



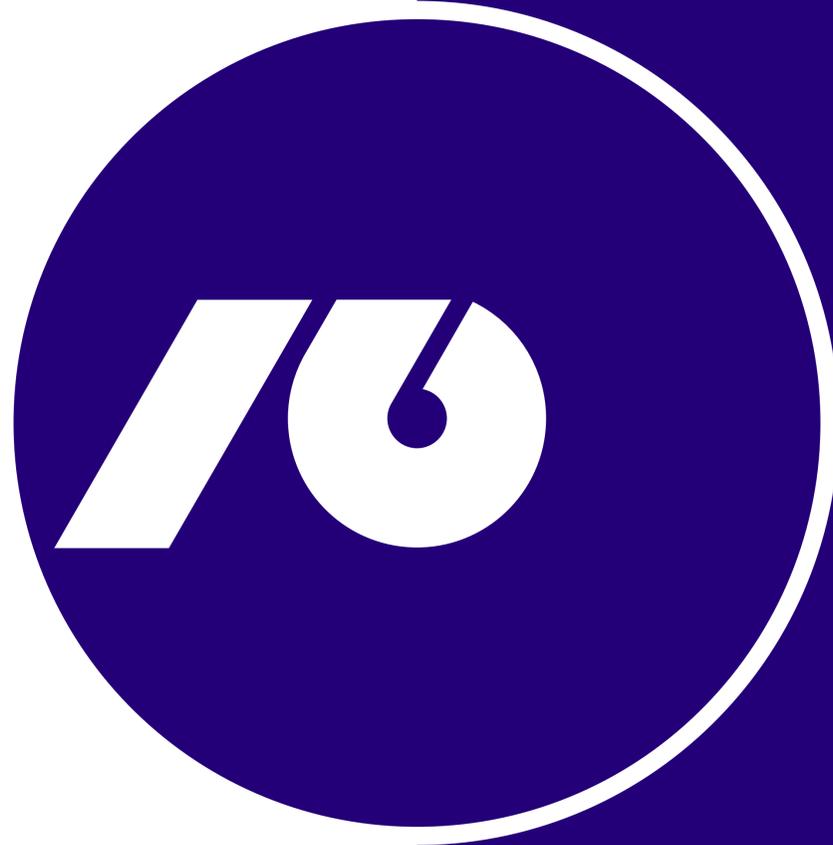
# NLB brand identity

Visual refreshment

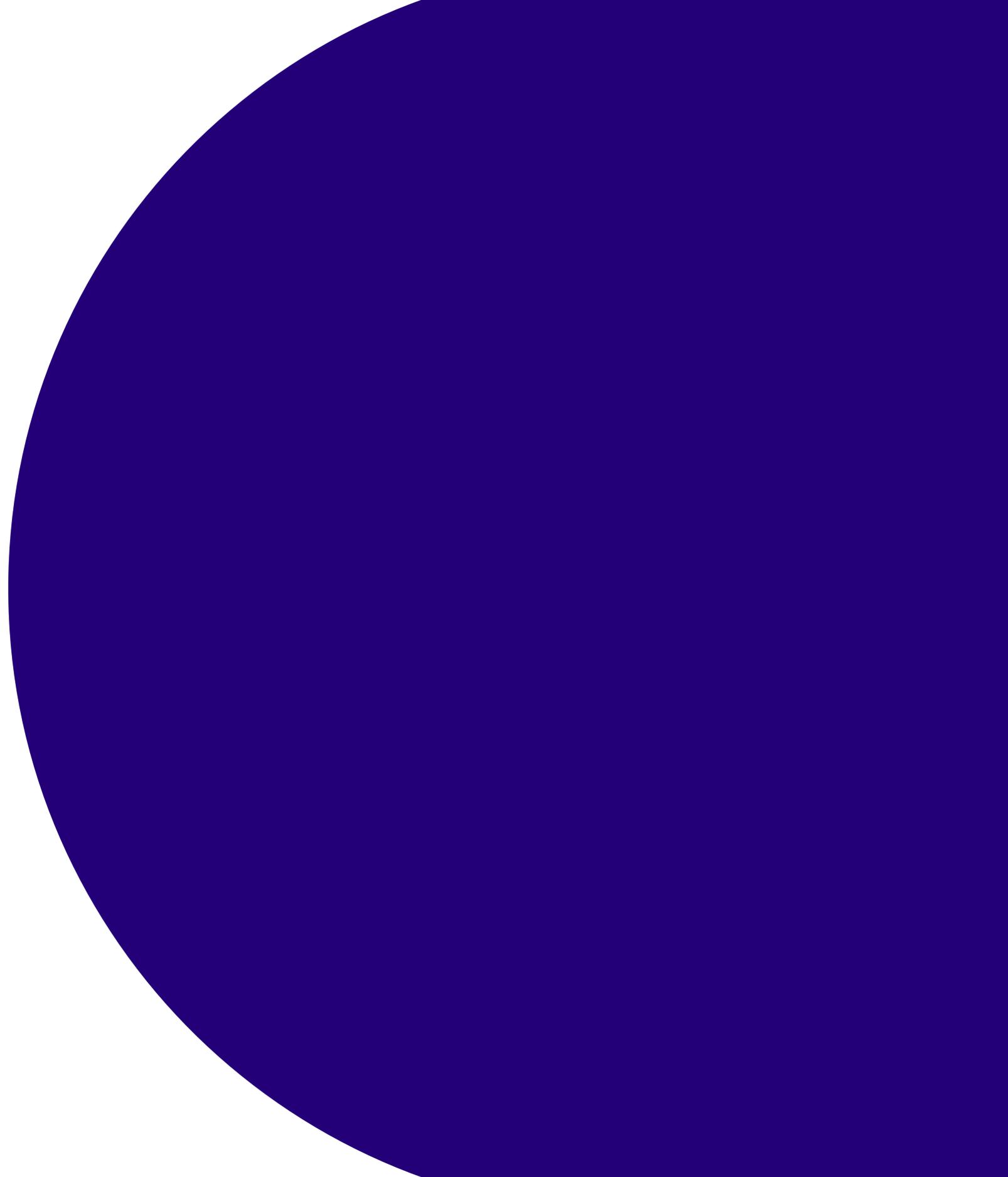
**S I G N**



**S I G N**



# 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

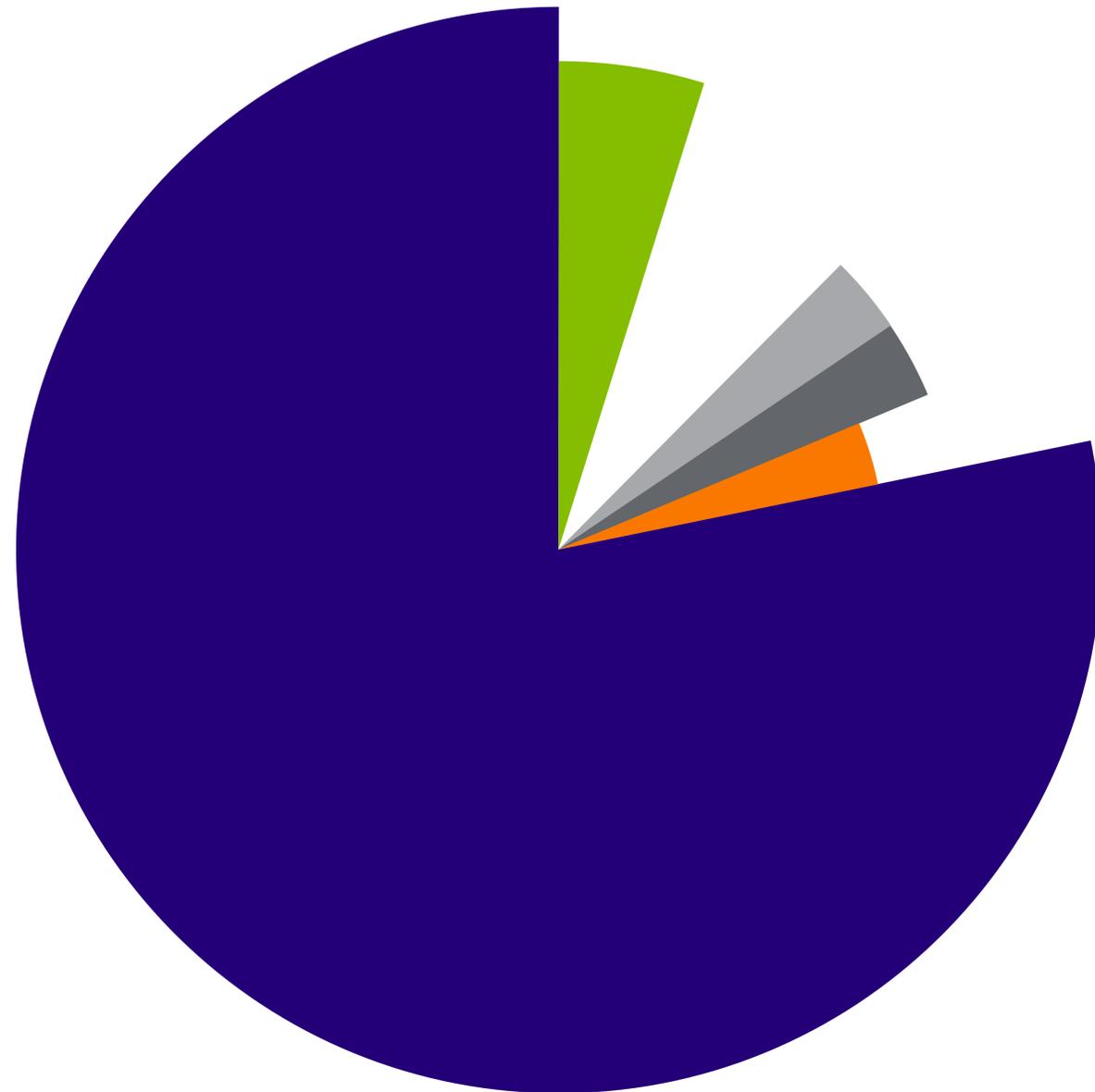


**SIGN + TYPOGRAPHIC PART**



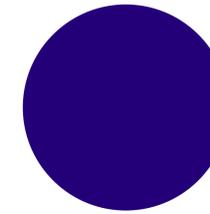
**NLB**

# BASIC COLORS



## NLB INDIGO BLUE

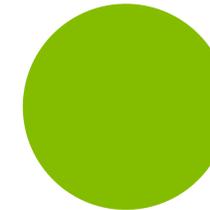
PANTONE 2745  
95C 100M 0Y 20K  
R35 G0 B120  
#230078  
RAL DESIGN 290 20 35



**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

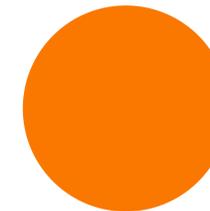
PANTONE 376  
54C 0M 100Y 0K  
R132 G189 B0  
#84BD00  
RAL DESIGN 120 70 75



**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

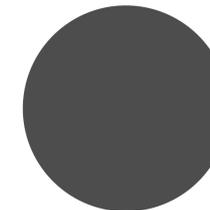
PANTONE 1505  
OC 70M 100Y 0K  
R250 G120 B0  
#FA7800  
RAL DESIGN 060 60 80



**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

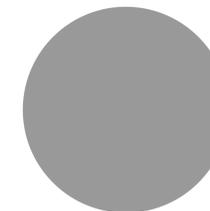
PANTONE COOL GRAY 10  
OC 0M 0Y 75K  
R99 G102 B106  
#63666A  
RAL 7012



**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  
OC 0M 0Y 40K  
R167 G168 B170  
#A7A8AA  
RAL 9022



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

# BASIC COLOR RASTERS

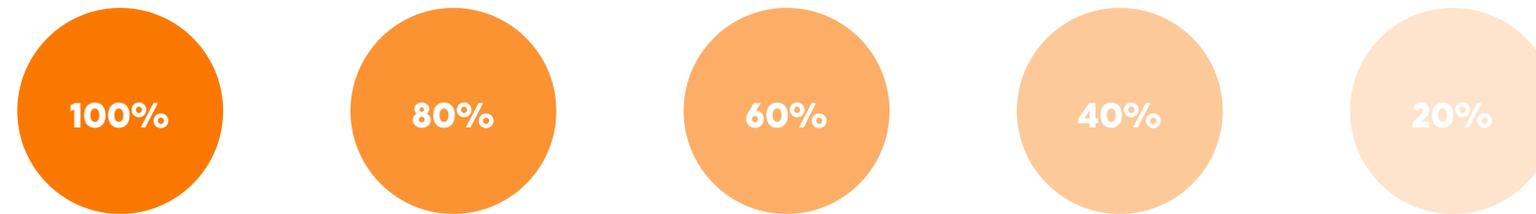
NLB INDIGO BLUE



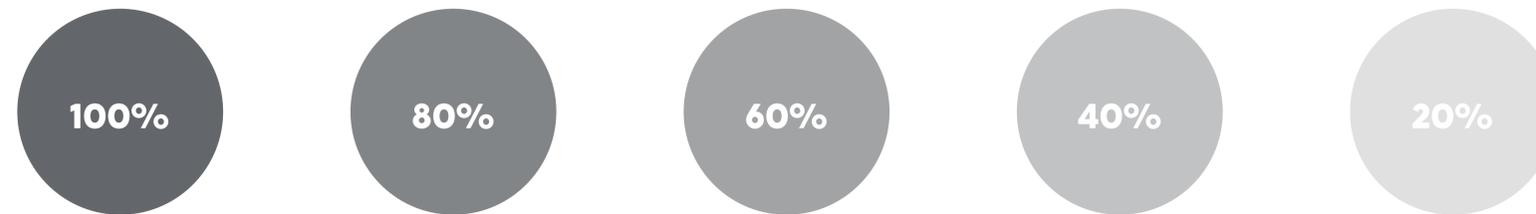
NLB WARM GREEN



NLB ACCENT ORANGE



NLB DARK GRAY



# NLB IDENTITY PILLARS

Look & feel of NLB Product, Corporate and Employer branding design.

## NLB Product Branding

NLB Poslovni paket Celoviti  
**Zdaj se lahko svojih financ lotite kot svojega posla: celovito.**

**0€**  
pol leta za nove stranke

Ob najširšem naboru naprednih storitev, ki jih potrebujete pri vsakodnevnem poslovanju, vključuje **NLB Poslovni paket Celoviti** tudi **NLB Poslovno debetno kartico Mastercard® World** s posebnimi ugodnostmi. Izkoristite ponudbo za nove stranke in poslujte kar pol leta brez stroškov vodenja paketa.

Več na [nlb.si/poslovni-paketi](http://nlb.si/poslovni-paketi)

Za vse, kar sledi.

NLB

## NLB Corporate Branding

NLB Annual Report  
**Our 2022 was more succesful than ever.**

Browse the full report in **PDF**

Ob najširšem naboru naprednih storitev, ki jih potrebujete pri vsakodnevnem poslovanju, vključuje **NLB Poslovni paket Celoviti** tudi **NLB Poslovno debetno kartico Mastercard® World** s posebnimi ugodnostmi. Izkoristite ponudbo za nove stranke in poslujte kar pol leta brez stroškov vodenja paketa.

Več na [nlb.si/poslovni-paketi](http://nlb.si/poslovni-paketi)

Za vse, kar sledi.

NLB

## NLB Employer Branding

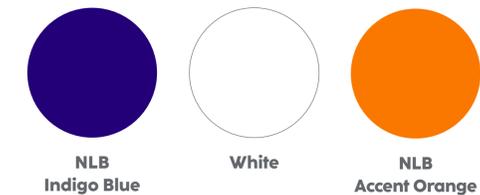
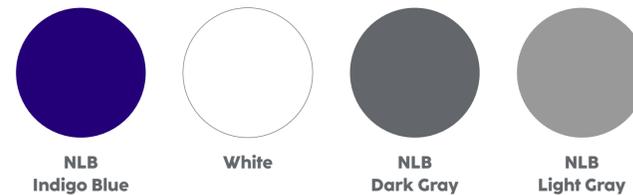
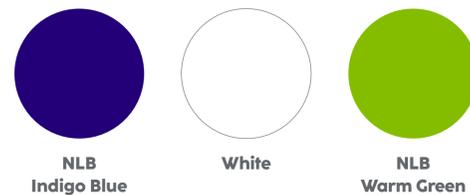
NLB Športne igre  
**Čestitamo vsem zmagovalcem.**

Oglej si **UTRINKE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Za vse, kar sledi.

NLB



# NLB LAYOUTS LIBRARY PRODUCT COMMUNICATIONS

## Colors:

- NLB Indigo +
- White +
- NLB Warm Green

### PRIMARY USE FULL Indigo

Basic layout for adverts without photography, but it could include small secondary free-stand object, preferable mobile device to provide a digital perception of the bank. The sticker is optional but always within strict rules. This layout is used for most of the adverts.

### PRIMARY USE Indigo SHAPE

Just a variation of basic layout with same use logic as Full Indigo layout. Also used for most of the adverts.

### PRIMARY USE Indigo PHOTO

Basic layout for adverts with campaign/costume photography, it could also include small secondary free-stand object, preferable mobile device to provide a digital perception of the bank - but less is more. The sticker is optional but always within strict rules. This layout is used for most of the adverts.

### SECONDARY USE Indigo TYPE

This layout is only to use for occasions when the distinction to basic adverts is needed with a reason such as special types of messages, limited offers, rare products, B2B, etc. Keep then this type of use as constant. This layout is not used for more than 20% of all adverts.

### SECONDARY USE Shape & object

This layout is used to point out great products, especially digital products on screen devices. This layout is not used for more than 20% of all adverts.

### SECONDARY USE Shape & PHOTO

This layout is used for SPONSORSHIP adverts to select personas from documentary photography, to avoid other persons and details, brands, logos, competition etc. This layout is not used for more than 20% of all adverts.

### SECONDARY USE Shape & type FULL PHOTO

Layout for adverts with campaign/custom photography. It always looks better on stylish photography in indigo or warm colour space. This should still not mean everyone is wearing NLB indigo sweater. This layout is not used for more than 20% of all adverts, suitable for lifestyle adverts, for higher social ladder target groups, prime and premium products or services.

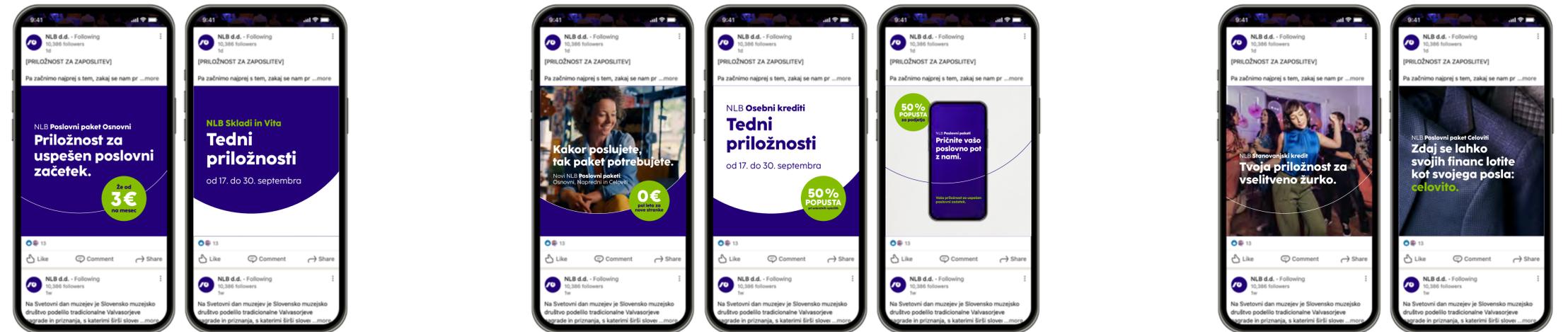
### SPECIAL OCCASION Supersize ICON

Layout with supersize icon can only be used for special occasions and only when the shape is not used. It always looks better on stylish photography in indigo or warm colour space. In case of long distance or branding it even works well on indigo background. Only 5% of all bank appearance can use this layout.

## Print ads A4



## SM posts (Facebook, Instagram, LinkedIn)



## Posters 700x1000



# NLB LAYOUTS LIBRARY CORPORATE COMMUNICATIONS

## Colors:

- NLB Indigo +
- White +
- NLB Dark Gray +
- NLB Light Gray

### PRIMARY USE

**FULL Indigo**  
Basic layout for adverts without photography, but it could include small secondary free-stand object, preferable mobile device to provide a digital perception of the bank. The sticker is optional but always within strict rules. This layout is used for most of the adverts.

### PRIMARY USE

**Indigo SHAPE**  
Just a variation of basic layout with same use logic as Full Indigo layout. Also used for most of the adverts.

### SECONDARY USE

**Indigo TYPE**  
This layout is only to use for occasions when the distinction between basic adverts is needed with a reason such as special types of messages, announcements, etc. Keep then this type of use as constant. This layout is not used for more than 20% of all adverts.

### SECONDARY USE

**Shape & PHOTO**  
This layout is used to communicate accomplished NLB events. This layout is not used for more than 20% of all adverts.

### SECONDARY USE

**Shape & OBJECT**  
This layout is used when needed to point out an advantage, to communicate an achievement either with cut out images of objects or symbols on indigo background. This layout is not used for more than 20% of all adverts.

### SECONDARY USE

**Shape & type FULL PHOTO**  
This layout is used only when enough indigo color elements or indigo color impression is provided in a photograph. This layout is used to communicate an achievement or a statement from the board. This layout is used for more than 20% of all adverts.

### SECONDARY USE

**Type & branded PHOTO**  
This layout is used only when enough NLB brand elements are provided both in the photo scenography and color impression. This layout is used to communicate an achievement or a statement from the board. This layout is used for less than 5% of all adverts.

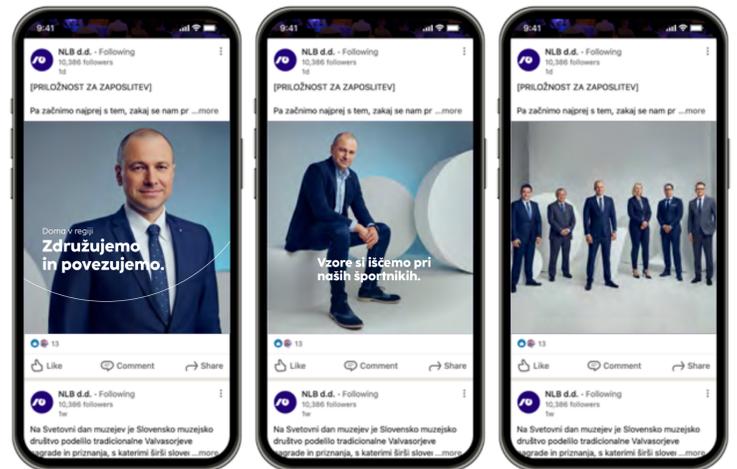
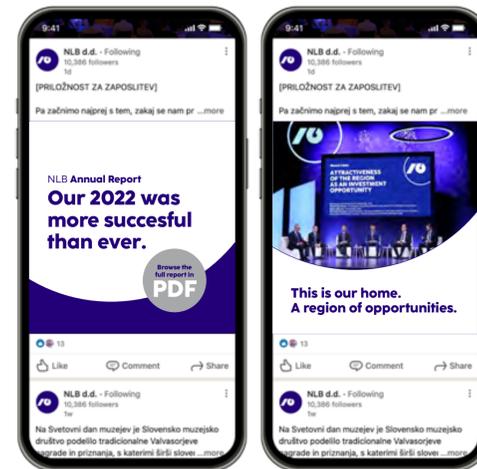
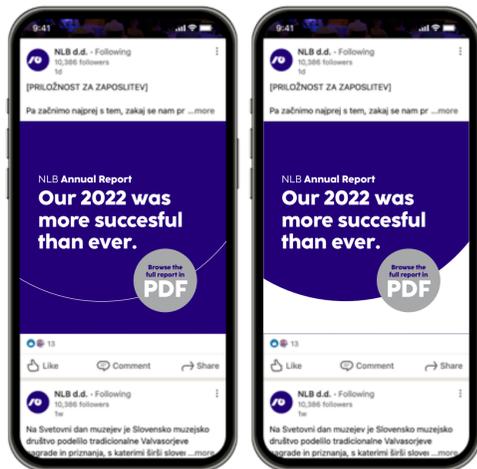
### SPECIAL OCCASION

**Branded PHOTO**  
This layout is used only when enough NLB brand elements are provided both in the photo scenography and color impression. This layout is used to communicate an achievement or a statement from the board. Only 5% of all bank appearance can use this layout.

## Print ads A4



## SM posts (Facebook, Instagram, LinkedIn)



## Posters 700x1000



# NLB LAYOUTS LIBRARY EMPLOYER COMMUNICATIONS

## Colors:

- NLB Indigo +
- White +
- NLB Accent Orange

### PRIMARY USE FULL Indigo

Basic layout for adverts without photography, but it could include small secondary free-stand object, preferable mobile device to provide a digital perception of the bank. The sticker is optional but always within strict rules. This layout is used for most of the adverts.

### PRIMARY USE Indigo SHAPE

Just a variation of basic layout with same use logic as Full Indigo layout. Also used for most of the adverts.

### PRIMARY USE Indigo PHOTO

Basic layout for adverts with campaign/costume photography, it could also include small secondary free-stand object, preferable mobile device to provide a digital perception of the bank - but less is more.) The sticker is optional but always within strict rules. This layout is used for most of the adverts.

### SECONDARY USE Indigo TYPE

This layout is only to use for occasions when the distinction to basic adverts is needed with a reason such as special types of messages, limited offers, rare products, B2B, etc. Keep then this type of use as constant. This layout is not used for more than 20% of all adverts.

### SECONDARY USE Shape & PHOTO

This layout is used to communicate accomplished NLB events. This layout is not used for more than 20% of all adverts.

### SECONDARY USE Shape & type FULL PHOTO

Layout for adverts with campaign/custom photography. It always looks better on stylish photography in indigo or warm colour space. This should still not mean everyone is wearing NLB indigo sweater. This layout is not used for more than 20% of all adverts, suitable for lifestyle adverts.

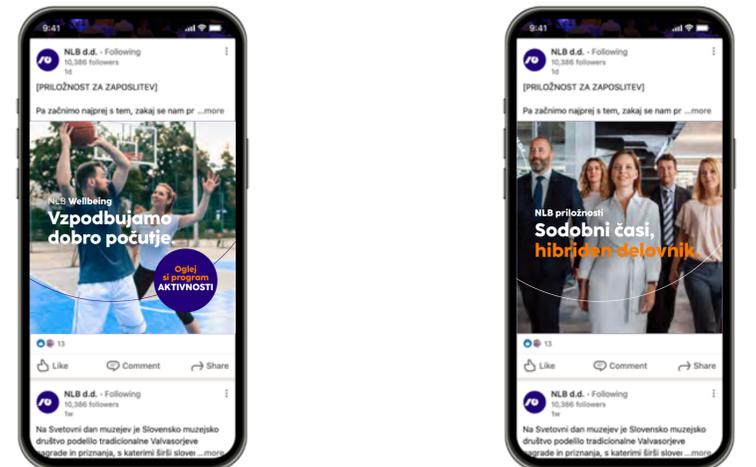
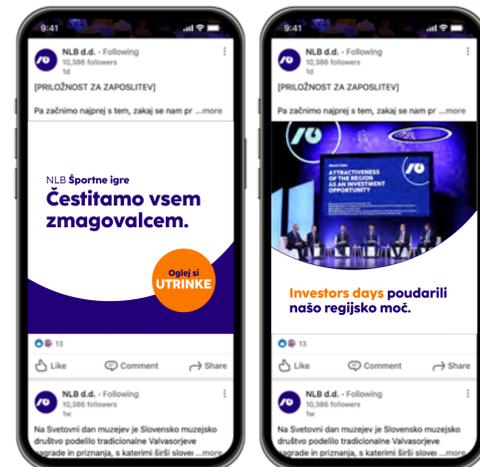
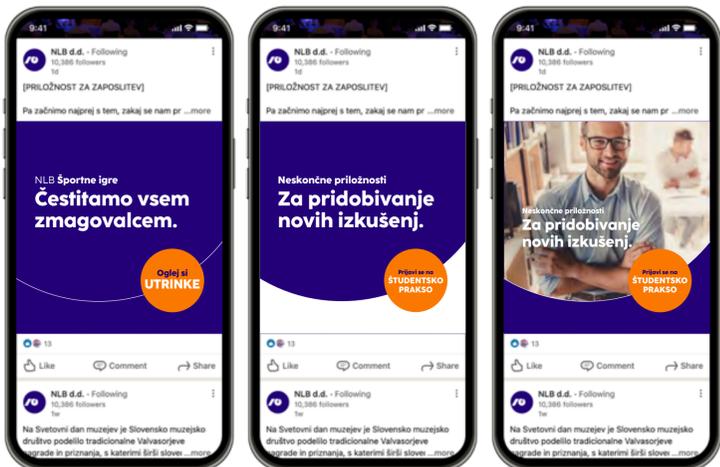
### SPECIAL OCCASION Supersize ICON

Layout with supersize icon can only be used for special occasions and only when the shape is not used. It always looks better on stylish photography in indigo or warm colour space. In case of long distance or branding it even works well on indigo background. Only 5% of all bank appearance can use this layout.

## Print ads A4



## SM posts (Facebook, Instagram, LinkedIn)



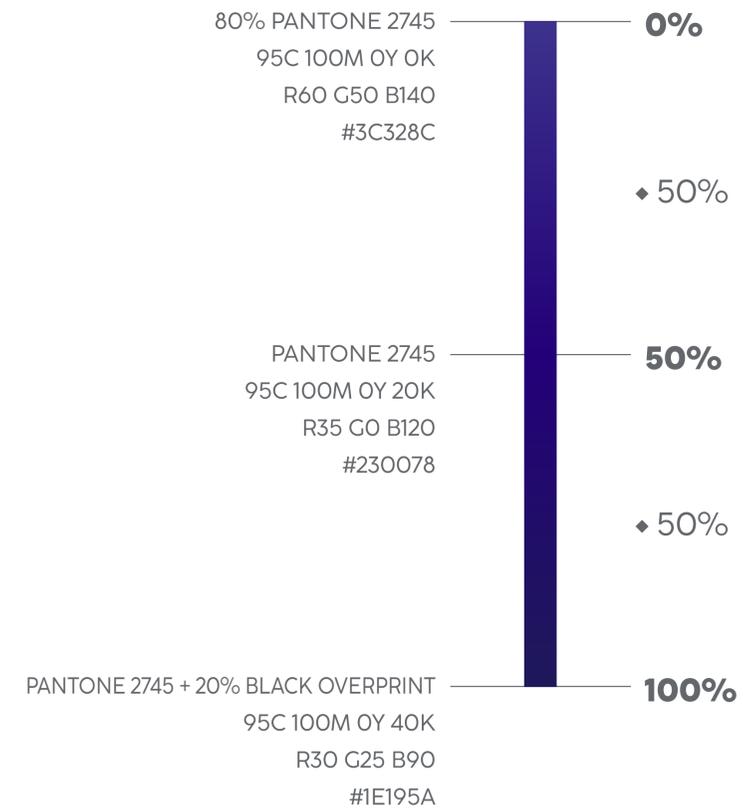
## Posters 700x1000



# COLOR GRADIENT

The aim of using the NLB color gradient is to set up the impression of the depth or space. The preferred 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.

# NLB Product



# NLB Product

NLB **Paket Moj svet**

NLB **Skladi**

NLB **Domače plačilne transakcije**

NLB **Pay**

NLB **Klik**

NLB **Osebni kredit**

NLB **Depozit**

NLB **Trgovanje z vrednostnimi papirji**

NLB **Naložbeni par**

NLB **Prvi račun**

NLB **Privatno bančništvo**

NLB **Agro**

# PHOTOGRAPHY

## Real life is full of twists and turns

It's not all smiles and giggles

Real people caught in a real moment.  
Warm tones and natural light with a dash of indigo.  
Low contrast between highlights and shadows.  
Ensuring the headline to be written in white.  
Highlights allowed to appear on the edges.

DIGITAL SOLUTIONS & CASHLESS PAYMENTS



HOUSING & CONSUMER LOANS



BANKING PACKAGES



# PHOTOGRAPHY COLOR GRADING



Desaturated, but with the exception of the key colorful costume elements of the lead character / subject

More contrast



NLB Poslovni paket Celoviti  
**Zdaj se lahko  
svojih financ lotite  
kot svojega posla:  
celovito.**

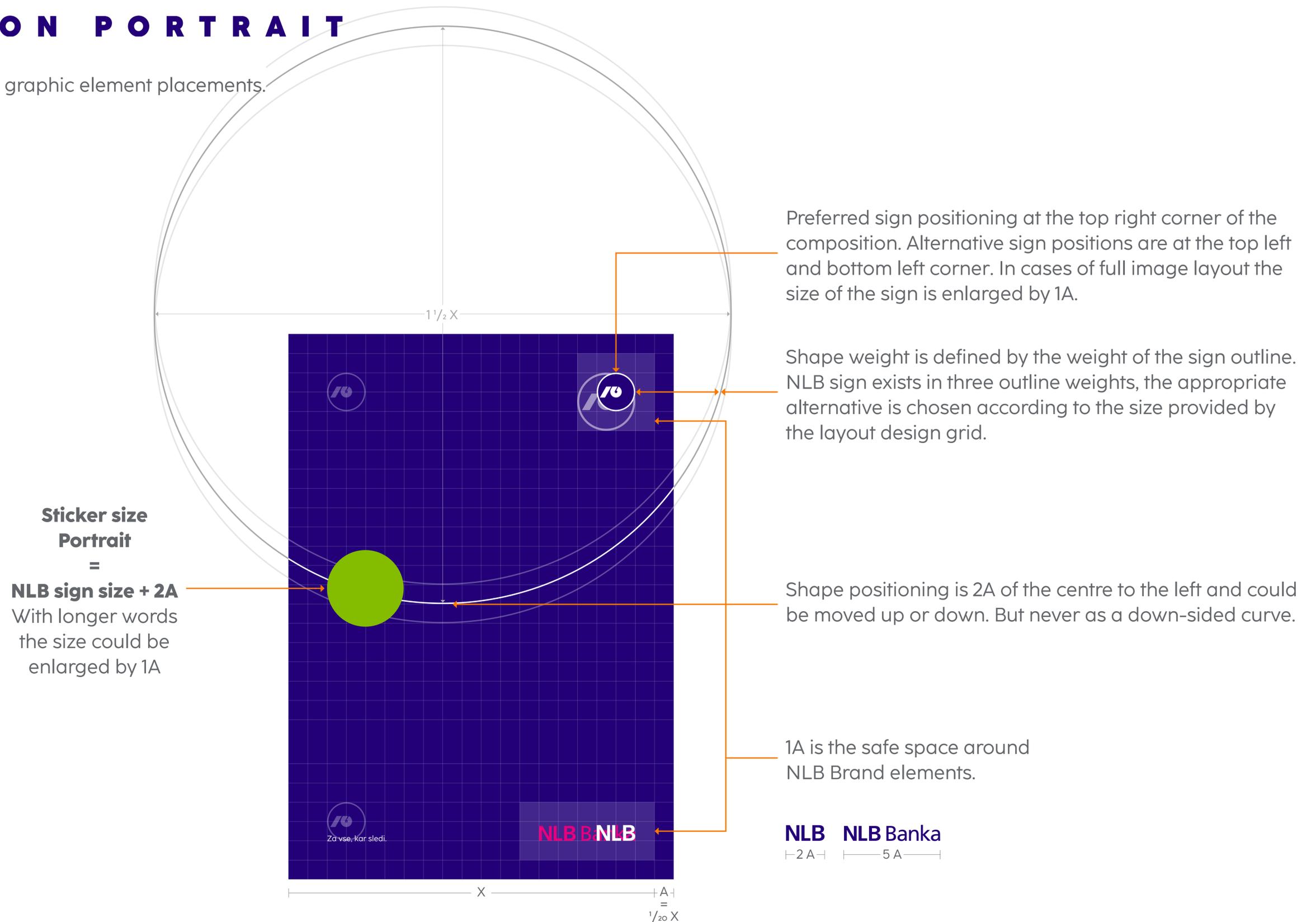
## COPY STRATEGY

Everything we do revolves around creating a world Full of Opportunities. It is a lot more than just a word we use. And it is not just part of the sentence we use when communicating with our target audiences. It is an overall impression we want to leave as a brand. It is our way of thinking and our way of acting.

**It is not just a territory we own, it is a territory we actively create through our actions.**

# CONSTRUCTION PORTRAIT

Basic portrait format grid & sign and graphic element placements.



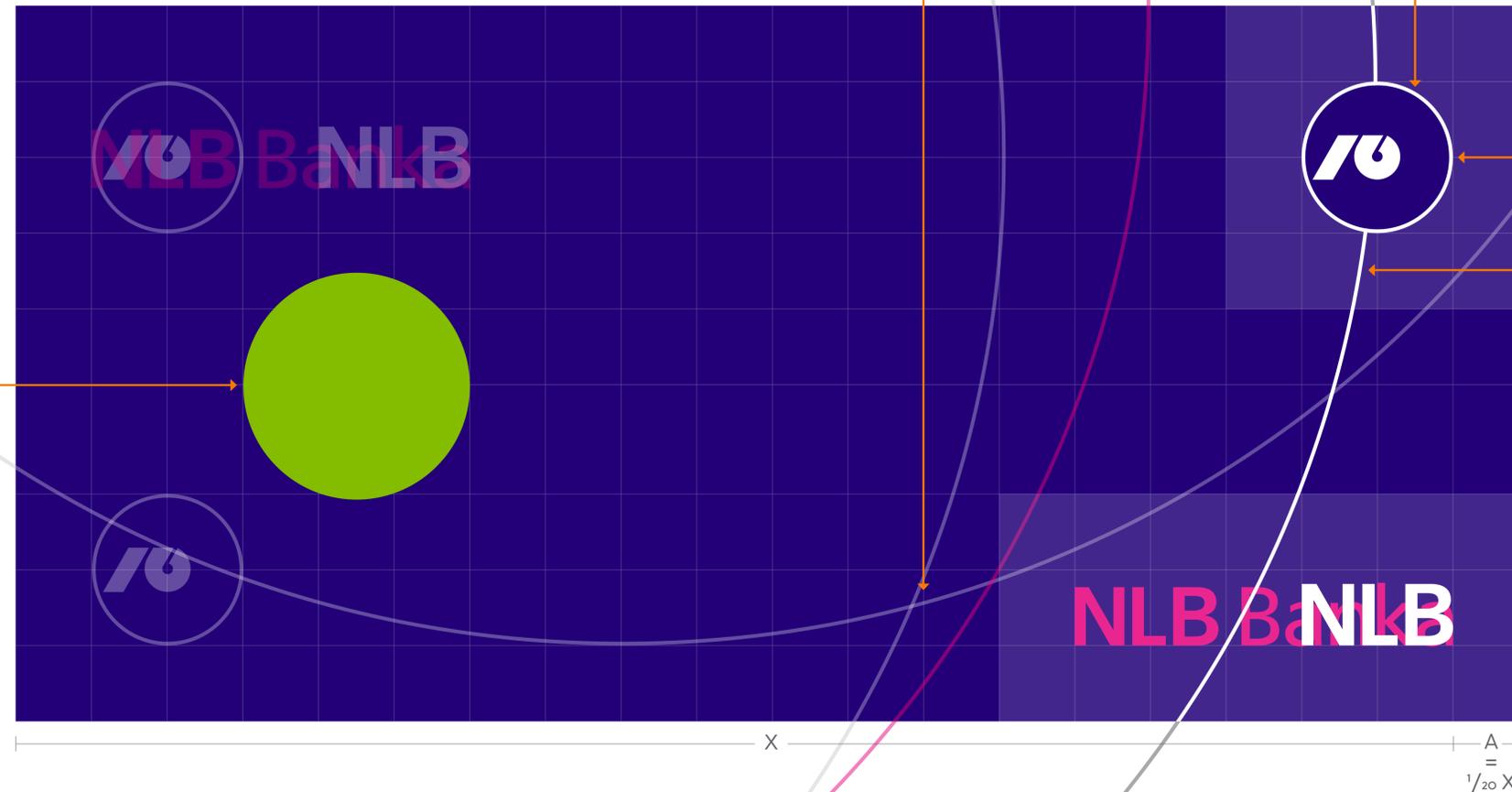
# CONSTRUCTION LANDSCAPE

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.

Sticker size  
Landscape  
=  
NLB sign size + 1A



Shape weight is defined by the weight of the sign outline. 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 NLB Banka**  
2 A      5 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.



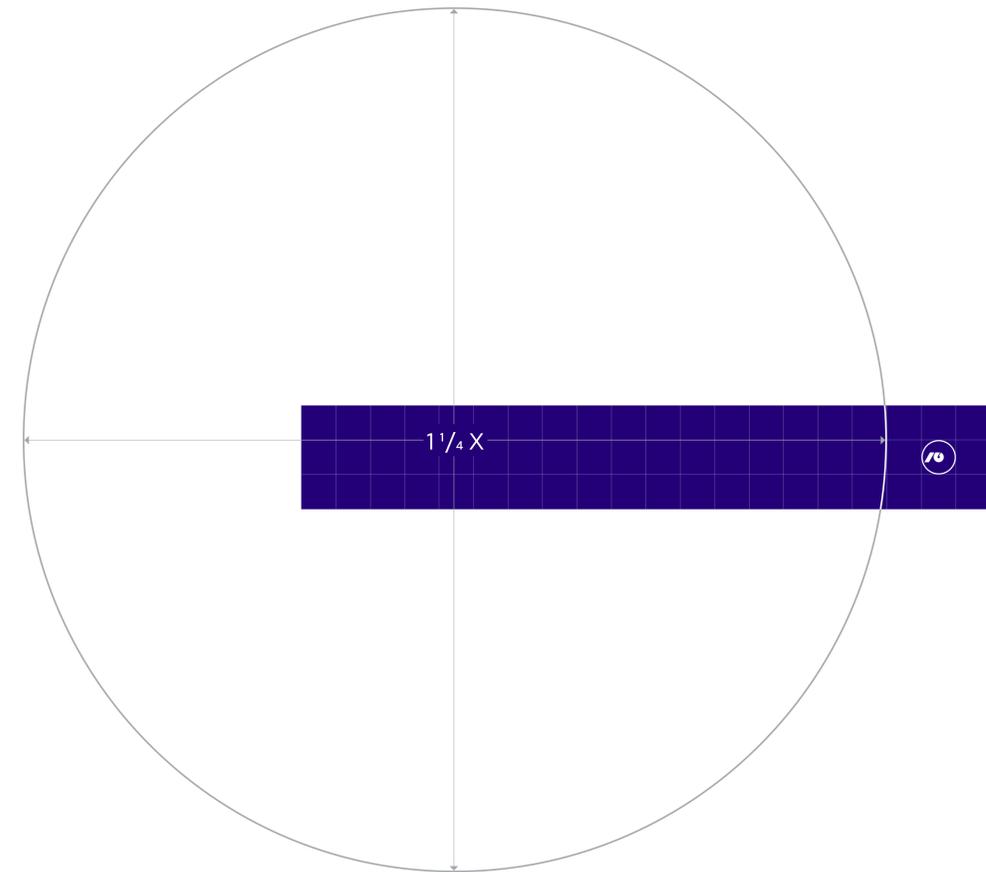
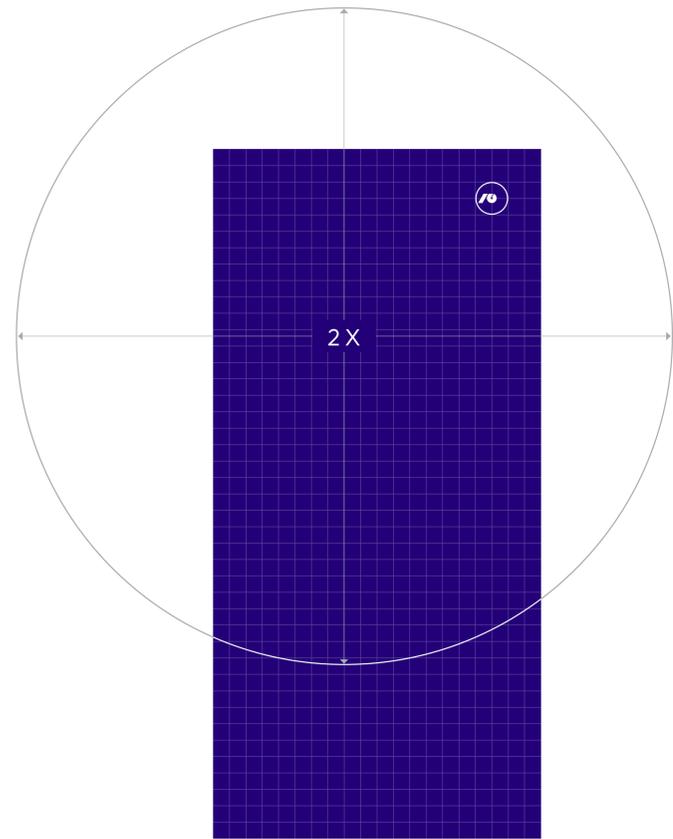
The sign is not used in SM posts it serves only to define the width of the shape.

The lowest position of the shape is 3 A 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.

A  
=  
1/20 X

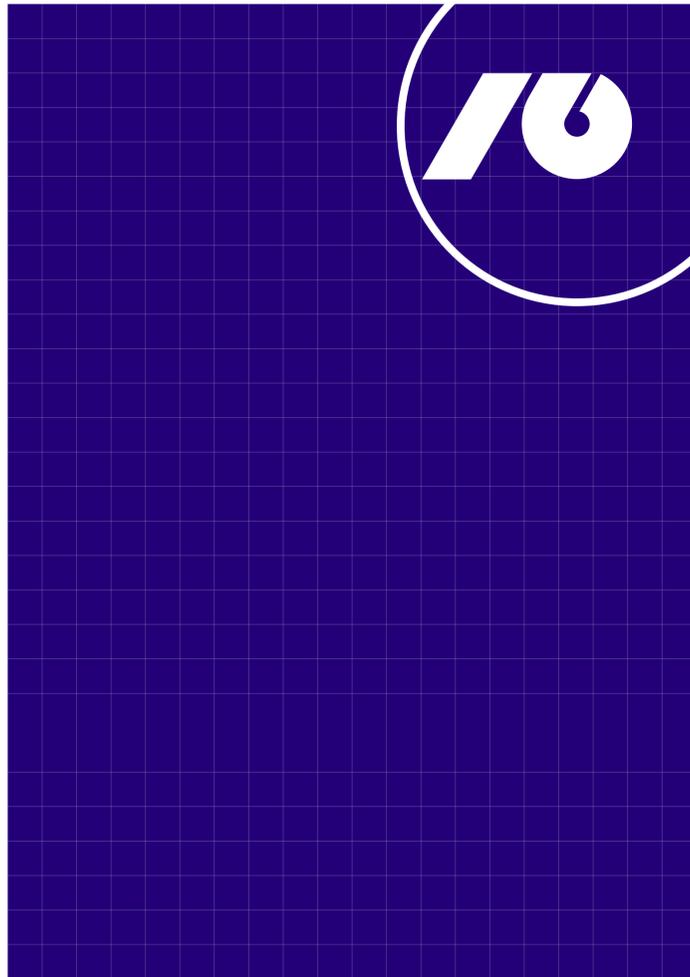
# CONSTRUCTION PORTRAIT & LANDSCAPE NARROW

Basic narrow format grid & sign and shape construction.



# CONSTRUCTION SUPERSIZE

Basic portrait and landscape format supersize positioning.  
For supersize placement, only the large sign should be used  
(diameter bigger than 45 mm or 300 px).



# 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:

$\frac{1}{2}$  of the headline size (preferred)

$\frac{1}{3}$  of the headline size only in cases of supersized headline

$\frac{2}{3}$  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

$\frac{1}{2}$  HL size  
**Headline**

$\frac{1}{2}$  HL size  
**Preferred**

$\frac{1}{3}$  HL size  
**Headline**

$\frac{1}{3}$  HL size  
**With supersized headlines**

$\frac{2}{3}$  HL size  
**Headline**

$\frac{2}{3}$  HL size  
**Only for OOH when needed to ensure legibility on complex photo background**

NLB **Stanovanjski kredit**

# Tvoja priložnost veselju dati nov naslov.

Nekatere **priložnosti** se enostavno ponudijo same.

NLB **Stanovanjski kredit**

# Tvoja priložnost veselju dati nov naslov.

Nekatere **priložnosti** se enostavno ponudijo same.

NLB **Stanovanjski kredit**

# Tvoja priložnost veselju dati nov naslov.

Nekatere **priložnosti** se enostavno ponudijo same.

## 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.



### COCO SHARP EXTRA BOLD IN WHITE +

Coco Sharp Extra Bold in NLB Indigo  
on NLB Warm Green background



### COCO SHARP EXTRA BOLD IN WHITE +

Coco Sharp Extra Bold in NLB Warm Green  
on NLB Indigo background



# TEXT SETTING STICKER

Examples.



# STICKER

Applications.

**BREZ**  
stroškov  
odobritve

Takošnja  
plačila  
**FLIK**

**0€**  
za nove stranke  
od 18 do 27 let



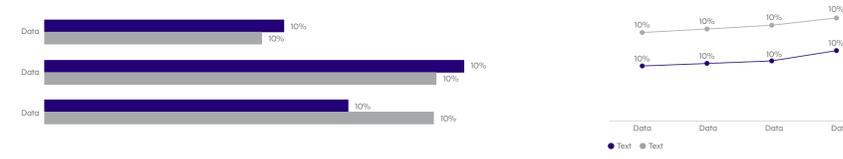
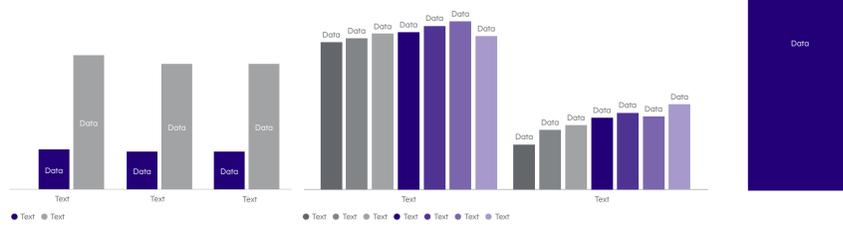
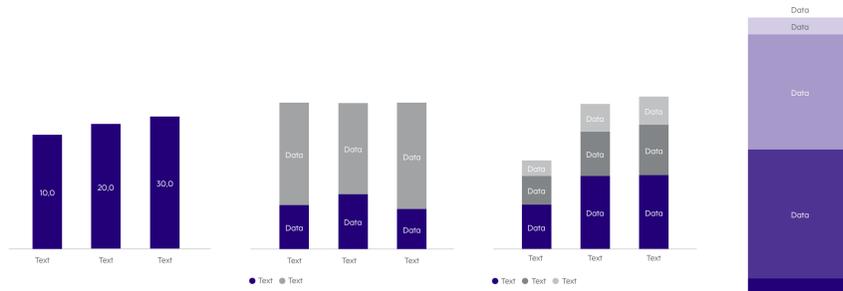
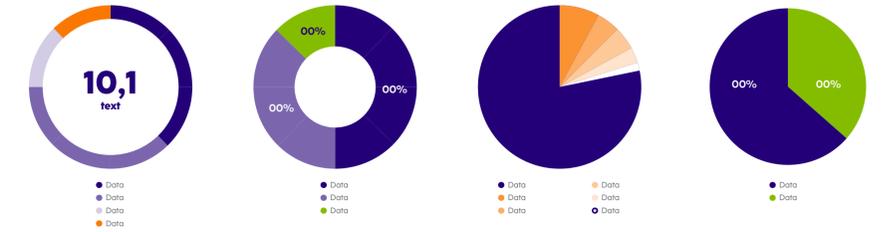
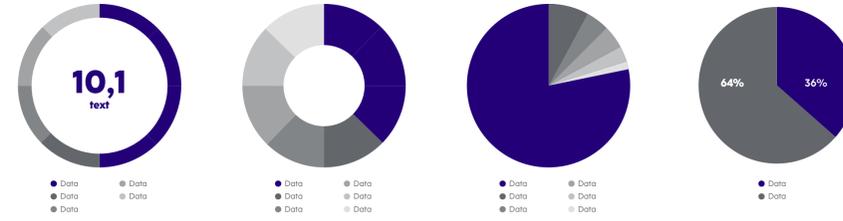
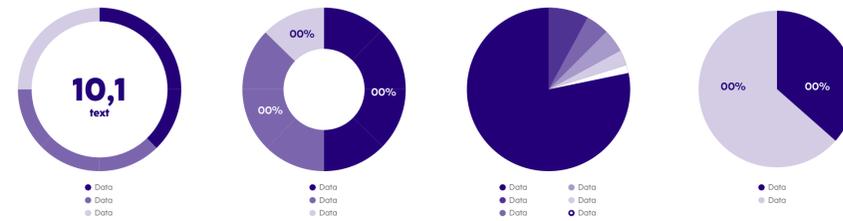
# GRAPHIC ELEMENTS

## Graphs, pies and tables

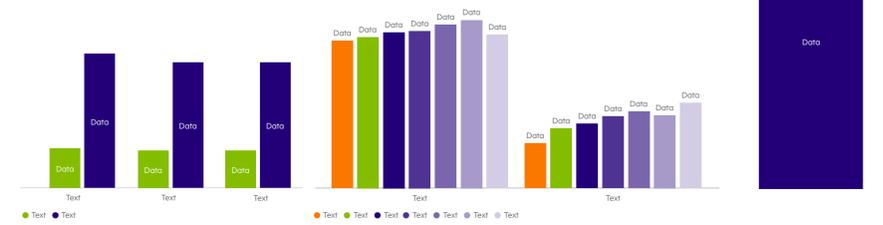
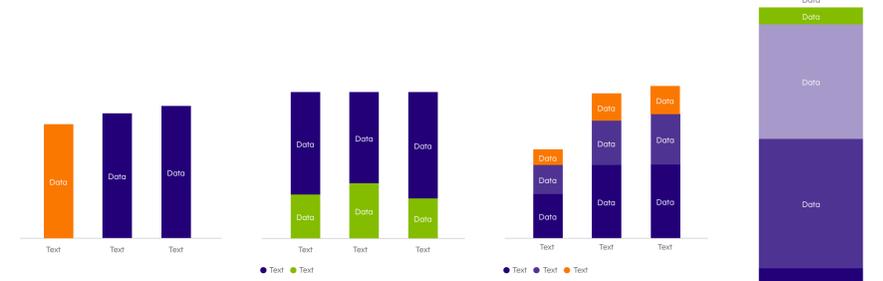
The look and feel of the graphic elements follow brand communications identity and its elements (shape, color and type).

For corporate communications NLB indigo color and its raster values are used in combination with NLB Dark grey color (and its raster values).

As an accent and for delivering product, HR or ESG related information NLB Warm green and NLB Accent orange color could be used but only in a limited amounts and always in a combination with NLB Indigo color.



<b>Kdaj</b>	nespremenljiva obrestna mera.	<b>Kdaj</b>	Možno spremenljiva ali nespremenljiva obrestna mera.
<b>Višina</b>	nespremenljiva	<b>Višina</b>	Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka.
<b>Odplačilo</b>	celotno dobo	<b>Odplačilo</b>	Možno spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka.
<b>Obresti</b>	nespremenljiva obrestna mera		



in EUR millions														
	Credit portfolio						Provisions and FV changes for credit portfolio							
	Credit portfolio	Stage1		Stage2		Stage3 & FVTPL		Stage1		Stage2		Stage3 & FVTPL		
		Share of Total	YTD change	Credit portfolio	Share of Total	YTD change	Credit portfolio	Share of Total	YTD change	Provision Volume	Provision Coverage	Provision Volume	Provision Coverage	Provisions & FV changes
<b>Total NLB Group</b>	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
o/w Corporate	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
o/w Retail	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
o/w State	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
o/w Institutions	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
<b>NLB-C w/o N Banka</b>	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
o/w Corporate	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
o/w Retail	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
o/w State	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
o/w Institutions	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%

# GRAPHIC ELEMENTS

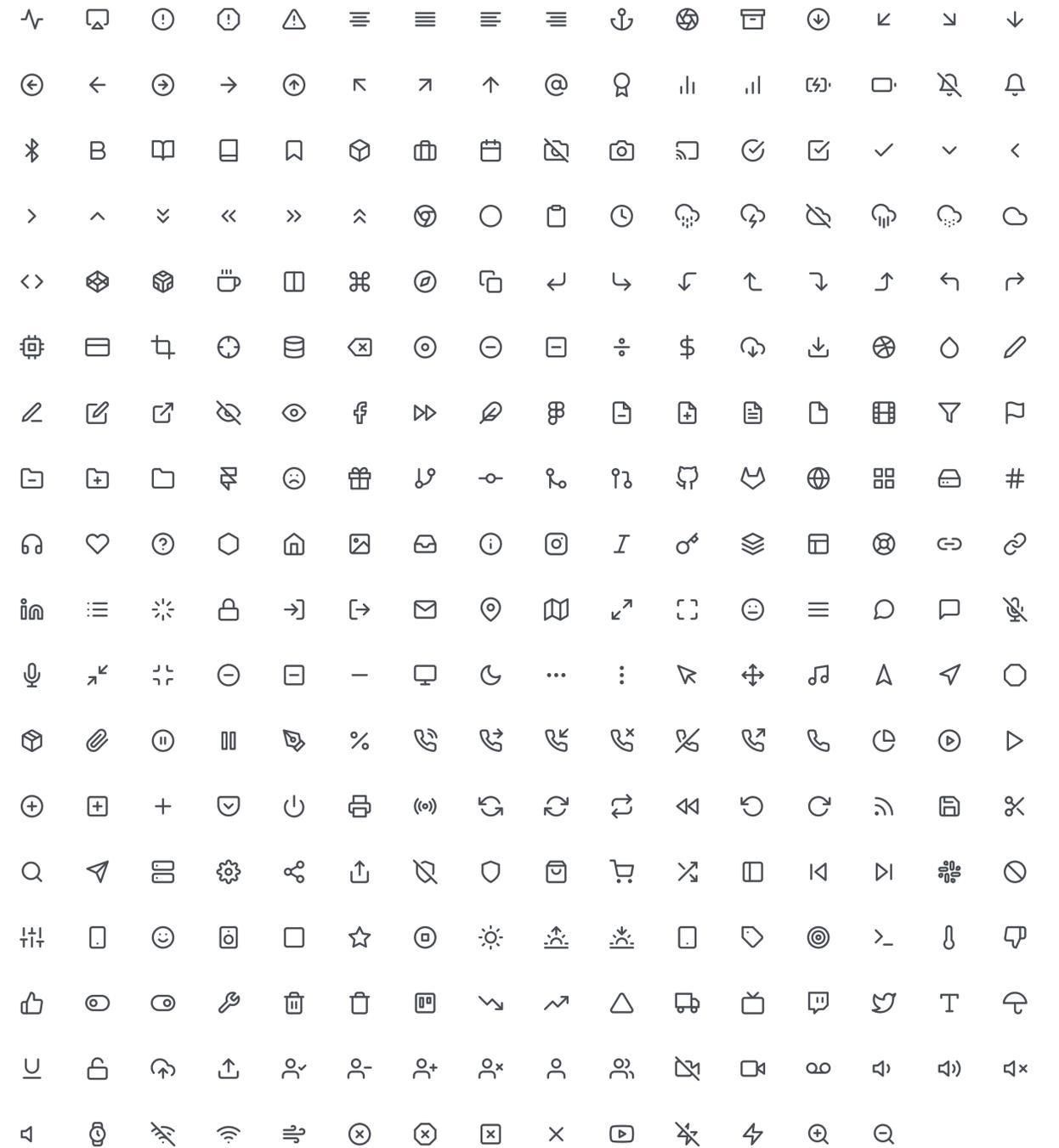
Pictograms and icons are linear, graphically-simple and without unnecessary details.



- 1.
  - 2.
  - 3.
  - 4.
  - 5.
  - 6.
  - 7.
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- 1.
  - 2.
  - 3.
  - 4.
  - 5.
  - 6.
  - 7.
  - 8.
- 



P R O D U C T   B R A N D I N G

# Layouts

# PRINT ADVERTS

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

PRIMARY USE  
FULL Indigo

NLB Poslovni paket Celoviti  
**Zdaj se lahko svojih financ lotite kot svojega posla: celovito.**

**0€** po letu za nove stranke

Ob najstrem naboru neprednih storitev, ki jih potrebujete pri vsakodnevni poslovanju, vključuje NLB Poslovni paket Celoviti tudi NLB Poslovno debetno kartico Mastercard® World s posebnimi ugodnostmi. Izkoristite ponudbo za nove stranke in posluhite kar pol leta brez stroškov vodenja paketa.

Več na nlb.si/poslovni-paketi

NLB

PRIMARY USE  
Indigo SHAPE

NLB Skladi in Vita  
**Tedni priložnosti**  
od 17. do 30. septembra

**50% POPUSTA**

Ob najstrem naboru neprednih storitev, ki jih potrebujete pri vsakodnevni poslovanju, vključuje NLB Poslovni paket Celoviti tudi NLB Poslovno debetno kartico Mastercard® World s posebnimi ugodnostmi. Izkoristite ponudbo za nove stranke in posluhite kar pol leta brez stroškov vodenja paketa.

Za sve što dolazi.

NLB Banka

PRIMARY USE  
Indigo PHOTO

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

**0€** po letu za nove stranke

Nekatere priložnosti se enostavno prijavijo online. Izkoristite ugodne obrestne mere in pridobite najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spleta.

Med vsemi, starni do 40 let, ki boste med 2. 9. in 30. 11. 2021 sklenili stanovanjski kredit, dobimo izbranih 500 prejemcev in jim podarili 3 mesečne obroke. Priložila si pogosto podobenstvo prevemite na nlb.si/miadi!

Za vse, kar sledi.

NLB

SECONDARY USE  
Indigo TYPE

NLB Skladi in Vita  
**Tedni priložnosti**  
od 17. do 30. septembra

**50% POPUSTA**

Ob najstrem naboru neprednih storitev, ki jih potrebujete pri vsakodnevni poslovanju, vključuje NLB Poslovni paket Celoviti tudi NLB Poslovno debetno kartico Mastercard® World s posebnimi ugodnostmi. Izkoristite ponudbo za nove stranke in posluhite kar pol leta brez stroškov vodenja paketa.

Za vse, kar sledi.

NLB

SECONDARY USE  
Shape & object

NLB Poslovni paketi  
**Pričnite vašo poslovno pot z nami.**

**50% popusta za podjetja**

Vaše priložnost in uspešen poslovni paket. Pri vsaki s poslovanjem paša za roko, zato pri NLB sediti vsem novostanovanjem podobenstvom 50% popusta na poslovanje Obrestni Napevke 2, rezultatom storitvam s strani poslojaj za podjetnike, zbiranje si svoje poslovanje na poti poslovanje, sponk vse od prvega dne tudi zbirate stroške.

Za sve što dolazi.

NLB Banka

SECONDARY USE  
Shape & type FULL PHOTO

NLB Poslovni paket Celoviti  
**Zdaj se lahko svojih financ lotite kot svojega posla: celovito.**

**Dober nasvet je ključ do novih priložnosti.**

Novostanovanjem je nova serija podcast pogovorov.

Za sve što dolazi.

NLB Banka

SPECIAL OCCASION  
Supersize ICON PHOTO

NLB Poslovni paket Celoviti  
**Zdaj se lahko svojih financ lotite kot svojega posla: celovito.**

Ob najstrem naboru neprednih storitev, ki jih potrebujete pri vsakodnevni poslovanju, vključuje NLB Poslovni paket Celoviti tudi NLB Poslovno debetno kartico Mastercard® World s posebnimi ugodnostmi. Izkoristite ponudbo za nove stranke in posluhite kar pol leta brez stroškov vodenja paketa.

Več na nlb.si/poslovni-paketi

Za vse, kar sledi.

NLB

Novi NLB Poslovni paketi  
**Priložnost poslovati kjerkoli in kadarkoli.**

**24/7** NLB Proklik Klikpro Video klic

**0€** po letu za nove stranke

Vaše priložnost uporabiti poslovne finance kjerkoli in kadarkoli. Z novimi NLB Poslovnimi paketi smo vam blizu na voljo prek mobilne banke Kibana, elektronske banke NLB Proklik in video klica prov. vsak dan - 24 ur na dan. Od sodobnih digitalnih rešitev, s katerimi posluhite hitreje, cenje in enostavne, pa primate z vsakim paketom tudi novo NLB Poslovno debetno kartico Mastercard®, ki vam omogoča podobenstvo tudi na spletu. Več na nlb.si/poslovni-paketi

Za vse, kar sledi.

NLB

SECONDARY USE  
Shape & PHOTO  
for SPONSORSHIP

NLB Pay  
**Manj čakanja, več navedbe.**

**Če lahko uspe zgolj enemu, je vredno podpirati vse.**

Vaše sponzorji si želijo sponzorirati vse, kar je vredno podpirati. Z našimi vtihi vam pomagamo, da svoje sponzoriranje naredite bolj učinkovito. NLB je desetletja ponosno podpira slovenski sport - od lokalnega športnega društva do svetovnega prvenstva v odbojki. Ki se že, najraje do 7. septembra paketa v ljubljanskih Stodolcih.

Pri tem ob sponzoriranih tudi za največjo podporo, leti odlokom, ki za odlokom programa NLB Sport sledim, omogočamo brezplačen ogled odbojarskih tekem. Na družabnih omrežjih NLB pa imajo tudi slediti tudi vsega priložnosti, do svojega športne revizije podpirane s strani slovenskih odbojarskih reprezentov.

Za vse, kar sledi.

NLB

# PRINT ADVERTS

Size adaptations of the layout designs.

The image displays 15 print advertisements for NLB financial products, arranged in three columns. Each advertisement is a size adaptation of a common layout design, demonstrating how the text and graphics are repositioned and rescaled for different formats.

**Column 1 (Left):**

- Top Left:** NLB Poslovni paket Celoviti. Zdaj se lahko svojih financ lotite celovito. Offer: 0€ (0 letna za nove stranke).
- Top Right:** NLB Stanovanjski kredit. Tvoja priložnost za vselirveno žurko. Offer: 100€ (100000€ kredit, 3 mesečne obroke).
- Bottom Left:** Novi NLB Poslovni paketi. Posel nikoli ne počiva. Offer: 24/7 NLB Prklik Video klic, 6-mesečno brezplačno vodenje.
- Bottom Right:** NLB Poslovni paket Celoviti. Zdaj se lahko svojih financ lotite celovito. Offer: 0€ (0 letna za nove stranke).

**Column 2 (Middle):**

- Top Left:** NLB Poslovni paket Celoviti. Zdaj se lahko svojih financ lotite celovito. Offer: 0€ (0 letna za nove stranke).
- Top Right:** Novi NLB Poslovni paketi. Prvo pravilo v poslu: imeti svoje finance vedno pri roki. Offer: 24/7 NLB Prklik Video klic, 6-mesečno brezplačno vodenje.
- Bottom:** NLB Stanovanjski kredit. Tvoja priložnost veselje preseliti na nov naslov. Offer: 100€ (100000€ kredit, 3 mesečne obroke).

**Column 3 (Right):**

- Top Left:** NLB Poslovni paket Celoviti. Zdaj se lahko svojih financ lotite celovito. Offer: 0€ (0 letna za nove stranke).
- Top Right:** Novi NLB Poslovni paketi. Posel nikoli ne počiva. Offer: 6-mesečno brezplačno vodenje.
- Bottom Left:** NLB Stanovanjski kredit. Tvoja priložnost za vselirveno žurko. Offer: 100€ (100000€ kredit, 3 mesečne obroke).
- Bottom Right:** NLB Poslovni paket Celoviti. Zdaj se lahko svojih financ lotite celovito. Offer: 0€ (0 letna za nove stranke).

Each advertisement includes the NLB logo and a small circular icon with the number '10' in the top right corner. The text and graphics are adapted to fit the specific dimensions and aspect ratio of each ad format.

# PRINT ADVERTS TYPESETTING

**0€**  
pol leta za nove stranke

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

Nekatere priložnosti se enostavno ponudijo same. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spleta. Več na nlb.si/stanovanjski-kredit

Za vse, kar sledi.

**NLB**

**0€**  
pol leta za nove stranke

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

Nekatere priložnosti se enostavno ponudijo same. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spleta. Več na nlb.si/stanovanjski-kredit

NLB Stanovanjskega kredita kar prek spletne strani. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo

Za sve što dolazi.

**NLB Banka**

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

**0€**  
pol leta za nove stranke

Nekatere priložnosti se enostavno ponudijo same. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spletne strani. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo

Med vsemi, stariimi do 40 let, ki boste med 2. 9. in 30. 11. 2021 sklenili stanovanjski kredit, po bomo izbrali 100 srečnežev in jim podarili 3 mesečne obroke. Med vsemi, stariimi do 40 let, ki boste med 2. 9. in 30. 11. 2021 sklenili stanovanjski kredit, po bomo izbrali 100 srečnežev in jim podarili 3 mesečne obroke. Pravila sodelovanja preverite na nlb.si/mladi

Za vse, kar sledi.

**NLB**

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

**0€**  
pol leta za nove stranke

Izkoristite ugodne obrestne mere in pridobite ponudbo NLB Stanovanjskega kredita kar prek spleta. Skenirajte QR kodo in izpolnite obrazec.

Izkoristite ugodne obrestne mere in pridobite ponudbo NLB Stanovanjskega kredita kar prek spletne strani. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spletne strani. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo

Za sve što dolazi.

**NLB Banka**

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

**0€**  
pol leta za nove stranke

Pridobite najboljšo NLB ponudbo takoj

Izkoristite ugodne obrestne mere in pridobite ponudbo NLB Stanovanjskega kredita kar prek spleta. Skenirajte QR kodo in izpolnite obrazec.

Med vsemi, stariimi do 40 let, ki boste med 2. 9. in 30. 11. 2021 sklenili stanovanjski kredit, po bomo izbrali 100 srečnežev in jim podarili 3 mesečne obroke. Pravila in pogoje sodelovanja lahko preverite na nlb.si/mladi

Za vse, kar sledi.

**NLB**

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

Nekatere priložnosti se enostavno ponudijo same. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spletne strani. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo

Med vsemi, stariimi do 40 let, ki boste

Za sve što dolazi.

**NLB Banka**

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

**0€**  
pol leta za nove stranke

Nekatere priložnosti se enostavno ponudijo same. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spletne strani.

Za vse, kar sledi.

**NLB**

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

**0€**  
pol leta za nove stranke

Nekatere priložnosti se enostavno ponudijo same. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spletne strani. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo

Za sve što dolazi.

**NLB Banka**

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

**0€**  
pol leta za nove stranke

Nekatere priložnosti se enostavno ponudijo same. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spletne strani. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo

Za vse, kar sledi.

**NLB**

NLB Stanovanjski kredit  
**Tvoja priložnost za vselitveno žurko.**

**Pridobite najboljšo NLB ponudbo takoj**

Nekatere priložnosti se enostavno ponudijo same. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spletne strani. Nemudoma sklopite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo

Za sve što dolazi.

**NLB Banka**

Novi NLB Poslovni paketi  
**Prvo pravilo v poslu: imeti svoje finance vedno pri roki.**

**50% popusta za podjetja**

**24/7 NLB Proklik Klikpro Video klic**

Vsaka priložnost upravljati poslovne finance kjerkoli in kadarkoli. Z novimi NLB Poslovnimi paketi smo vam tako na voljo prek mobilne banke Klikpro, elektronske banke NLB Proklik in video klica prav vsak dan - 24 ur na dan. Ob sodobnih digitalnih rešitvah, s katerimi prečkate hitreje, ceneje in enostavneje, za pranje z vsakim paketom tudi novo NLB Poslovno debetno kartico Mastercard, ki vam odpre omogoča plačevanje tudi na spletu. Več na nlb.si/poslovni-paketi

Za vse, kar sledi.

**NLB**

Novi NLB Poslovni paketi  
**Posel nikoli ne počiva.**

**50% POPUSTA za podjetja**

**24/7 NLB Proklik Klikpro Video klic**

Vsaka priložnost upravljati poslovne finance kjerkoli in kadarkoli. Z novimi NLB Poslovnimi paketi smo vam tako na voljo prek mobilne banke Klikpro, elektronske banke NLB Proklik in video klica prav vsak dan - 24 ur na dan. Ob sodobnih digitalnih rešitvah, s katerimi prečkate hitreje, ceneje in enostavneje, za pranje z vsakim paketom tudi novo NLB Poslovno debetno kartico Mastercard, ki vam odpre omogoča plačevanje tudi na spletu. Več na nlb.si/poslovni-paketi

Za sve što dolazi.

**NLB Banka**

# B I L L B O A R D

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

PRIMARY USE  
FULL Indigo



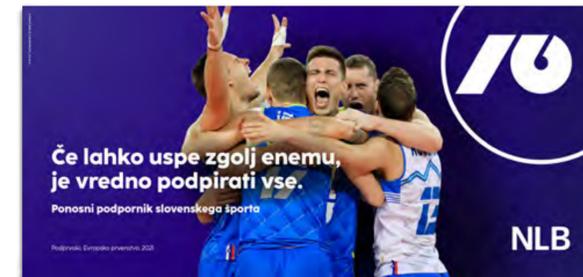
PRIMARY USE  
Indigo PHOTO



SECONDARY USE  
Shape & type FULL PHOTO



SECONDARY USE  
Shape & PHOTO



for SPONSORSHIP

SPECIAL OCCASION  
Supersize ICON



PRIMARY USE / double  
Indigo PHOTO + Supersize ICON



# B I L L B O A R D

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

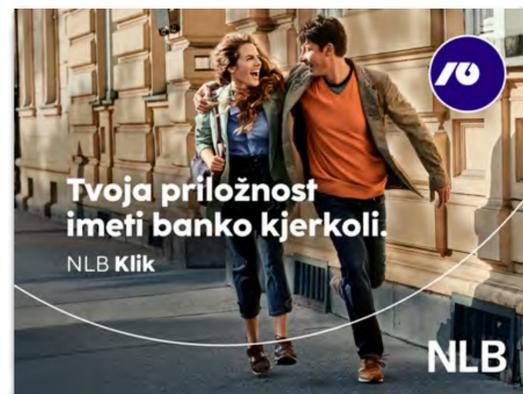
PRIMARY USE  
FULL Indigo



PRIMARY USE  
Indigo PHOTO



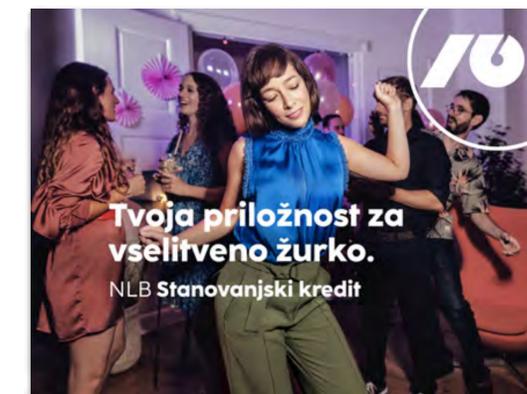
SECONDARY USE  
Shape & type FULL PHOTO



SECONDARY USE  
Shape & PHOTO



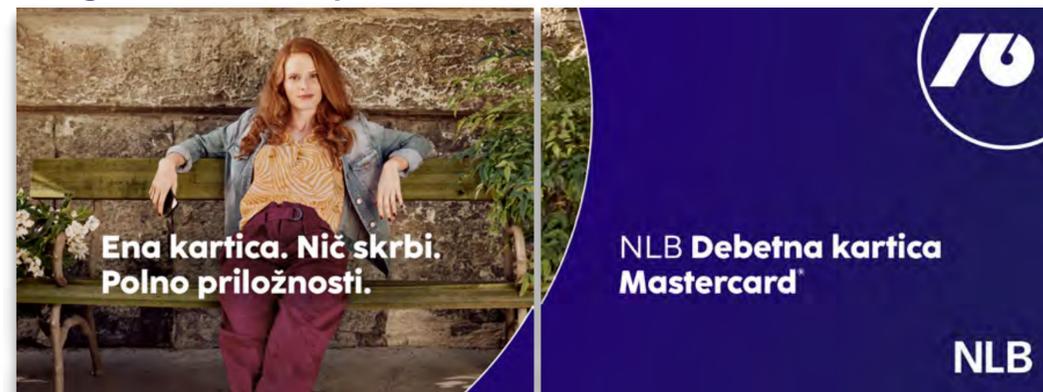
SPECIAL OCCASION  
Supersize ICON



for SPONSORSHIP



PRIMARY USE / double  
Indigo PHOTO + Supersize ICON



# CITYLIGHT

Two layout options for the citylight option on the right is for primary use the option on the left should only be used when the NLB sign could interfere with the image composition.



Vplačila  
že od  
**40 €**

NLB produkt  
**Skupaj ustvarjamo  
več priložnosti.**

Za vse, kar sledi.

**NLB**



Vplačila  
že od  
**40 €**

**Skupaj ustvarjamo  
več priložnosti.**

NLB produkt

Za vse, kar sledi.

**NLB Banka**

# CO-BRANDING

When applying on typographic layout, default partners logos, in the same visual size, against white background should be used. When using photography NLB symbol can be detached. The photography should consist of enough indigo surfaces, when this could not be achieved the indigo background sticker should be used.

**Izkoristi priložnost za nakup na obroke.**

Brez obresti, do 24 obrokov, z NLB **Plaćilnimi karticami**, tudi prek NLB **Pay**.

Za več informacij vprašajte na blagajni ali obiščite [nlb.si/obroki](http://nlb.si/obroki)



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**Tvoja priložnost, da zavaruješ dom in avto.**

Tukaj in zdaj.

**Izkoristi PAKETNI POPUST**



**NLB Prvi račun**

**Priložnost za male junake z velikimi sanjami.**

Za vsak odprt račun **10€** Rdečim noskom

NLB Prvi račun je odlična priložnost za prvi vstop v svet financ. Ustvarjen je za otroke z velikimi sanjami, zato jim za njihovo lažjo uresničitev ob odprtju podarimo 10 evrov na račun\*. A ker nekaterih sanj ne moremo kupiti, bomo med 15. junijem in 30. septembrom 2022 za vsak odprt NLB Prvi račun podarili 10 evrov tudi Društvu Rdeči noski ter jim s tem omogočili, da še naprej širijo vedre misli, pogum in dobro voljo.



**Izkoristi priložnost za nakup na obroke.**

Brez obresti, do 24 obrokov, z NLB **Plaćilnimi karticami**, tudi prek NLB **Pay**.

[Več >](#)



**Izkoristi priložnost za nakup na obroke.**

Brez obresti, do 24 obrokov, z NLB **Plaćilnimi karticami**, tudi prek NLB **Pay**.

[Več >](#)



**Z NLB Karticami Mastercard® do dodatnega popusta.**

V vseh trgovinah Herbis



**Z NLB Karticami Mastercard® do dodatnega popusta.**

V vseh trgovinah Herbis



# LIBRARY OF FRONT COVERS

Page layouts & elements regarding the content.



**NLB Poslovni paketi**  
**Priložnost poslovati kjerkoli in kadarkoli.**

**NLB**



**NLB Poslovni paketi**  
**Priložnost poslovati kjerkoli in kadarkoli.**

**6-mesečno brezplačno vodenje poslovnih paketov za nove stranke\***

**NLB Banka**



**NLB Krediti**  
**Krediti za vse življenjske priložnosti.**

**NLB**



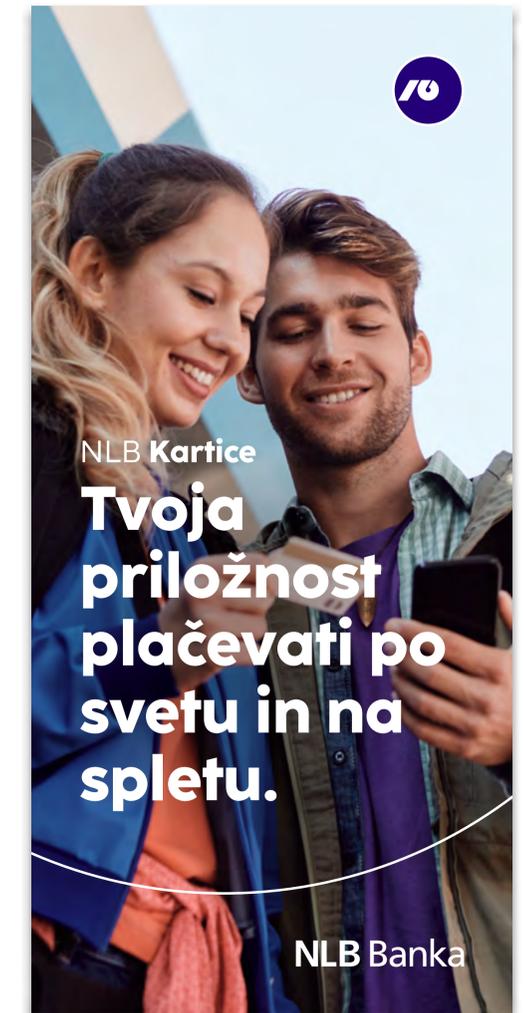
**NLB Paketi**  
**Priložnost imeti paket po svoji meri.**

**NLB Banka**



**Otroci in finance**  
**Priložnost, za otrokov vstop v svet financ.**

**NLB**



**NLB Kartice**  
**Tvoja priložnost plačevati po svetu in na spletu.**

**NLB Banka**

**Headline**  
is always in Coco Sharp Extra Bold and in white color.  
Size: 38 pt  
Leading: Headline size x 1.1 pt  
Kerning: 0  
Alignment: Left

**Super- & subtitle**  
style is set according to the product communication style (NLB **Product** = Coco Sharp Regular + Coco Sharp Extra Bold)  
Super title size:  
 $\frac{1}{2}$  of the headline size  
Leading: Headline size x 1.1 pt  
Kerning: 0  
Alignment: Left

# LIBRARY OF BACK COVERS

Page layouts & elements regarding the content.

Za vaša vprašanja in za več informacij o naši ponudbi smo vam na voljo **24/7** preko vseh spodnjih kontaktov:

- 01 477 20 00
- preko video klica
- preko spletne klepetalnice
- info@nlb.si
- nlb.si



Za vse, kar sledi.

Tiskovina je informativne narave. Pridržujemo si pravico do sprememb. Za napake v tisku ne odgovarjamo. Vabimo vas, da ob sklenitvi pogodbe v banki preverite veljavne pogoje in lastnosti storitve. Oktober 2021

Za vaša vprašanja in za več informacij o naši ponudbi smo vam na voljo **24/7** preko vseh spodnjih kontaktov:

- 01 477 20 00
- preko video klica
- preko spletne klepetalnice
- info@nlb.si
- nlb.si



Za sve što dolazi.

Tiskovina je informativne narave. Pridržujemo si pravico do sprememb. Za napake v tisku ne odgovarjamo. Vabimo vas, da ob sklenitvi pogodbe v banki preverite veljavne pogoje in lastnosti storitve. Oktober 2021

# LIBRARY OF INNER SEGMENTS

Page layouts & elements regarding the content.

Product highlights page layout  
Indigo shape

**Naslov v dveh vrsticah na temo prednosti produkta**

**Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.**

S pomočjo zaupanja vrednih strokovnjakov za kredite ter ugodnih, **dostopnih in raznolikih NLB Kreditov** boste na zanesljivi poti do uresničitve slehernega cilja. **To pa je zagotovo priložnost, ki se je ne splača zamuditi.**

Za nasvet se obrnite na strokovnjake za kredite v poslovalnici, ki vam bodo pomagali na vsakem koraku: **pripravili vam bodo informativni izračun** kredita posebej za vas glede na vaše finančno stanje in pogoje najema kredita ter vam **pomagali izbrati najprimernejšo rešitev.**

**Obrnite se nanje.**

**Title**  
Coco Sharp Extra Bold  
**Size:** 14 pt x 1.1 pt

**Emphasized text**  
Coco Sharp Regular & Bold  
**Size:** 14 pt x 1.3 pt

Product highlights page layout  
Warm green shape

**Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.**

Za nasvet se obrnite na strokovnjake za kredite v poslovalnici, ki vam bodo pomagali na vsakem koraku: **pripravili vam bodo informativni izračun** kredita posebej za vas glede na vaše finančno stanje in pogoje najema kredita ter vam **pomagali izbrati najprimernejšo rešitev.**

**Obrnite se nanje.**

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna **obveznost celotno dobo** odplačevanja vašega kredita ostala.

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

**Emphasized text**  
Coco Sharp Extra Bold  
**Size:** 14 pt x 1.1 pt

**Bodycopy**  
Coco Sharp Regular & Bold  
**Size:** 9 pt x 1.3 pt

Product highlights page layout  
Warm green shape outline

**Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.**

Za nasvet se obrnite na strokovnjake za kredite v poslovalnici, ki vam bodo pomagali na vsakem koraku: **pripravili vam bodo informativni izračun** kredita posebej za vas glede na vaše finančno stanje in pogoje najema kredita ter vam **pomagali izbrati najprimernejšo rešitev.**

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**Emphasized text**  
Coco Sharp Extra Bold  
**Size:** 14 pt x 1.1 pt

**Bodycopy**  
Coco Sharp Regular & Bold  
**Size:** 9 pt x 1.3 pt

Product features page layout  
Text only

**Naslov v dveh vrsticah na temo prednosti produkta**

**Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.**

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Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna **obveznost celotno dobo** odplačevanja vašega kredita ostala.

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z **nespremenljivo obrestno mero** bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

12-mesečno brezplačno najemnino za virtualni POS-terminal;

- **paket za osebni namen**\*\*\*\* za obstoječe stranke – samostojne podjetnike in zasebnike: 15 % ugodnejše prvih šest mesecev;
- **paket za osebni namen**\*\*\*\* za nove stranke: tri mesece od sklenitve paketa brezplačno.
- **paket za osebni namen**\*\*\*\* za obstoječe stranke – samostojne podjetnike in zasebnike: 15 % ugodnejše prvih šest mesecev;
- **paket za osebni namen**\*\*\*\* za nove stranke: tri mesece od sklenitve paketa brezplačno.

**Title**  
Coco Sharp Extra Bold  
**Size:** 14 pt x 1.1 pt

**Emphasized text**  
Coco Sharp Extra Bold  
**Size:** 14 pt x 1.1 pt

**Text**  
Coco Sharp Regular & Bold  
**Size:** 9 pt x 1.3 pt

Product features page layout  
Stickers

**NLB Produkt**

**Brez stroškov vodenja**

**Kdaj** Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

**Višina** Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

**Odplačilo** Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

**Obresti** Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

**Kako do kredita** Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

Product features page layout  
Stickers & bullets

**NLB Produkt**

**13 €/mesec** **6,5 €/mesec** **9,9 €/mesec**

**Izkoristite priložnost za postavitve zanesljivih temeljev podjetništva ali za pospešen napredek s sodobnimi orodji in pridobite:**

- vodenje poslovnega računa;
- poslovno debetno kartico Mastercard;
- mobilno banko Klikpro in varnostni element (generator OTP);
- elektronsko banko NLB Proklik;
- SMS-Alarm o uporabi poslovne debetne kartice;
- 20 plačil mesečno: 10 izvedenih plačil (domača nenujna plačila do 50.000 € v elektronski banki NLB Proklik ali mobilni banki Klikpro) in 10 prejetih plačil (domača plačila v €);
- limit na poslovnem računu\*\*\* s polovičnim nadomestilom za prvo odobritev/obnovo po sklenitvi paketa;
- poslovno kartico z odloženim plačilom Mastercard\*\*\*\* z nakupi na obroke do 60 mesecev s polovično članarino za celotno obdobje sklenjenega paketa;
- brezplačno namestitve klasičnega POS-terminala z inštruktažo za uporabo;
- 12-mesečno brezplačno najemnino za virtualni POS-terminal;

**Title**  
Coco Sharp Extra Bold  
**Size:** 14 pt x 1.1 pt

**Subtitle**  
Coco Sharp Extra Bold  
**Size:** 11 pt x 1.1 pt

**Text**  
Coco Sharp Regular & Bold  
**Size:** 9 pt x 1.3 pt

# LIBRARY OF INNER SEGMENTS

Page layouts & elements regarding the content.

Product features page layout  
Stickers, bullets & highlights

Product features page layout  
Photography

Product features page layout  
Tables

Product features page layout  
Informational graphics

Additional features page layout

Additional features page layout

NLB Produkt

13  
€/mesec

Izkoristite priložnost za postavitve zanesljivih temeljev podjetništva ali za pospešen napredek s sodobnimi orodji in pridobite:

- vodenje poslovnega računa;
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20 plačil mesečno:  
10 izvedenih plačil  
(domača nenujna plačila  
do 50.000 € v elektronski  
banki NLB Proklik ali  
mobilni banki Klikpro) in  
10 prejetih plačil (domača  
plačila v €)

Naslov v dveh vrsticah na temo  
prednosti produkta



Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

Naslov v dveh vrsticah na temo  
prednosti produkta

Kdaj	nespremenljiva obrestna mera.
Višina	nespremenljivo
Odplačilo	celotno dobo
Obresti	nespremenljivo obrestno mero

Kdaj  
Možna spremenljiva ali nespremenljiva obrestna mera.

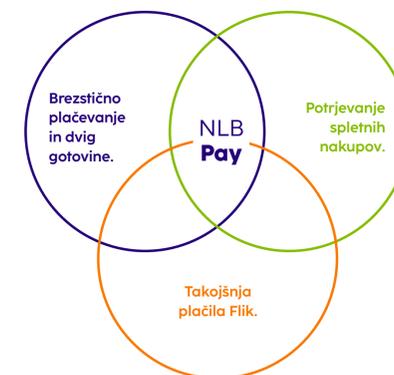
Višina  
Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka.

Odplačilo  
Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka.

Obresti  
Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka.

Višina  
Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka.

Naslov v dveh vrsticah na temo  
prednosti produkta



Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

Naslov dodatne ponudbe

Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.

Življenjsko zavarovanje  
NLB Vita Odgovorna

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

- paket za osebni namen<sup>\*\*\*\*\*</sup> za obstoječe stranke – samostojne podjetnike in zasebnike: 15 % ugodneje prvih šest mesecev;
- paket za osebni namen<sup>\*\*\*\*\*</sup> za nove stranke: tri mesece od sklenitve paketa brezplačno.
- paket za osebni namen<sup>\*\*\*\*\*</sup> za obstoječe stranke – samostojne podjetnike in zasebnike: 15 % ugodneje prvih šest mesecev;
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Življenjsko zavarovanje  
NLB Vita Odgovorna

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

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Naslov dodatne ponudbe

Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.

Življenjsko zavarovanje  
NLB Vita Odgovorna

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

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- paket za osebni namen<sup>\*\*\*\*\*</sup> za nove stranke: tri mesece od sklenitve paketa brezplačno.
- paket za osebni namen<sup>\*\*\*\*\*</sup> za obstoječe stranke – samostojne podjetnike in zasebnike: 15 % ugodneje prvih šest mesecev;

20 plačil mesečno:  
10 izvedenih plačil  
(domača nenujna plačila  
do 50.000 € v elektronski  
banki NLB Proklik ali  
mobilni banki Klikpro) in  
10 prejetih plačil (domača  
plačila v €)

# POSTERS

## Headline

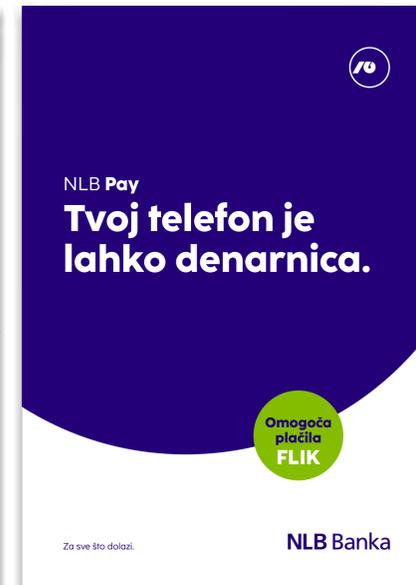
Coco Sharp Extra Bold

Size: 180 pt x 1.1 pt

PRIMARY USE  
FULL Indigo



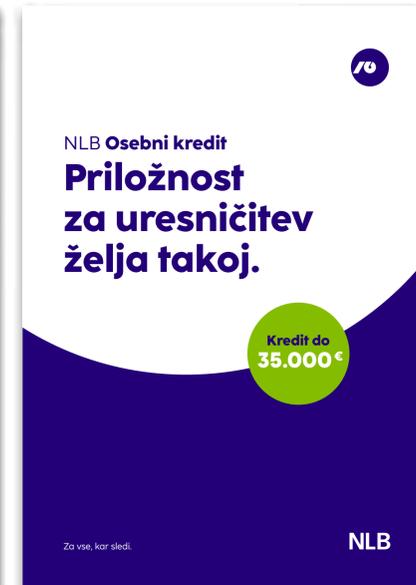
PRIMARY USE  
Indigo SHAPE



PRIMARY USE  
Indigo PHOTO



SECONDARY USE  
Indigo TYPE



SECONDARY USE  
Shape & object



SECONDARY USE  
Shape & type FULL PHOTO



SPECIAL OCCASION  
Supersize ICON



# BANNERS

Layouts for the most common banner ad sizes.

The content of the banner ad should be planned accordingly to its size. For small-sized banners less elements.



# S M P O S T S

Functional & versatile layout design follows brand identity and enables targeted communication and identification.

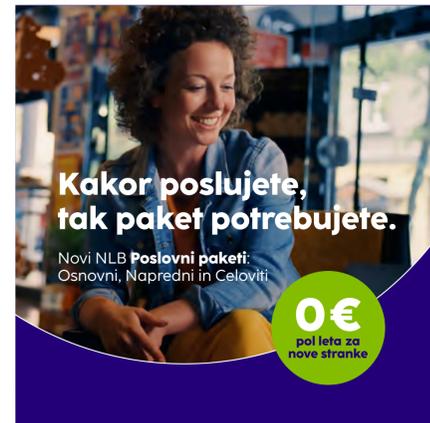
PRIMARY USE  
FULL Indigo



PRIMARY USE  
Indigo SHAPE



PRIMARY USE  
Indigo PHOTO



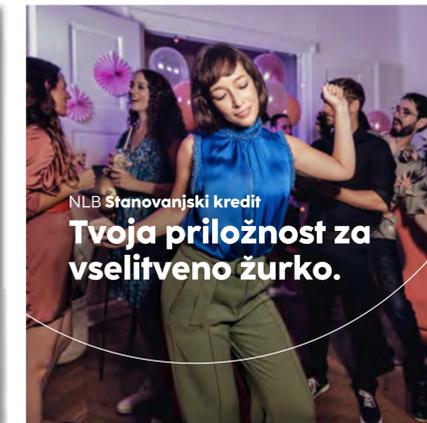
SECONDARY USE  
Indigo TYPE



SECONDARY USE  
Shape & object



SECONDARY USE  
Shape & type FULL  
PHOTO



SPECIAL OCCASION  
Supersize ICON  
PHOTO



prize draw STICKER



prize draw STICKER

SECONDARY USE  
Shape & PHOTO



for SPONSORSHIP

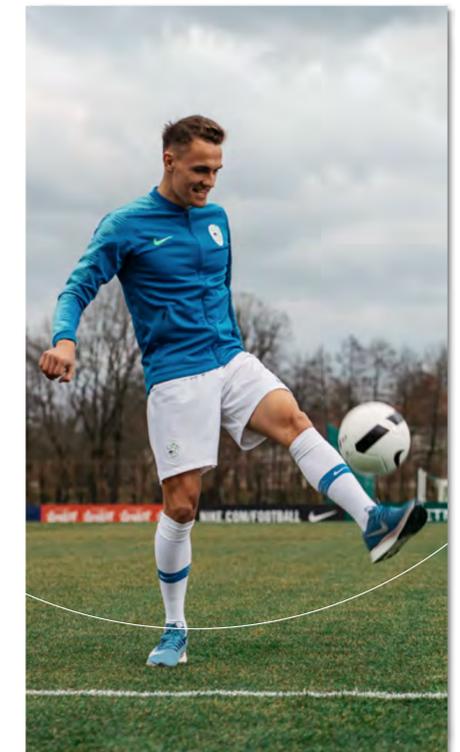
SPECIAL OCCASION  
Branded PHOTO



# S M STORY

We suggest the use of 2 letter types.

Instagram Story fonts, called: Simple and Modern regarding the content and message of the IG story. Positions and colors are determined according to the motive or weight of the emphasis. Color is a set within NLB colors (indigo, white, green and orange).

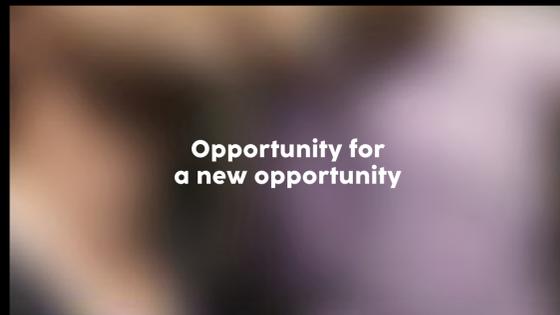


**Simple**  
for stories with "lifestyle" content.



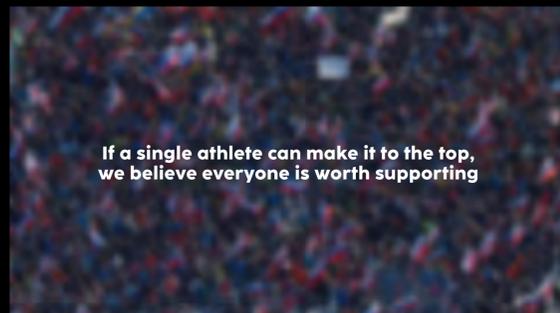
**Modern**  
for informational stories.

# 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

**Exception:** Sports sponsorship  
**Size:** 63.24 pt  
**Leading:** HL size x 1.1 pt  
**Kerning:** 25  
**Alignment:** Central



Telop part  
NLB **Product** = Coco Sharp Regular + 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



To follow the digital banking path the mobile device is advised to be used whenever possible. Always on face with information on the screen.

+ 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



when used as an additional information:  
Coco Sharp Bold  
**Size:** 30 pt  
**Leading:** 30 pt x 1.1 pt  
**Kerning:** 50  
**Alignment:** Central

**NLB Branding for TVC Appearance:**  
75% translucency



# VIDEO TEXT & ELEMENTS SETTING

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

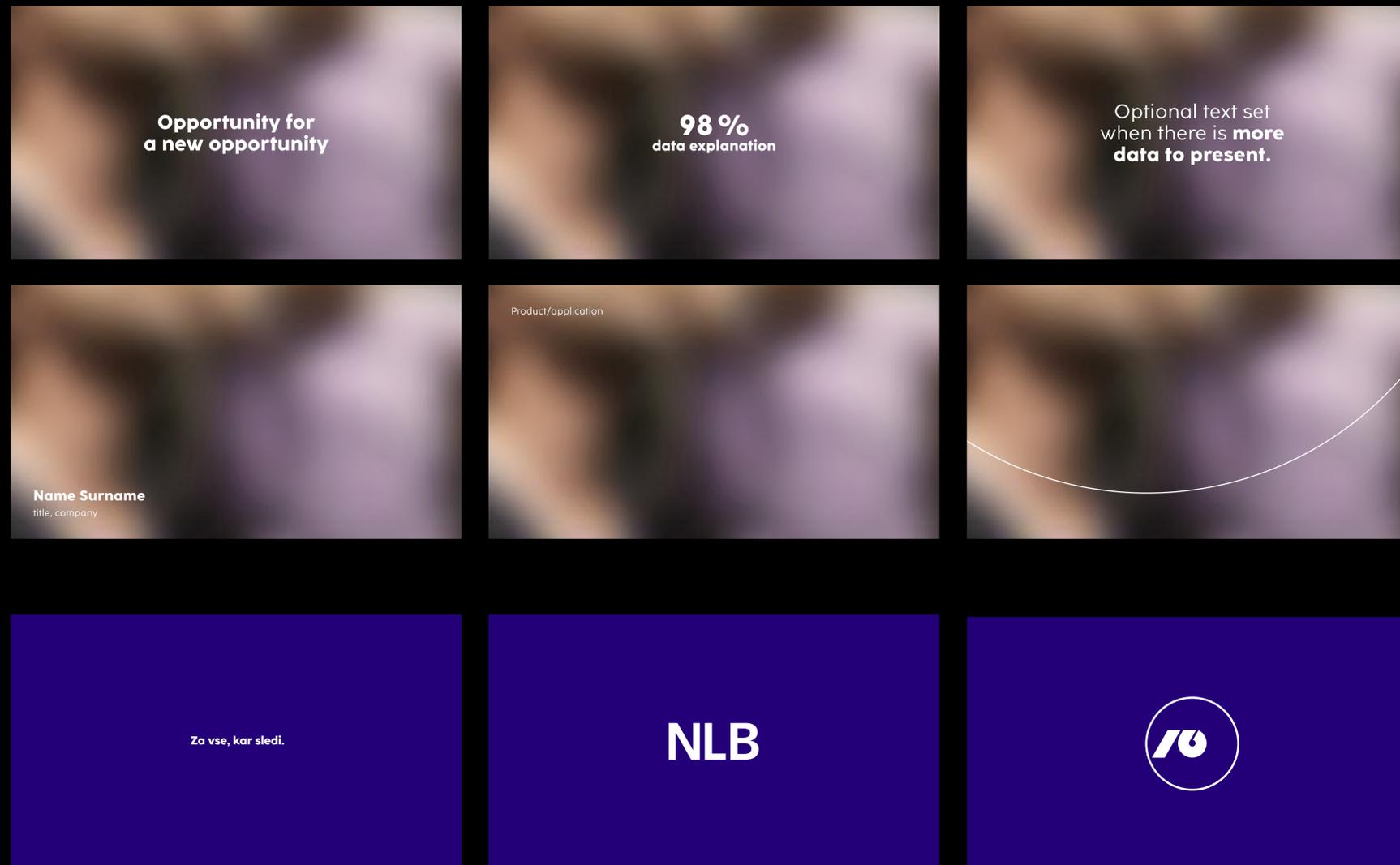
**Size:** 83.24 pt

**Leading:** HL size x 1.1 pt

**Kerning:** 25

**Alignment:** Central

Additional texts and graphic elements are set according to guidelines.



# OFFLINE SCREENS

TVC

Za vse, kar sledi.

NLB



This sequence is optional.

# OFFLINE SCREENS

TVC

Za sve što dolazi.

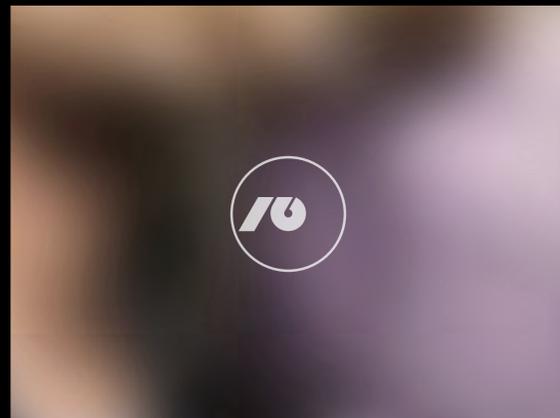
NLB Banka



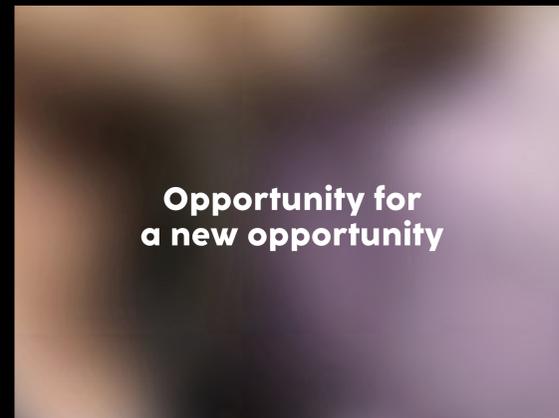
This sequence is optional.

# DIGITAL BILLBOARD

Outdoor video and digital formats always start with fade in sign.



**2 seconds** (1.5 second rotation + 0.5 second fade)  
**Size & position:** same as ending  
**Appearance:** 75% translucency



**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  
NLB **Product** = Coco Sharp Regular + 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



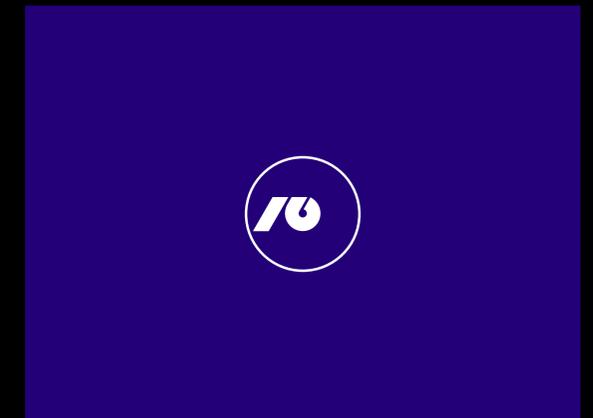
Or



To follow the digital banking path the mobile device is advised to be used whenever possible. Always on face with information on the screen.

+ sticker with offer set according to sticker construction rules

**URL appearance:**  
Coco Sharp Bold  
**Size:** 30 pt  
**Leading:** HL size x 1.1 pt  
**Kerning:** 50  
**Alignment:** Central



# DIGITAL CITYLIGHT

Outdoor video and digital formats always start with fade in sign.



**2 seconds** (1.5 second rotation + 0.5 second fade)  
**Size & position:** same as ending  
**Appearance:** 75% translucency



**Headline** is always in Coco Sharp Extra Bold and in white color. No punctuation mark (full stop) at the end.  
**Size:** 110 pt  
**Leading:** HL size x 1.1 pt  
**Kerning:** 25  
**Alignment:** Central



Telop part  
NLB **Product** = Coco Sharp Regular + Coco Sharp Extra Bold  
**Size:** 110 pt  
**Leading:** HL size x 1.1 pt  
**Kerning:** 25  
**Alignment:** Central



Or



To follow the digital banking path the mobile device is advised to be used whenever possible. Always on face with information on the screen.

+ sticker with offer set according to sticker construction rules

**URL appearance:**  
Coco Sharp Bold  
**Size:** 36 pt  
**Leading:** HL size x 1.1 pt  
**Kerning:** 50  
**Alignment:** Central



# ONLINE SCREENS SCROLL DOWN

SM, PRE-ROLL

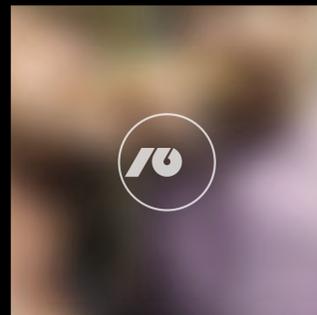
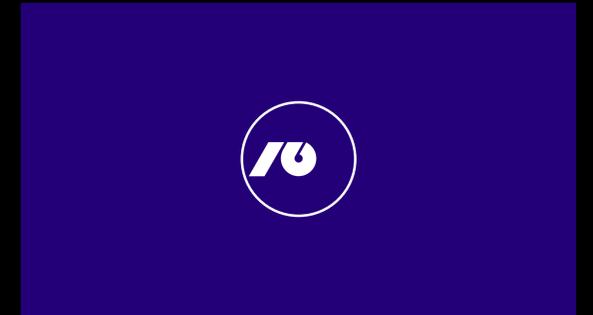
2 seconds (1.5 second rotation + 0.5 second fade)

Size & position: same as ending

Appearance: 75% translucency



+ Video/animation +



+ Video/animation +



+ Video/animation +



This sequence is optional.

# ONLINE SCREENS SCROLL DOWN

SM, PRE-ROLL

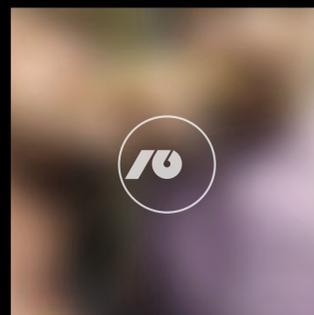
2 seconds (1.5 second rotation + 0.5 second fade)

Size & position: same as ending

Appearance: 75% translucency



+ Video/animation +



+ Video/animation +



+ Video/animation +



This sequence is optional.

# SONIC BRAND IDENTITY

SOUND LOGO AND MUSIC THEME

## Reinforce brand's identity using sounds

Sound and voice are a crucial part of brand's identity, as they can be powerful tools to create an emotional and personal connection with customers.

### Sound/Audio logo

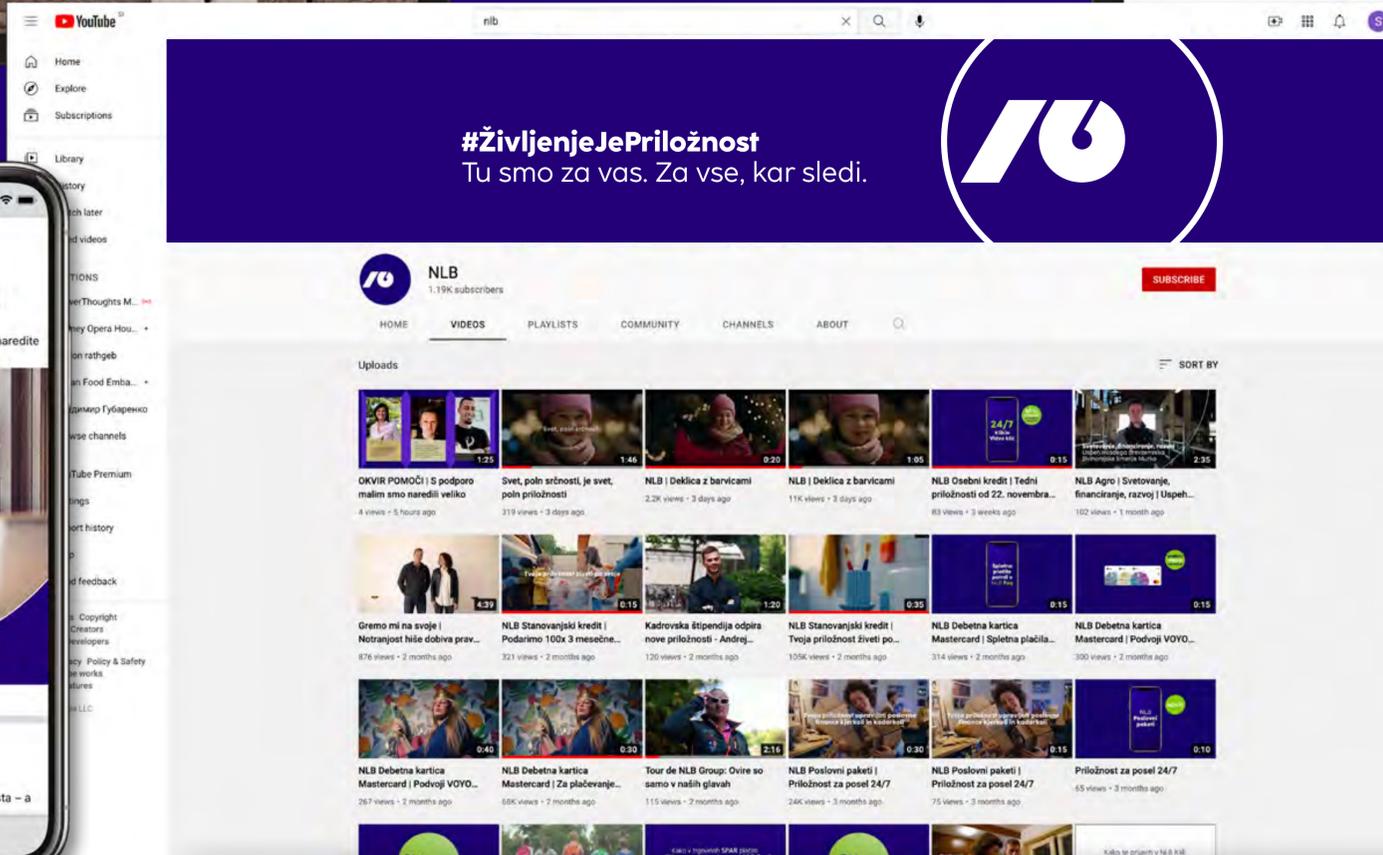
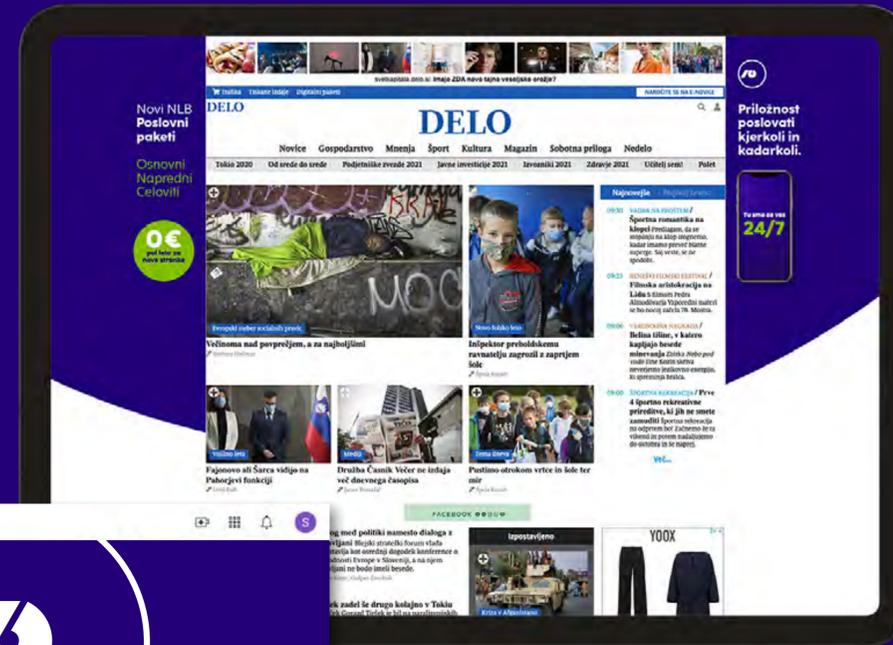
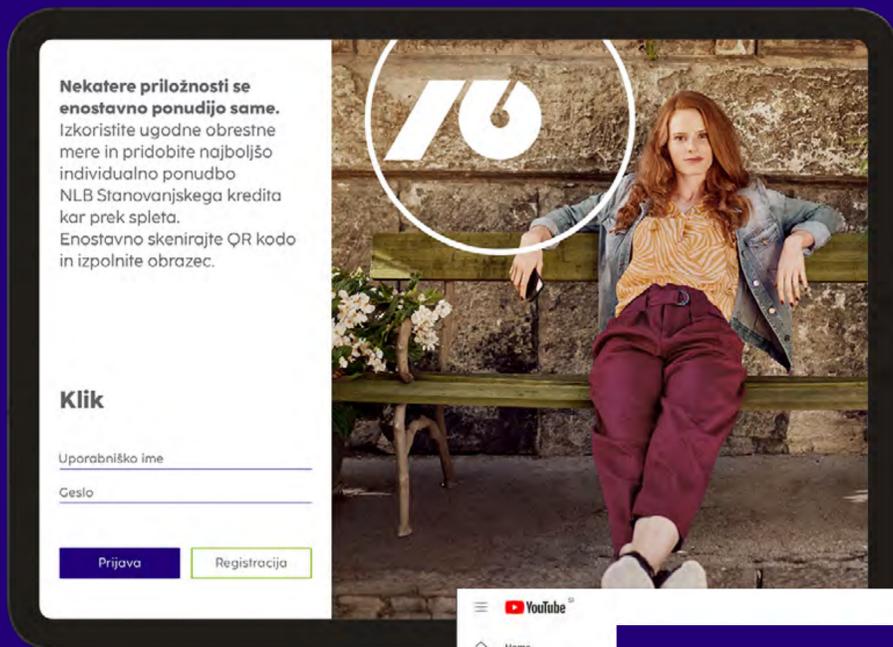
An audible version of visual logo so that people can easily identify those sounds with the brand. It accompanies visual logo in all audiovisual communication ads, strengthens brand overall recognition or substitutes for it at the end of audio-only media such as radio, podcast or apps.

### Sonic brand identity

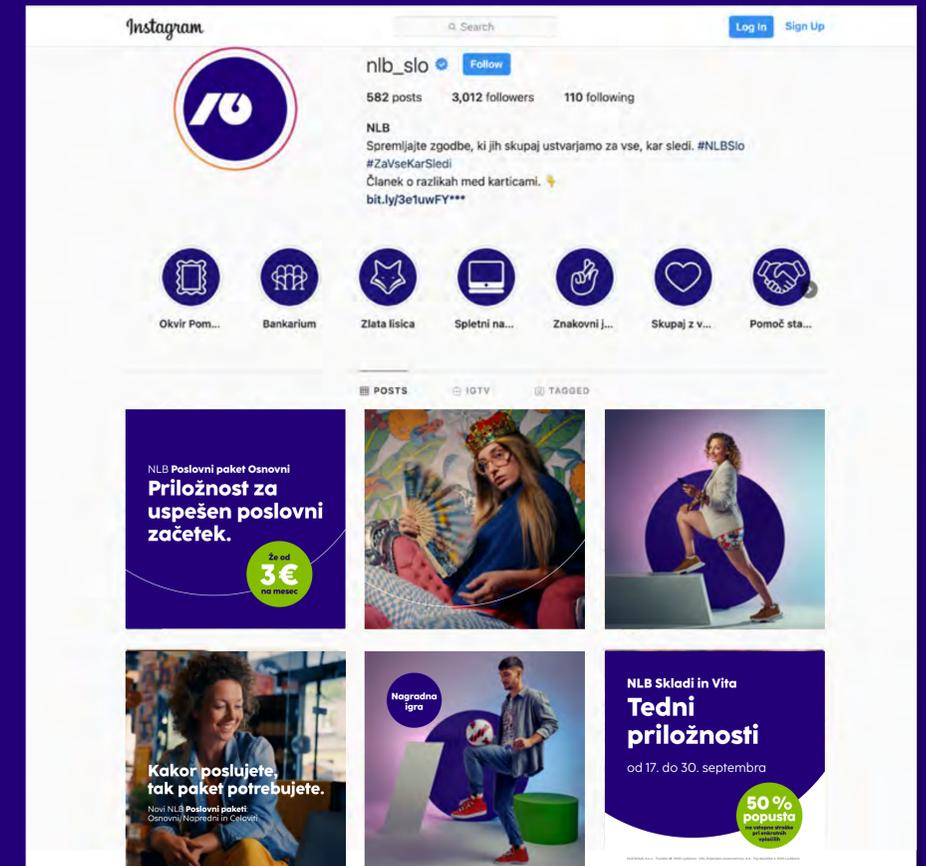
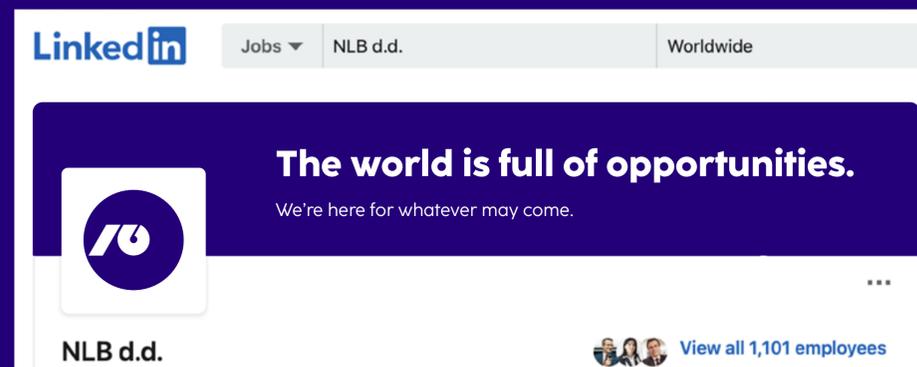
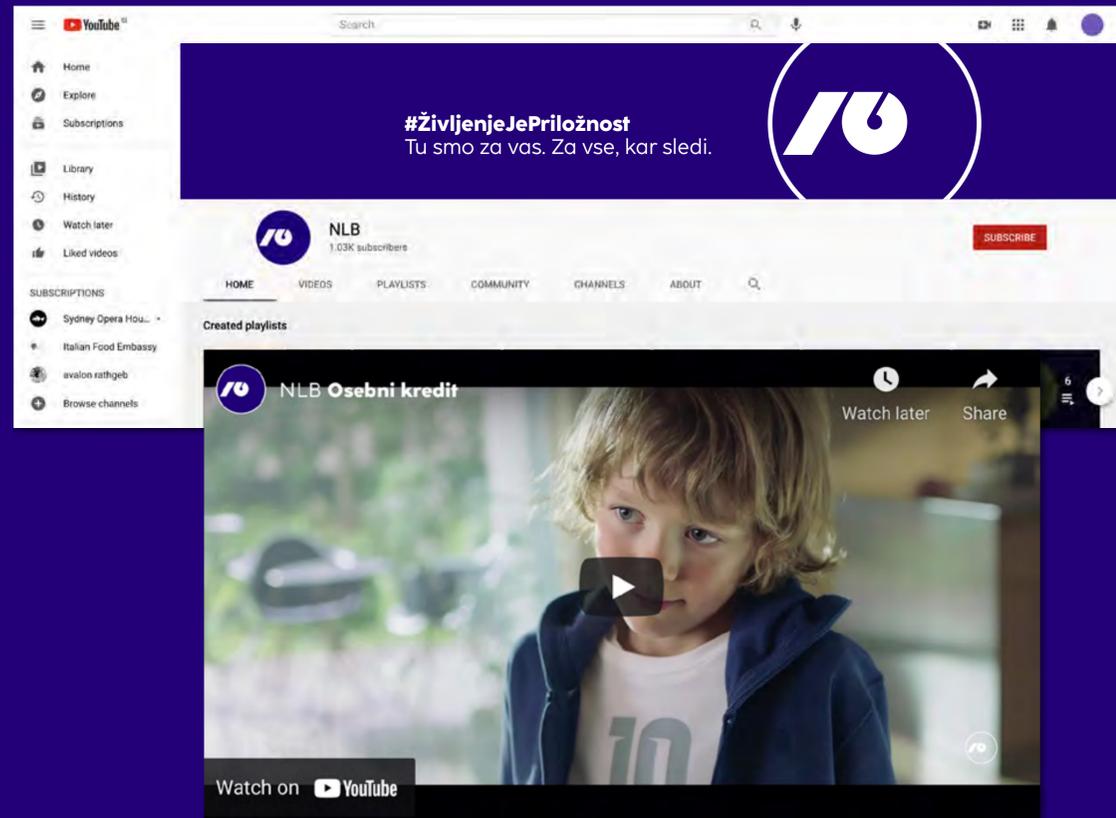
Sonic branding provides a coherent voice across multiple touch-points. It helps consumers build an association with the brand through emotion recall and reflects the overall brand DNA in the same way brand color reinforces all the visual ads. As a tool, it plays a crucial role in longer audio formats (like podcasts) and constantly reminds listeners of the brand.

NOTE: it is not a brand song/melody that appears in ads.

# LOGO APPLICATION EXAMPLES

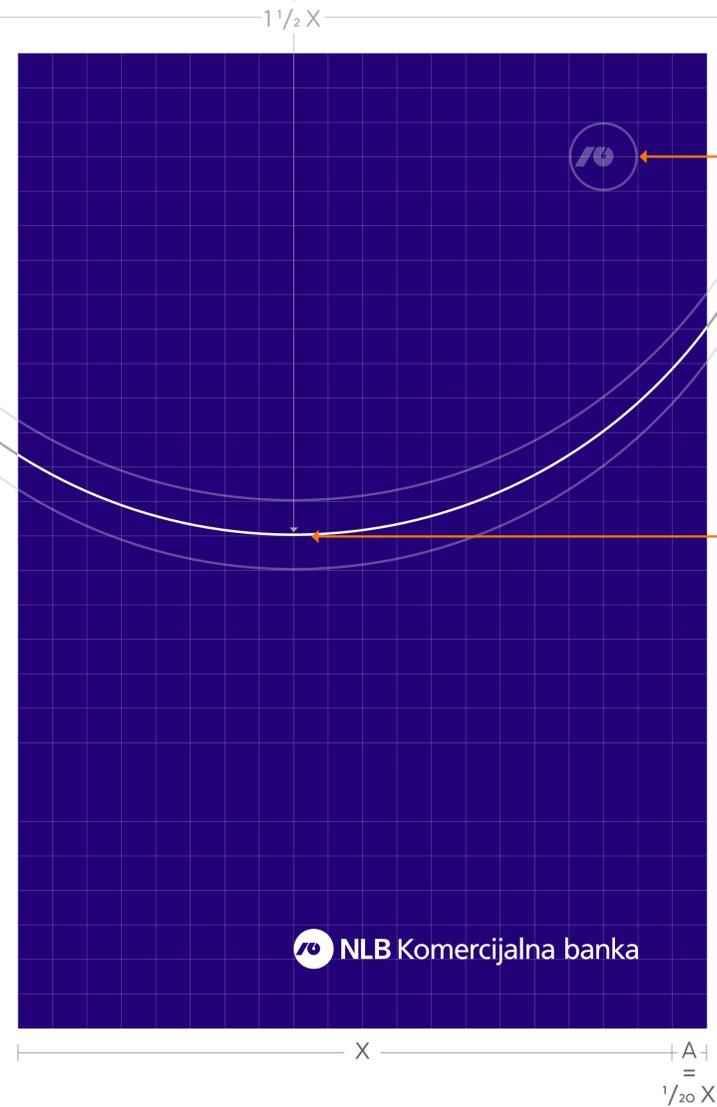


# SM & VIDEO LOGO APPLICATION EXAMPLES



N L B  
K O M E R C I J A L N A   B A N K A

# PRINT ADVERT



## Basic rules for defining shape weight and positioning.

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

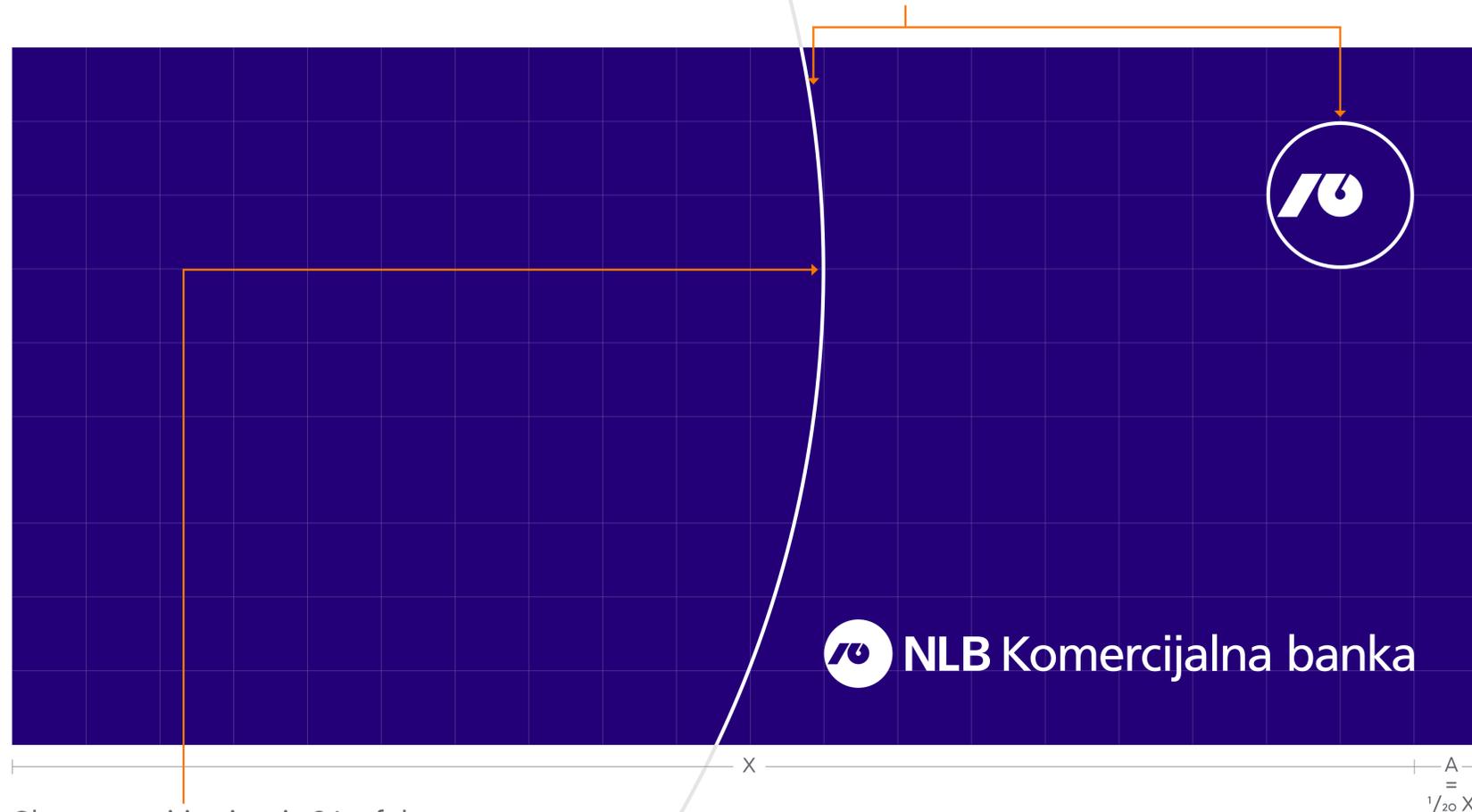
Shape positioning is  $2A$  of the centre to the left and could be moved up or down. But never as a down-sided curve.



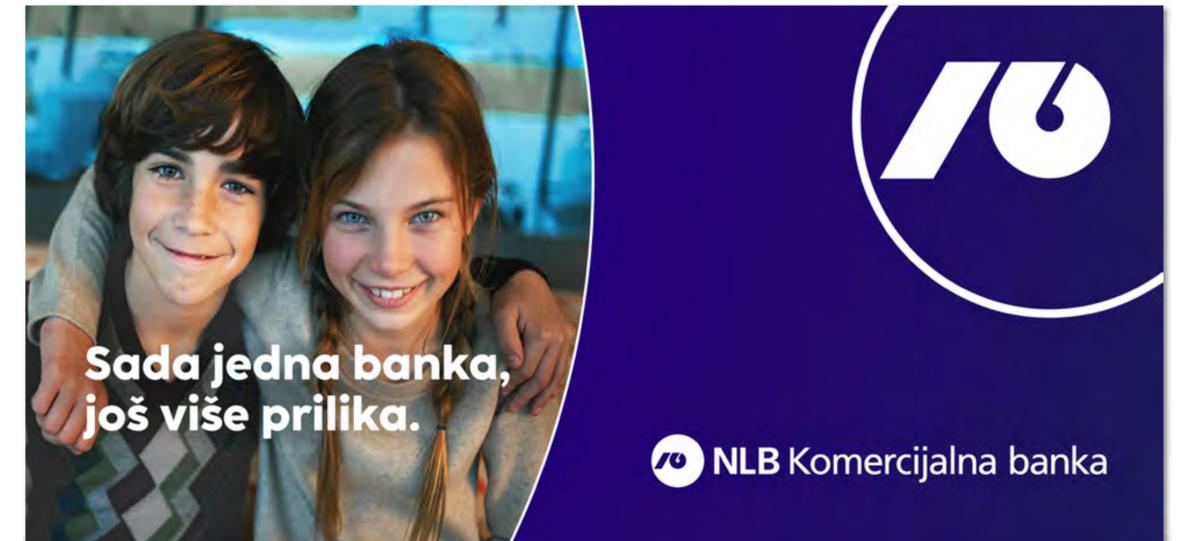
# BILLBOARD

## Basic rules for defining shape weight and positioning.

Shape weight is defined by the weight of the sign outline. NLB sign exists in three outline weights, the appropriate alternative is chosen according to the size provided by the layout design grid. The shape weight is not defined by supersize sign.



Shape positioning is 2A of the centre from the bottom and could be moved left or right.



# BANNERS

Layouts for the most common banner ad sizes.

The content of the banner ad should be planned accordingly to its size. For small-sized banners less elements.



CITYLIGHT



Vplačila  
že od  
**40 €**

NLB produkt  
**Sada jedna banka,  
još više prilika.**

Za sve što dolazi.  NLB Komercijalna banka

# CO-BRANDING

When applying on typographic layout, default partners logos, in the same visual size, against white background should be used. When using photography NLB symbol can be detached. The photography should consist of enough indigo surfaces, when this could not be achieved the indigo background sticker should be used.

**Izkoristi priložnost za nakup na obroke.**

Brez obresti, do 24 obrokov, z NLB **Plaćilnimi karticami**, tudi prek NLB **Pay**.

Za več informacij vprašajte na blagajni ali obiščite [nlb.si/obroki](http://nlb.si/obroki)

NLB Komerčijalna banka Hervis Mastercard

**Tvoja priložnost, da zavaruješ dom in avto.**

Tukaj in zdaj.

Izkoristi **PAKETNI POPUST**

GENERALI NLB Komerčijalna banka

**10€**

Za vsak odprt račun  
Redečim noskom

NLB Prvi račun  
**Priložnost za male junake z velikimi sanjami.**

NLB Prvi račun je odlična priložnost za prvi vstop v svet financ. Ustvarjen je za otroke z velikimi sanjami, zato jim za njihovo lažjo uresničitev ob odprtju podarimo 10 evrov na račun\*. A ker nekaterih sanj ne moremo kupiti, bomo med 15. junijem in 30. septembrom 2022 za vsak odprt NLB Prvi račun podarili 10 evrov tudi Društvu Rdeči noski ter jim s tem omogočili, da še naprej širijo vedre misli, pogum in dobro voljo.

RDEČI NOSKI NLB Komerčijalna banka

NLB Komerčijalna banka

**Izkoristi priložnost za nakup na obroke.**

Brez obresti, do 24 obrokov, z NLB **Plaćilnimi karticami**, tudi prek NLB **Pay**.

Več >

Hervis Mastercard

**Z NLB Karticami Mastercard do dodatnega popusta.**

V vseh trgovinah Hervis

NLB Komerčijalna banka Hervis Mastercard

# LIBRARY OF FRONT COVERS

Page layouts & elements regarding the content.



**Headline**  
is always in Coco Sharp Extra Bold and in white color.  
Size: 38 pt  
Leading: Headline size x 1.1 pt  
Kerning: 0  
Alignment: Left



**Super- & subtitle**  
style is set according to the product communication style (NLB **Product** = Coco Sharp Regular + Coco Sharp Extra Bold)  
Super title size:  
 $\frac{1}{2}$  of the headline size  
Leading: Headline size x 1.1 pt  
Kerning: 0  
Alignment: Left



# POSTERS

## Headline

Coco Sharp Extra Bold

Size: 180 pt x 1.1 pt



The poster features a photograph of a child in a room, holding a large teddy bear. A white circle in the top right corner contains the NLB logo. A green circle in the bottom right corner contains the text 'UGODNE obrestne mere'. The main headline is 'Priložnost veselju dati nov naslov.' and the sub-headline is 'NLB Stanovanjski kredit'. At the bottom, it says 'Za sve što dolazi.' and 'NLB Komerčijalna banka'.

**UGODNE**  
obrestne  
mere

NLB Stanovanjski kredit  
**Priložnost veselju  
dati nov naslov.**

Za sve što dolazi.  NLB Komerčijalna banka



The poster features a photograph of a woman sitting on a bench, looking at her phone. A white circle in the top right corner contains the NLB logo. A green circle in the bottom right corner contains the text 'Izberi in PRIHRANI'. The main headline is 'Več storitev za več priložnosti.' and the sub-headline is 'NLB Paketi'. At the bottom, it says 'Za sve što dolazi.' and 'NLB Komerčijalna banka'.

Izberi in  
**PRIHRANI**

NLB Paketi  
**Več storitev za  
več priložnosti.**

Za sve što dolazi.  NLB Komerčijalna banka

# OFFLINE SCREENS

TVC

Za sve što dolazi.

NLB Komercijalna banka



This sequence is optional.

# ONLINE SCREENS SCROLL DOWN

SM, PRE-ROLL

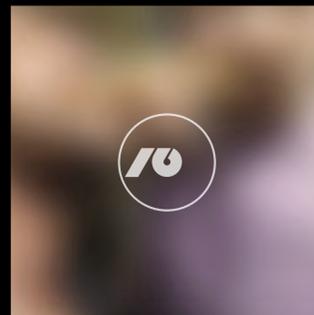
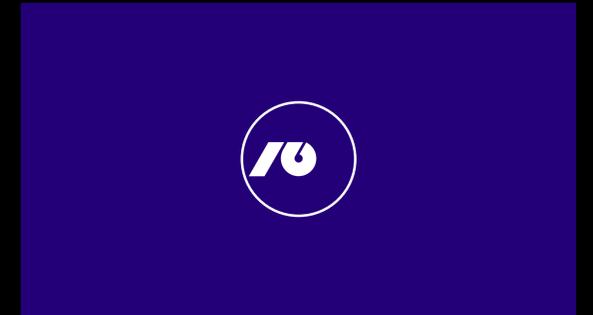
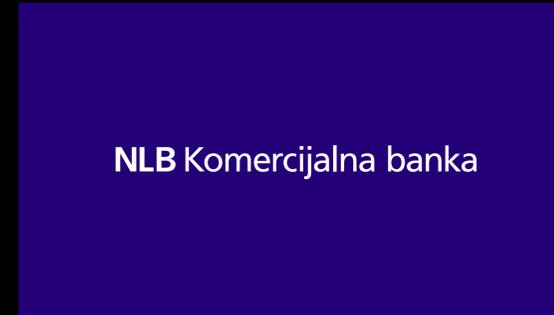
2 seconds (1.5 second rotation + 0.5 second fade)

Size & position: same as ending

Appearance: 75% translucency



+ Video/animation +



+ Video/animation +



+ Video/animation +



This sequence is optional.

