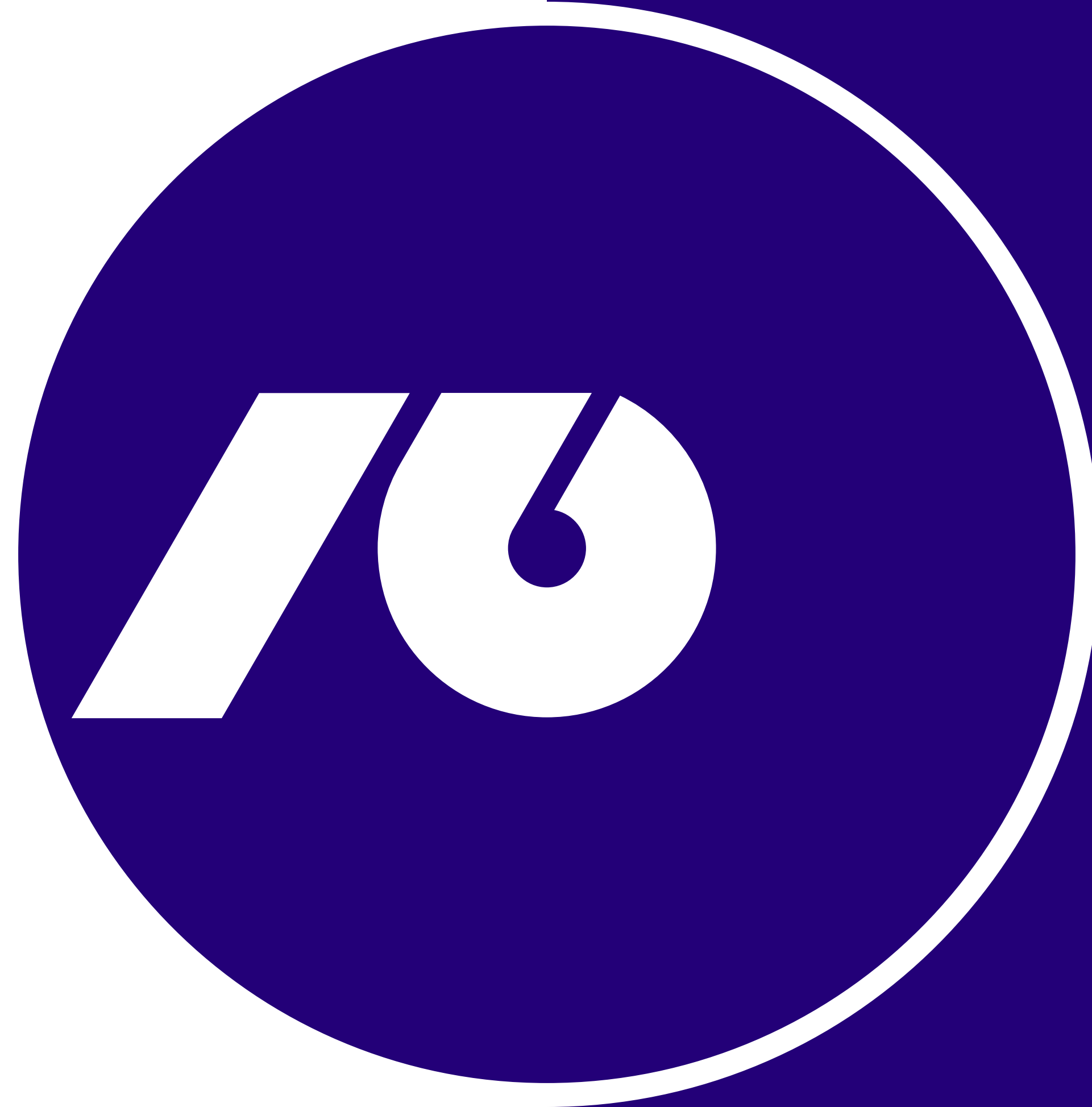
Color

Typography

Photography



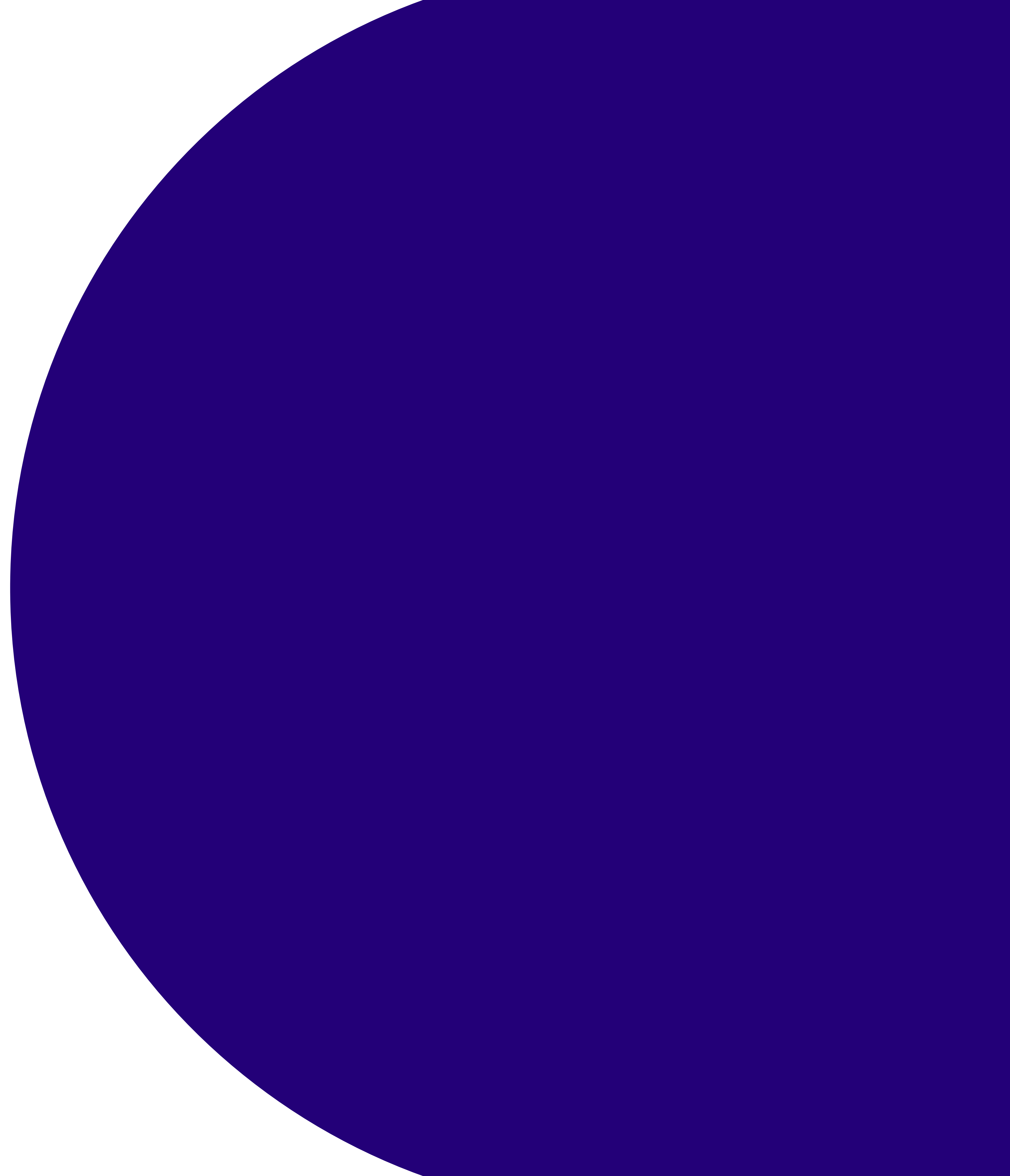
**S I G N**





**S H A P E**

# Shape + Color

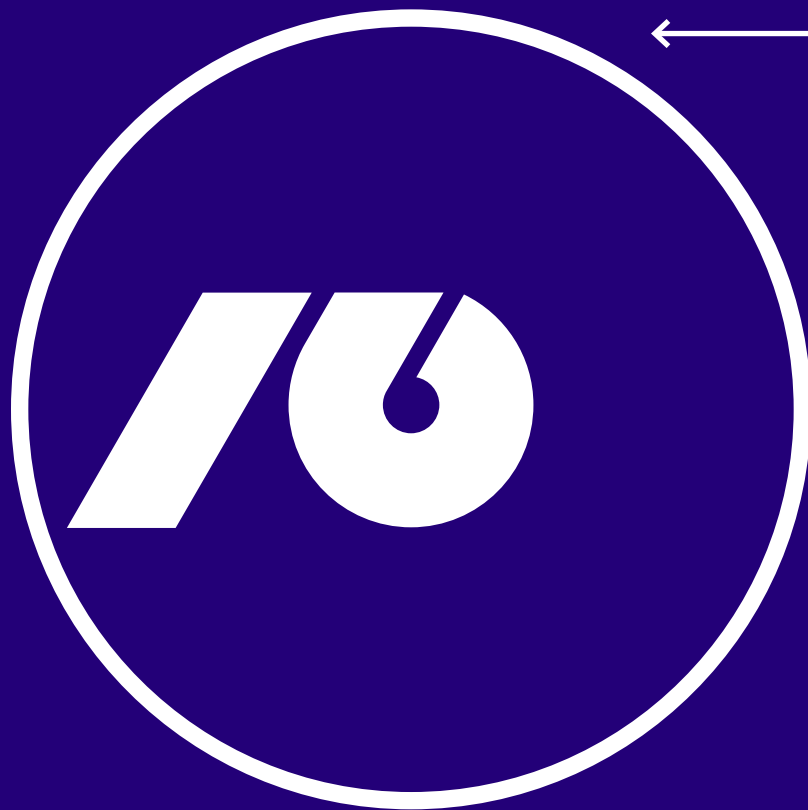




# SIGN + SHAPE

In order to keep the visual integrity of the brand constant across all communication and on all backgrounds, a border is added to the sign. This allows for the sign to appear full and to keep its color on a blue background and not appear white or empty. This is essential for the transformation towards a more digital future and mobile communication.

**LARGE SIGN**  
(diameter bigger than **45 mm** or **300 px**)



7/8 A

**MEDIUM SIGN**  
(diameter between **15 and 45 mm** or **90 and 299 px**)  
**For all screen formats:**  
**video & SM video**



A

**SMALL SIGN**  
(diameter between **10 and 15 mm** or **45 and 89 px**)



2 x A





# SIGN + TYPOGRAPHIC PART



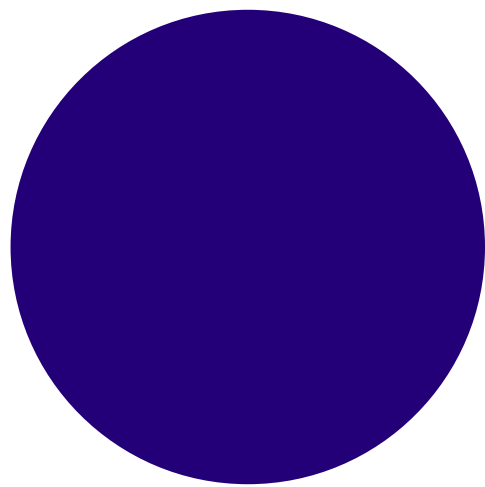
**NLB**



C O L O R S

NLB INDIGO BLUE

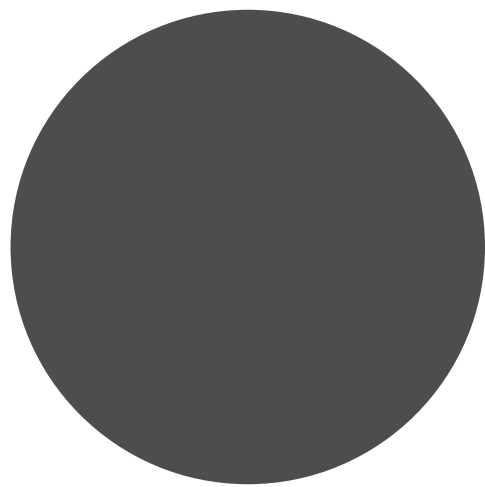
PANTONE 2745  
95C 100M 0Y 20K  
R35 G0 B120  
#230078  
RAL DESIGN 290 20 35



**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 DARK GRAY

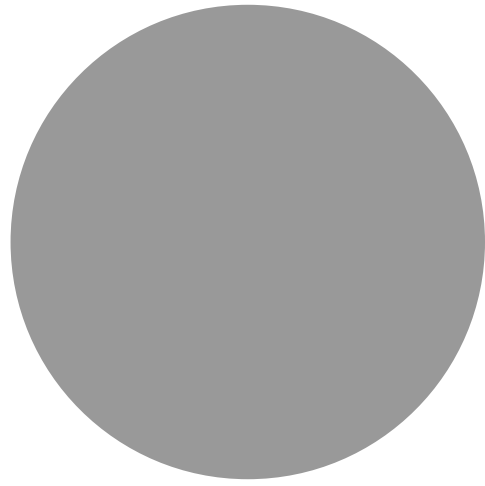
PANTONE COOL GRAY 10  
OC 0M 0Y 75K  
R99 G102 B106  
#63666A  
RAL 7012



**NLB Dark Gray** for text setting in printed material such as brochures, and for graphic elements.

NLB LIGHT GRAY

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



**NLB Light Gray** is used for graphic elements and solid surfaces in printing as silver PANTONE color.

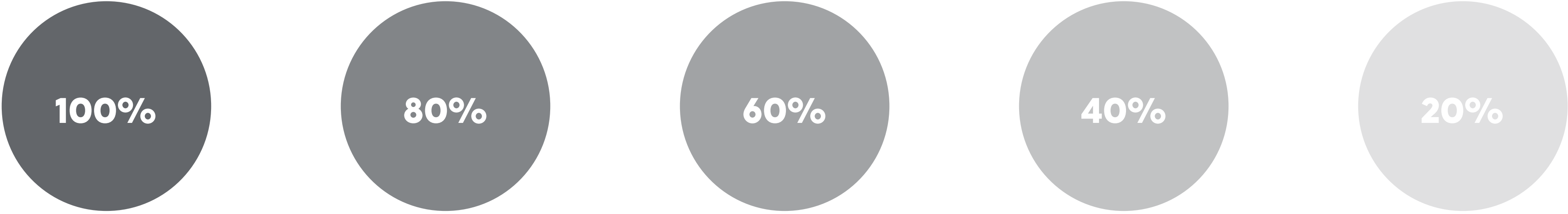


COLOR RASTERS

NLB INDIGO BLUE



NLB DARK GRAY





# 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.

For more information, please refer to the NLB Color Gradient specification document.

The NLB color gradient is a vertical gradient that transitions from a light indigo color at the top to a dark indigo color at the bottom.

The gradient is defined by the following color values:

80% PANTONE 2745  
95C 100M 0Y 0K  
R60 G50 B140  
#3C328C

PANTONE 2745  
95C 100M 0Y 20K  
R35 G0 B120  
#230078

PANTONE 2745 + 20% BLACK OVERPRINT  
95C 100M 0Y 40K  
R30 G25 B90  
#1E195A

The gradient is applied to the NLB color gradient structure, which is a vertical bar.

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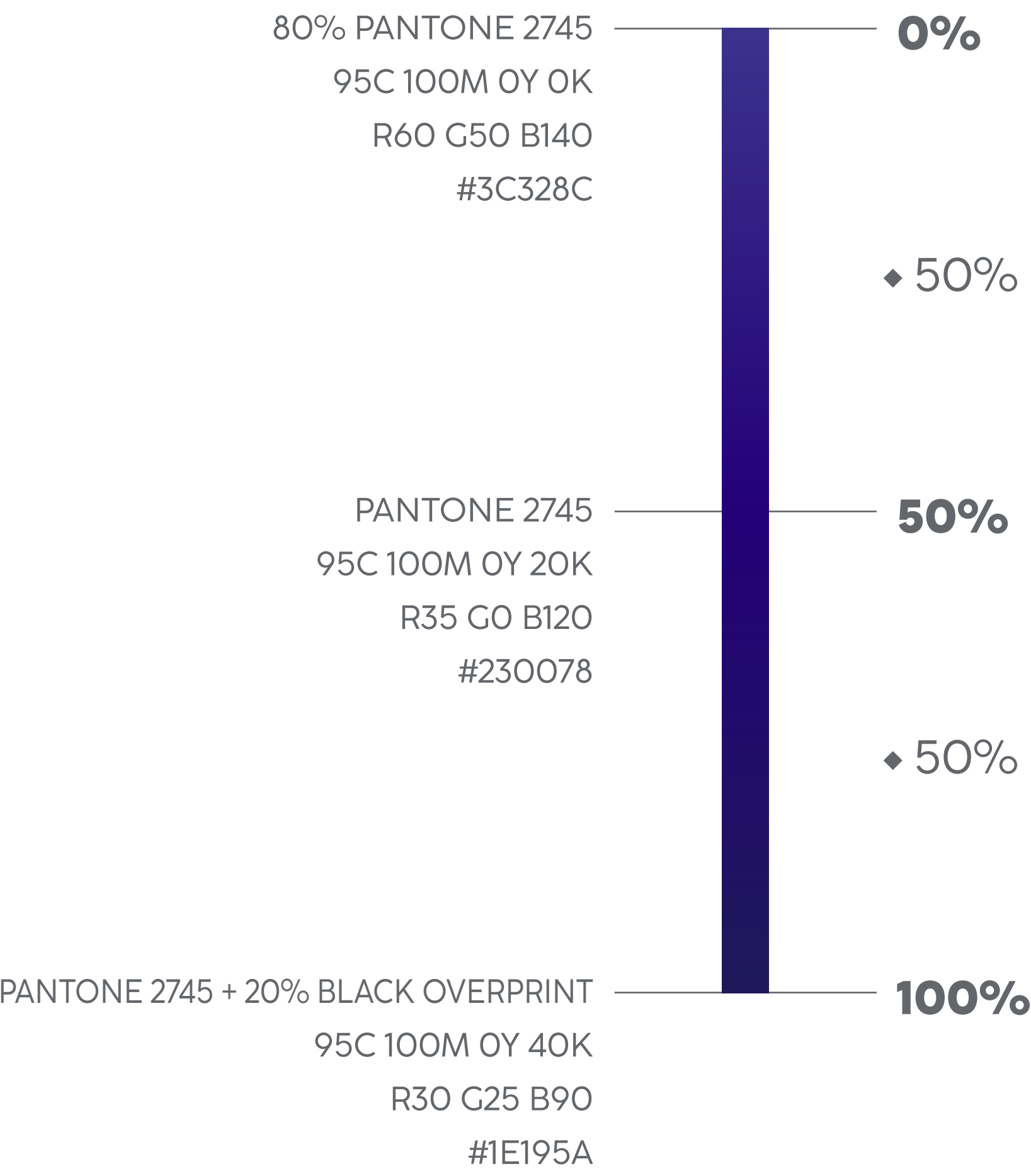
The gradient is applied to the NLB color gradient structure, which is a vertical bar.

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## 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.



# TEXT SETTING

## 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:** 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:** 25 for TVC and video

**Alignment:** Left (central for TVC)

## Bodycopy

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

For other formats:

**Leading:** bodycopy size x 1.3 pt

**Kerning:** 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

1/2 HL size

Headline

1/2 HL size

Preferred

1/3 HL size

Headline

1/3 HL size

With supersized headlines

2/3 HL size

Headline

2/3 HL size

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

NLB **Privatno bančništvo**

Priložnost za strokovno upravljanje in plemenitenje premoženja.

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# P H O T O G R A P H Y

Minimalistic photography discreetly addresses the themes of the private banking clients. The visual impression of the photograph is gray-blue hues with colorful accents that relate to and emphasize the subject of the photography (skin color, clothing, artwork, food, details of a watch mechanism, ...).





# C O M M U N I C A T I O N S

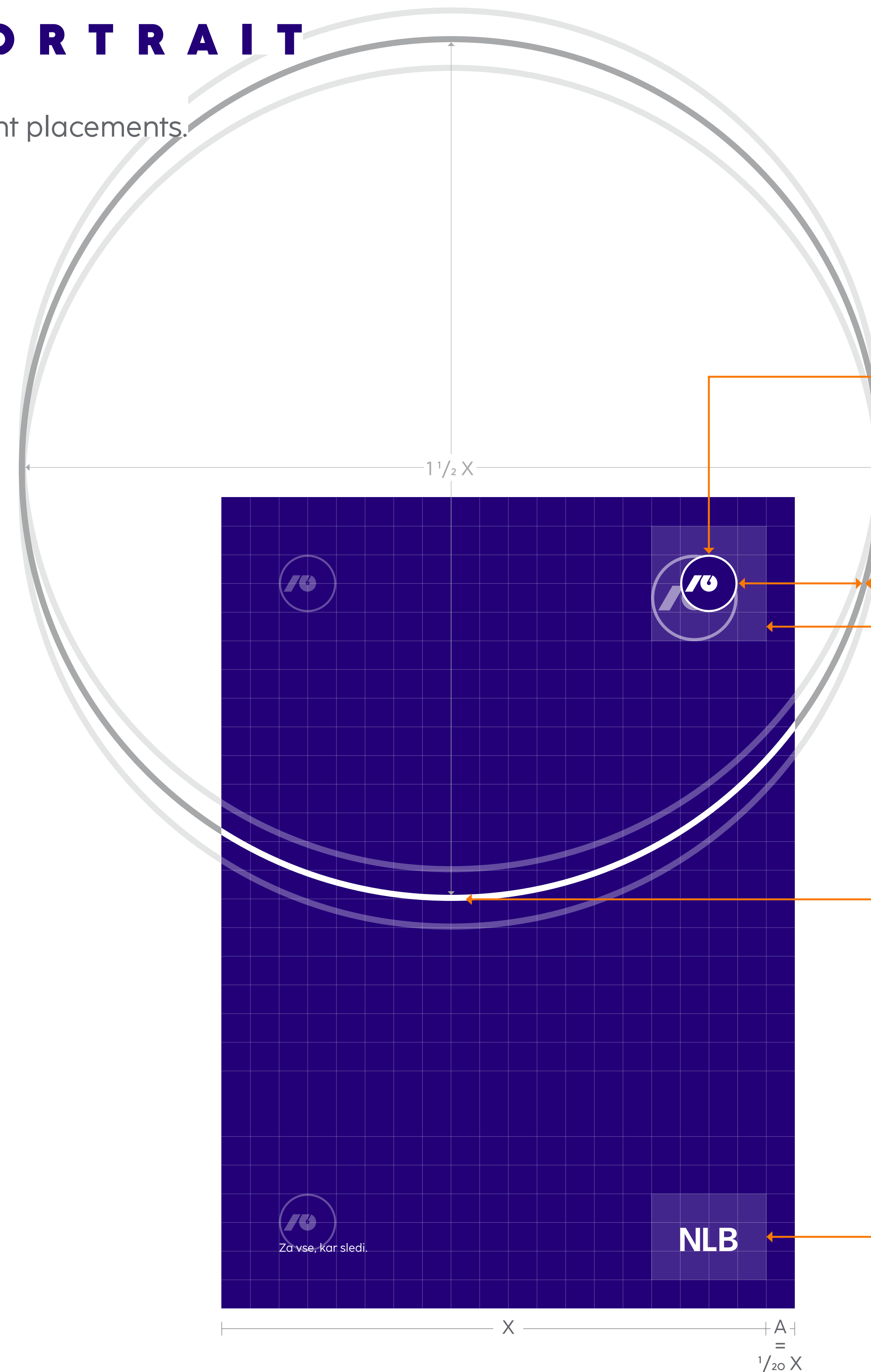
Grids

Layouts



# CONSTRUCTION PORTRAIT

## Basic portrait format grid & sign and graphic element placements.



Preferred sign positioning at the top right corner of the composition. Alternative sign positions are at the top left and bottom left corner. In cases of full image layout the size of the sign is enlarged by 1A.

Shape weight is defined by the weight of the sign outline multiplied by 3.

NLB sign exists in three outline weights, the appropriate alternative is chosen according to the size provided by the layout design grid.

Shape positioning is 2A of the centre to the left and could be moved up or down. But never as a down-sided curve.

1A is the safe space around NLB Brand elements.

NLB

┌ 2 A ─┐



# CONSTRUCTION LANDSCAPE

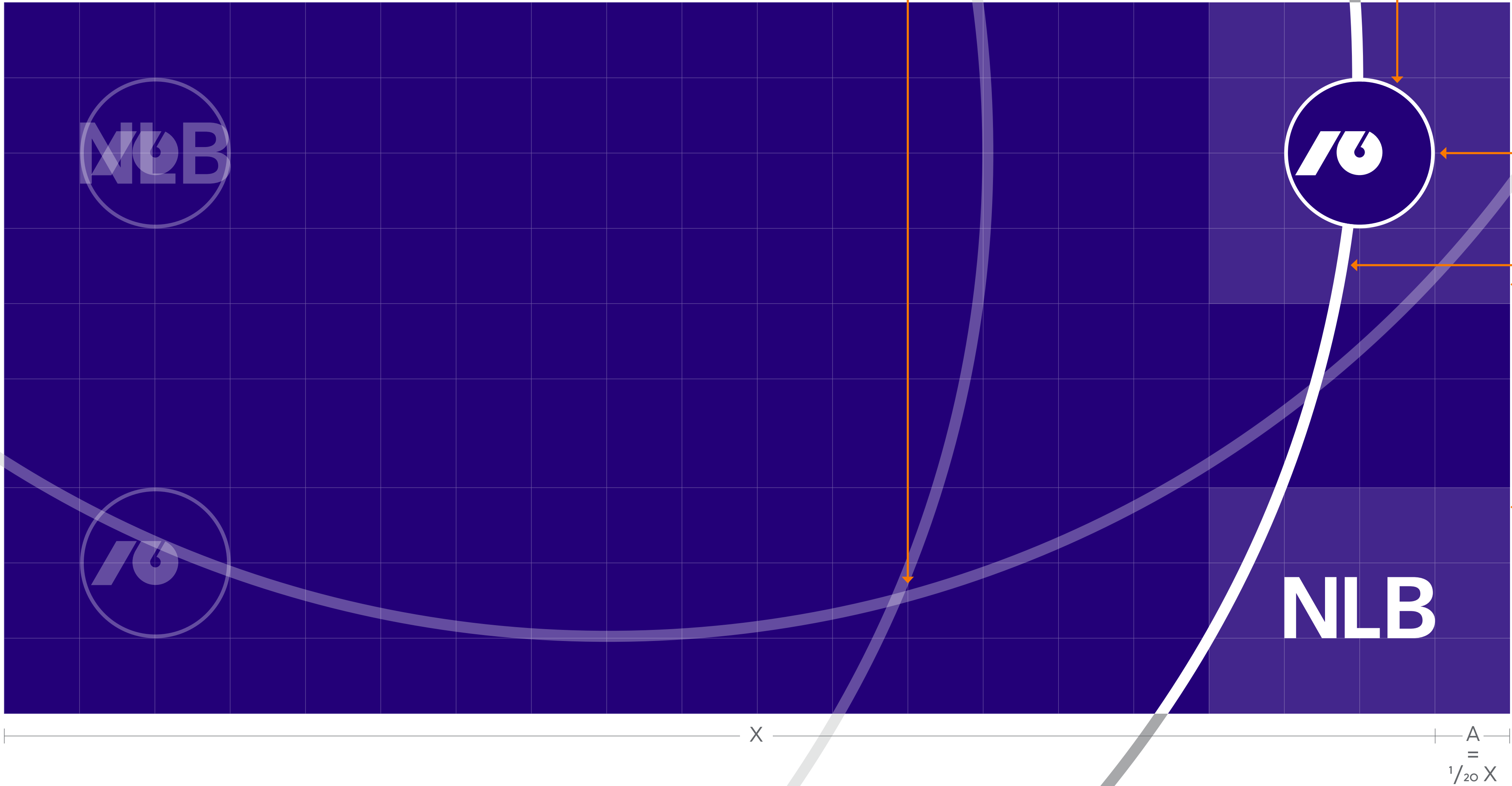
Basic landscape format grid & sign and graphic element placements.

On landscape layouts, shape positioning could be vertical or horizontal depending on the visual's content, it could cross the NLB sign or could be positioned 2A of the centre from the bottom up and could be left or right. But it should never appear as a down-sided curve.

Preferred sign and typographic part positioning. Alternative sign positions are at the top left and bottom left corner. Alternative typographic part position is at the top left corner.

Shape weight is defined by the weight of the sign outline **multiplied by 3**. NLB sign exists in three outline weights, the appropriate alternative is chosen according to the size provided by the layout design grid.

1A is the safe space around NLB Brand elements.



NLB  
2 A



# CONSTRUCTION SQUARE

Basic SM posts format grid & sign and graphic element placements.

The text part of the post should never be too close to the shape. Minimal distance is 1A.



The sign is not used in SM posts it serves only to define the width of the shape. (Shape weight is defined by the weight of the sign outline **multiplied by 3.** )

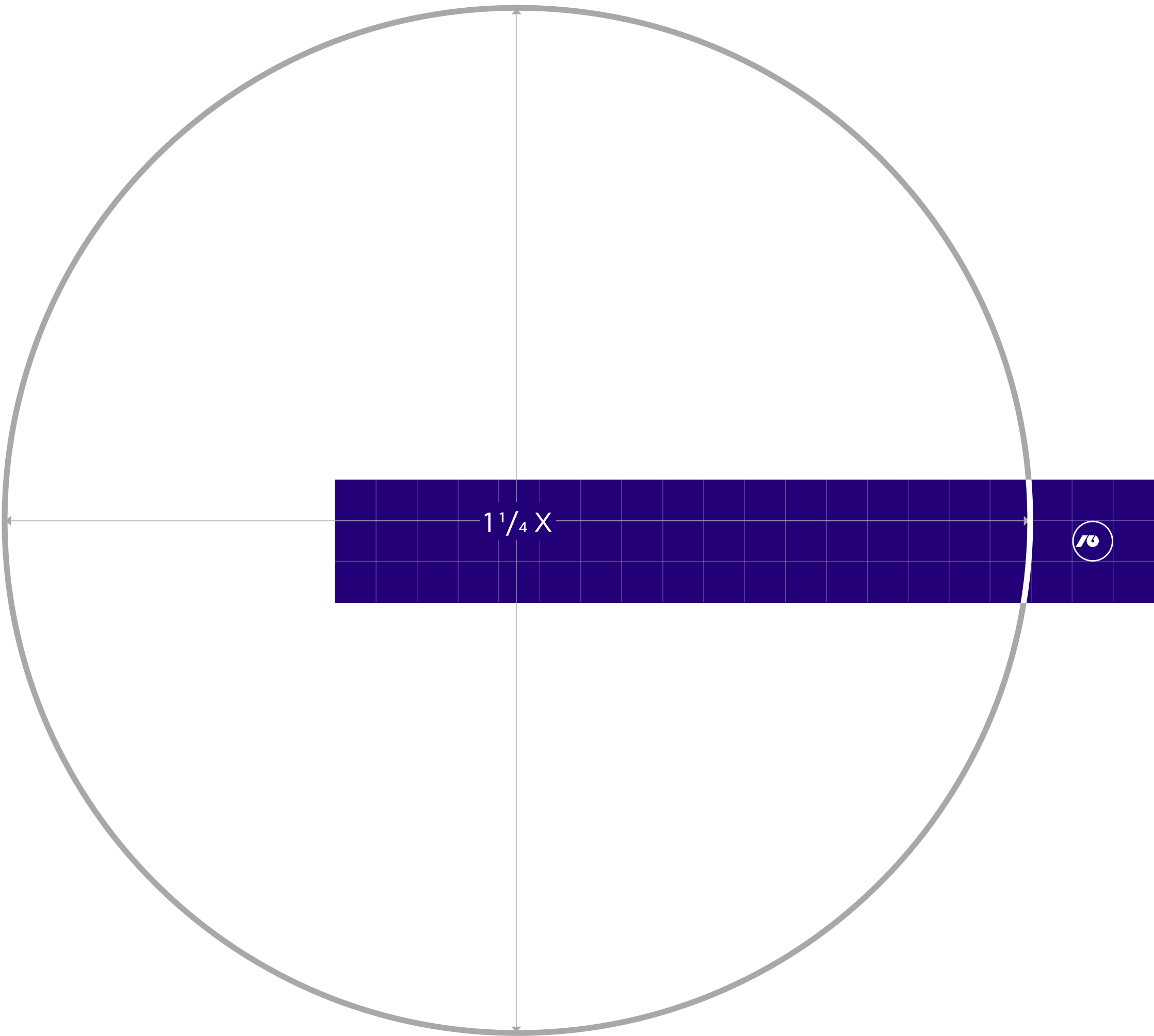
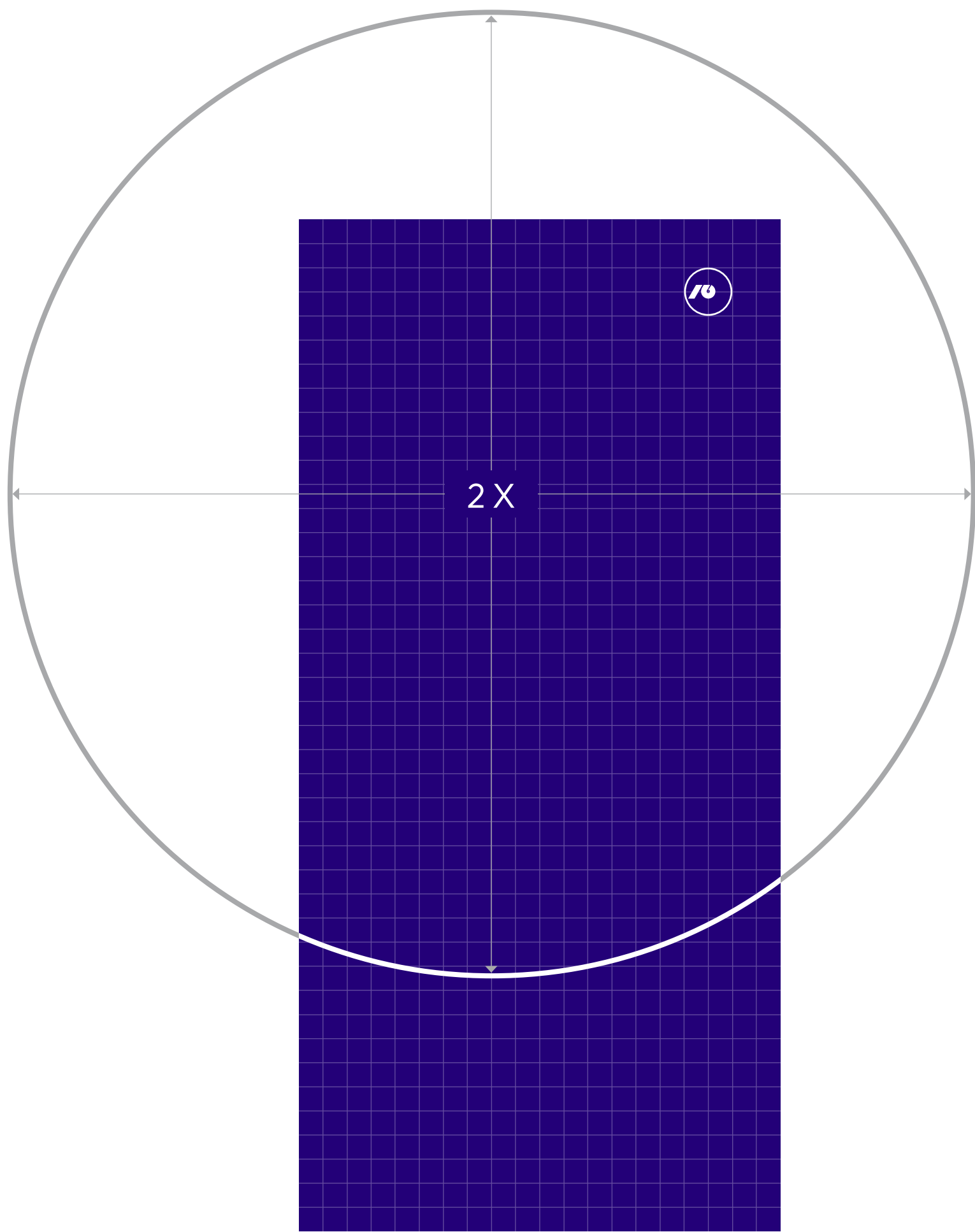
The lowest position of the shape is 3A from the bottom of the post. Shape can only be moved up. Minimal move is from the lowest position is 2A together with the sticker.





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 & sign and shape construction.





## PRINT ADVERTS



## Family Property

The look and feel of a professional studio portrait photography, with a minimalistic set and stylized costume design.

Lifestyle

Whether it's an aesthetic photograph of a plate of food, a decorated ambiance, a property or a boat, ...

Investments

A setting with a work of art, a clock mechanism or real estate or movable property.



A P R I N T A D W I T H A P R A R T I C L E



NLB Privatno bančništvo

# Priložnost za strokovno upravljanje in plemenitenje premoženja.

Naj bo vaše finančno premoženje v varnih rokah vrhunskih strokovnjakov. NLB Privatno bančništvo je ekskluzivna ponudba bančnih in finančnih storitev, ki vključuje tudi privatnega bančnika, na katerega se lahko obrnete kadarkoli. 24/7. Širok nabor storitev, oblikovanih posebej za vas, več kot 20-letne izkušnje, mednarodna priznanja in zaupanje številnih strank pričajo, da je odločitev za privatno bančništvo prava odločitev. Več na [nlb.si/privatno-bancnistvo](http://nlb.si/privatno-bancnistvo)

Za vse, kar sledi.

NLB

## Z vami doma in na vaših poteh po svetu.

V NLB Privatnem bančništvu upravljanje financ in plemenitenje premoženja svojih strank nadgrajujemo s posebnimi storitvami in ugodnostmi, dodanimi v NLB Paket Privatno, da se stranke lahko še bolj posvetite sebi in svojim poslom.

### Brezplačen osebni asistent

Iščete ekskluzivne vstopnice za pomemben dogodek? Želite najdražjim poslati drobno pozornost? Morda pa ste veliko na poti in je čas za vas še posebej dragocen. Prihranite ga s storitvijo Mastercard Concierge - brezplačnim osebnim asistentom, ki vam je na voljo 24 ur dan, 7 dni v tednu, da uredi opravke namesto vas.

### Ugodnosti na letališčih

- Spremenite čakanje na letališčih v sproščeno doživetje. **Brezplačno vstopajte v ekskluzivne letališke salone** iz programa Mastercard LoungeKey.
- 10-krat letno skupaj z vašimi sopotniki izkoristite **hitri prehod čez letališki varnostni postopek**, ki ga rezervirate le z nekaj klikli v aplikaciji Mastercard Travel Experiences.
- **Parkirajte na rezerviranem parkirnem mestu** ob neposredni bližini vhoda na Letališče Jožeta Pučnika Ljubljana (na voljo do zasedbe mest).

### Zavarovanje za tujino

Najboljše zavarovanje za tujino je tisto, ki vedno velja. Zato imate na kartici NLB Zlati Mastercard vključeno tudi zavarovanje **NLB Vita Tujina**, ki je dober sopotnik za potovanja v vse države sveta.

### Zavarovanje spletnih nakupov

Vaša NLB Debetna kartica Mastercard World Elite omogoča tudi aktivacijo brezplačnega zavarovanja spletnih nakupov.

### Dodatne Mastercard ugodnosti

- Mastercard Priceless Cities,
- Goodlife ugodnosti,
- posebne akcije.

### Doma ali na poti

Vsakodnevne bančne storitve tako na poti kot doma pa lahko urejate v okviru svojega **NLB Paketa Privatno**. Več na [nlb.si/paket-privatno](http://nlb.si/paket-privatno)









# BANNER

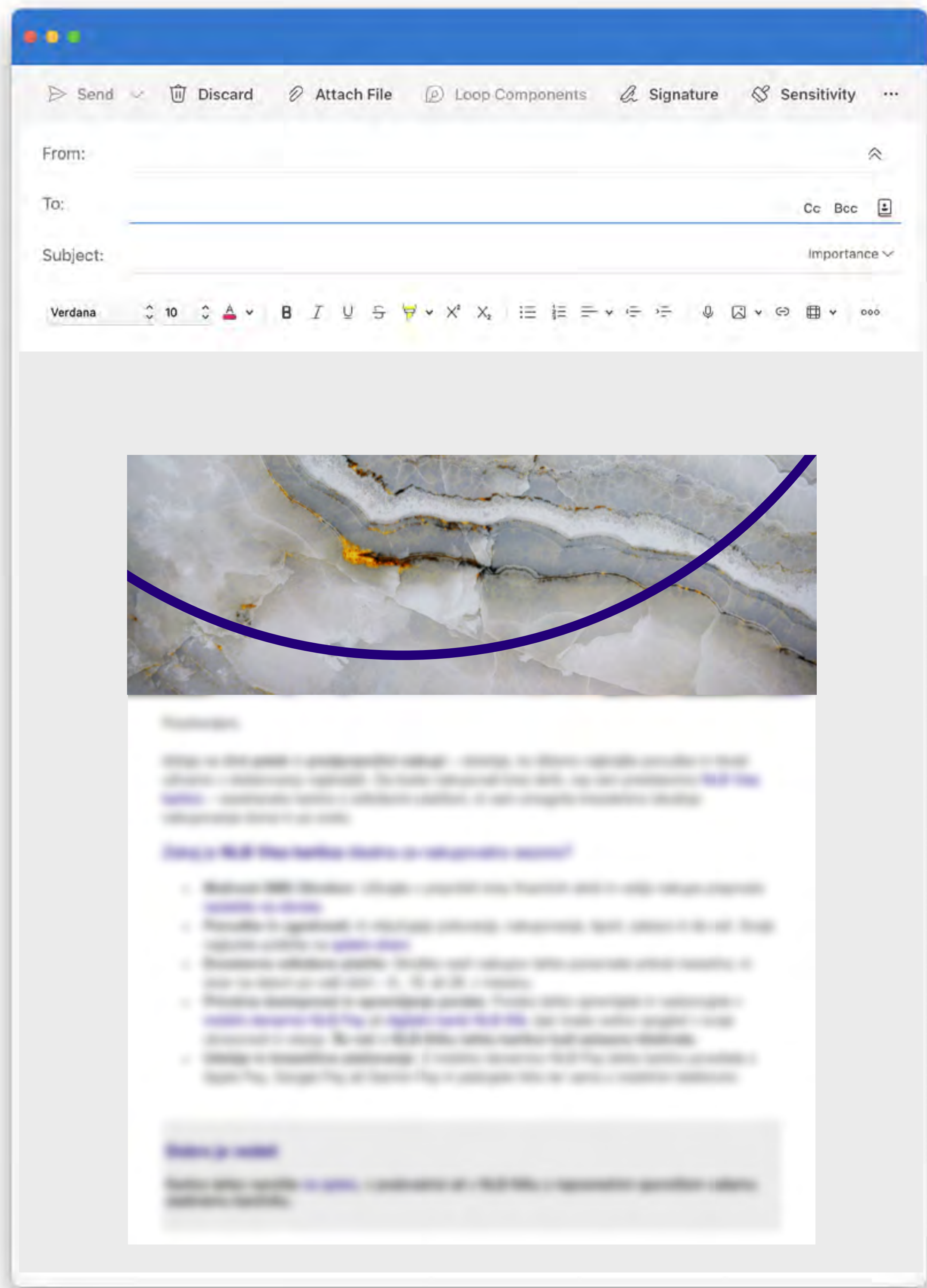
Discrete branding.





# E M A I L H E A D E R

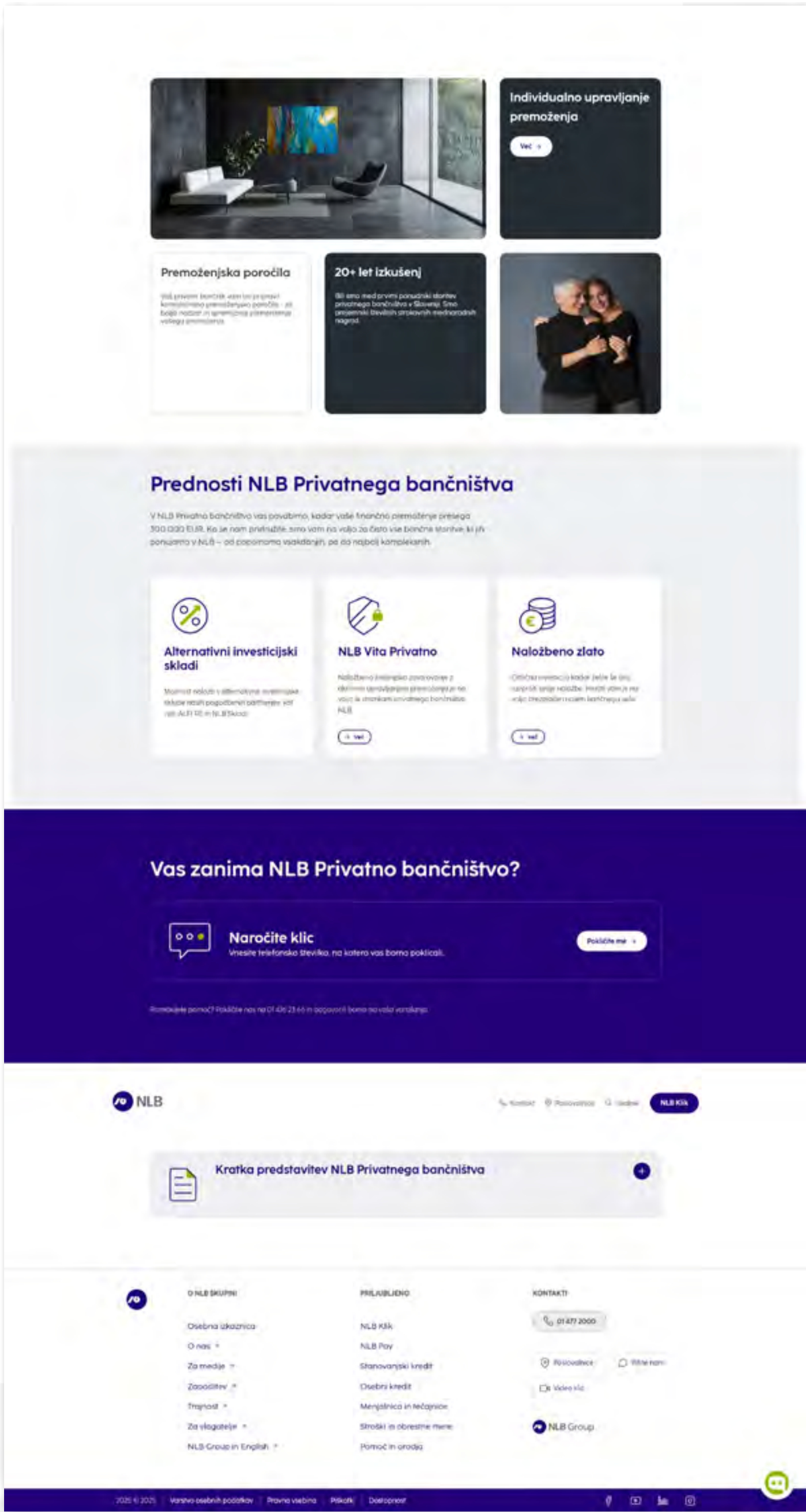
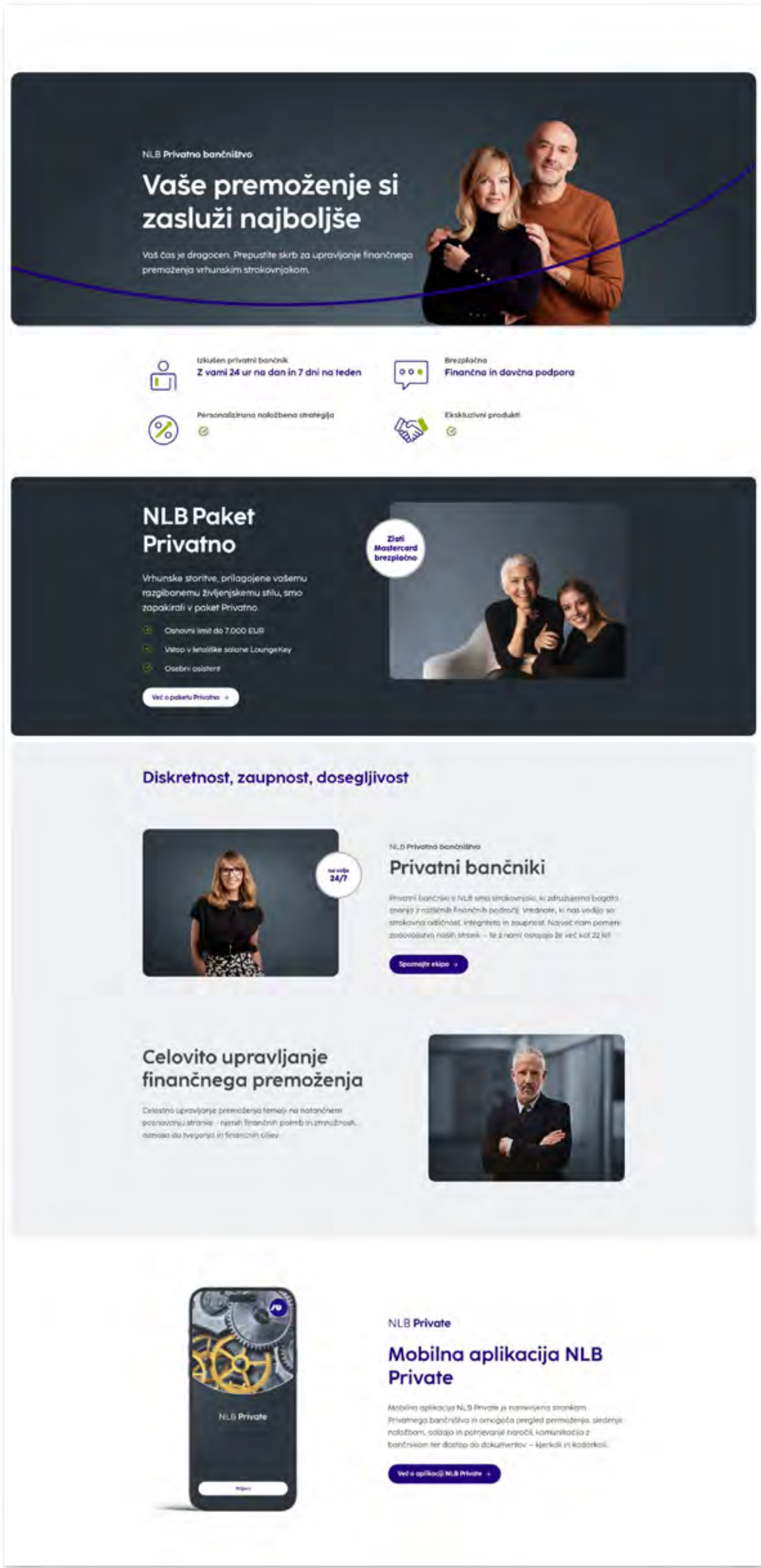
For the composition of the email header, photography that represents the occasion in a subtle way without people is preferable.



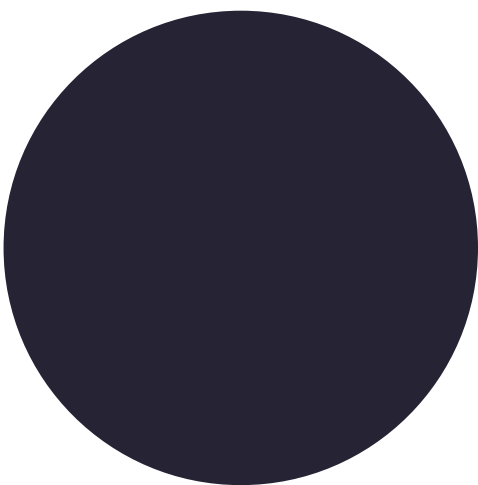


# WEB PRESENCE

More information and basic rules for website layout



DARK BLUE GRAY  
PANTONE 433  
30C 10M 0Y 80K  
R 38 G 46 B 52  
#262E34



Dark blue gray color is a tertiary color and as such it is only used in either solid or gradient backgrounds for the NLB Private Banking online presence.



# MOBILE APPLICATION

[More information and basic rules for mobile application layout](#)

[More information and basic rules on application icons design](#)

