



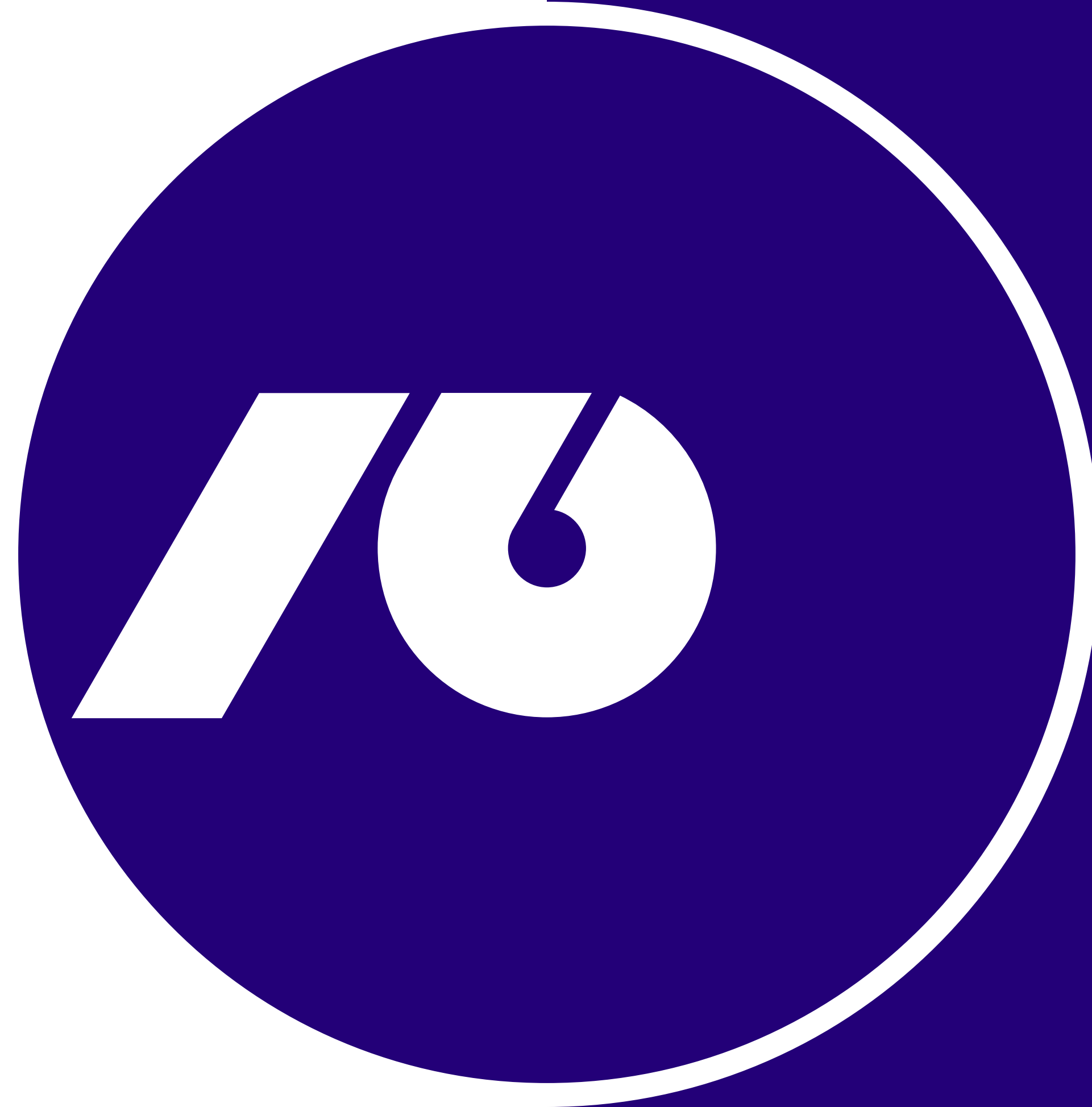
NLB brand identity

Visual refreshment

S I G N



S I G N



B A S I C V I S U A L E L E M E N T S

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

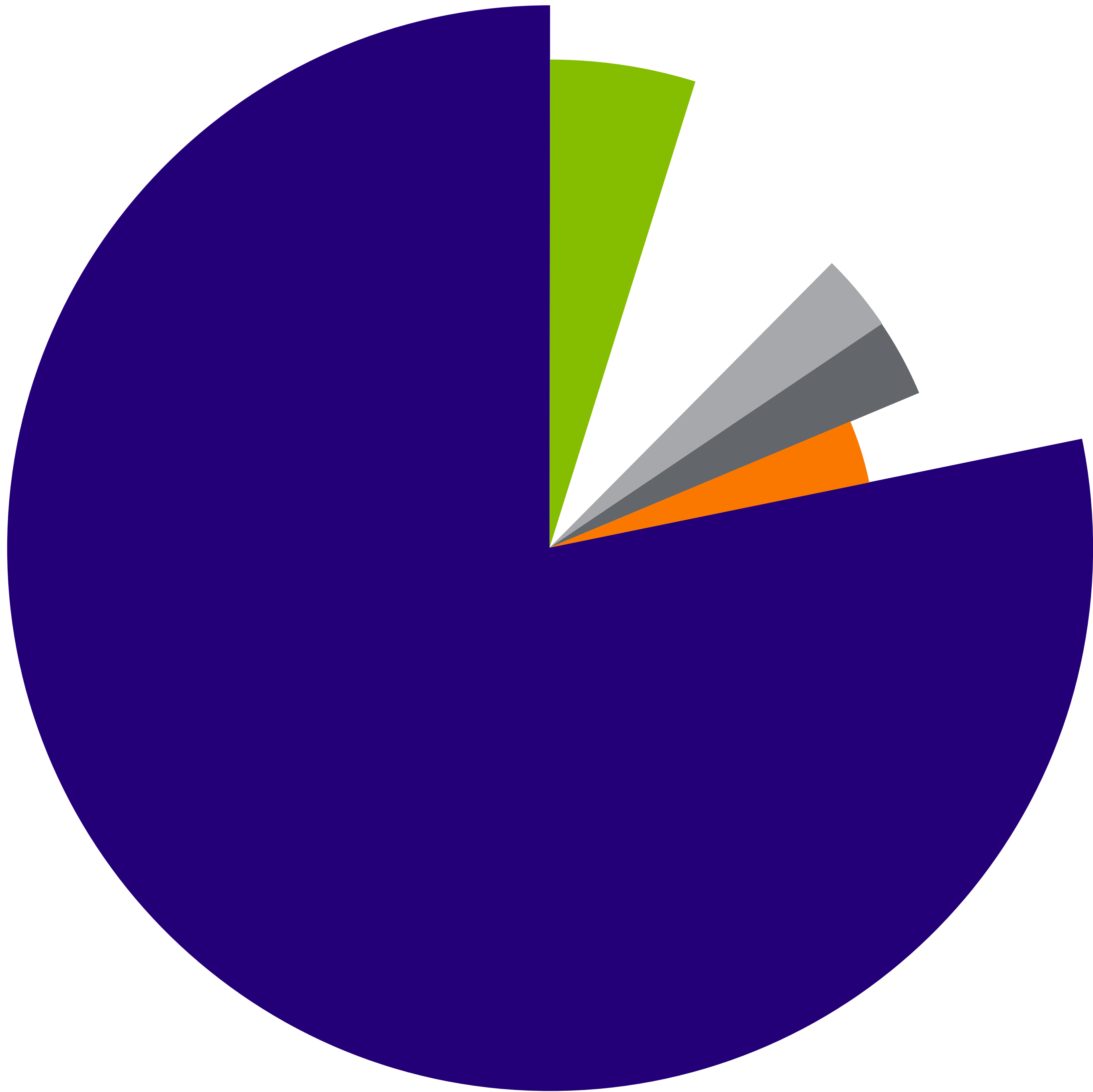


SIGN + TYPOGRAPHIC PART

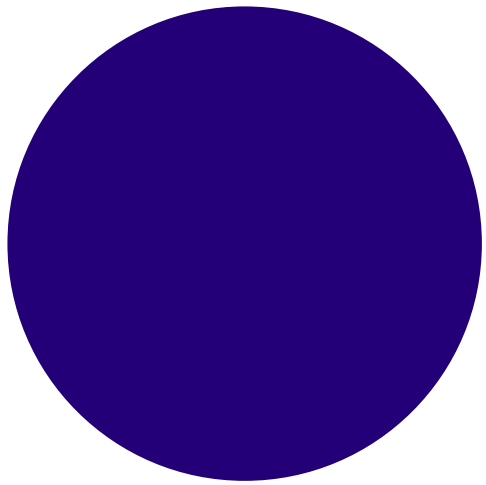


NLB

BASIC COLORS

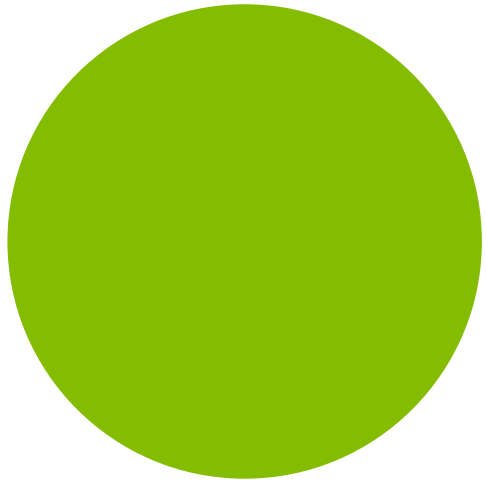


NLB INDIGO BLUE
PANTONE 2745
95C 100M 0Y 20K
R35 G0 B120
#230078
RAL DESIGN 290 20 35



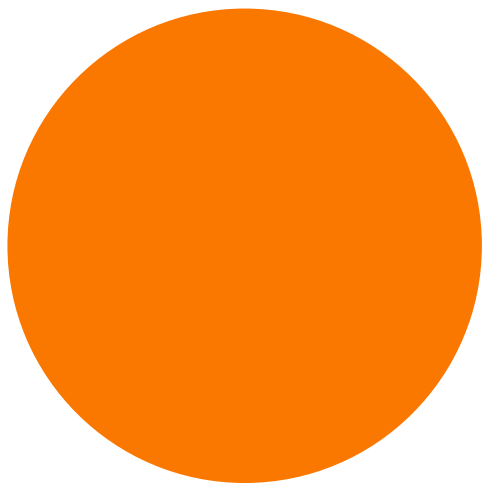
NLB Indigo is the essential color of the brand and should be ever-present. It is used for backgrounds and text setting in product advertising. White is its background.

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



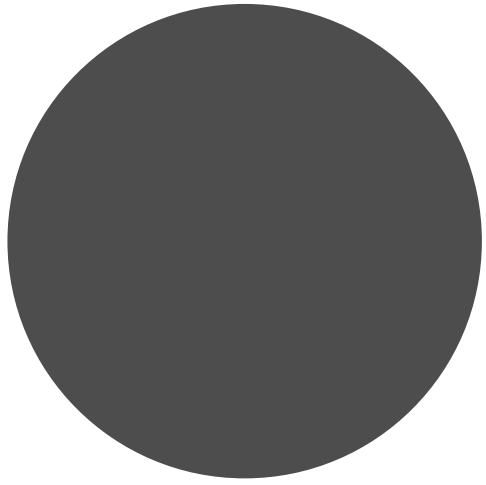
NLB Warm Green is used for accents in text, as a sticker basis when there is enough indigo and for graphic elements in brochures.

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



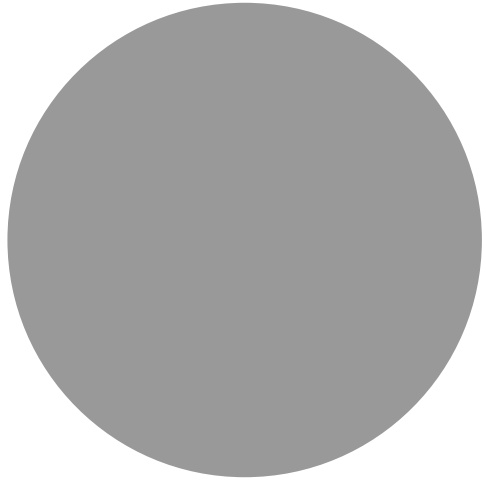
NLB Accent Orange is the color for CTA buttons in product advertising, for graphic elements in brochures, last but not least it is the **secondary color of the Employer branding**.

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
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**.

BASIC COLOR RASTERS

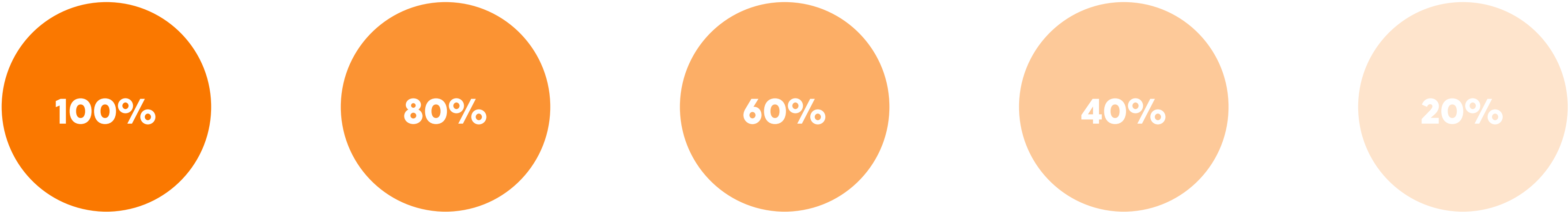
NLB INDIGO BLUE



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

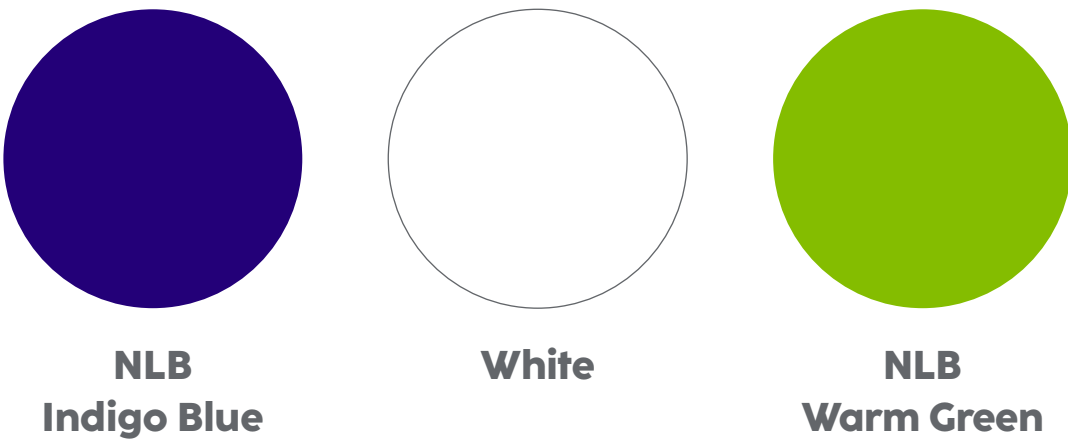


Ob najširšem naboru naprednih storitev, ki jih potrebujete pri vsakodnevnem poslovanju, vključuje **NLB Poslovni paket Celoviti** tudi **NLB Poslovno debetno kartico Mastercard® World** s posebnimi ugodnostmi. Izkoristite ponudbo za nove stranke in poslujte kar pol leta brez stroškov vodenja paketa.

Več na [nlb.si/poslovni-paketi](#)

Za vse, kar sledi.

NLB



NLB Corporate Branding



NLB Annual Report

Our 2022 was more succesful than ever.

Browse the full report in

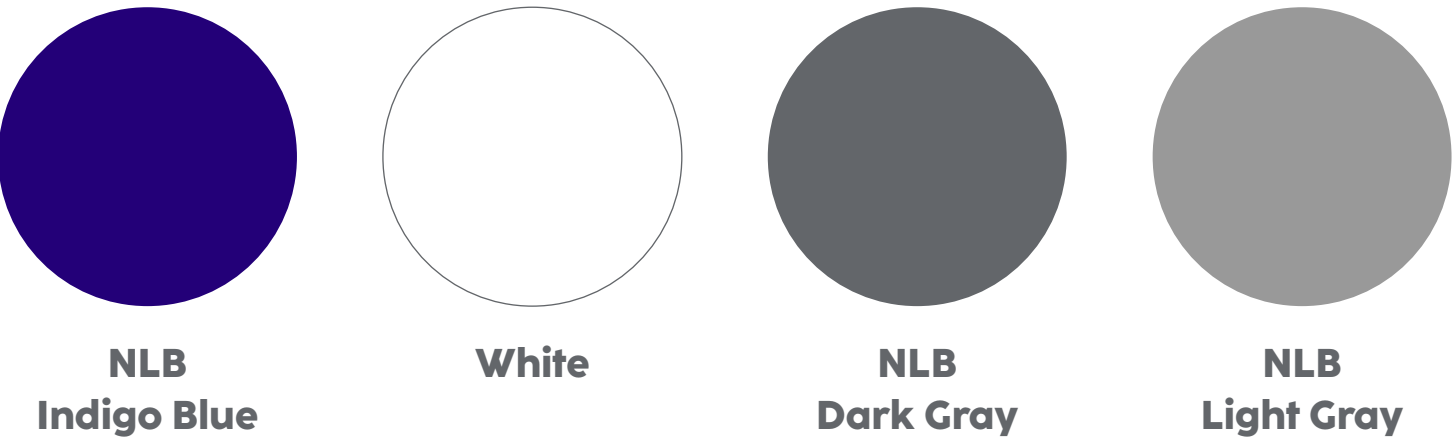
PDF

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](#)

Za vse, kar sledi.

NLB



NLB Employer Branding



NLB Športne igre

Čestitamo vsem zmagovalcem.

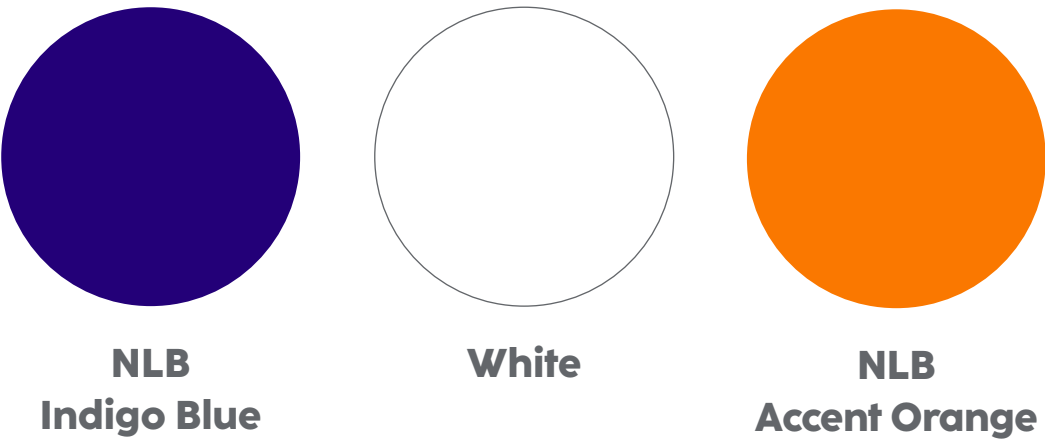
Oglej si

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.

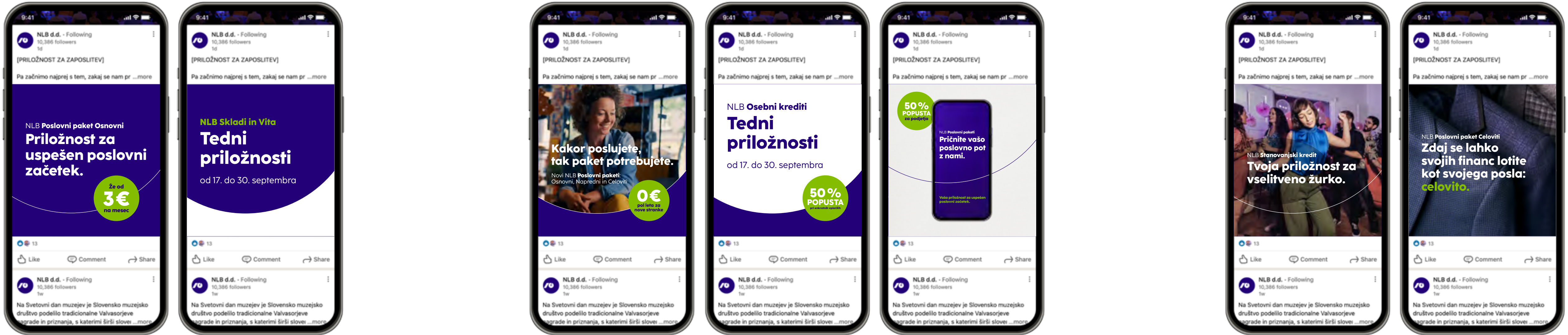
SECONDARY USE
Shape & type FULL PHOTO
Layout for adverts with campaign/custom photography. It always looks better on stylish photography in indigo or warm colour space. This should still not mean everyone is wearing NLB indigo sweater. This layout is not used for more than 20% of all adverts, suitable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

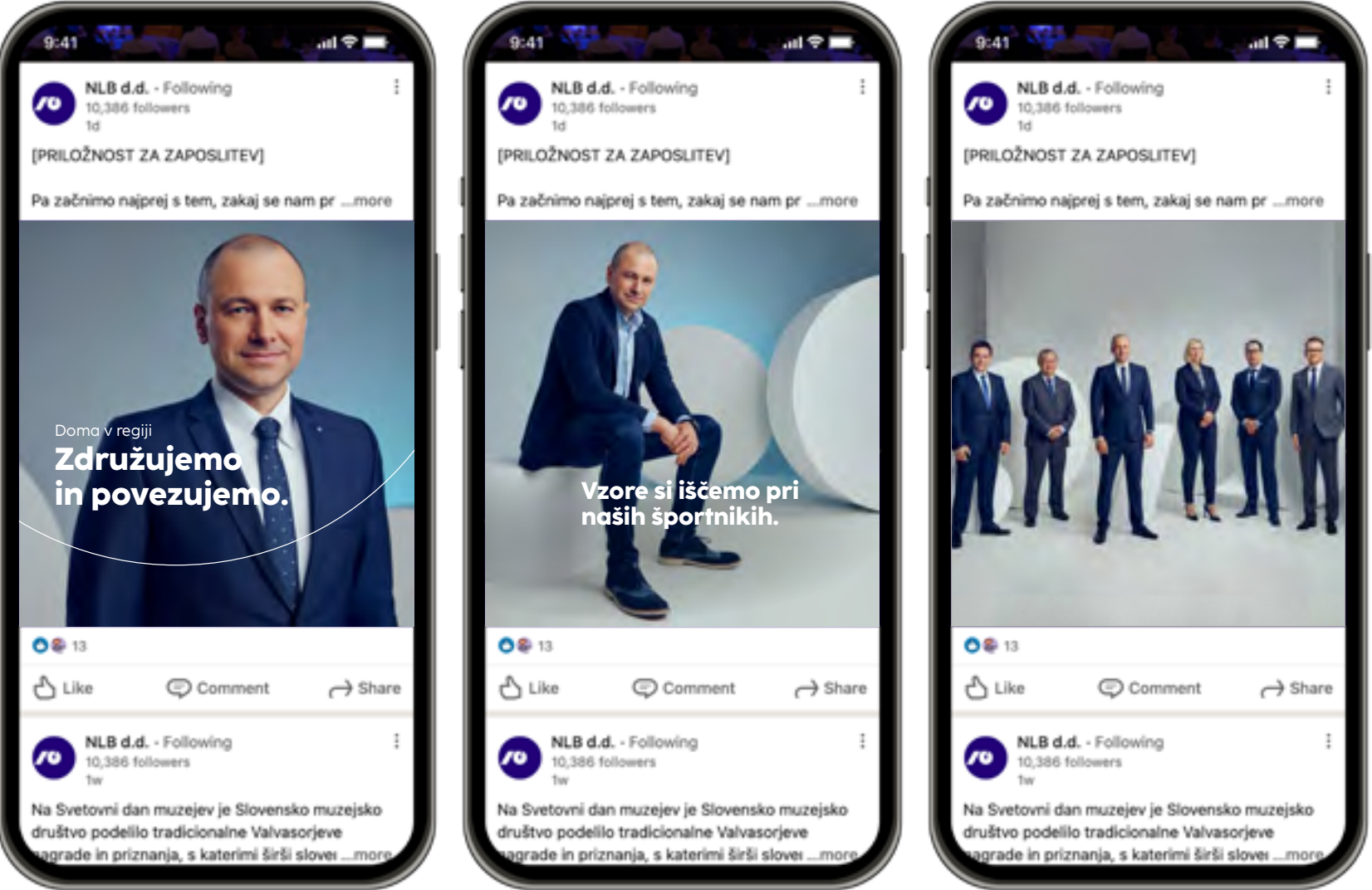
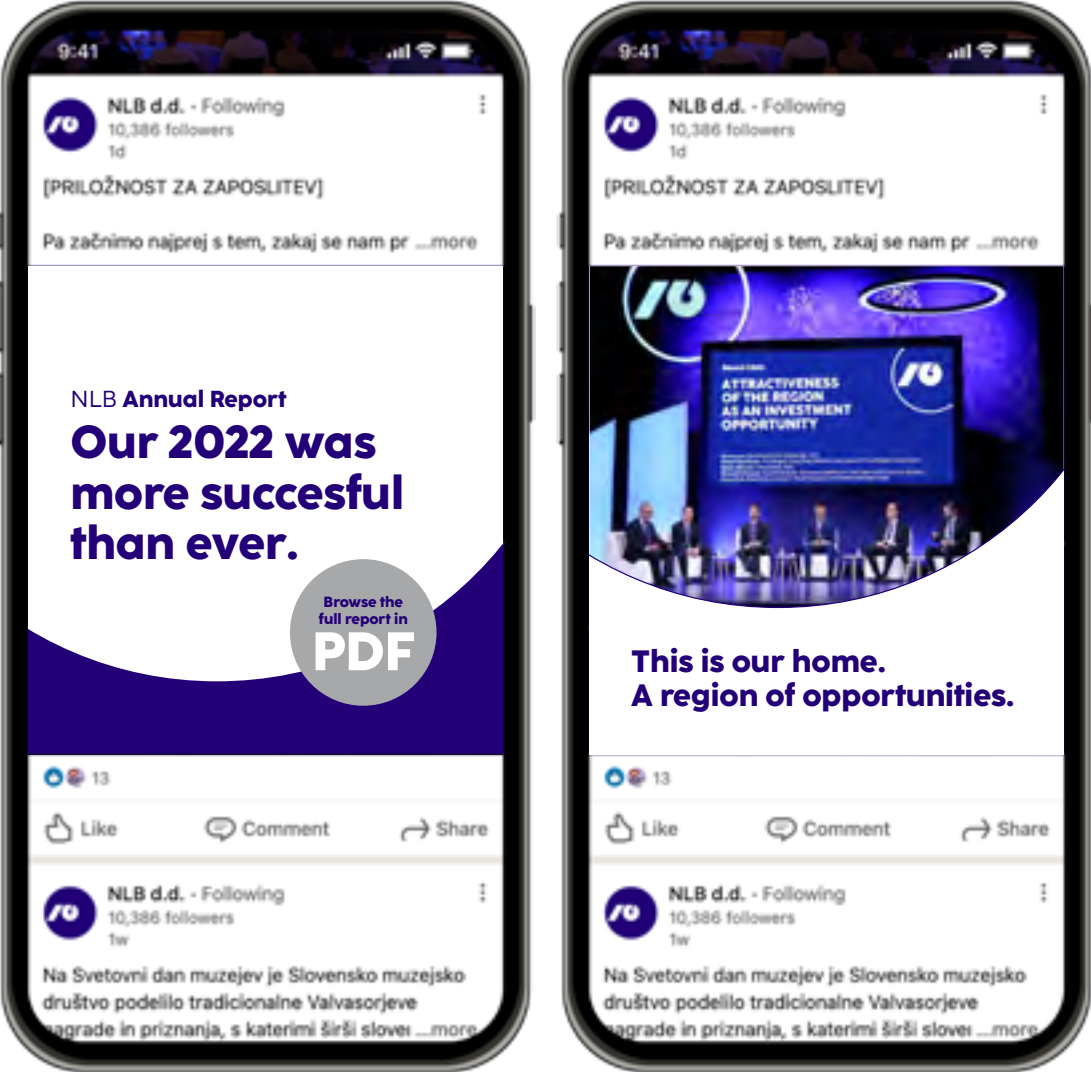
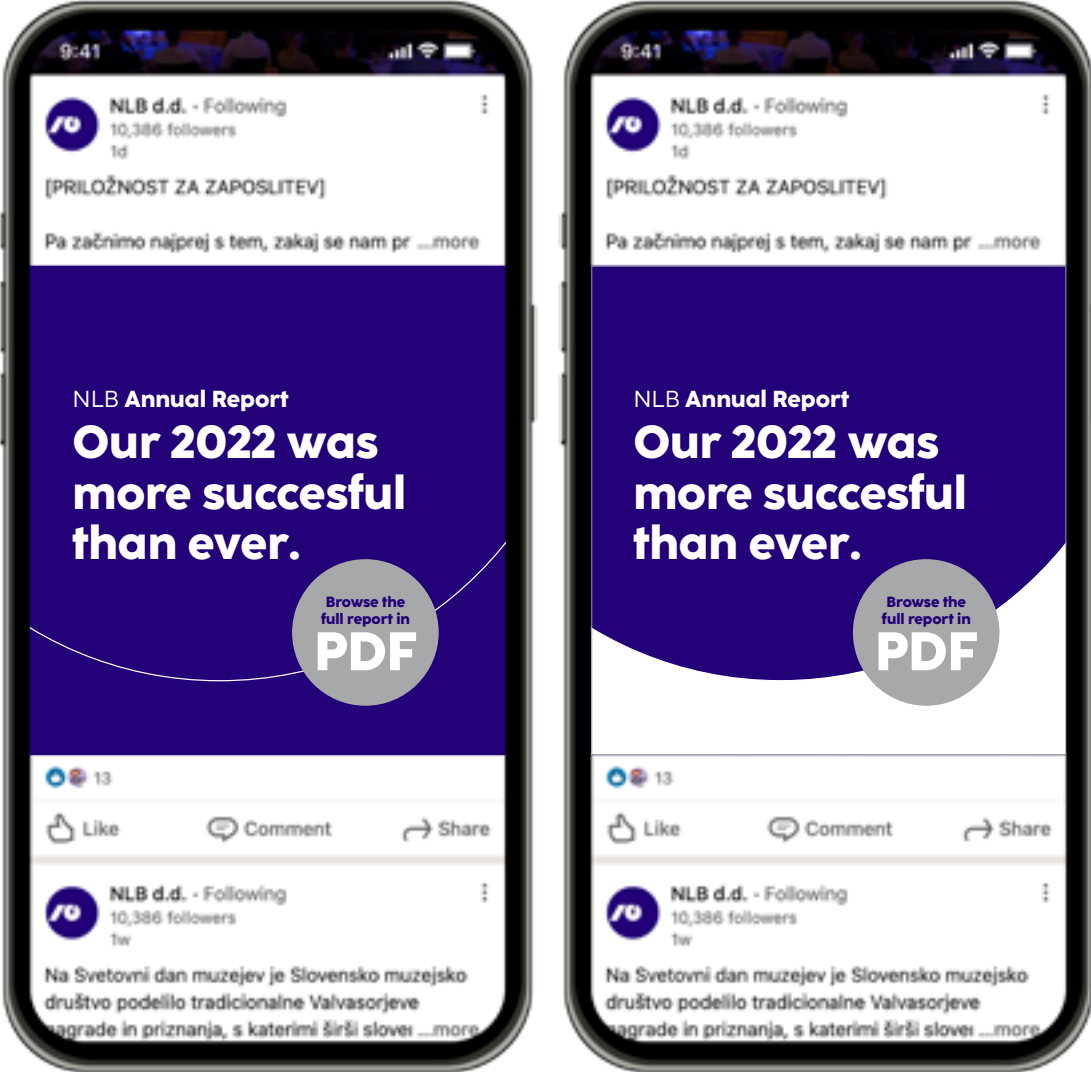
SPECIAL OCCASION

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.

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Shape & PHOTO
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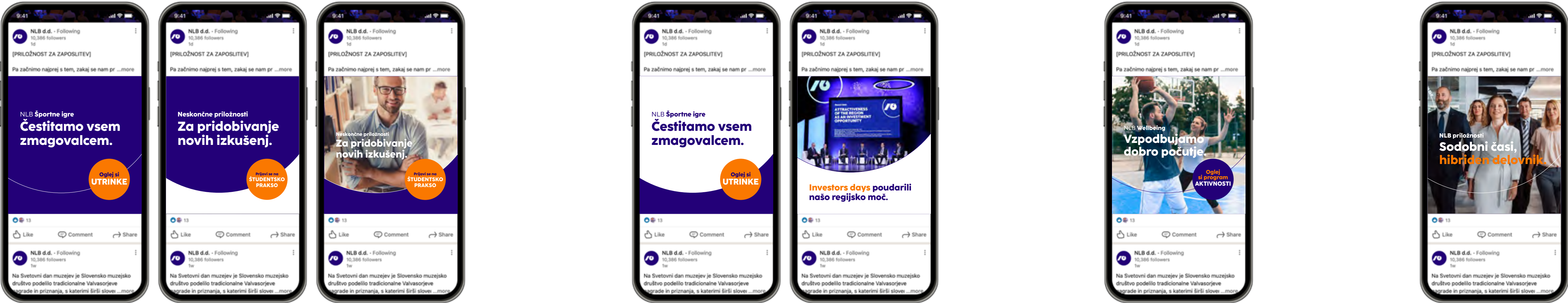
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Shape & type FULL PHOTO
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Supersize ICON
Layout with supersize icon can only be used for special occasions and only when the shape is not used. It always looks better on stylish photography in indigo 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)



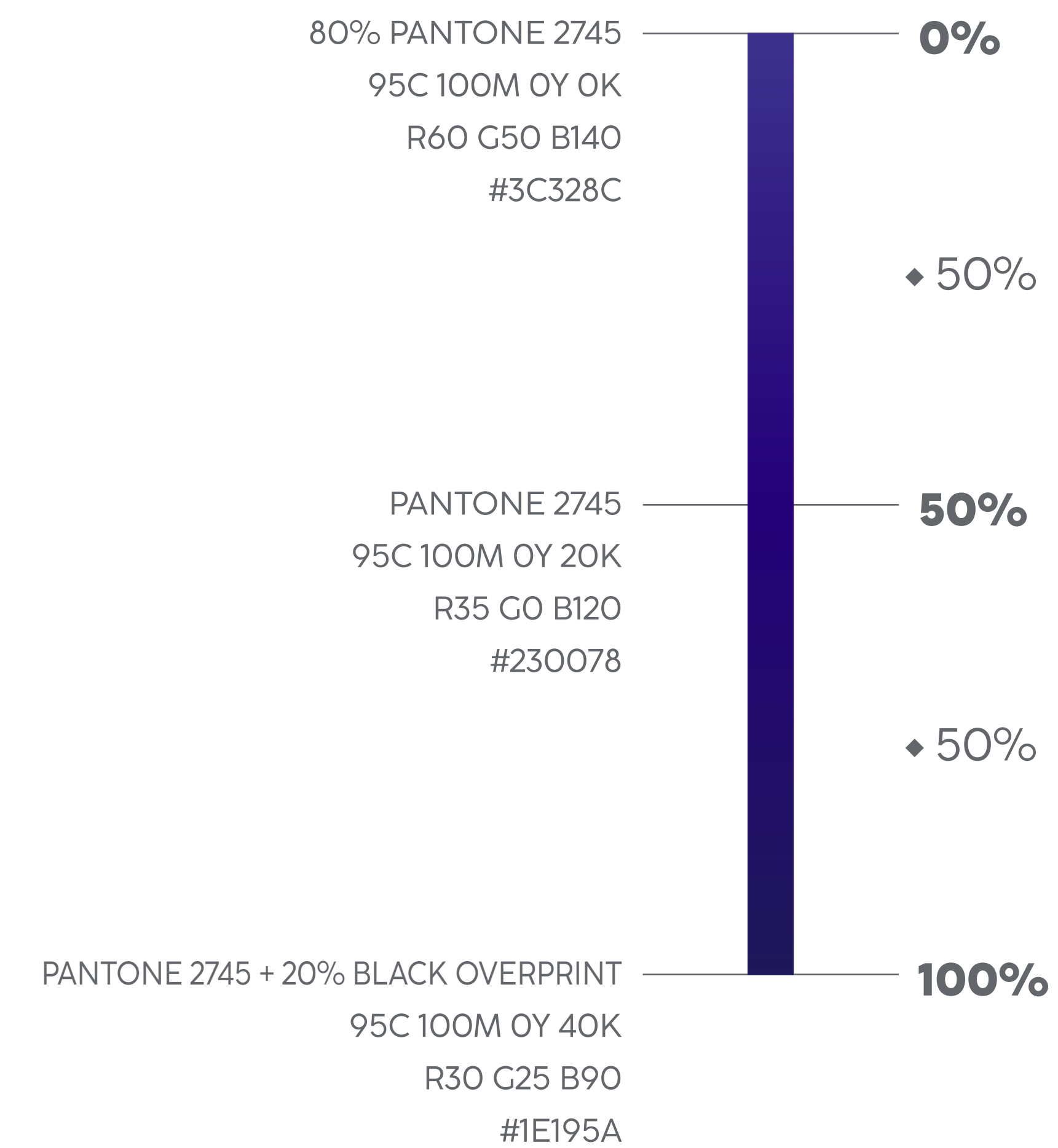
Posters 700x1000



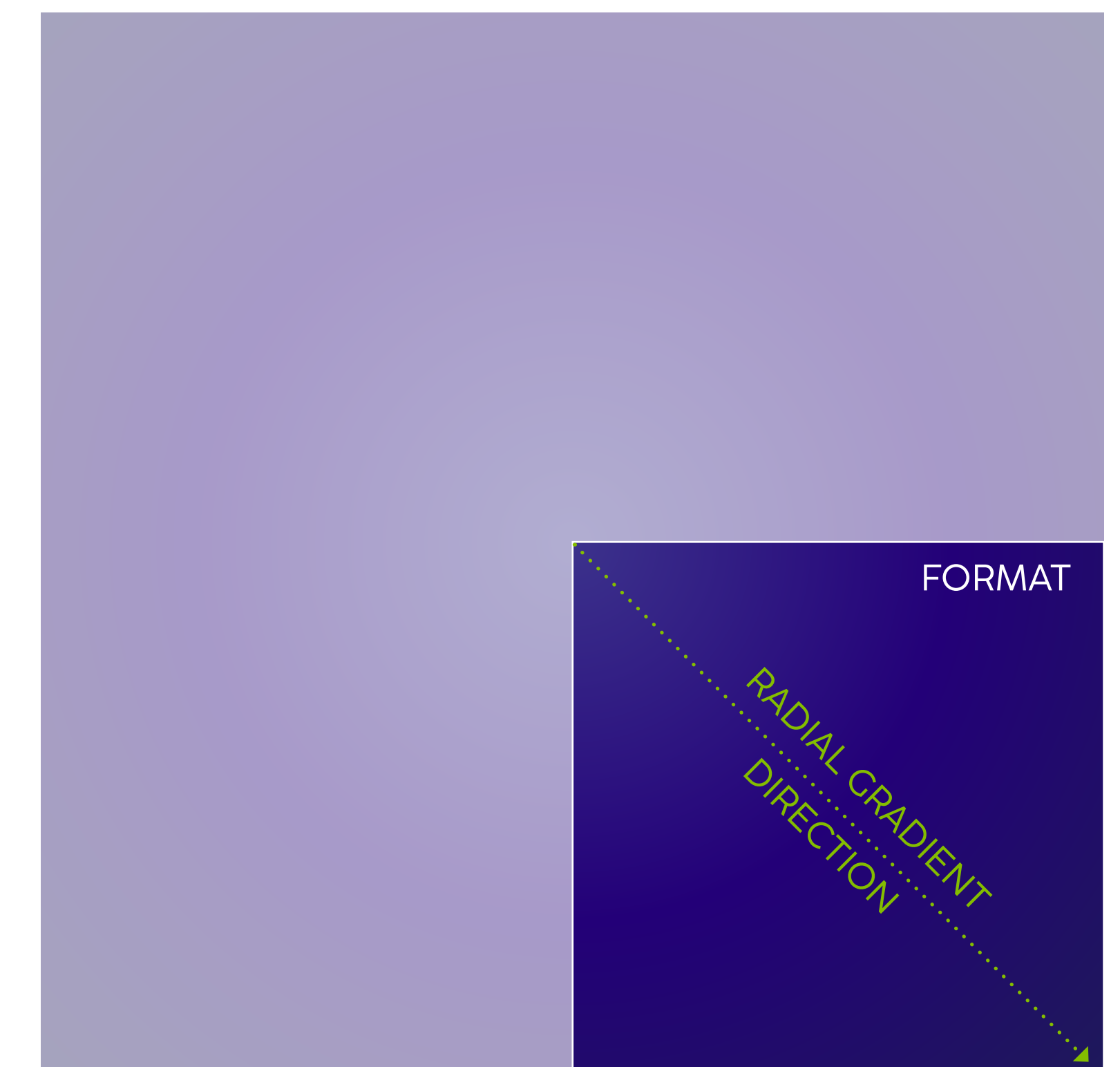
COLOR GRADIENT

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

Coco Sharp
Regular

Coco Sharp
Extra Bold

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.

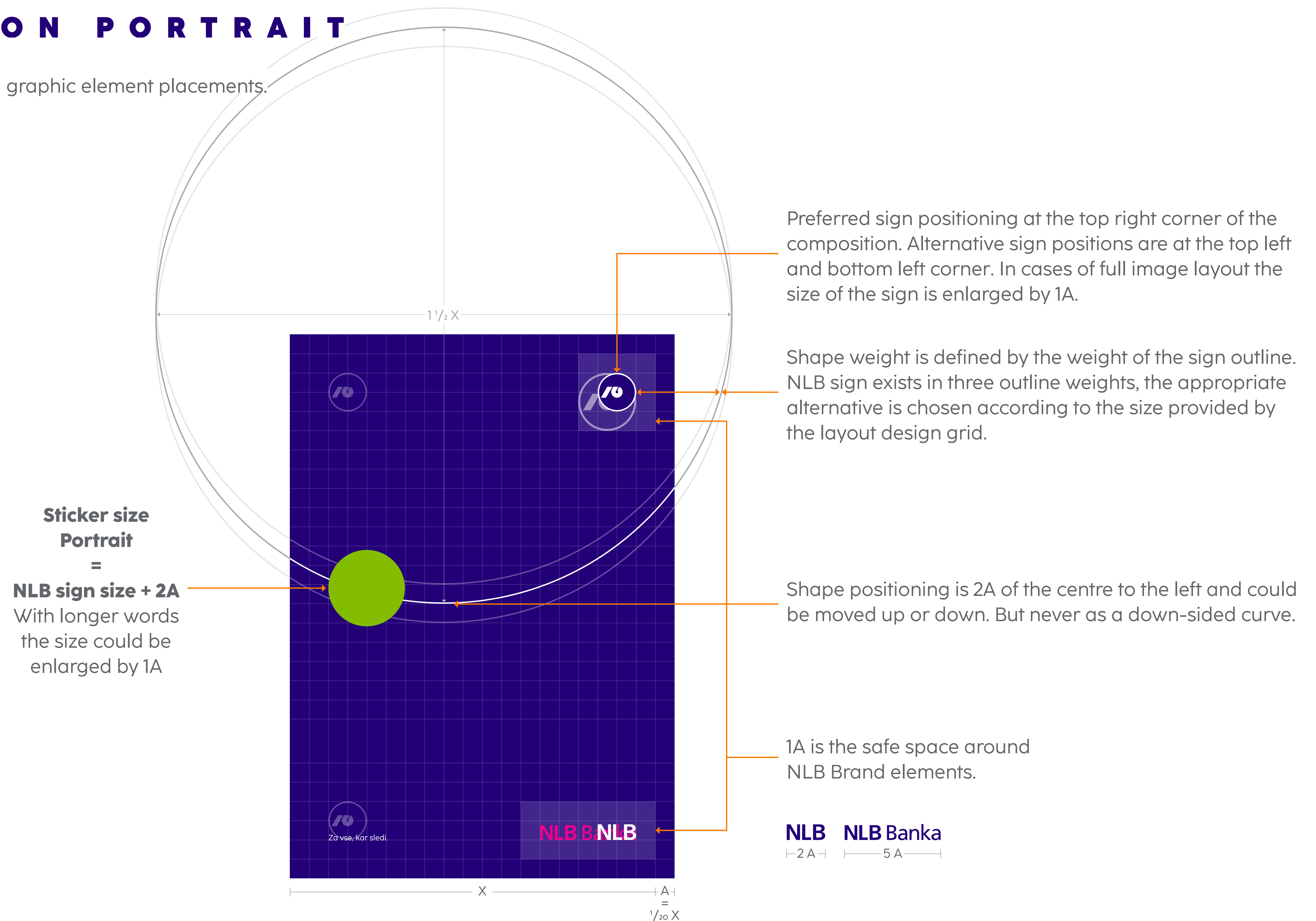
COPY STRATEGY

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.



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.

1A is the safe space around NLB Brand elements.

NLB **NLB Banka**

—2 A— —5 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.

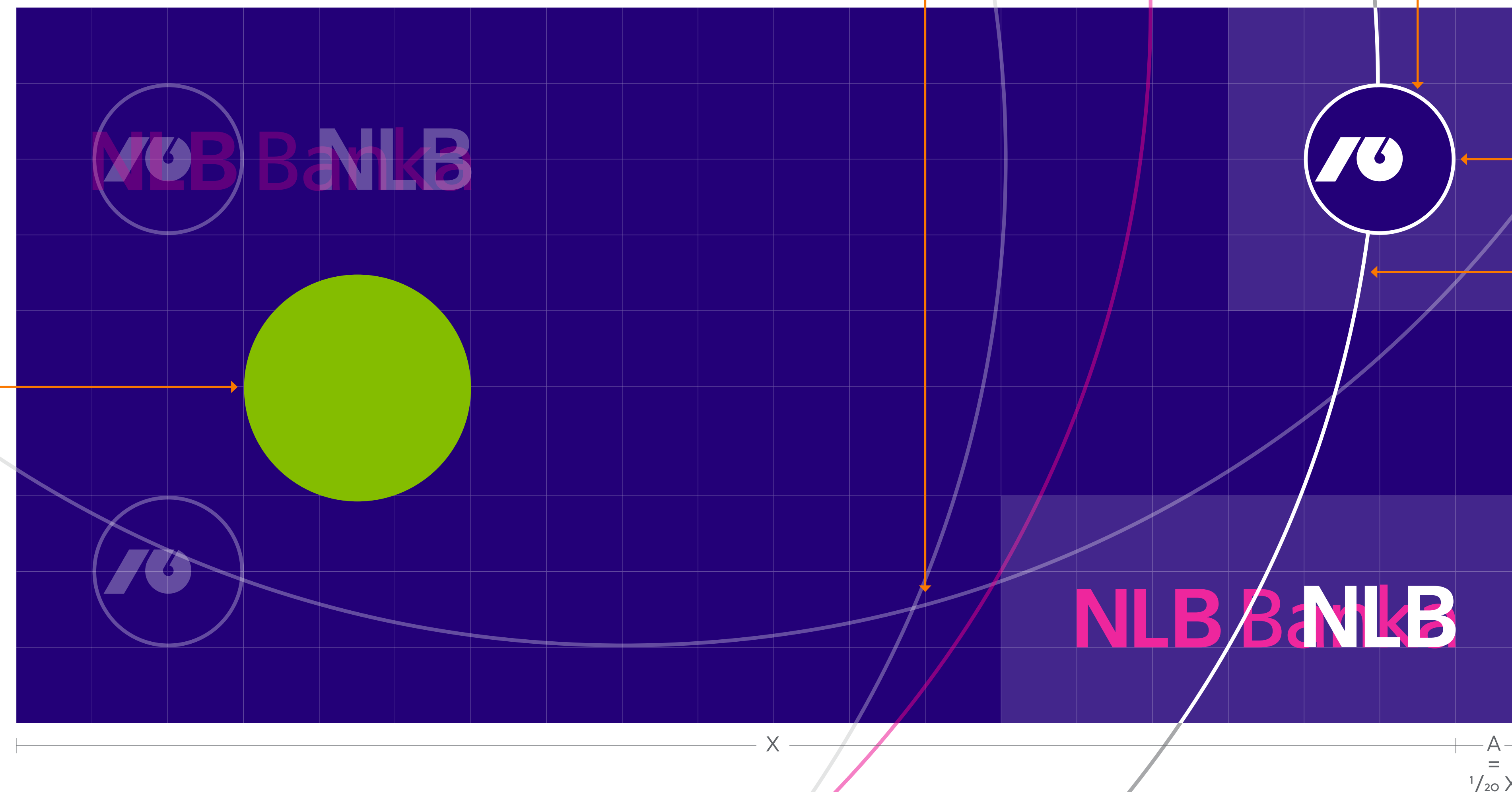
- Preferred sign and typographic part positioning. Alternative sign positions are at the top left and bottom left corner. Alternative typographic part position is at the top left corner.

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

**Sticker size
Landscape
=
NLB sign size + 1A**



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.



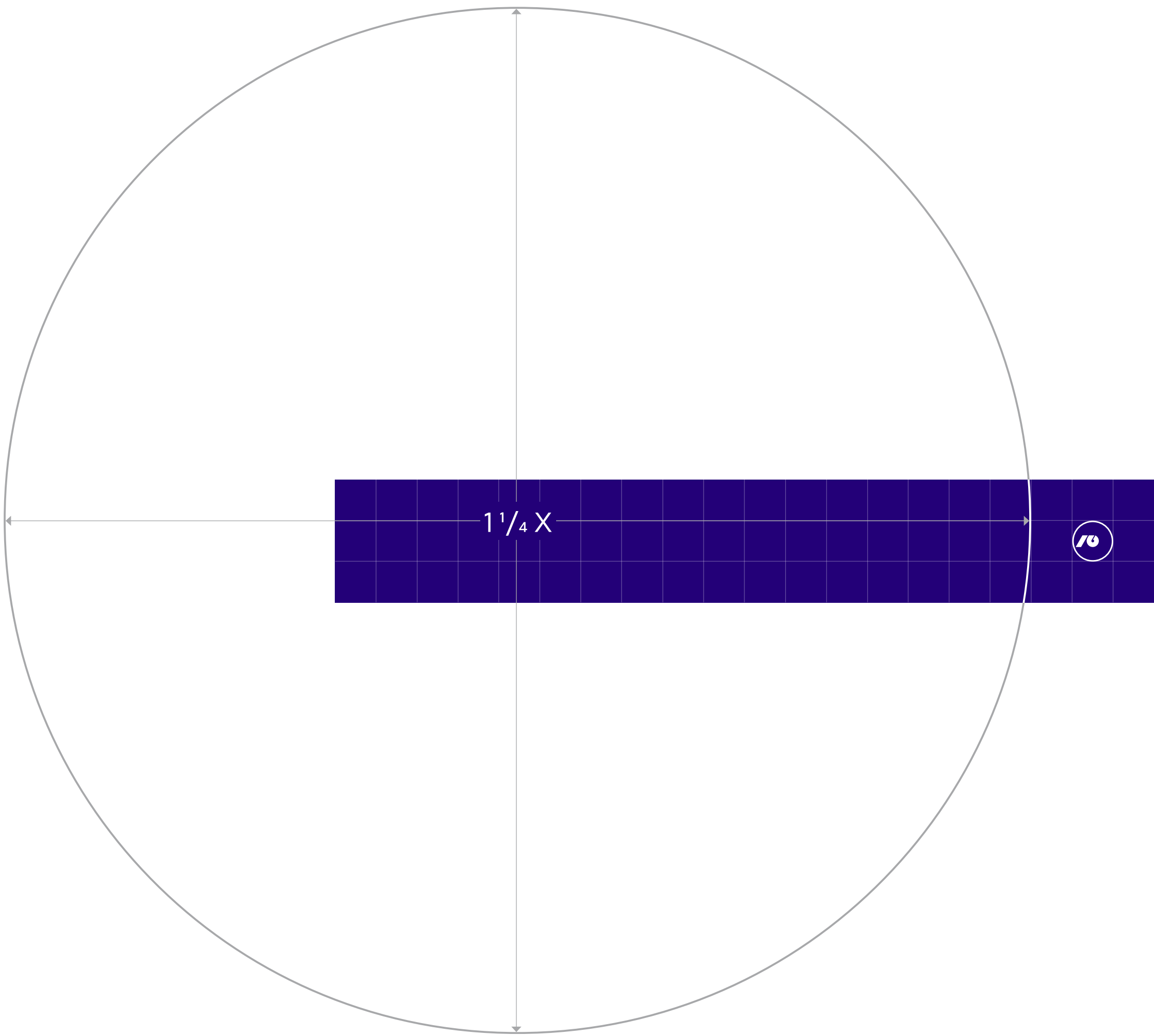
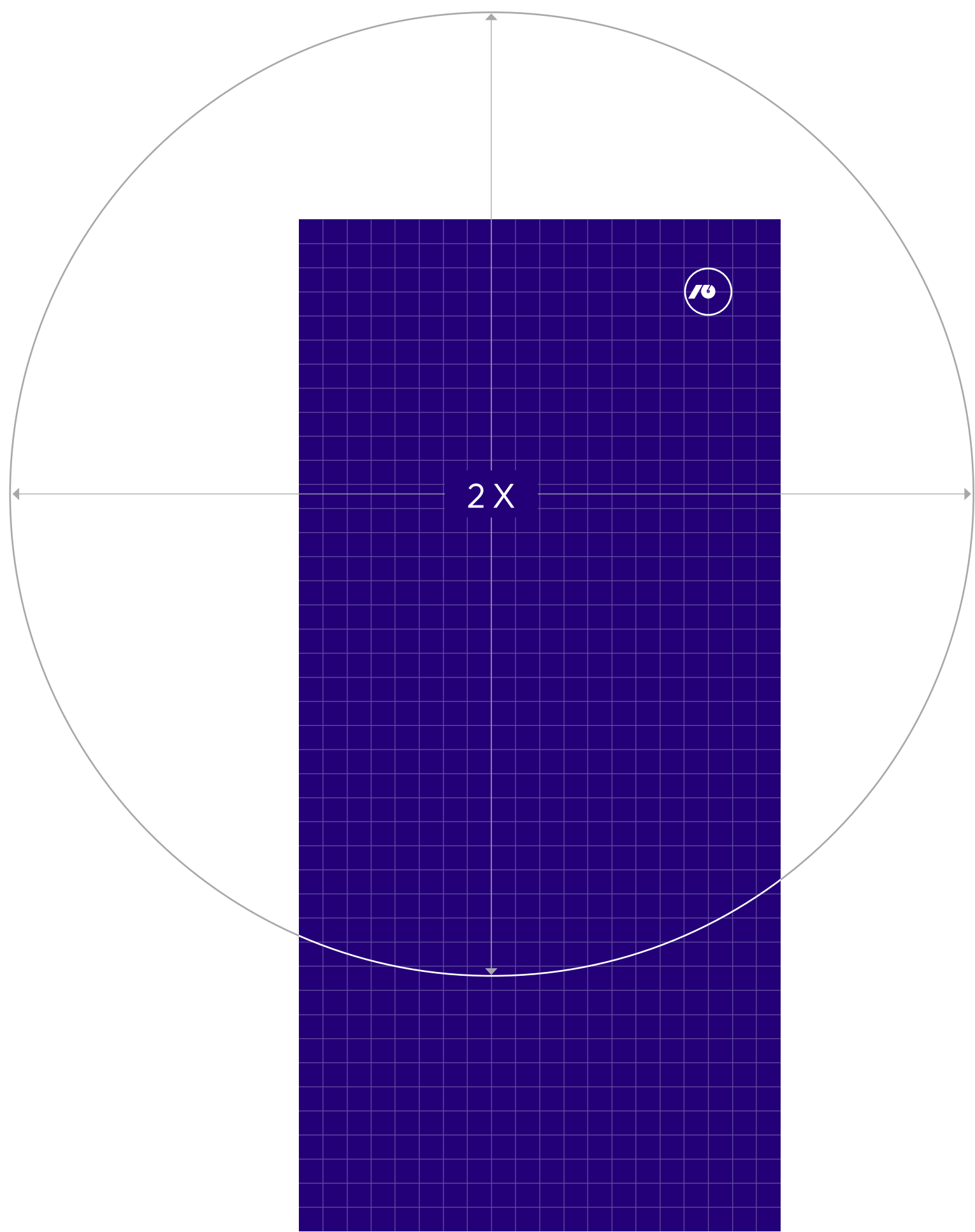
The sign is not used in SM posts it serves only to define the width of the shape.

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.



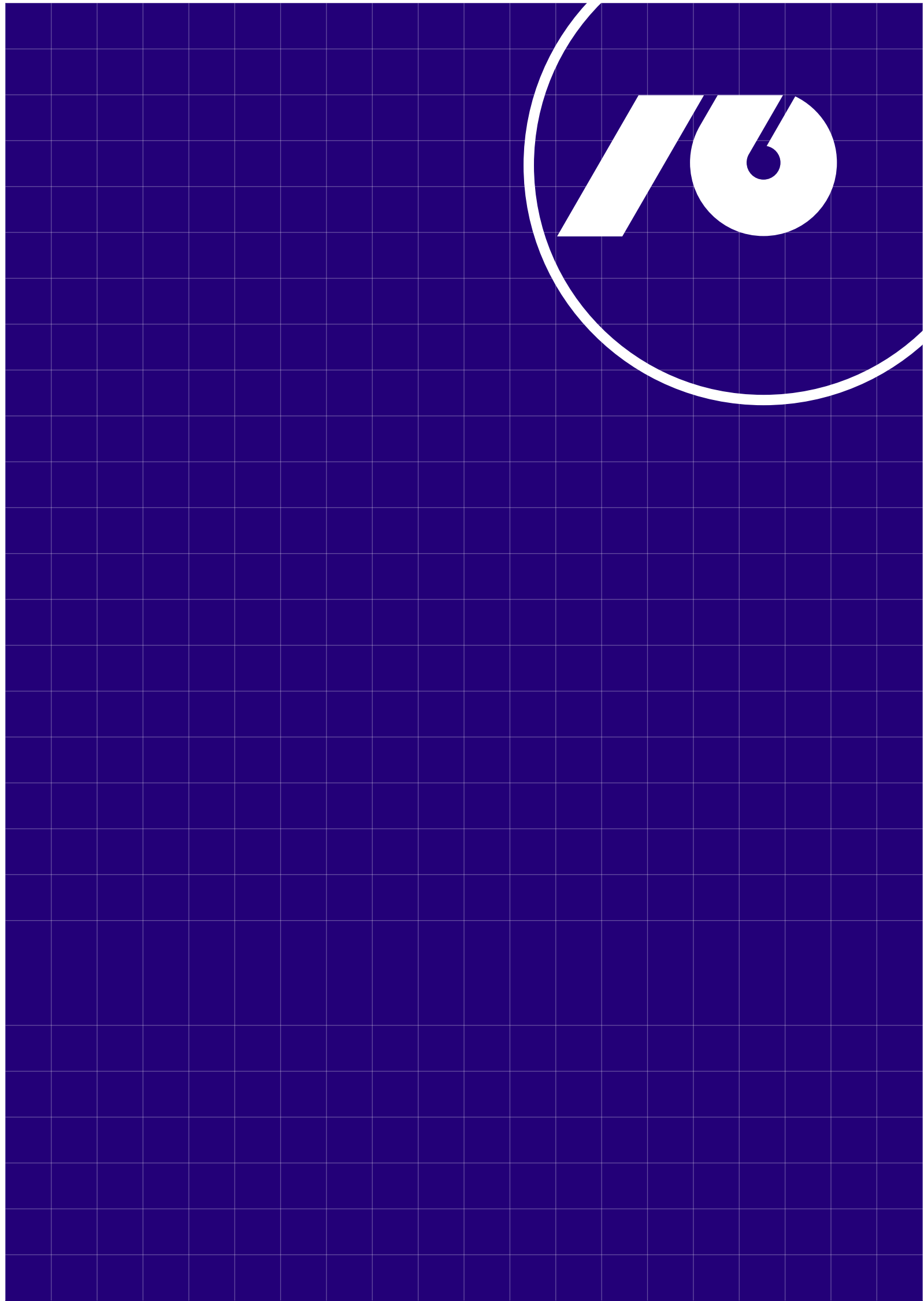
CONSTRUCTION PORTRAIT & LANDSCAPE NARROW

Basic narrow format grid & sign and shape construction.



C O N S T R U C T I O N S U P E R S I Z E

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).



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: 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 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

Takojšnja
plačila
FLIK

0€

za nove stranke
od 18 do 27 let

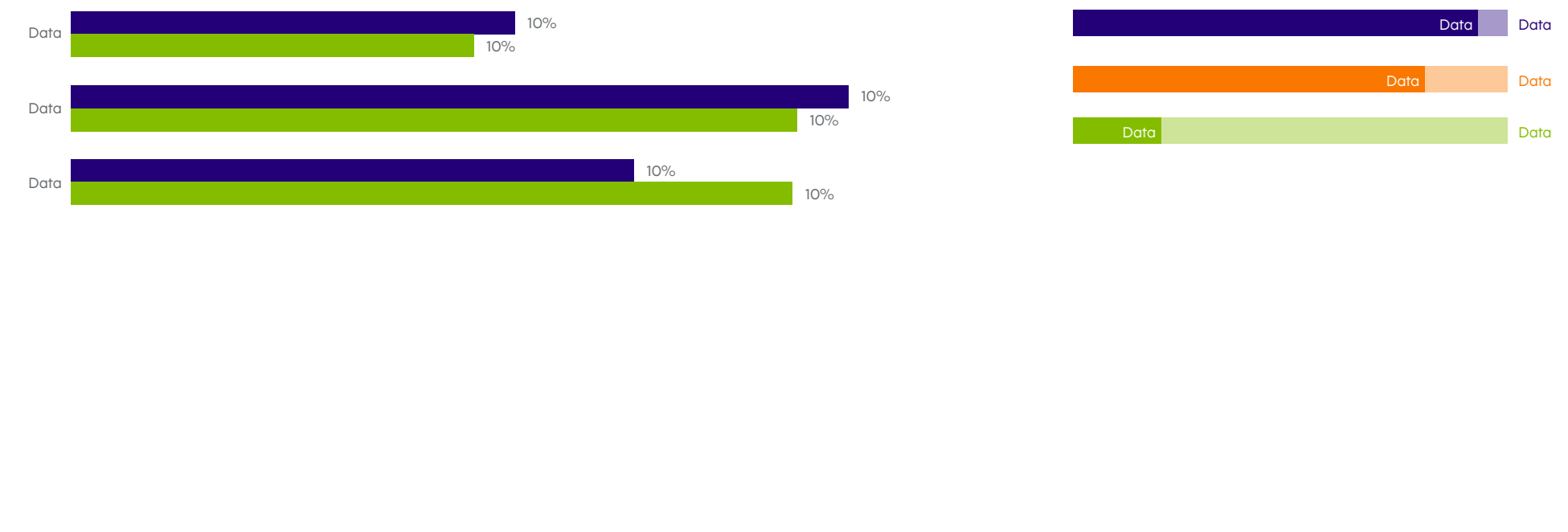
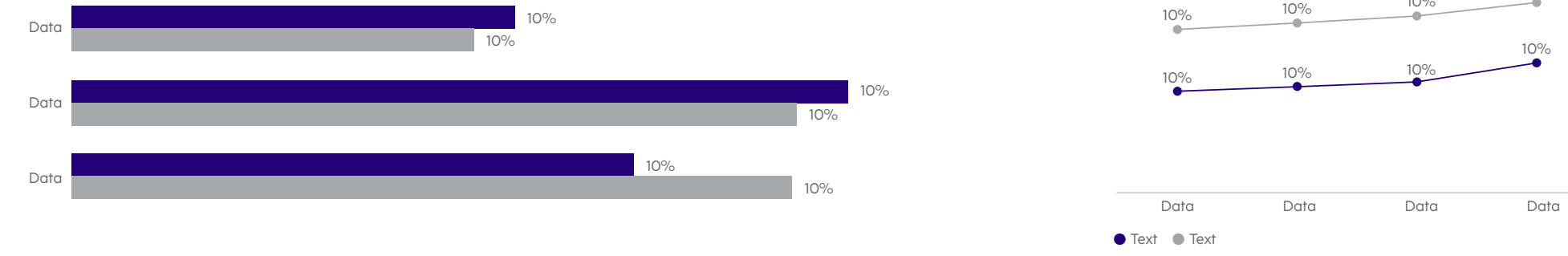
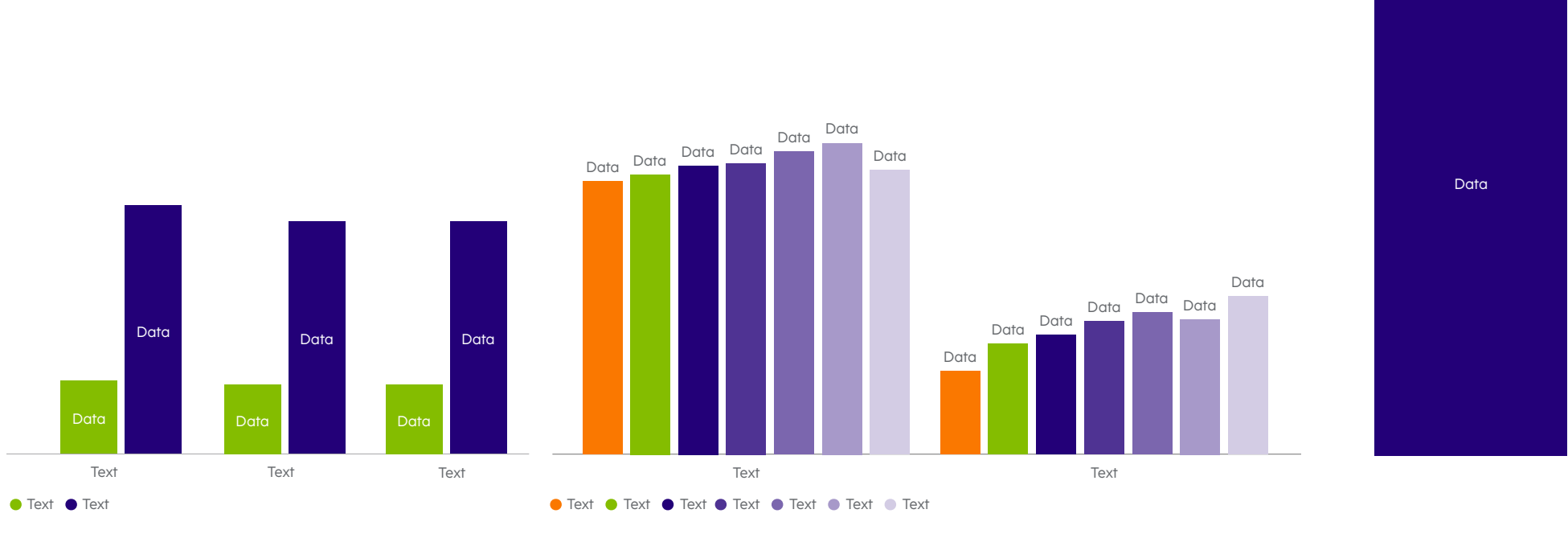
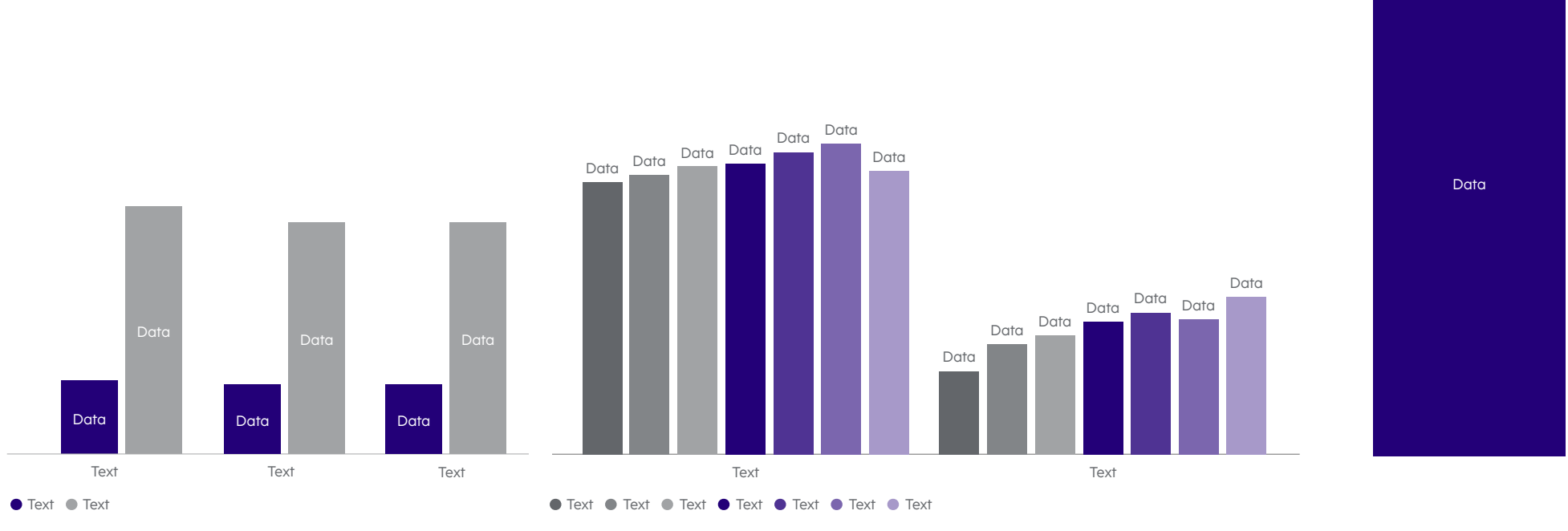
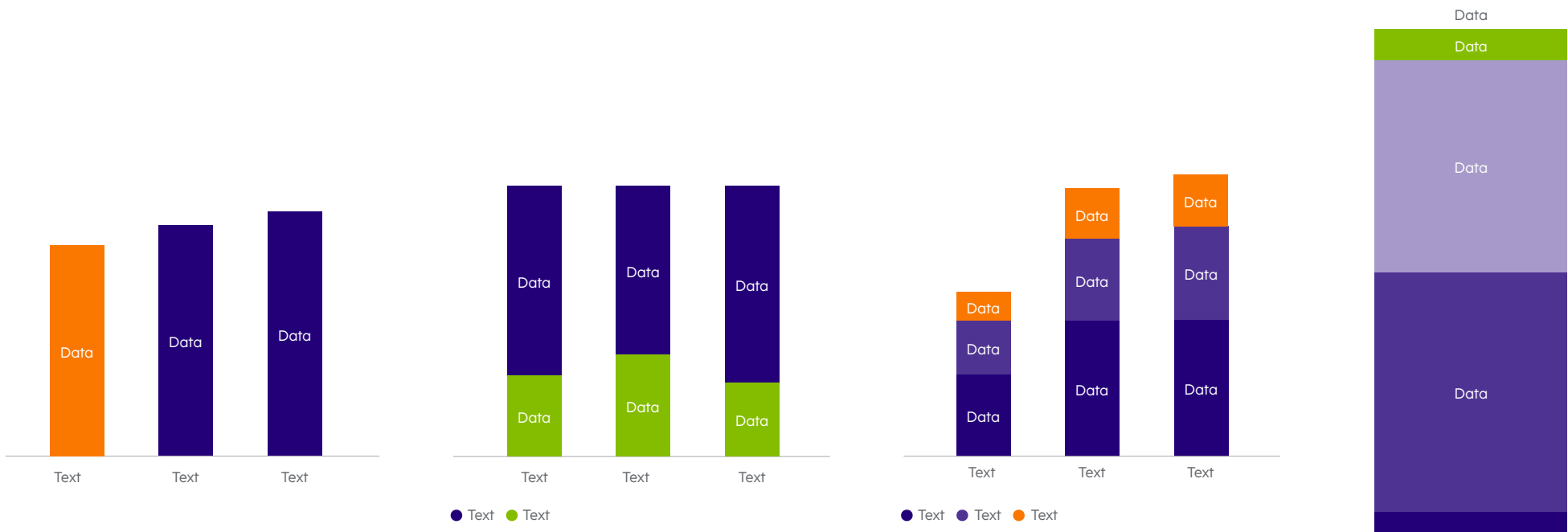
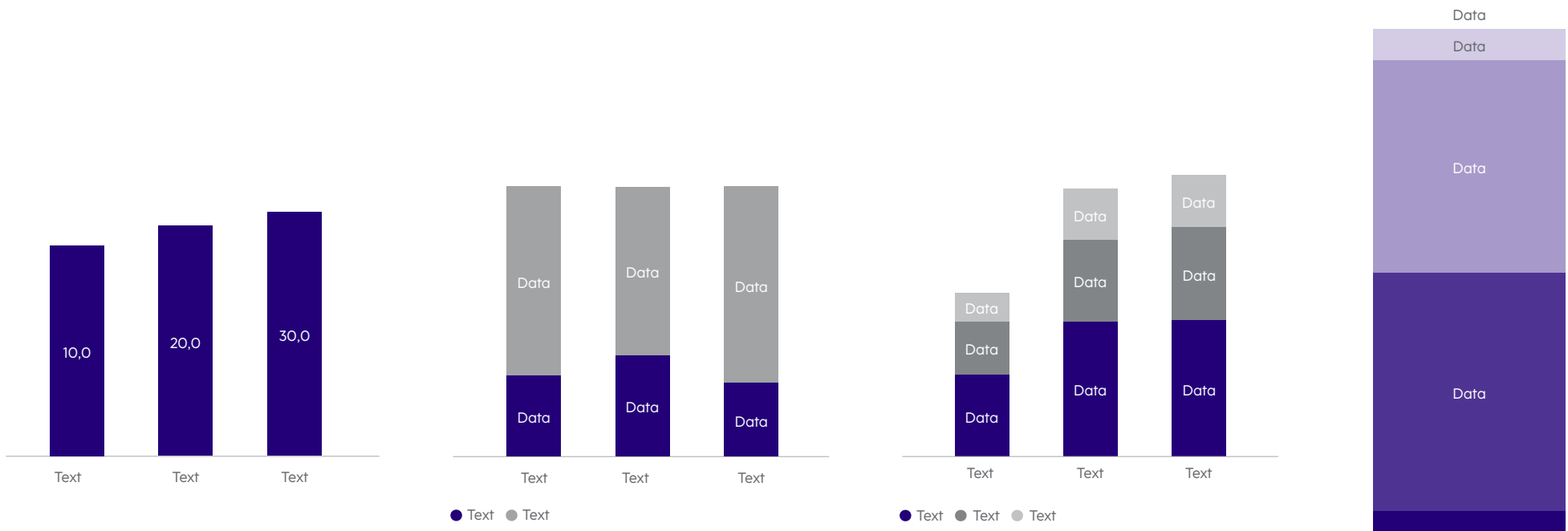
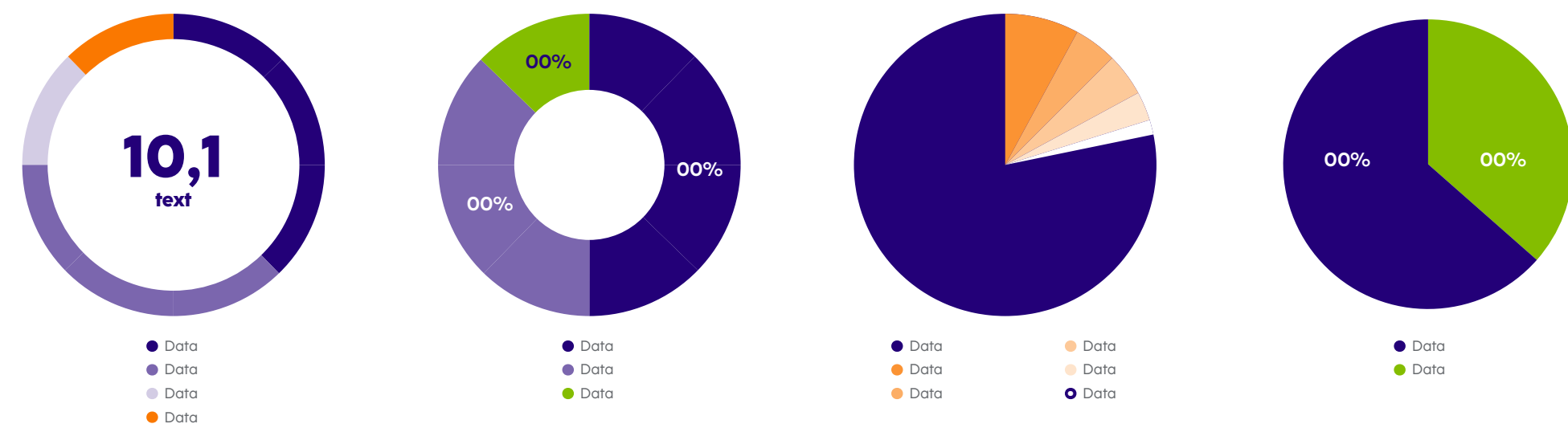
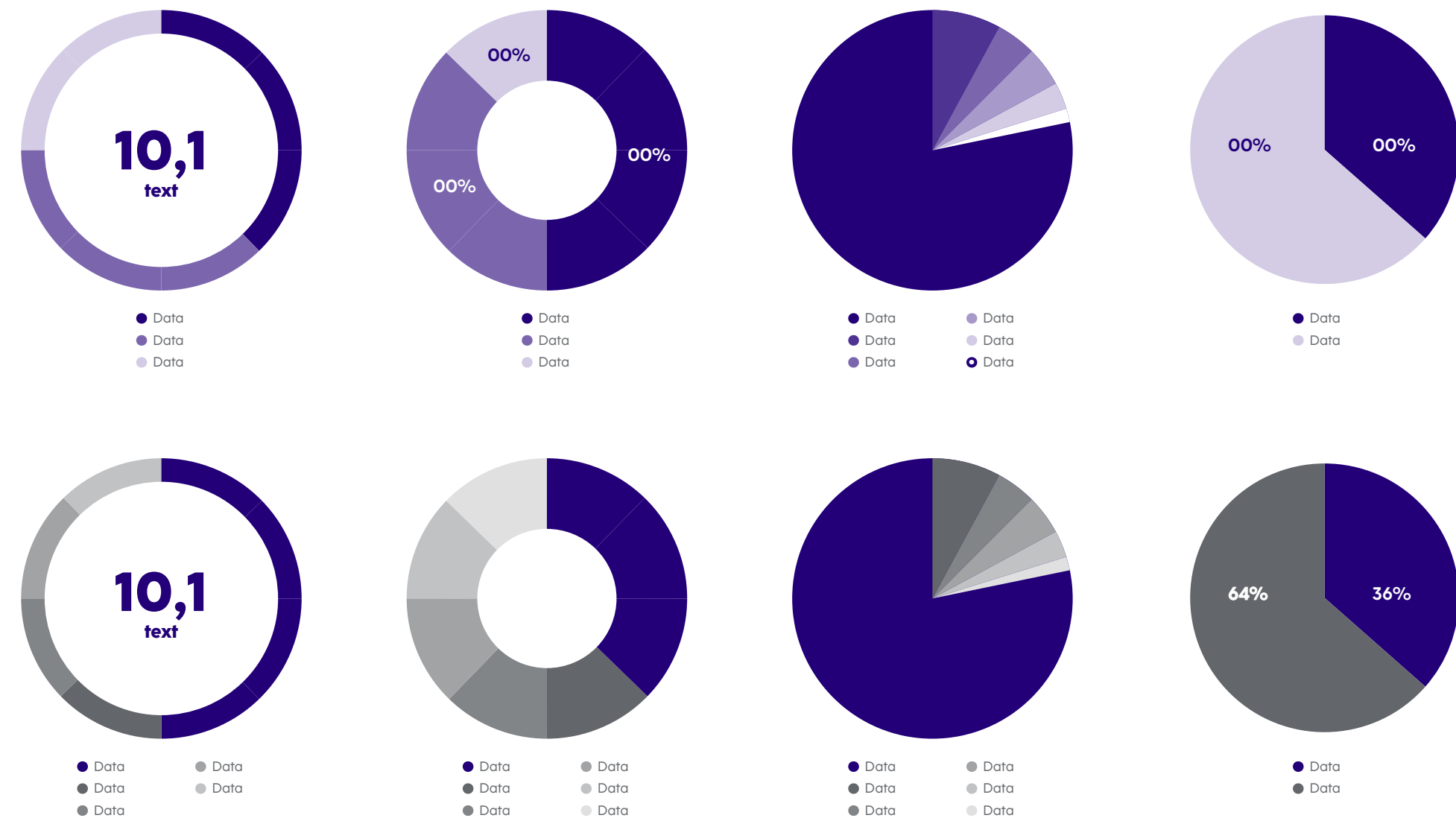
GRAPHIC ELEMENTS

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.



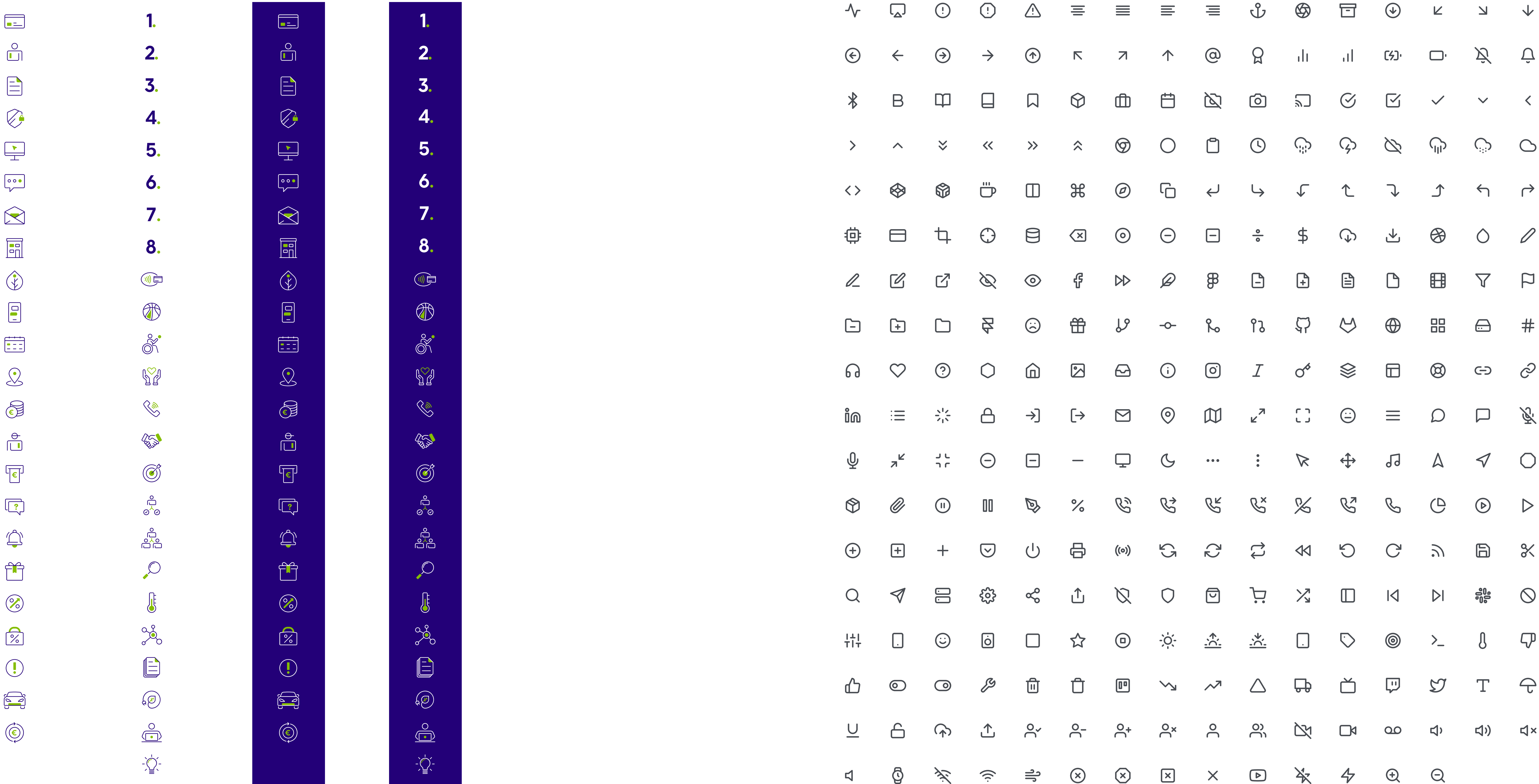
Kdaj	nepremenjiva obrestna mera.
Višina	nepremenjiva
Odplačilo	celotno dabo
Obresti	nepremenjiva obrestno mera

Kdaj	Možno spremenljiva ali nepremenjiva obrestna mera.									
Višina	Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dabo odplačevanja kredita ostala enaka.									
Odplačilo	Možno spremenljiva ali nepremenjiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dabo odplačevanja kredita ostala enaka.									

in EUR millions														
Credit portfolio										Provisions and FV changes for credit portfolio				
Stage1		Stage2		Stage3 & FVTPL				Stage1		Stage2		Stage3 & FVTPL		
Credit portfolio	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	Coverage with Provisions and FV changes
Total NLB Group	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
a/w Corporate	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
a/w Retail	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
a/w State	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
a/w Institutions	0	0	0	-	-	0	0	0	0	0	0	-	0	0
NLB-G w/o N Banka	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
a/w Corporate	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
a/w Retail	0	0%	0	0	0%	0	0	0%	0	0%	0	0%	0	0%
a/w State	0	0%	0	-	-	0	0	0%	0	0%	-	-	0	0%
a/w Institutions	0	0%	0	-	-	-	-	-	0	0%	-	-	-	-

GRAPHIC ELEMENTS

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



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

ro

NLB Poslovni paket Celoviti

Zdaj se lahko svojih financ lotite kot svojega posla: celovito.

0€
pol leta za nove stranke

ro

NLB Poslovni paket Celoviti

Zdaj se lahko svojih financ lotite kot svojega posla: celovito.

0€
pol leta za nove stranke

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

Več na nlb.si/poslovni-paketi

Za vse, kar sledi.

NLB

PRIMARY USE
Indigo SHAPE

ro

NLB Skladi in Vita

Tedni priložnosti

od 17. do 30. septembra

50%
POPUSTA

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

Za sve što dolazi.

NLB Banka

PRIMARY USE
Indigo PHOTO

ro

NLB Stanovanjski kredit

Tvoja priložnost za vseljitveno žurko.

0€
pol leta za nove stranke

Nekatere priložnosti se enostavno prepoznajo same. Ikaristite ugodne obroke mere in pridobite najboljšo individualno ponudbo NLB Stanovanjskega kredita, kar prek spleta.

Med vsemi, stari do 40 let, ki boste med 2. 9. in 30. 11. 2021 sklenili stanovanjski kredit za bano stariši 300 prebivalcev in jim podarili 3 mesečne obroke. Previda in pogosto področje preverite na nlb.si/miadi.

Za vse, kar sledi.

NLB

SECONDARY USE
Indigo TYPE

ro

NLB Skladi in Vita

Tedni priložnosti

od 17. do 30. septembra

50%
POPUSTA

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

Za vse, kar sledi.

NLB

SECONDARY USE
Shape & object

ro

NLB Poslovni paketi

Pričnite vašo poslovno pot z nami.

50%
popusta za podjetja

Vešate priložnost za uspešen poslovni zakonik. Pri karkoli s poslovanjem paku do roba, zato pri NLB seki vsem novostim in poslovanjem podajemo posebno 50% nje eno na poslovanje Obroke in Napredni 2. vključimo storitve izbranih posloj za podpiranje zakonik si svoje poslovanje na poti s poslovanjem, sponk vse od prvega dne tudi znače stroške.

Za sve što dolazi.

NLB Banka

SECONDARY USE
Shape & type FULL PHOTO

ro

NLB Poslovni paket Celoviti

Zdaj se lahko svojih financ lotite kot svojega posla: celovito.

Dober nasvet je ključ do novih priložnosti.

Priložnostna nepotnica je nova serija podcast pogovorov.

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

Za sve što dolazi.

NLB Banka

SPECIAL OCCASION
Supersize ICON PHOTO

ro

NLB Poslovni paket Celoviti

Zdaj se lahko svojih financ lotite kot svojega posla: celovito.

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

Za vse, kar sledi.

NLB

ro

Novi NLB Poslovni paketi

Priložnost poslovati kjerkoli in kadarkoli.

24/7
NLB Proklik
Klikpro Video klic

0€
pol leta za nove stranke

Vaša priložnost upravljanja 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 dodatnih digitalnih rešitvah, s katerimi posluje hitreje, ceneje in enostavneje, pa prejmete z vsakim paketom tudi novo NLB Poslovno debetno kartico Mastercard®, ki vam omogoča enostavno tudi na spletu. Več na nlb.si/poslovni-paketi

Za vse, kar sledi.

NLB

SECONDARY USE
Shape & PHOTO for SPONSORSHIP

ro

NLB Pay

Manj čakanja, več napreda.

Če lahko uspe zgolj enemu, je vredno podpirati vse.

Visok športni je bil temelj poslovanja, a to tako veliki talent potrebuje na svoji poti prirno oporo. NLB je desetletja ponosno podpira slovenski šport - od lokalnega športnega društva do svetovnega prvenstva v odbojki. Ki od 26. avgusta do 7. septembra poteka v ljubljanskih Štadih.

Pri tem ob sponzorski skrbimo tudi za največjo podporo, saj oblikamo, ki se vključijo v program NLB Sport Medijem, omogočajo brezplačen ogled odbojarskih tekem. Na družbenih omrežjih NLB pa imajo tudi slediti tudi vsebo pričakovati, da svojega športne rešitve podpirane s strani slovenskih odbojarskih reprezentacij.

Za vse, kar sledi.

NLB

PRINT ADVERTS

Size adaptations of the layout designs.



PRINT ADVERTS TYPESETTING

10

0€
pol leta za
nove stranke

NLB Stanovanjski kredit
Tvoja priložnost za
vselitveno žurko.

Nekatere priložnosti se enostavno ponudijo same. Nemudoma skoristite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spleta. Več na [nib.si/stanovanjski-kredit](#)

NLB

Za vse, kar sledi.

10

0€
pol leta za
nove stranke

NLB Stanovanjski kredit
Tvoja priložnost za
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NLB Banka

Za sve što dolazi.

10

0€
pol leta za
nove stranke

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NLB

Za vse, kar sledi.

10

0€
pol leta za
nove stranke

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NLB Banka

Za sve što dolazi.

10

0€
pol leta za
nove stranke

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NLB

Za vse, kar sledi.

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NLB Banka

Za sve što dolazi.

10

0€
pol leta za
nove stranke

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Tvoja priložnost za
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NLB

Za vse, kar sledi.

10

0€
pol leta za
nove stranke

NLB Stanovanjski kredit
Tvoja priložnost za
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NLB Banka

Za sve što dolazi.

10

0€
pol leta za
nove stranke

NLB Stanovanjski kredit
Tvoja priložnost za
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NLB

Za vse, kar sledi.

10

0€
pol leta za
nove stranke

NLB Stanovanjski kredit
Tvoja priložnost za
vselitveno žurko.

Nekatere priložnosti se enostavno ponudijo same. Nemudoma skoristite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spleta. Več na [nib.si/stanovanjski-kredit](#)

NLB Banka

Za sve što dolazi.

10

50%
popusta
za podjetja

24/7
NLB
Proklik
Klikpro
Video klic

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

Vaša 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 poskušate hitreje, ceneje in enostavneje, pa prejmete z vsakim paketom tudi novo NLB Poslovno debetno kartico Mastercard, ki vam odprej omogoča plačevanje tudi na spletu. Več na [nib.si/poslovni-paketi](#)

NLB

Za vse, kar sledi.

10

50%
POPUSTA
za podjetja

24/7
NLB
Proklik
Klikpro
Video klic

Novi NLB Poslovni paketi
Posel nikoli
ne počiva.

Vaša 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 poskušate hitreje, ceneje in enostavneje, pa prejmete z vsakim paketom tudi novo NLB Poslovno debetno kartico Mastercard, ki vam odprej omogoča plačevanje tudi na spletu. Več na [nib.si/poslovni-paketi](#)

NLB Banka

Za sve što dolazi.

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



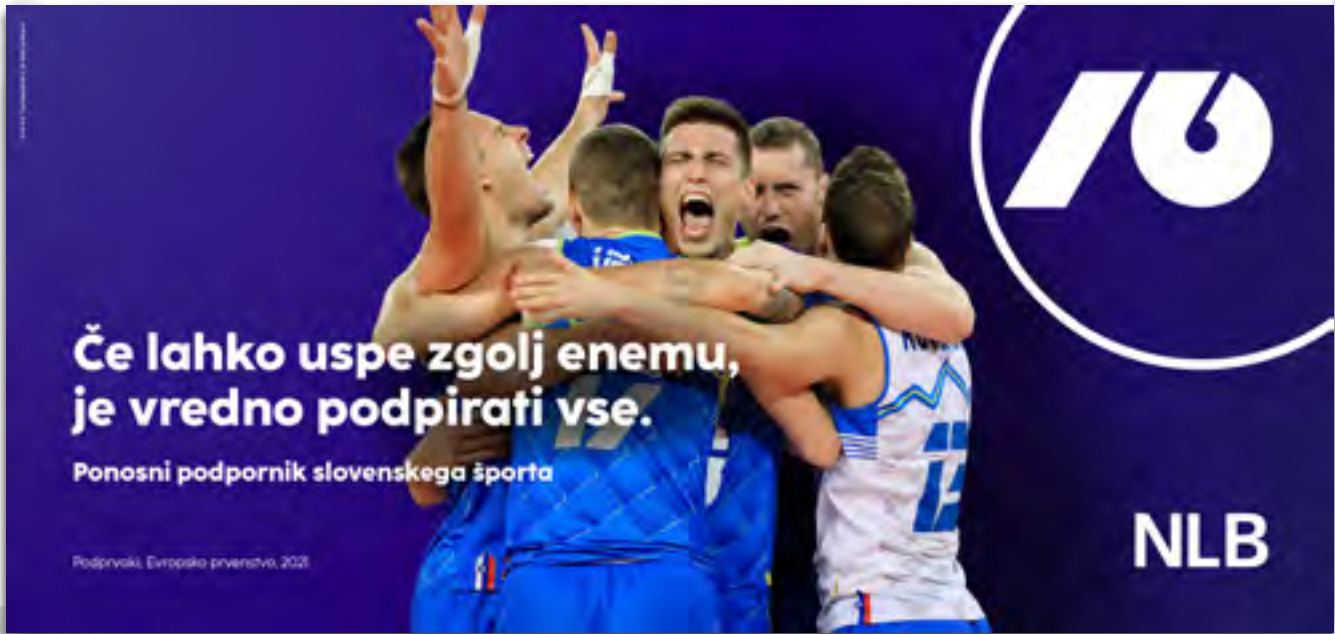
PRIMARY USE
Indigo PHOTO



SECONDARY USE
Shape & type FULL PHOTO



SECONDARY USE
Shape & PHOTO



SPECIAL OCCASION
Supersize ICON



for SPONSORSHIP

PRIMARY USE / double
Indigo PHOTO + Supersize ICON



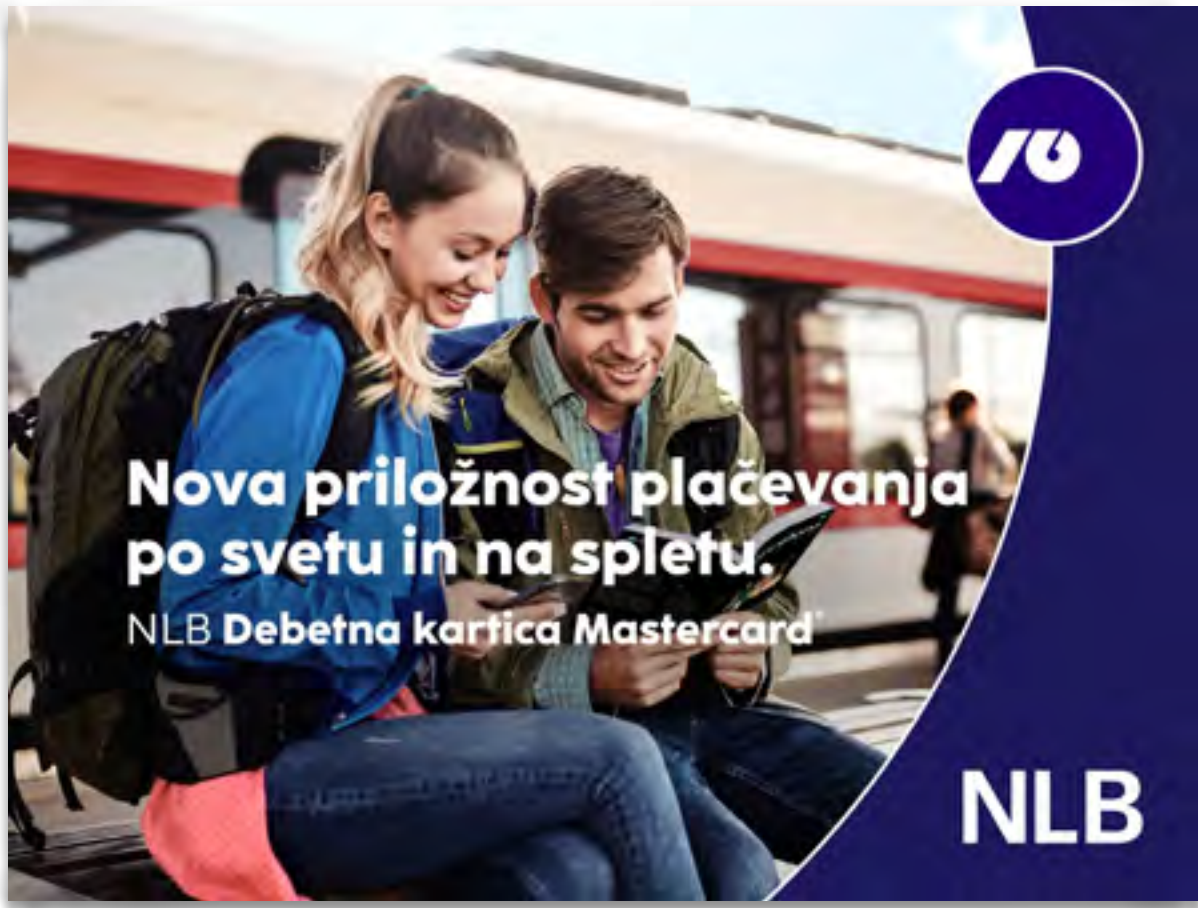
B I L L B O A R D

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

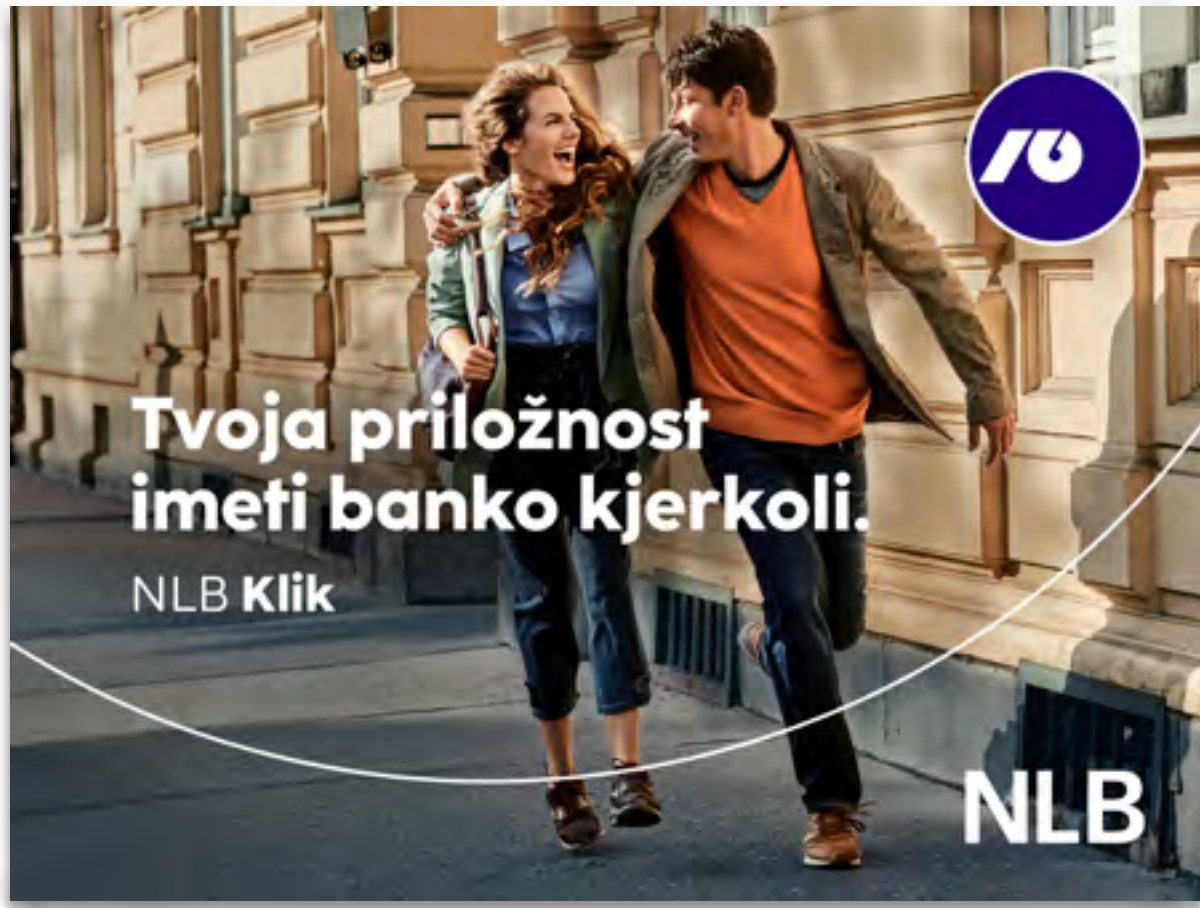
PRIMARY USE
FULL Indigo



PRIMARY USE
Indigo PHOTO



SECONDARY USE
Shape & type FULL PHOTO

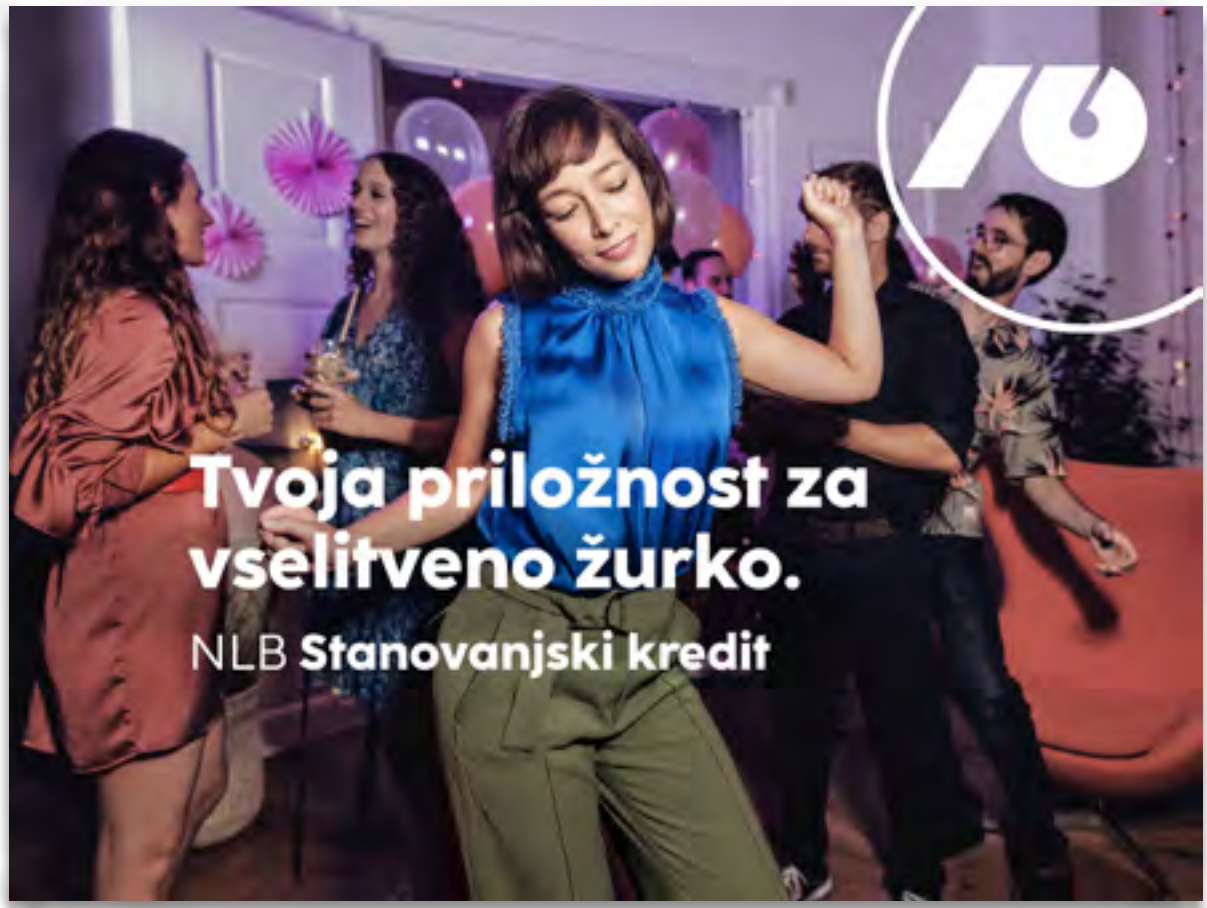


SECONDARY USE
Shape & PHOTO

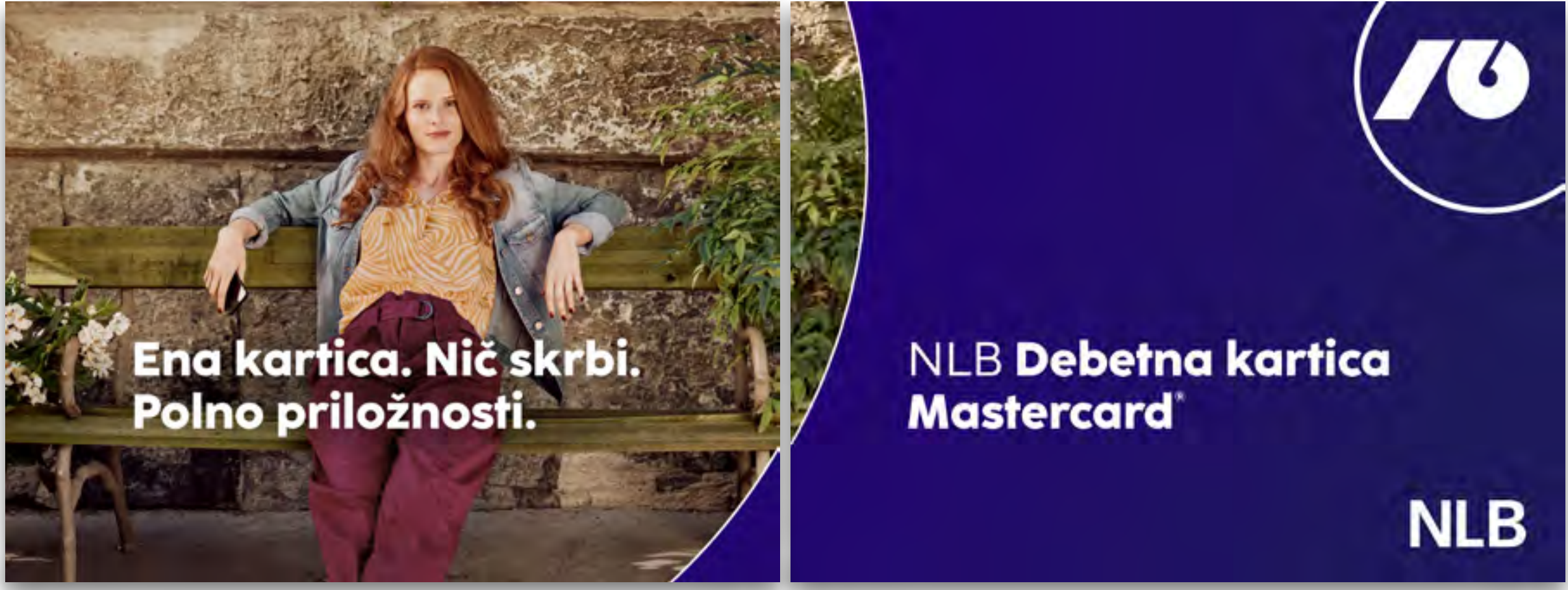


for SPONSORSHIP

SPECIAL OCCASION
Supersize ICON



PRIMARY USE / double
Indigo PHOTO + Supersize ICON



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.



NLB produkt

Skupaj ustvarjamo več priložnosti.

Za vse, kar sledi.

NLB



NLB produkt

Skupaj ustvarjamo več priložnosti.

Za vse, kar sledi.

NLB Banka

CO - B R A N D I N G

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 achived the indigo background sticker should be used.

Izkoristi priložnost za nakup na obroke.

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

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



Izkoristi priložnost za nakup na obroke.

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





Tvoja priložnost, da zavaruješ dom in avto.

Tukaj in zdaj.







Za vsak odprti račun
10€
Rdečim 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.



*Ugodnost velja za mlajše od 15 let.

Izkoristi priložnost za nakup na obroke.

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

[Več >](#)



Izkoristi priložnost za nakup na obroke.

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

[Več >](#)



Z NLB Karticami Mastercard[®] do dodatnega popusta.

V vseh trgovinah Hervis



Z NLB Karticami Mastercard[®] do dodatnega popusta.

V vseh trgovinah Hervis



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

**Kredit
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:
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.



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.**

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.

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.

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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.

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. Obrnite se nanje.**

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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.

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.**

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 % ugodneje 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 % ugodneje 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 postavitev 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 namestitvev 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

NLB **Produkt**

13

€/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 €);

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 €)

Product features page layout
Photography

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.

Product features page layout
Tables

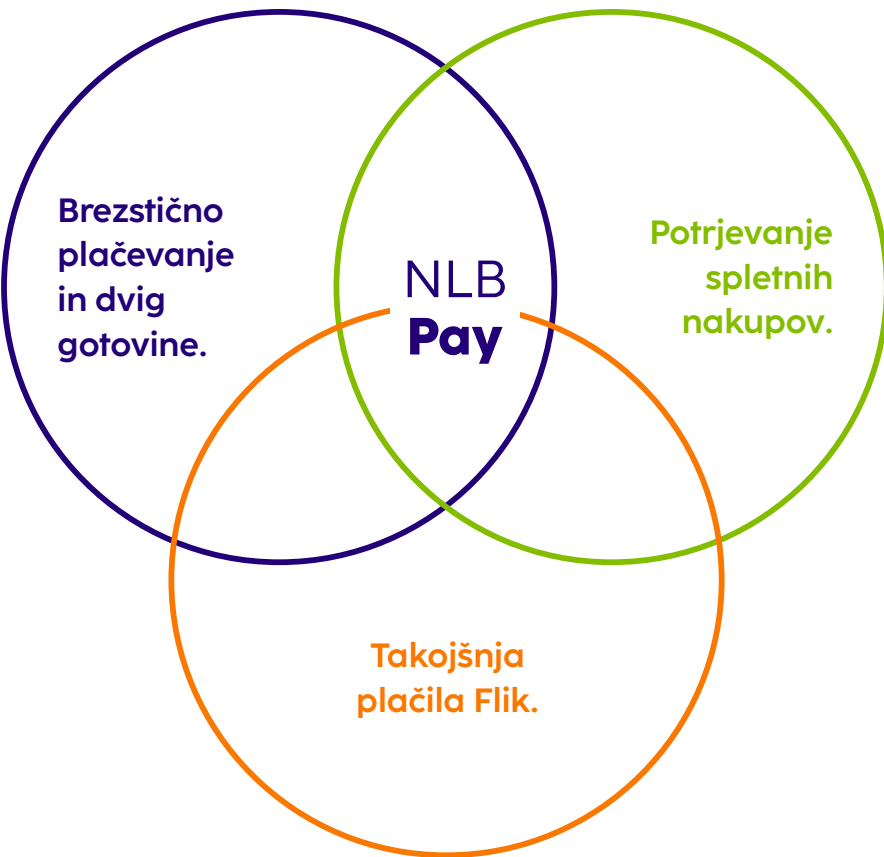
Naslov v dveh vrsticah na temo prednosti produkta

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.

Product features page layout
Informational graphics

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.

Additional features page layout

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

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

Additional features page layout

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**“““ 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



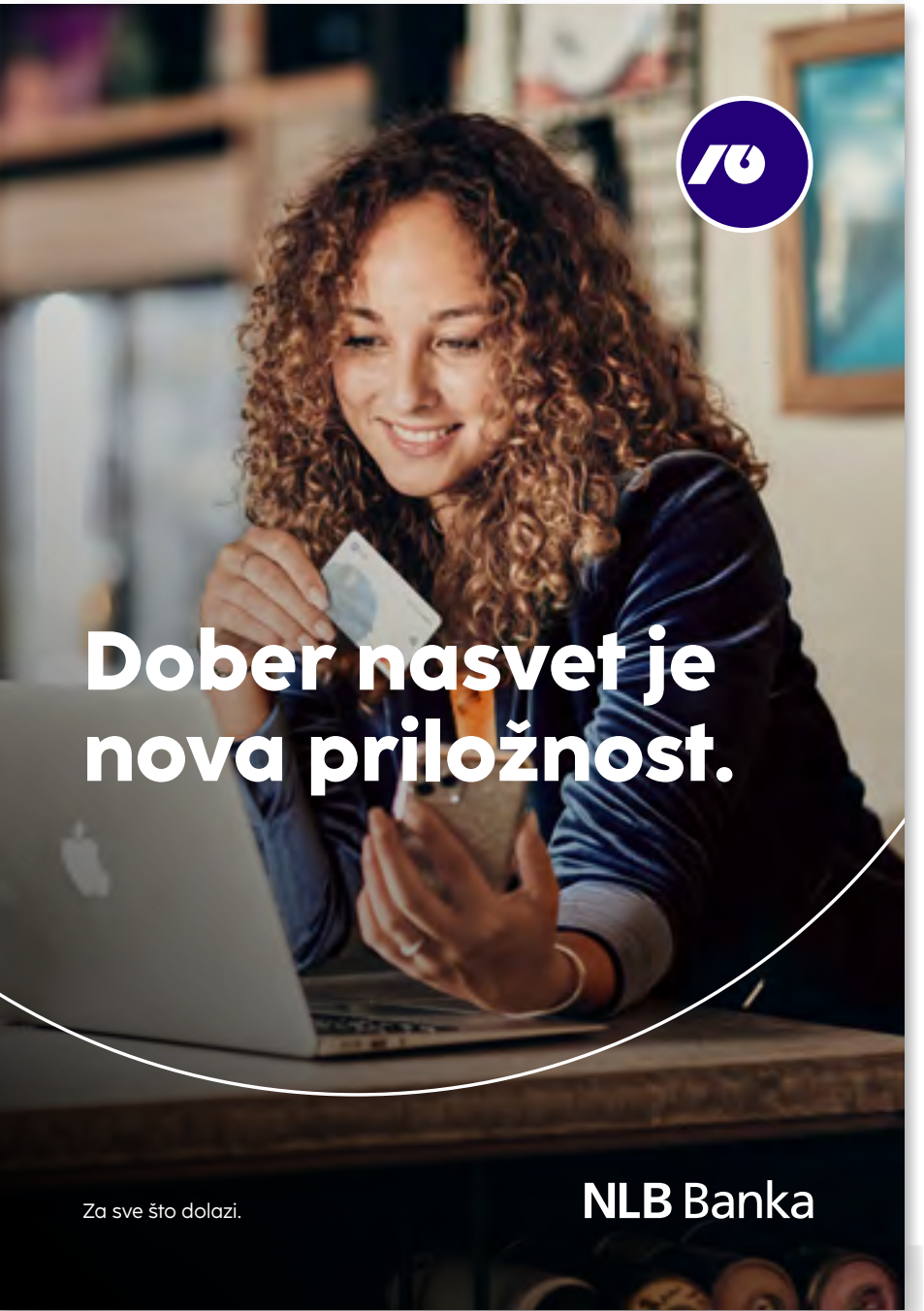
SECONDARY USE
Indigo TYPE



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



prize draw STICKER



prize draw STICKER

SECONDARY USE
Shape & PHOTO



for SPONSORSHIP

SPECIAL OCCASION
Branded PHOTO



SM POSTS VS ADS

4:5 format

- 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

Posts

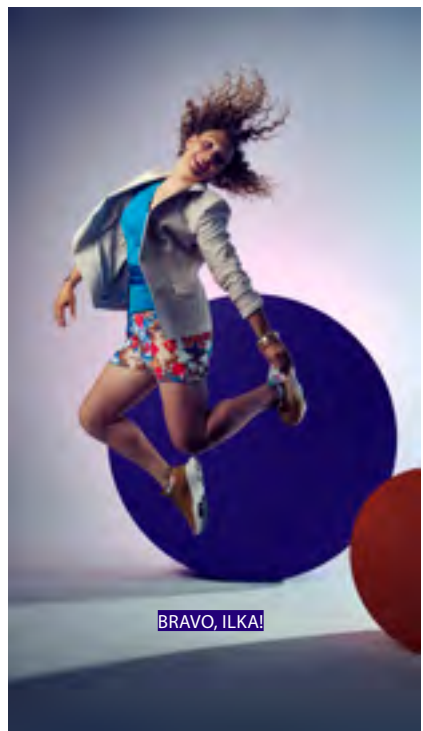
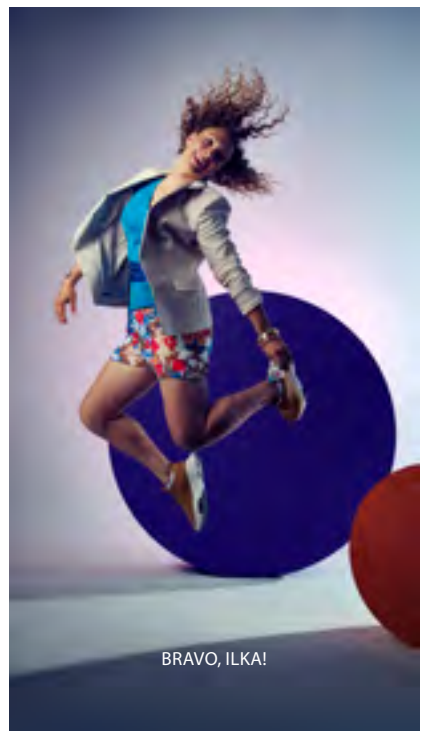


Ads

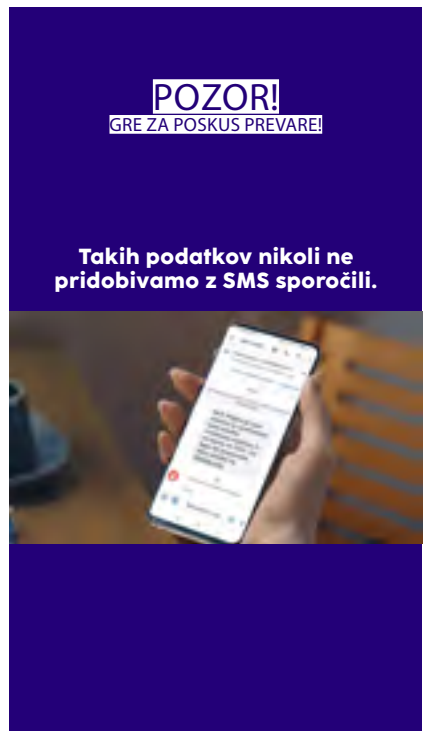
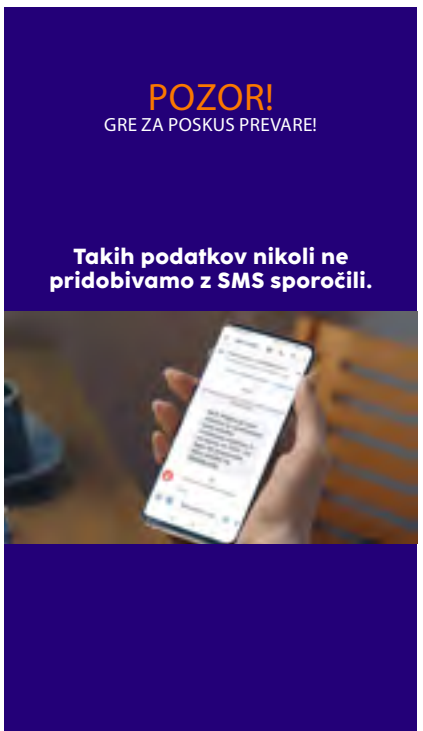


S M S T O R Y

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).

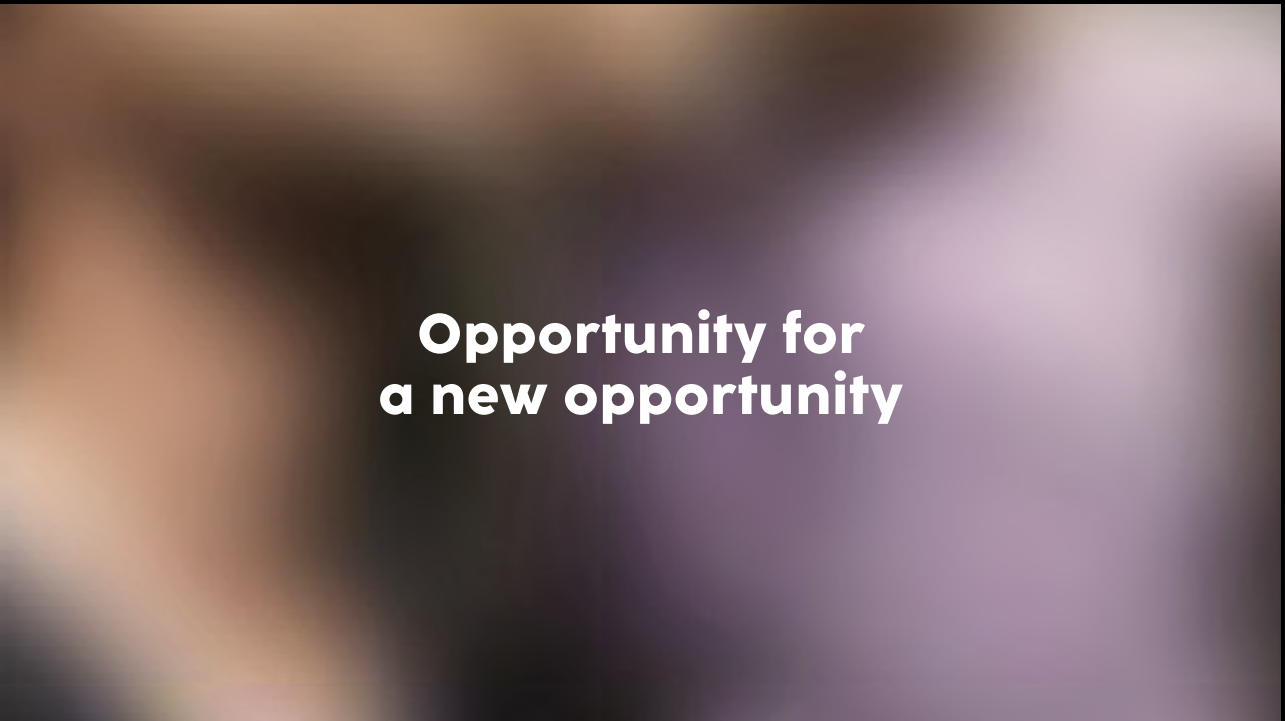


Simple
for stories with “lifestyle” content.



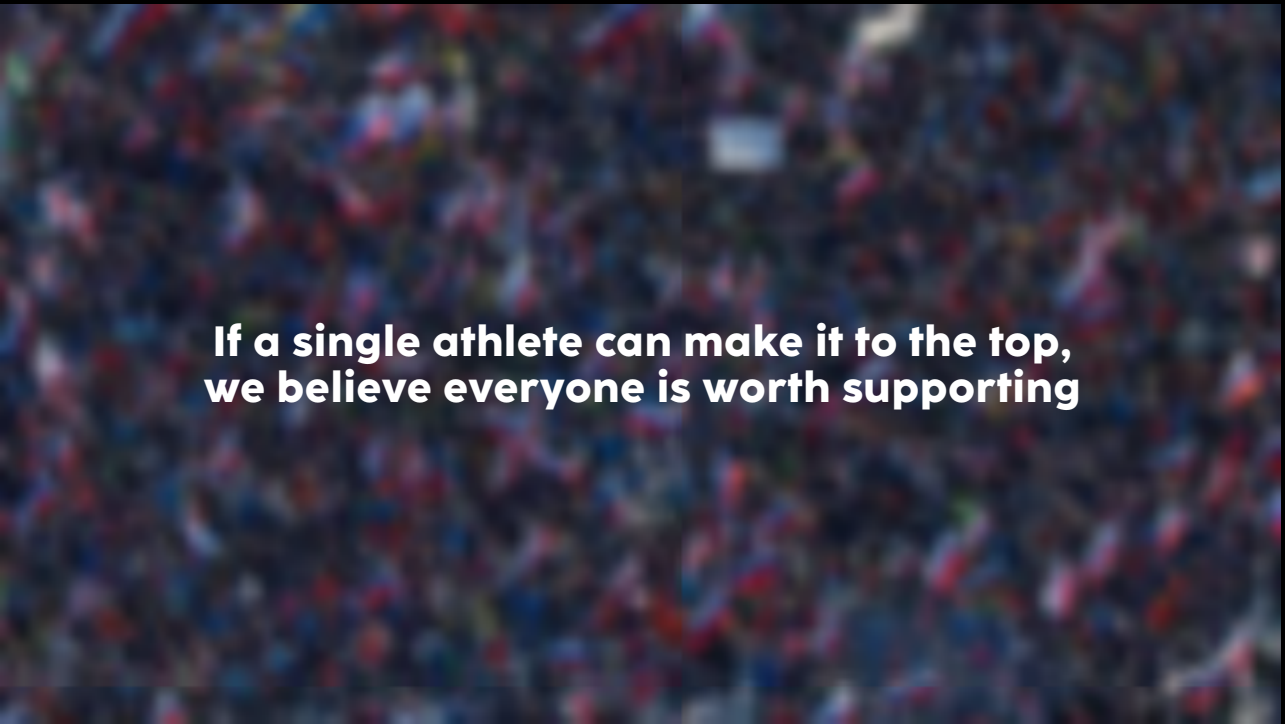
Modern
for informational stories.

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



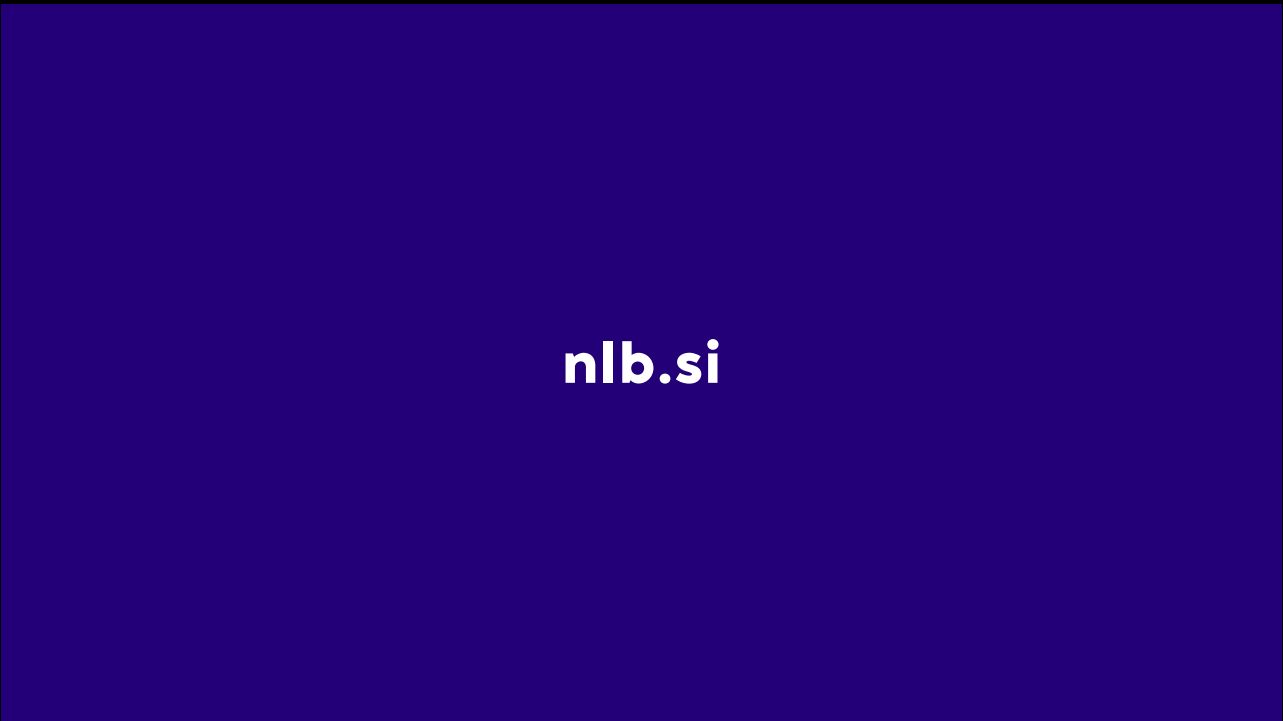
Telop part
NLB **Product** = Coco Sharp Regular + Coco Sharp Extra Bold
Size: 83.24 pt
Leading: HL size x 1.1 pt
Kerning: 25
Alignment: Central

+ sticker with offer set according to sticker construction rules

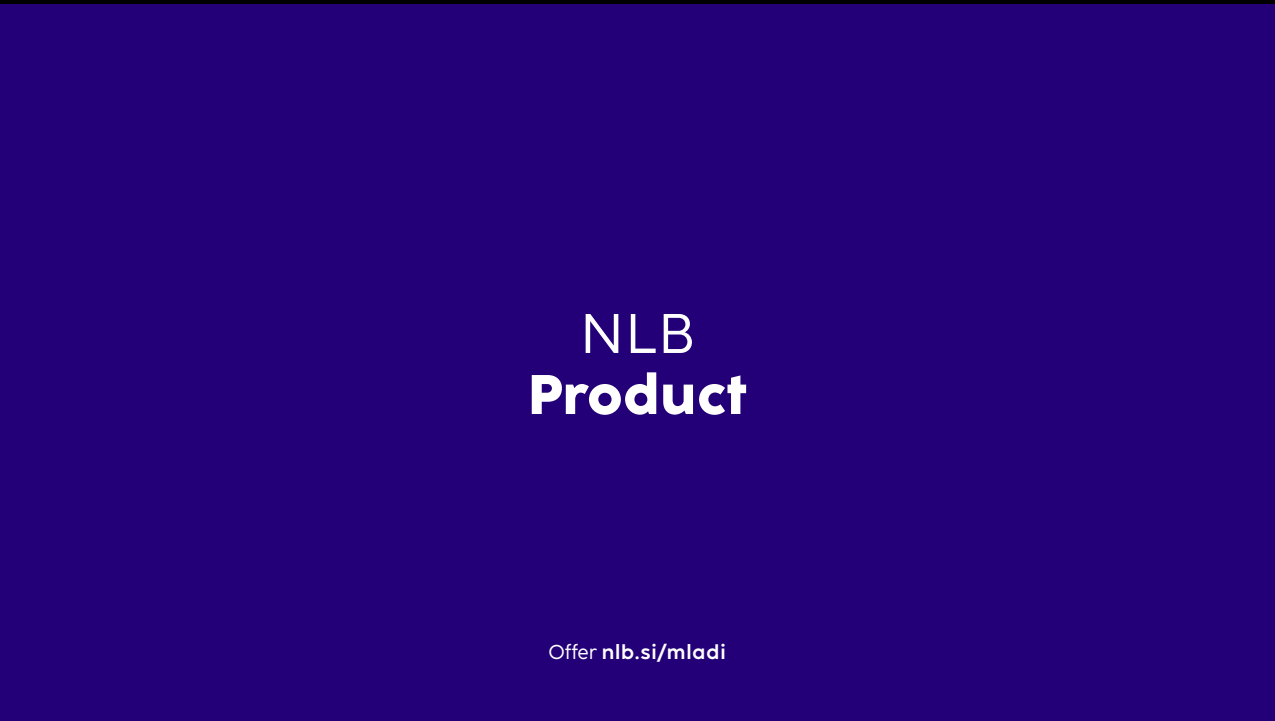


To follow the digital banking path the mobile device is advised to be used whenever possible. Always on face with information on the screen.

+ sticker with offer set according to sticker construction rules

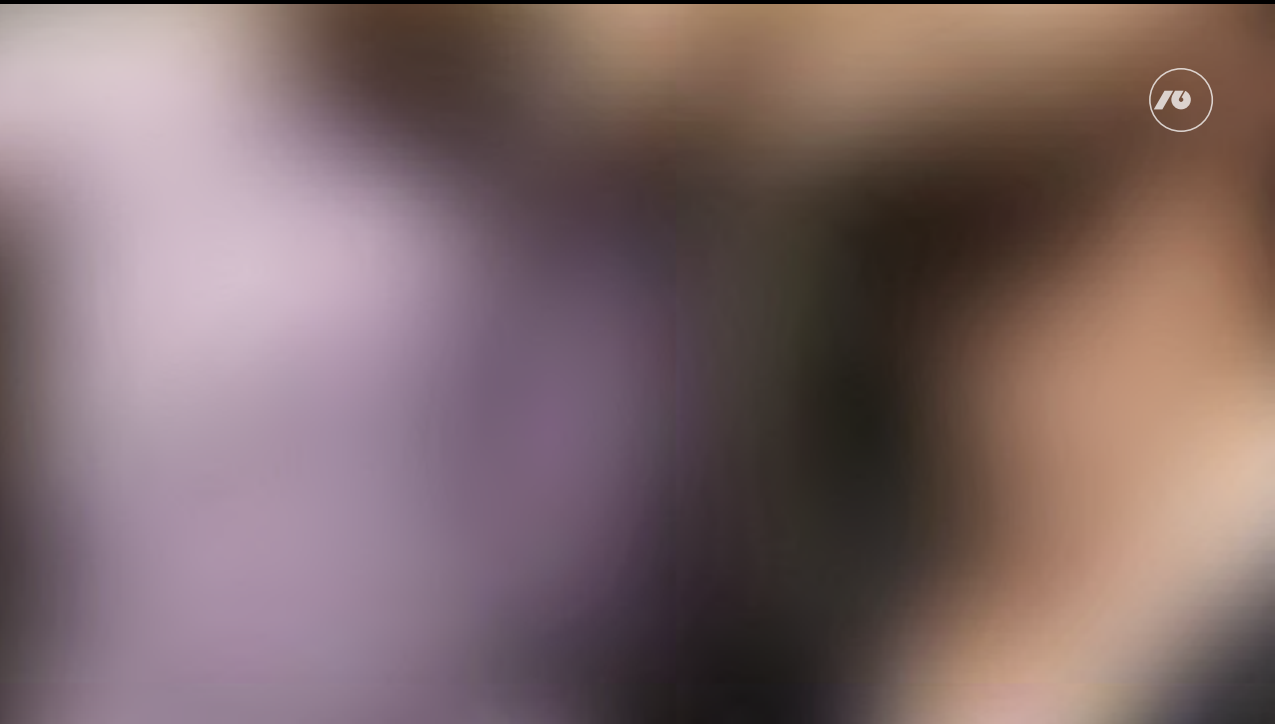


URL appearance:
when used as HL: Coco Sharp Extra Bold
Size: 83.24 pt
Leading: HL size x 1.1 pt
Kerning: 50
Alignment: Central



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.

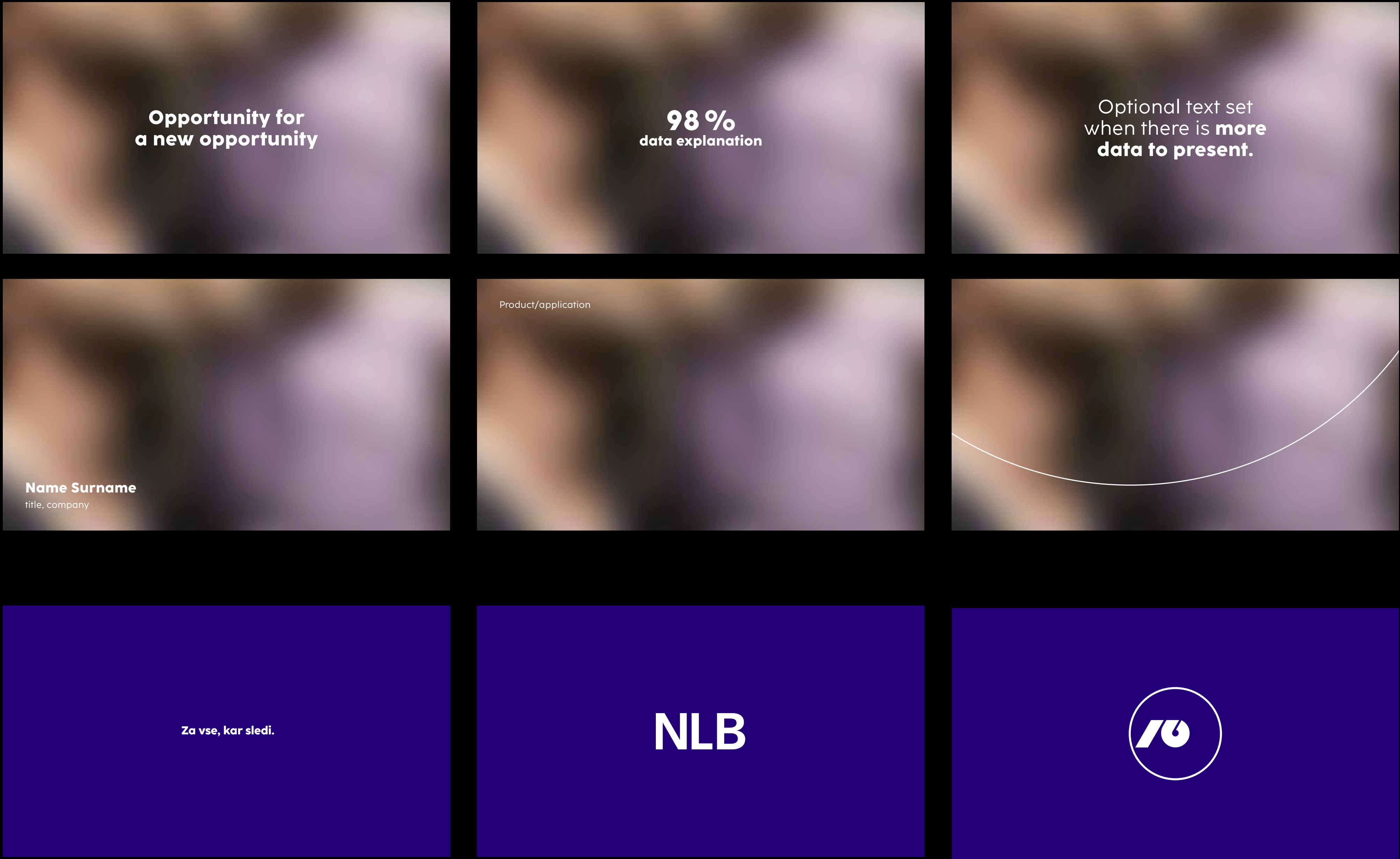
Size: 83.24 pt

Leading: HL size x 1.1 pt

Kerning: 25

Alignment: Central

Additional texts and graphic elements are set according to guidelines.



OFFLINE SCREENS

TVC



This sequence is optional.

OFFLINE SCREENS

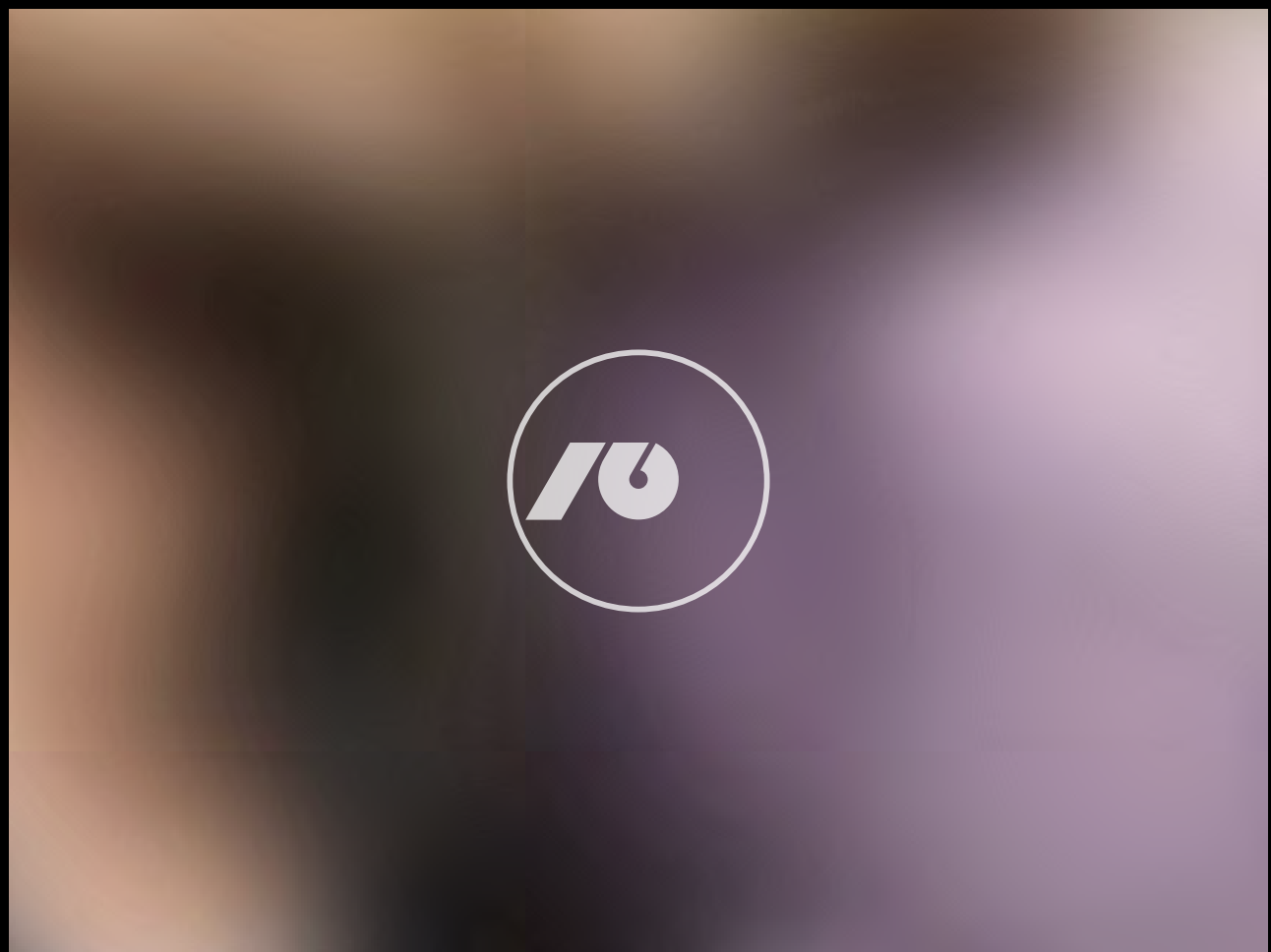
TVC



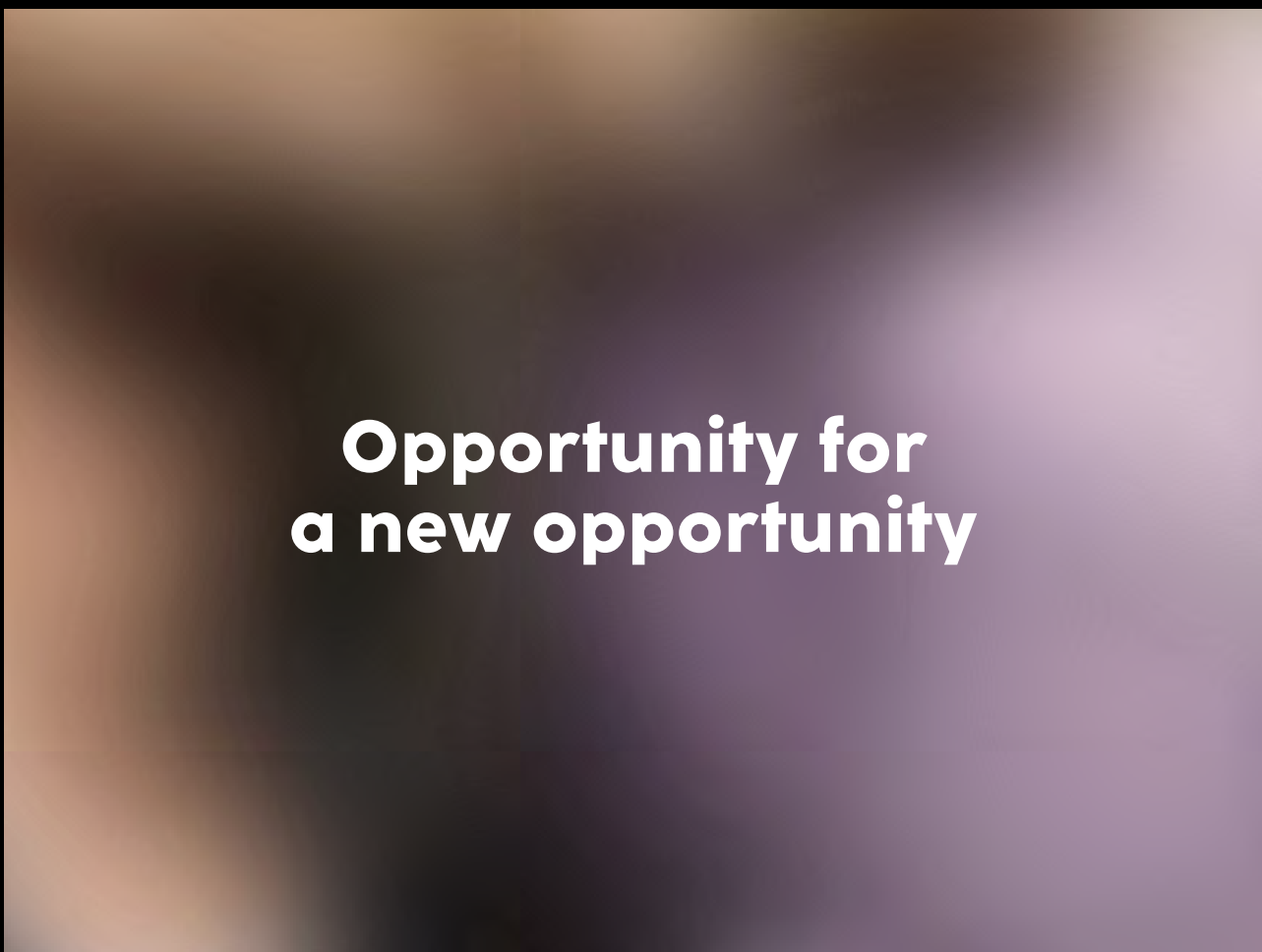
This sequence is optional.

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

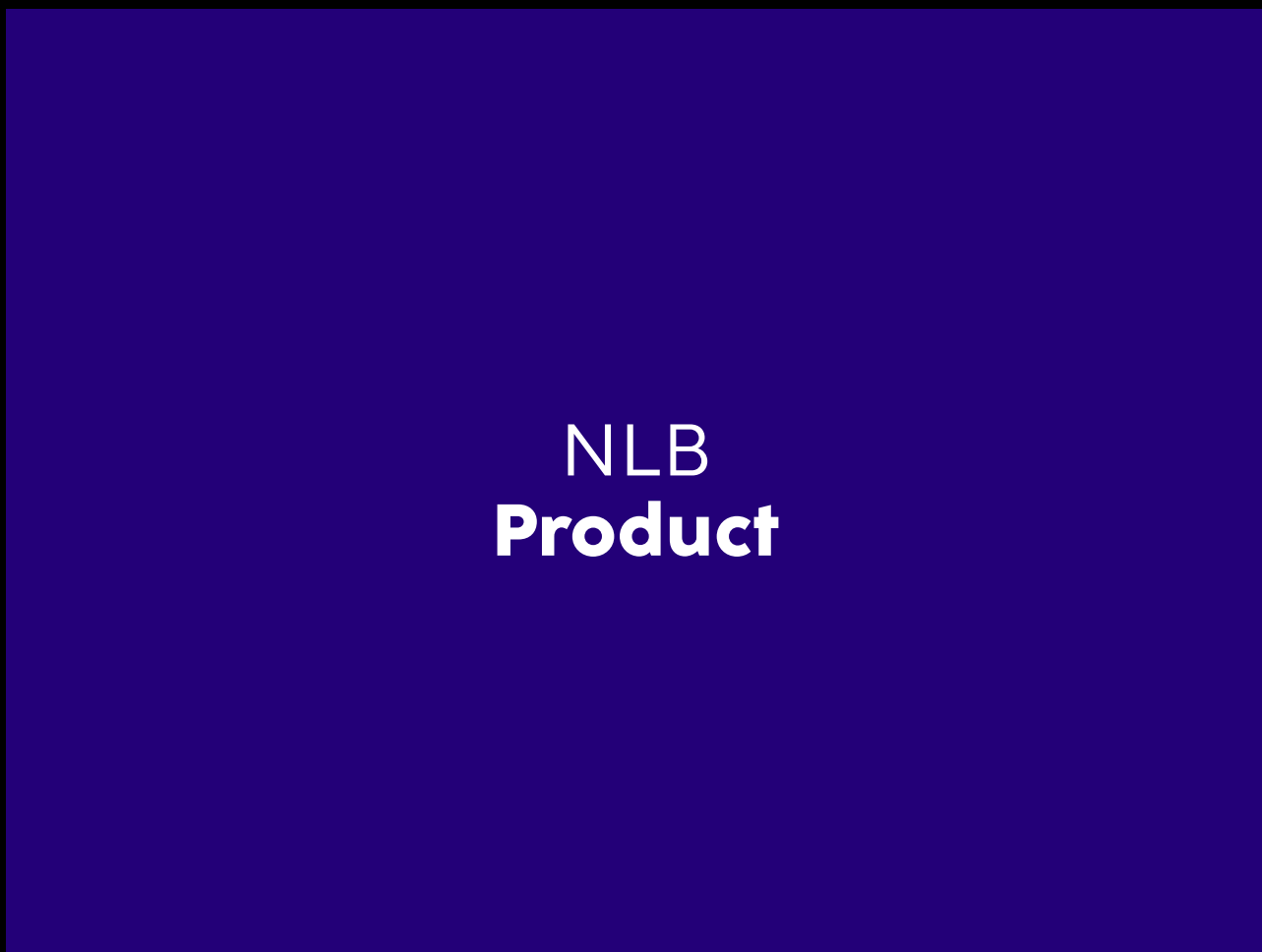
Outdoor video and digital formats allways start with fade in sign.



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



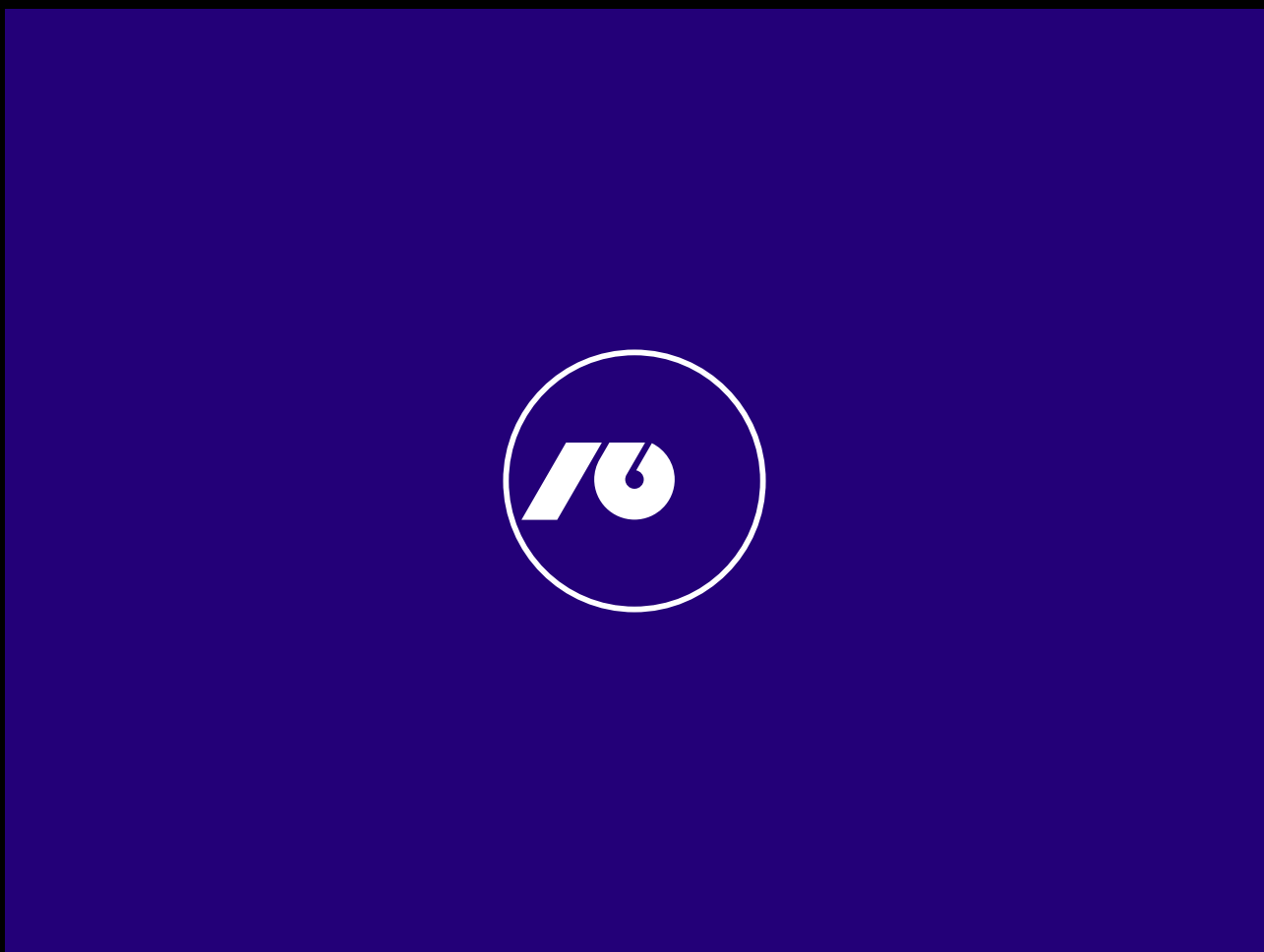
Or



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

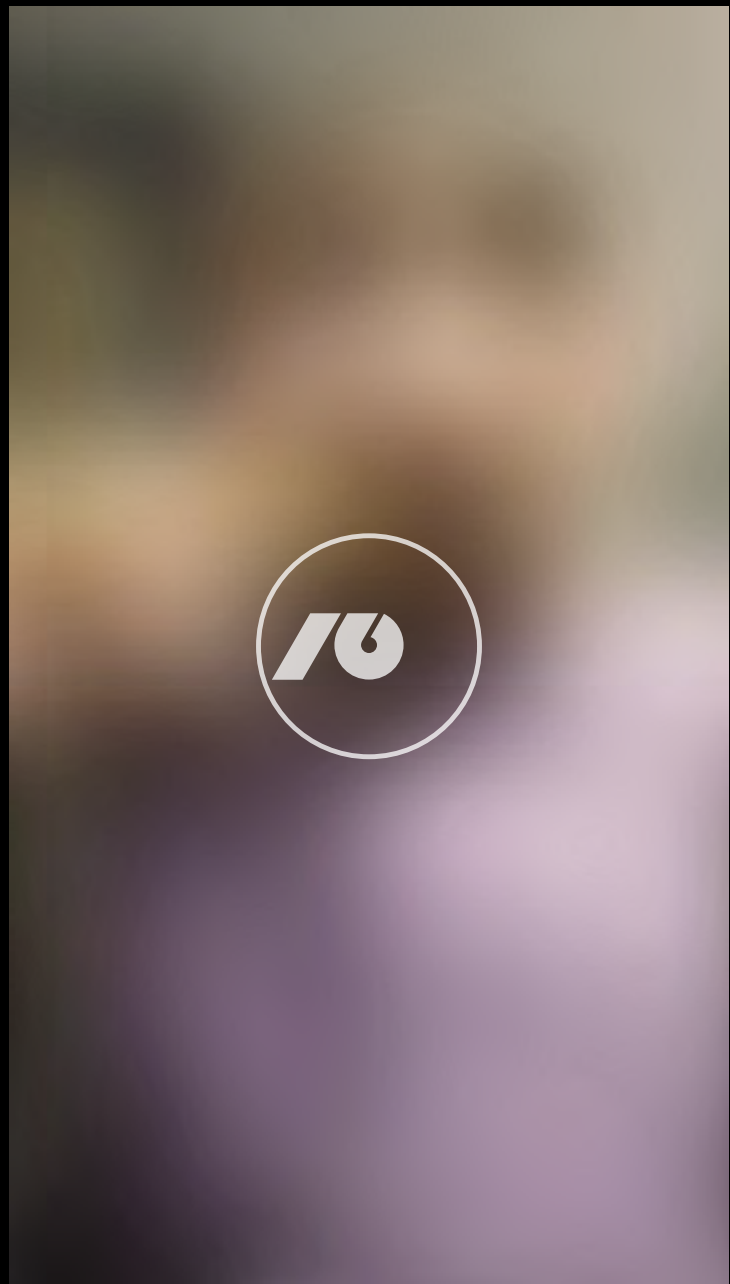
+ sticker with offer set according to sticker construction rules

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

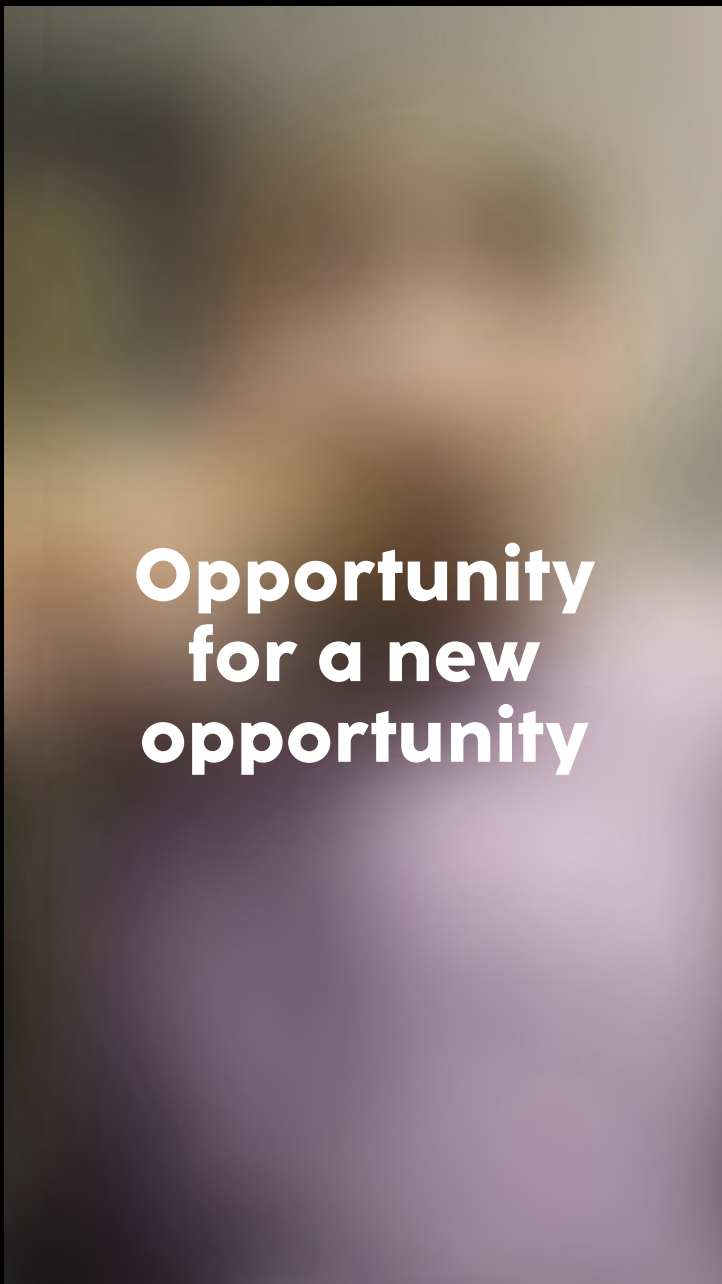


DIGITAL CITYLIGHT

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



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



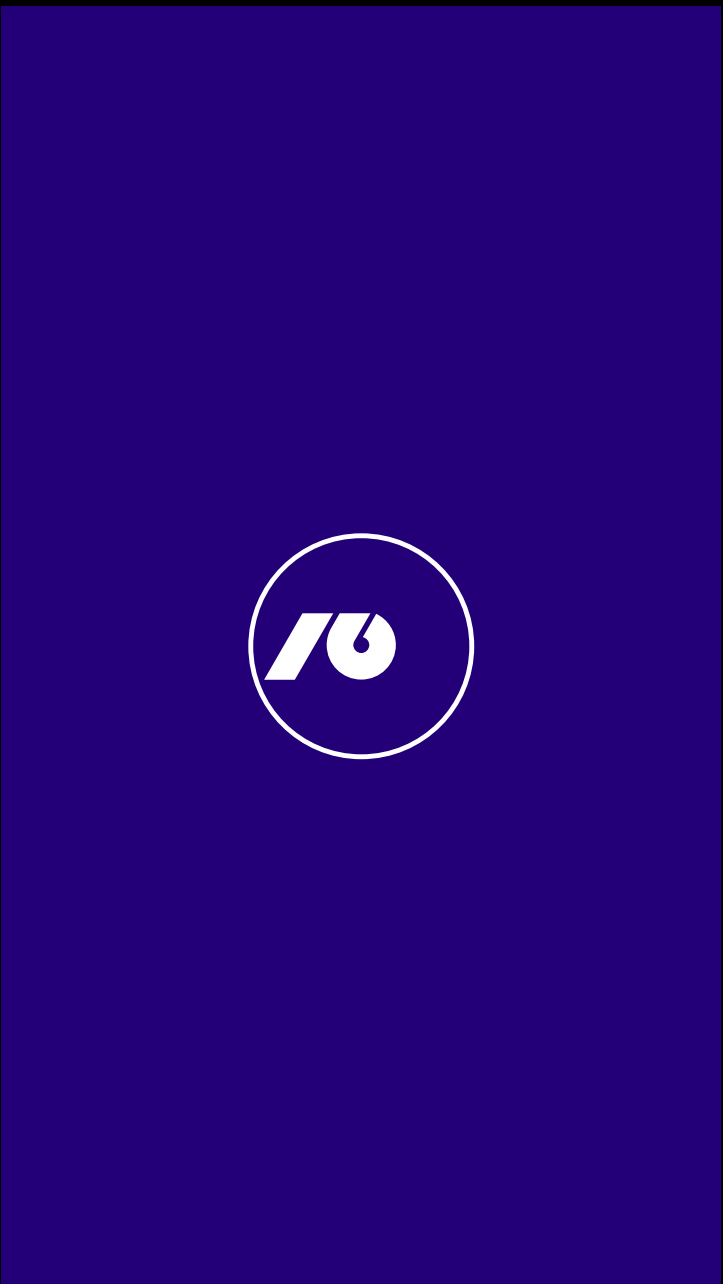
Headline
is always in Coco Sharp Extra Bold and in white color. No punctuation mark (full stop) at the end.
Size: 110 pt
Leading: HL size x 1.1 pt
Kerning: 25
Alignment: Central



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



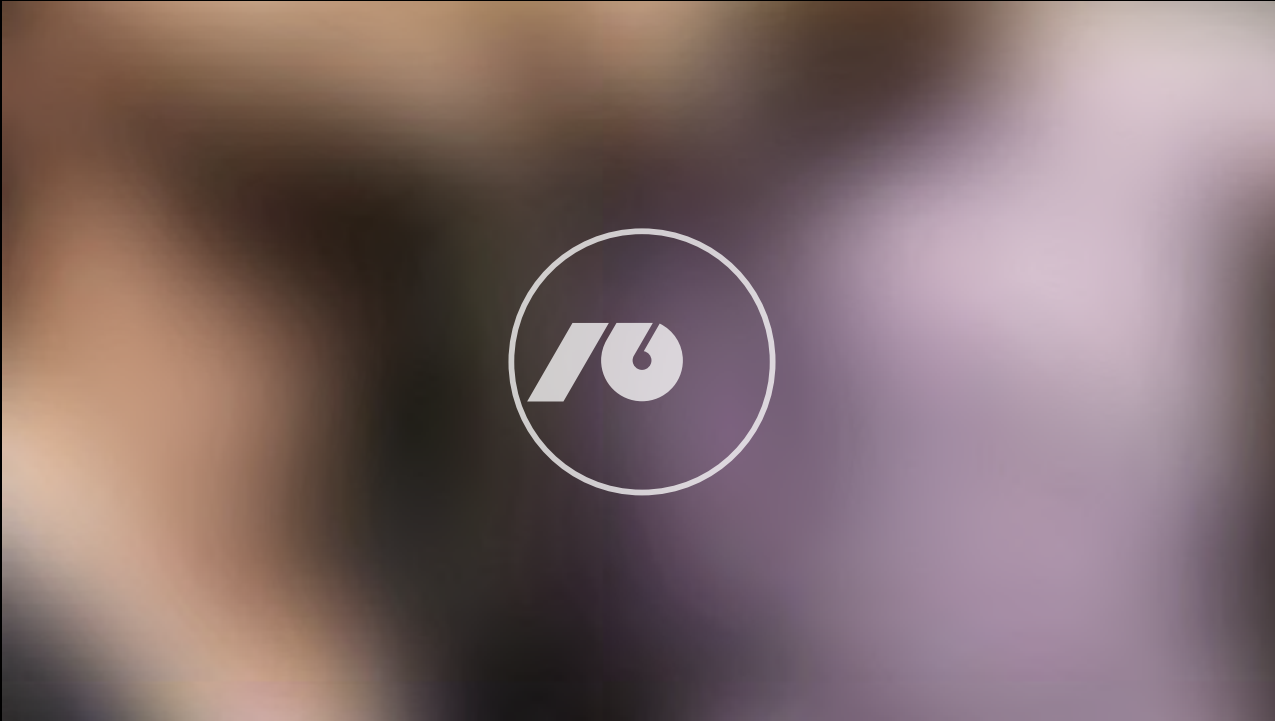
To follow the digital banking path the mobile device is adviced to be used whenever possible. Always on face with information on the screen.

+ sticker with offer set acording to sticker construction rules

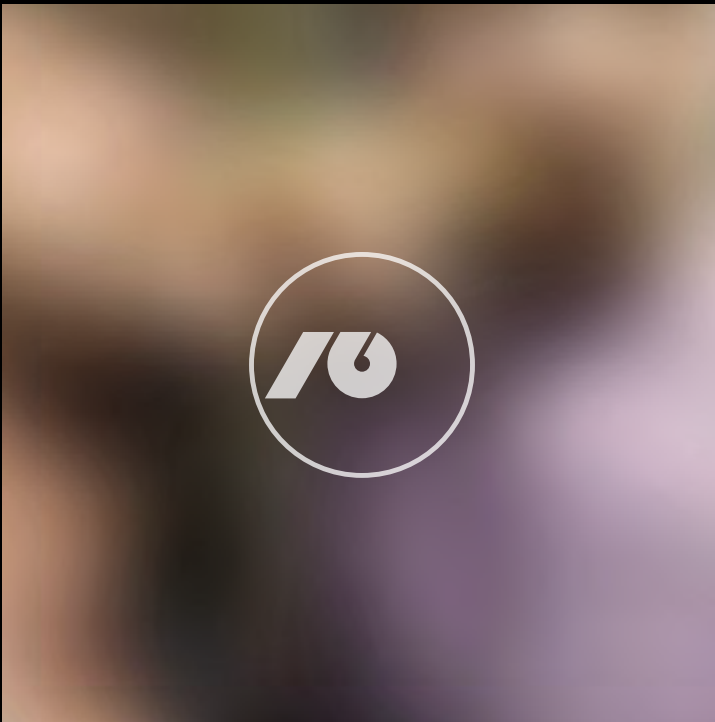
URL appearance:
Coco Sharp Bold
Size: 36 pt
Leading: HL size x 1.1 pt
Kerning: 50
Alignment: Central

ONLINE SCREENS SCROLL DOWN

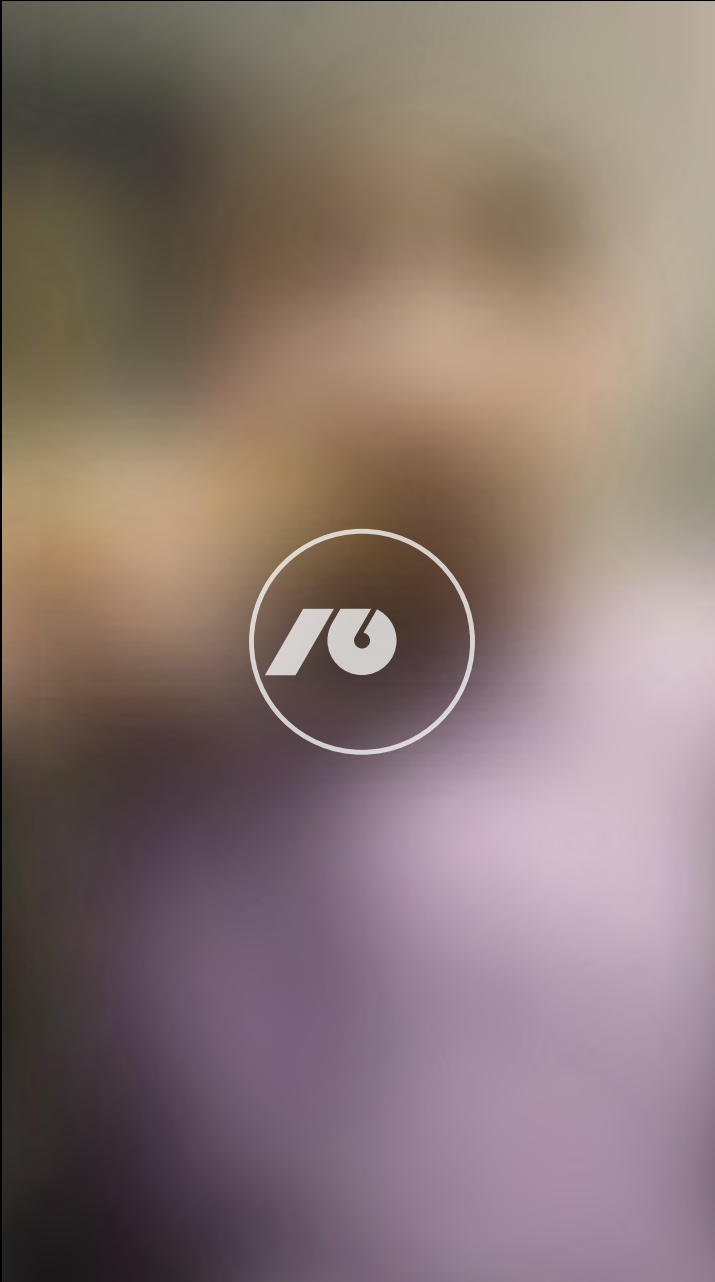
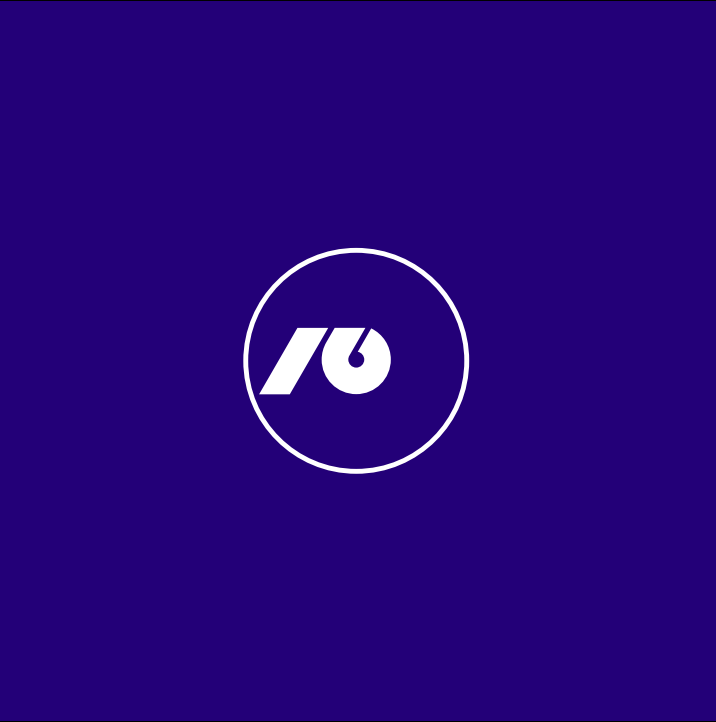
SM , PRE - ROLL
2 seconds (1.5 second rotation + 0.5 second fade)
Size & position: same as ending
Appearance: 75% translucency



+ Video/animation +



+ Video/animation +



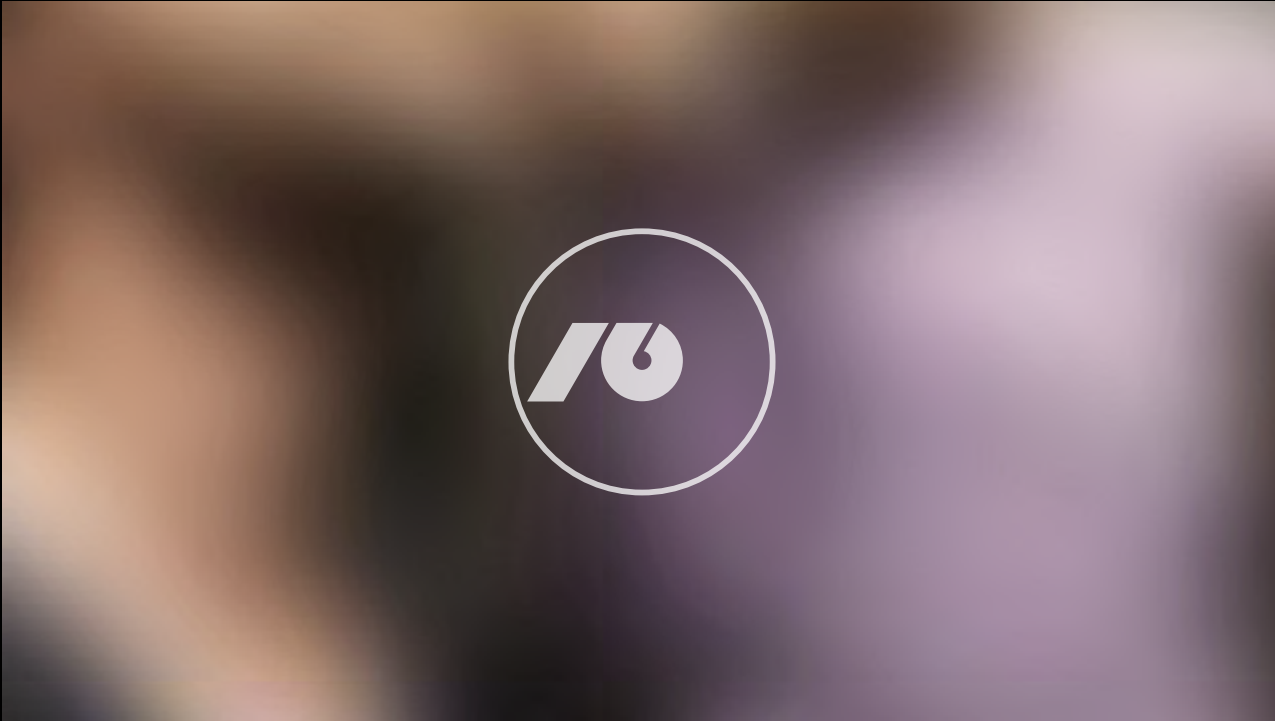
+ Video/animation +



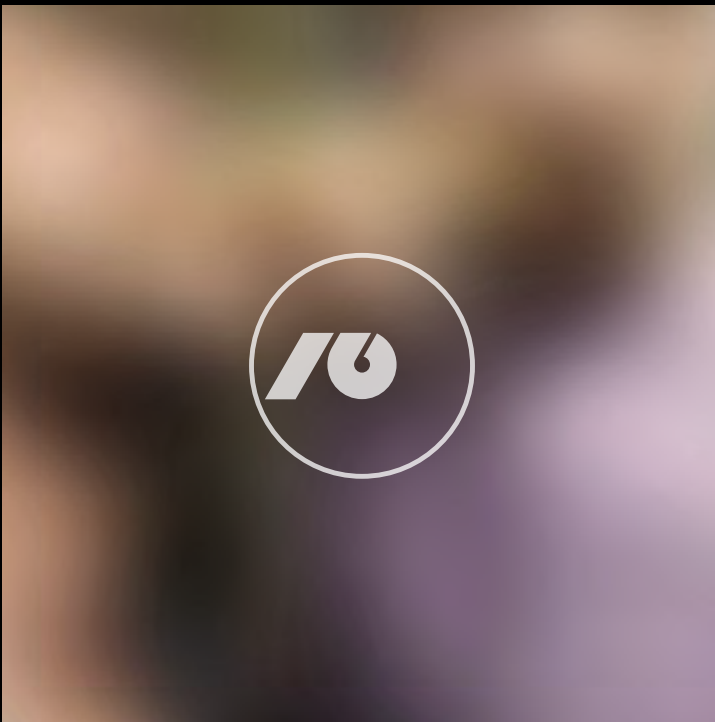
This sequence is optional.

ONLINE SCREENS SCROLL DOWN

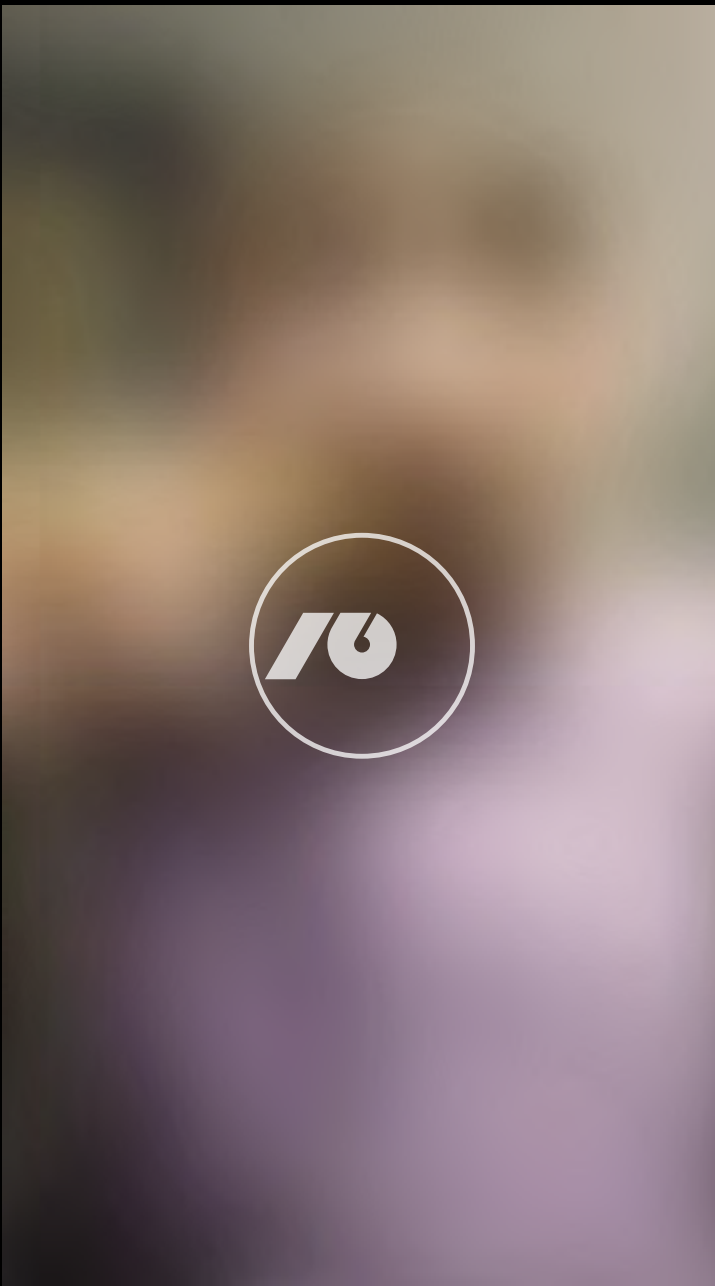
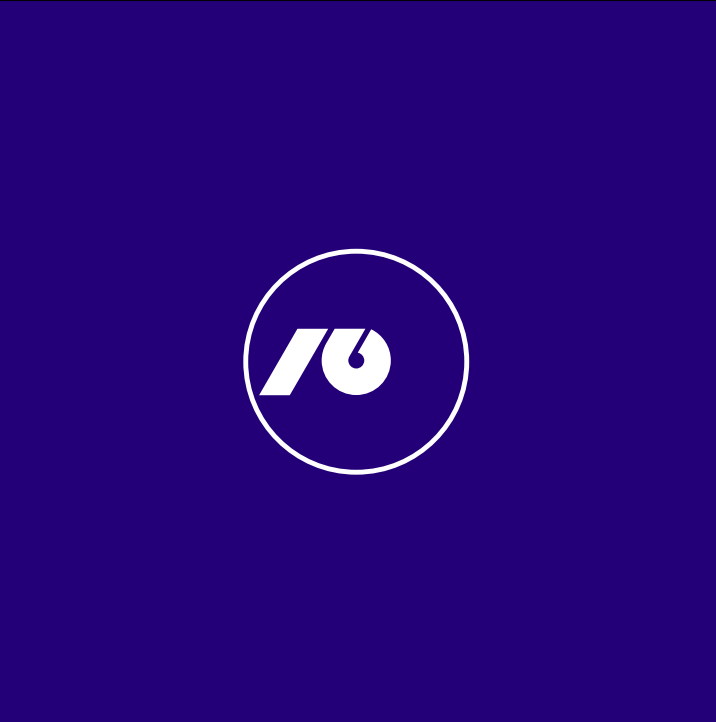
SM , PRE - ROLL
2 seconds (1.5 second rotation + 0.5 second fade)
Size & position: same as ending
Appearance: 75% translucency



+ 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

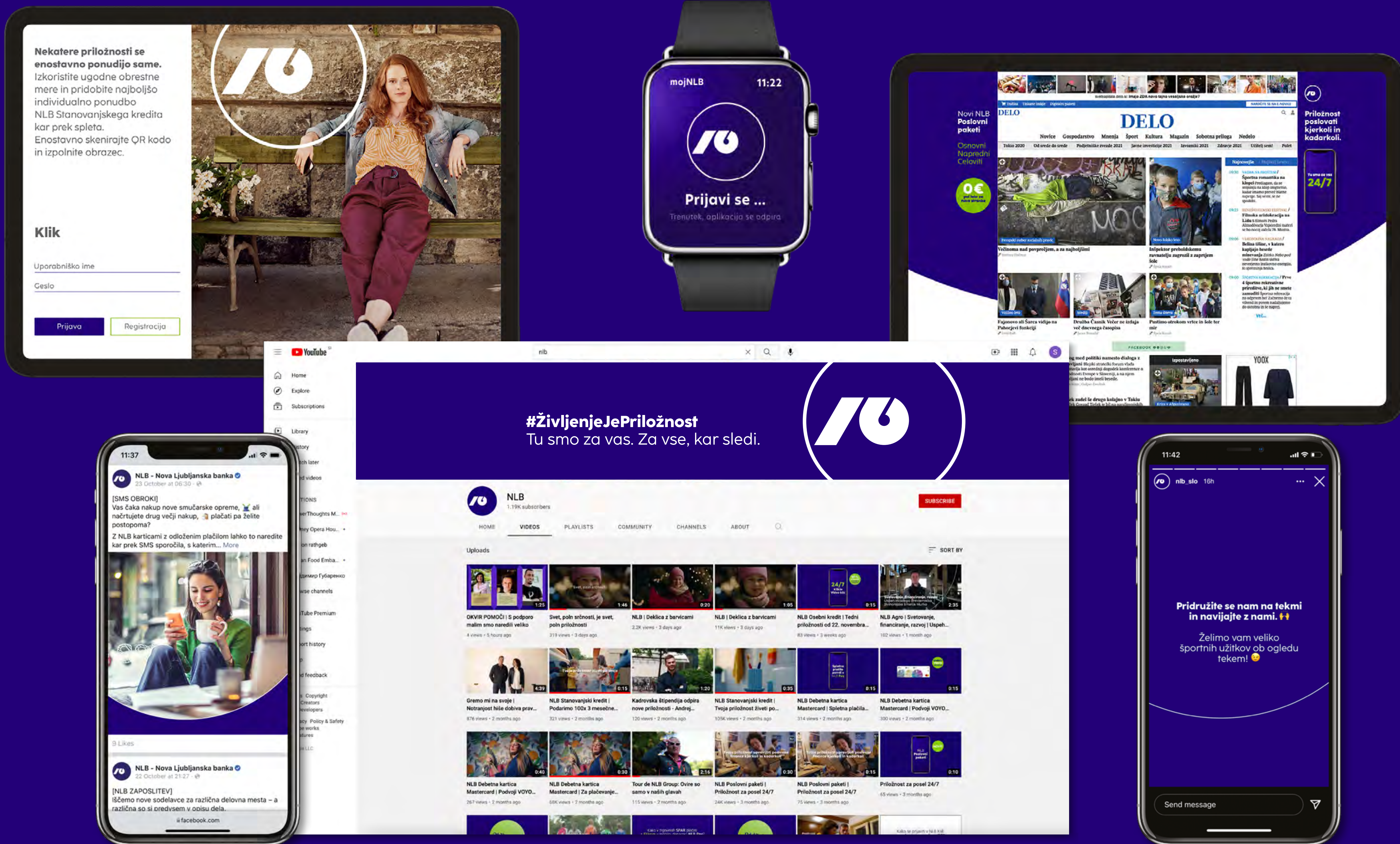
An audible version of visual logo so that people can easily identify those sounds with the brand. It accompanies visual logo in all audiovisual communication ads, strengthens brand overall recognition or substitutes for it at the end of audio-only media such as radio, podcast or apps.

Sonic brand identity

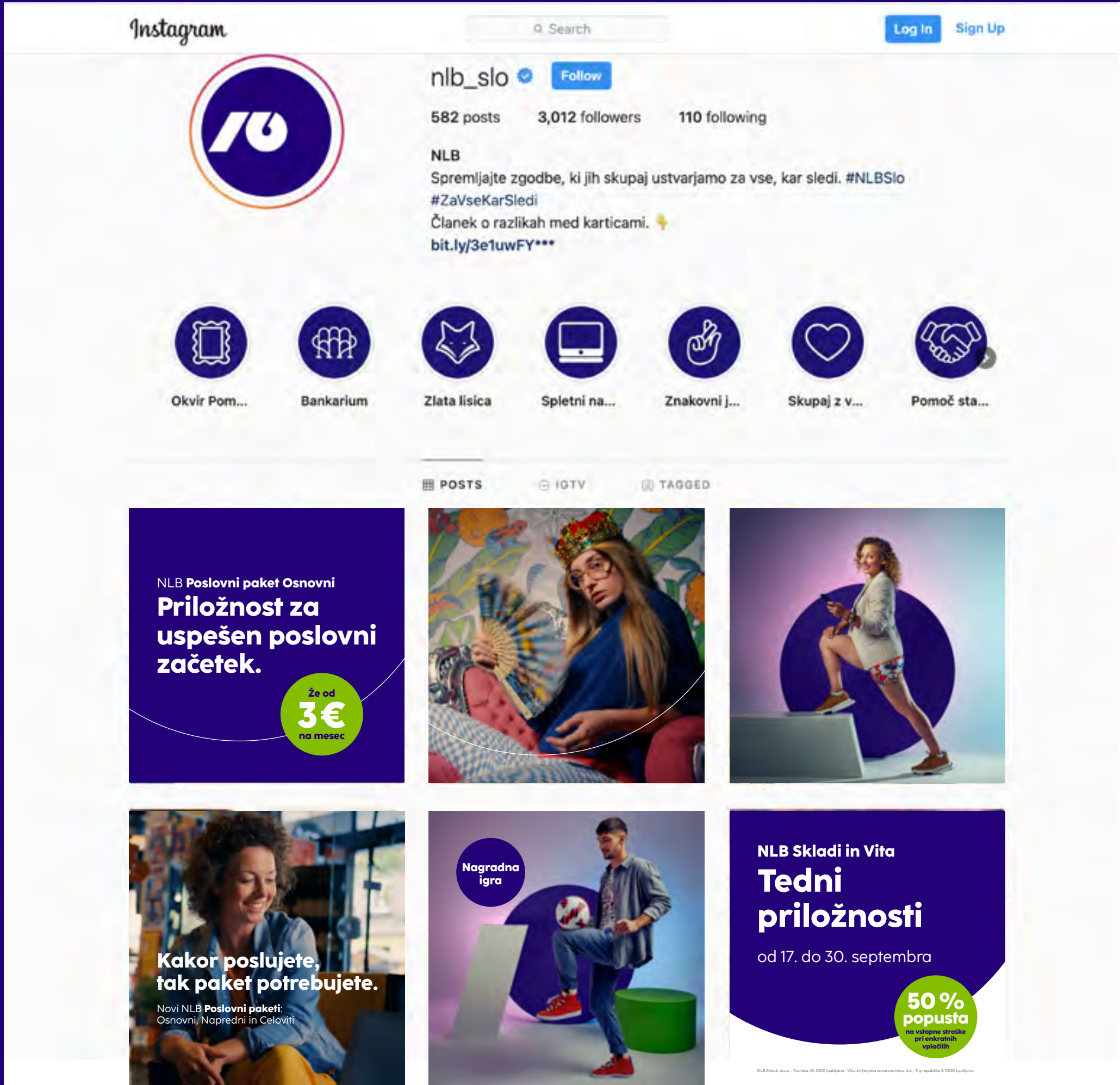
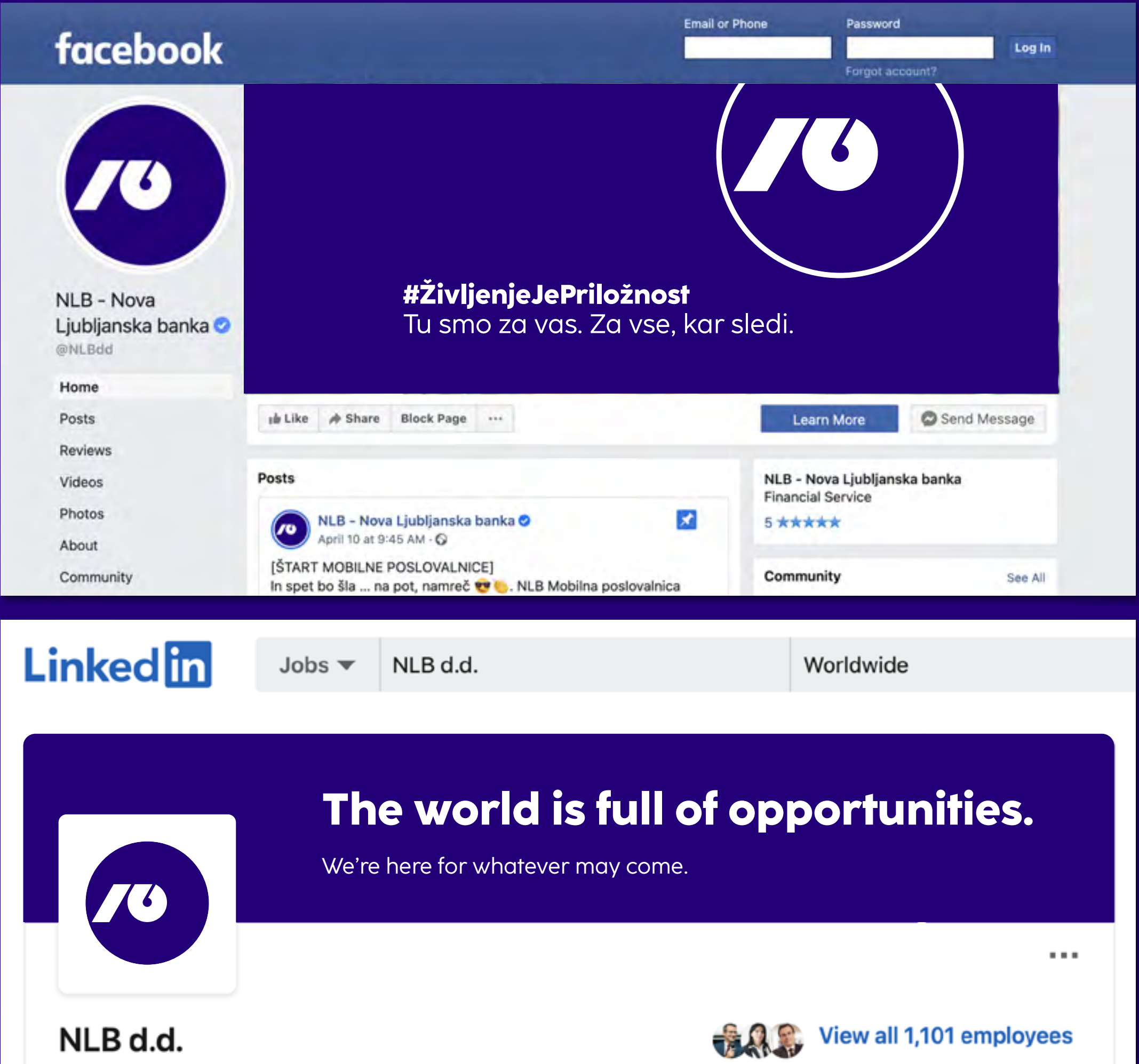
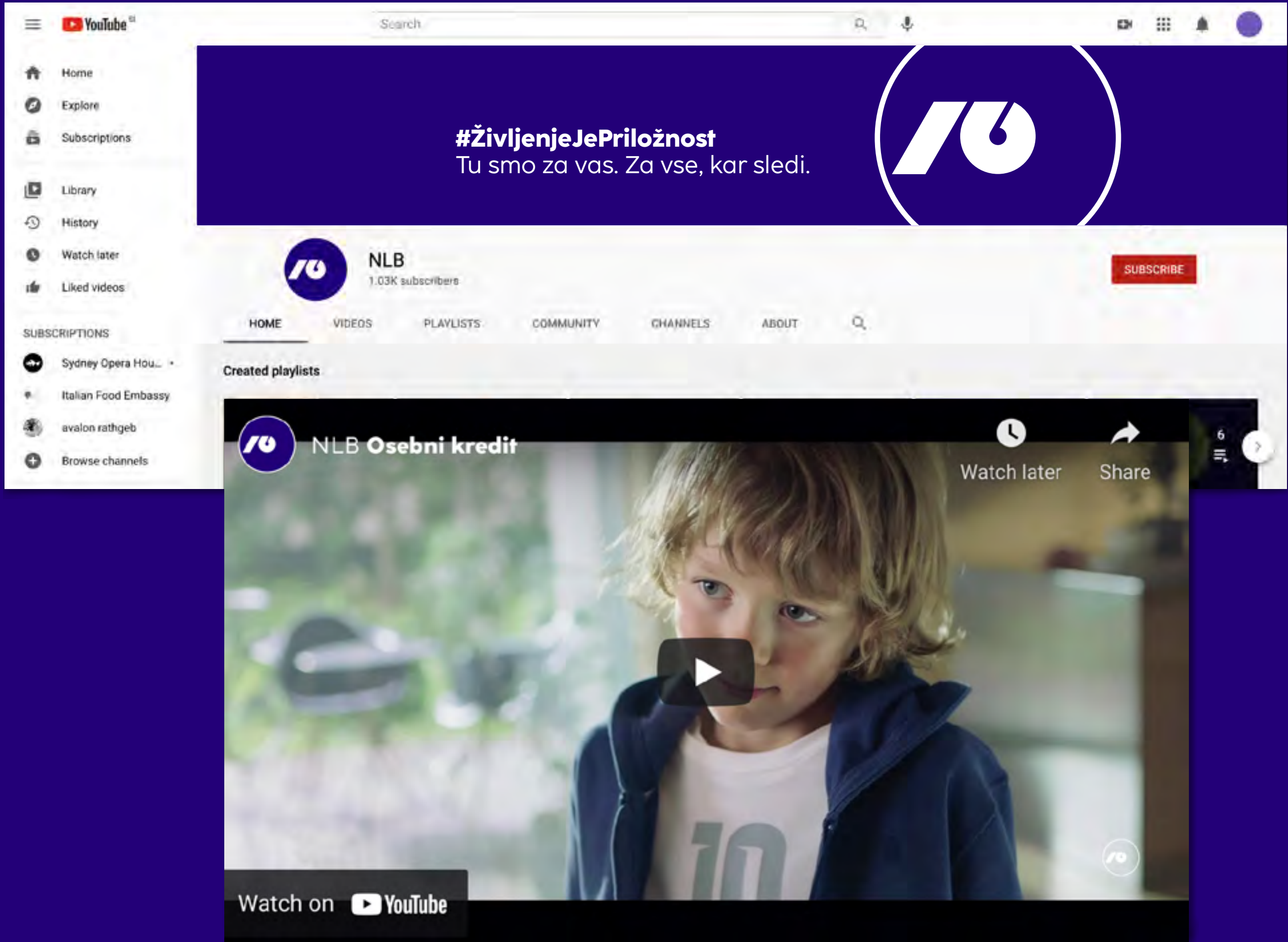
Sonic branding provides a coherent voice across multiple touch-points. It helps consumers build an association with the brand through emotion recall and reflects the overall brand DNA in the same way brand color reinforces all the visual ads. As a tool, it plays a crucial role in longer audio formats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

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

LOGO APPLICATION EXAMPLES

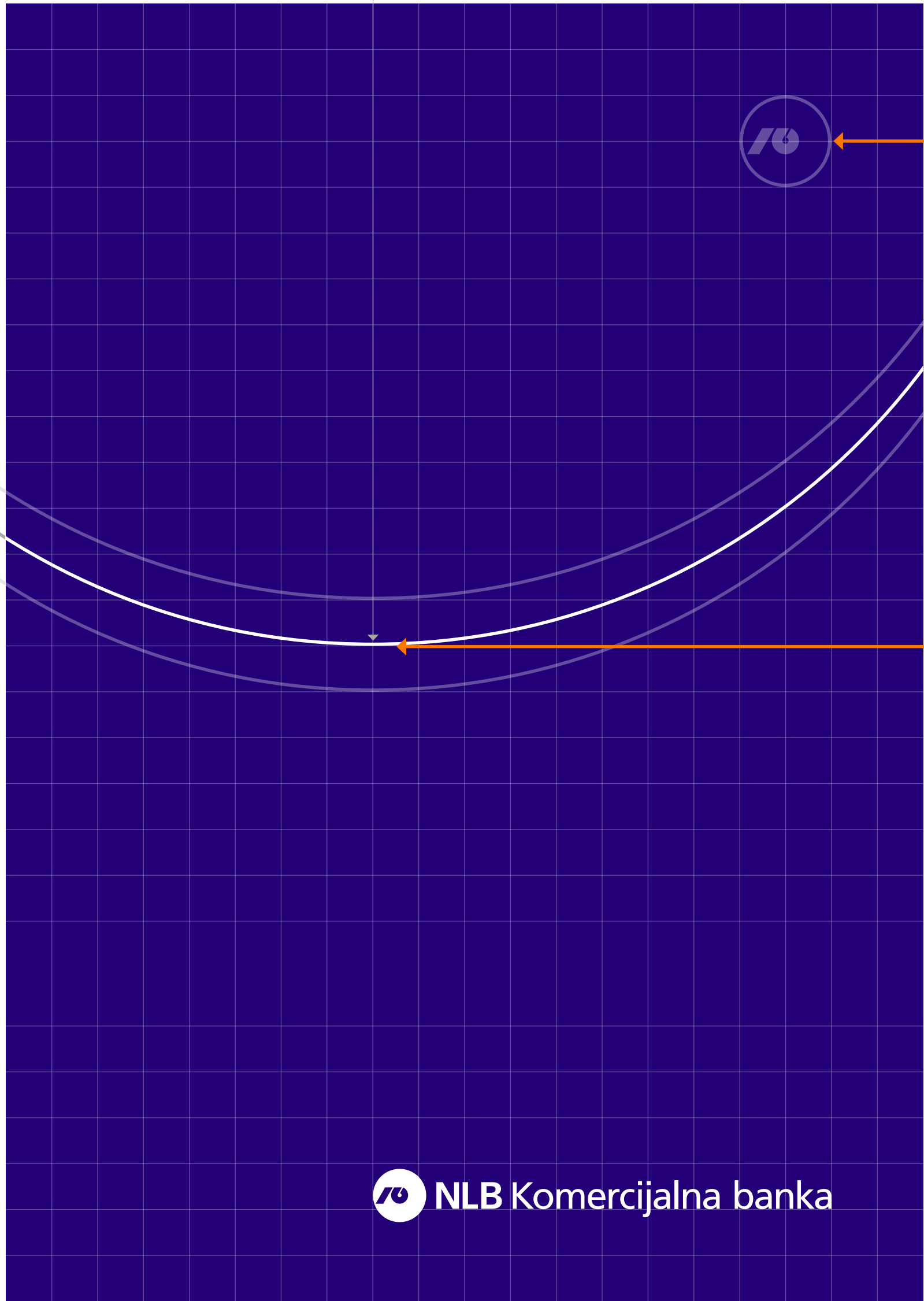


SM & VIDEO LOGO APPLICATION EXAMPLES



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.

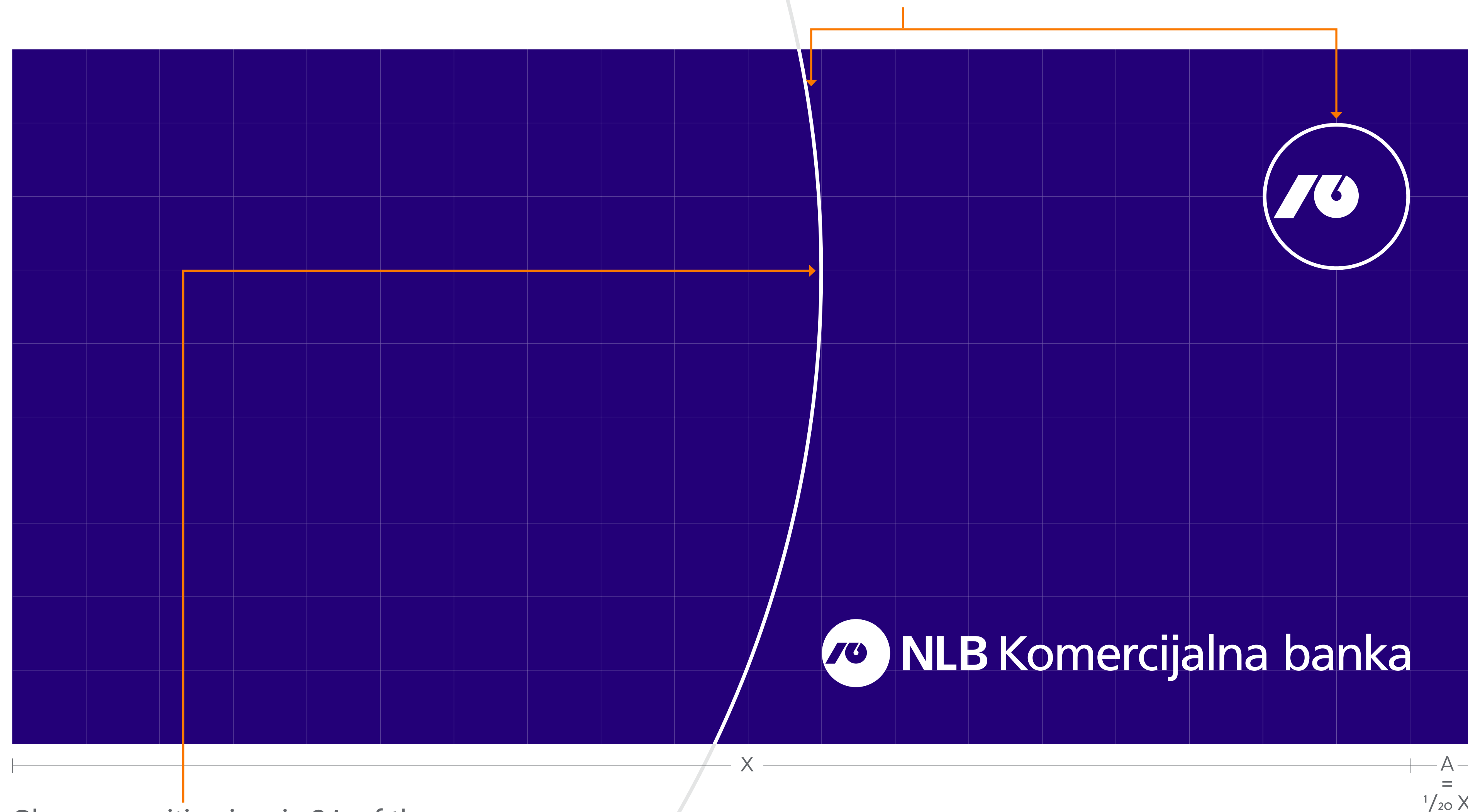
Shape positioning is 2A of the centre to the left and could be moved up or down. But never as a down-sided curve.



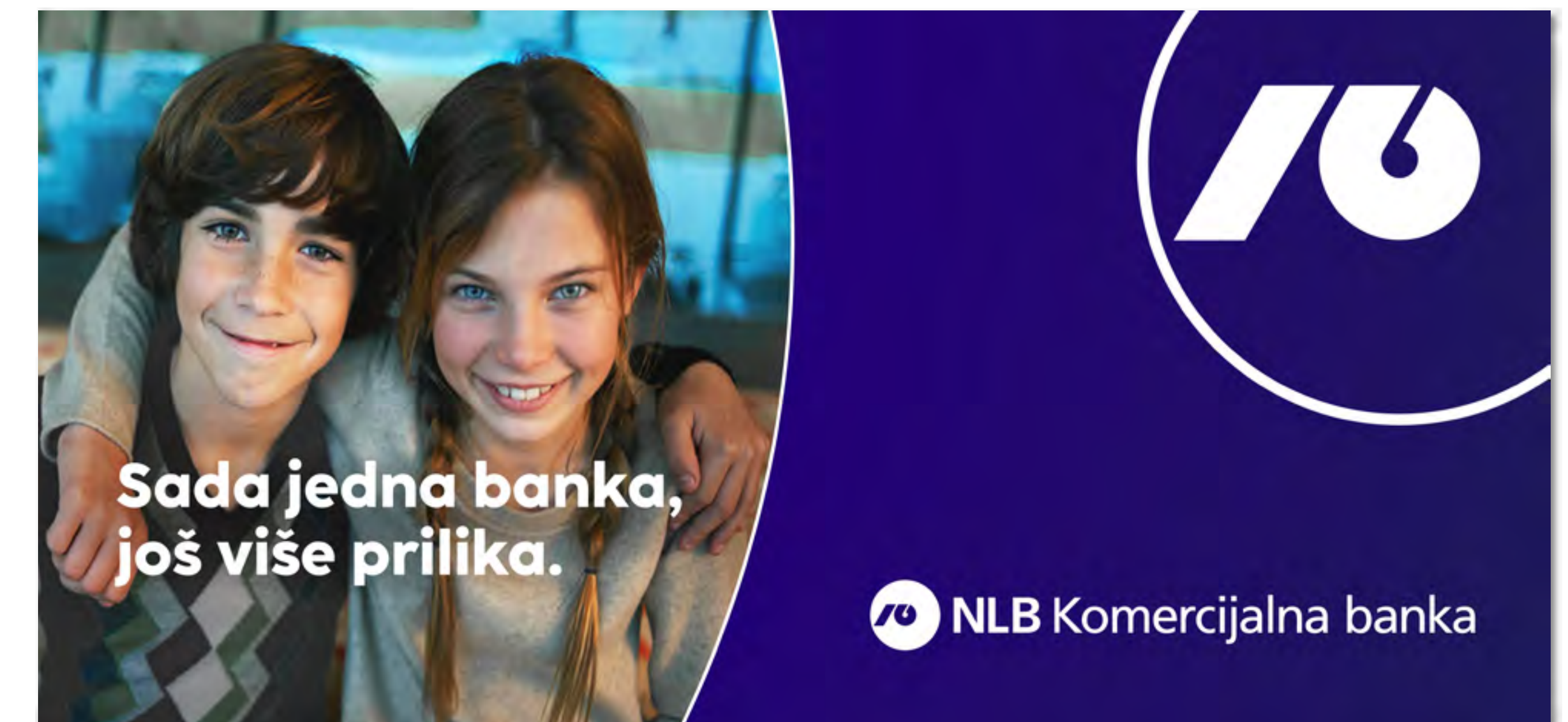
B I L L B O A R D

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.

NLB Debetna kartica Mastercard®

Preveri prednosti >

NLB Komerčijalna banka

NLB Komerčijalna banka

Novi NLB Poslovni paketi

Dober posel se
prične z dobrim
paketom.

Več >

0€
pol leta za
nove stranke

NLB

100 mladim
PODARIMO
3 obroke

NLB Stanovanjski kredit

Pridobi ponudbo >

NLB Komerčijalna banka

NLB

Priložnost
veselje preseliti
na nov naslov.

100 mladim
PODARIMO
3 obroke

NLB Stanovanjski kredit

Pridobi ponudbo zdaj >

NLB Komerčijalna banka

NLB

NLB Stanovanjski kredit

Ne zamudite
priložnosti
za selitev.

UGODNE
obrestne
mere

Pridobi ponudbo zdaj >

NLB Komerčijalna banka



Vplačila
že od
40 €

NLB produkt

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

Za sve što dolazi.

 NLB Komercijalna banka

CO - B R A N D I N G

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 achived the indigo background sticker should be used.

Izkoristi priložnost za nakup na obroke.

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

Za več informacij vprašajte na blagajni ali obiščite nlb.si/obroki

 NLB Komercijalna banka



Tvoja priložnost, da zavaruješ dom in avto.

Tukaj in zdaj.

Izkoristi PAKETNI POPUST

  NLB Komercijalna banka



10€

Za vsak odprt račun
Rdečim 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.



 NLB Komercijalna banka

*Ugodnost velja za mlajše od 15 let.

Izkoristi priložnost za nakup na obroke.

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

Več >

 NLB Komercijalna banka

Z NLB Karticami Mastercard do dodatnega popusta.

V vseh trgovinah Hervis

 NLB Komercijalna banka

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

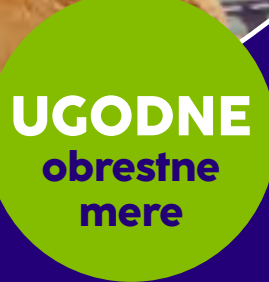


Super- & subtitle
style is set according to the product communication style (NLB **Product** = Coco Sharp Regular + Coco Sharp Extra Bold)
Super title size:
1/2 of the headline size
Leading: Headline size x 1.1 pt
Kerning: 0
Alignment: Left



P O S T E R S

Headline
Coco Sharp Extra Bold
Size: 180 pt x 1.1 pt



NLB Stanovanjski kredit

**Priložnost veselju
dati nov naslov.**

Za sve što dolazi.  NLB Komercijalna banka



NLB Paketi

**Več storitev za
več priložnosti.**

Za sve što dolazi.  NLB Komercijalna banka

OFFLINE SCREENS

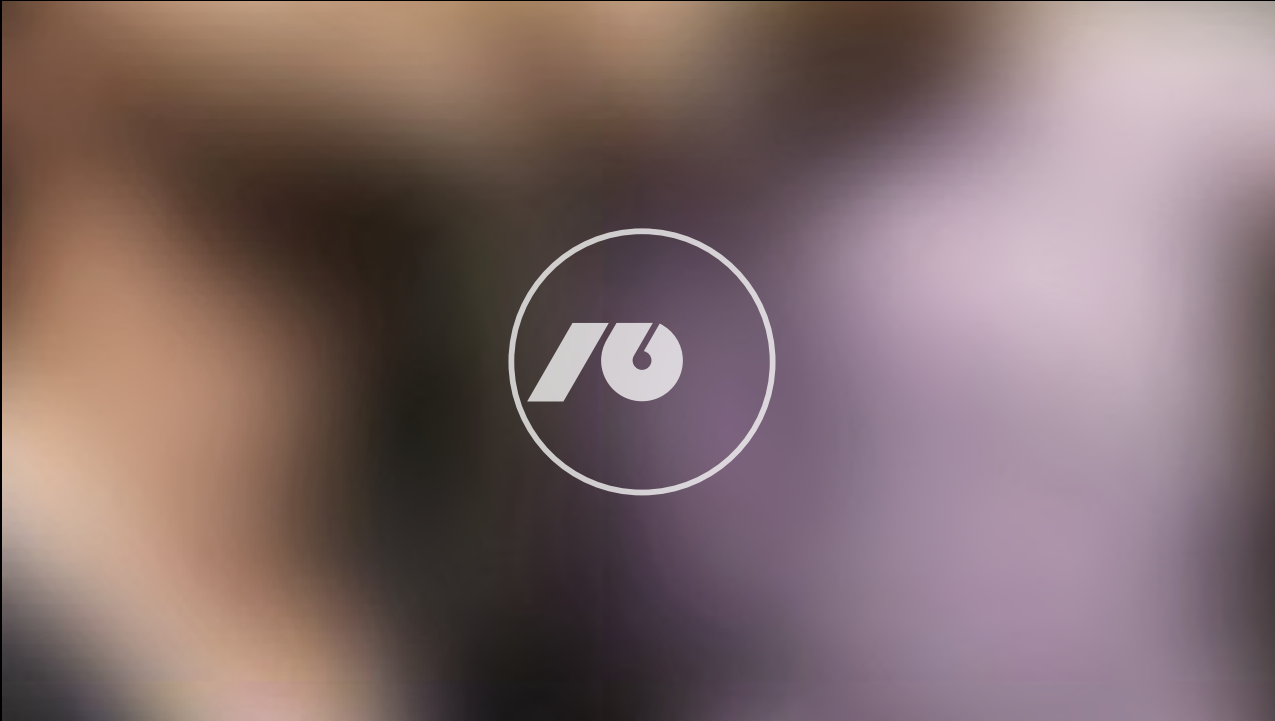
TVC



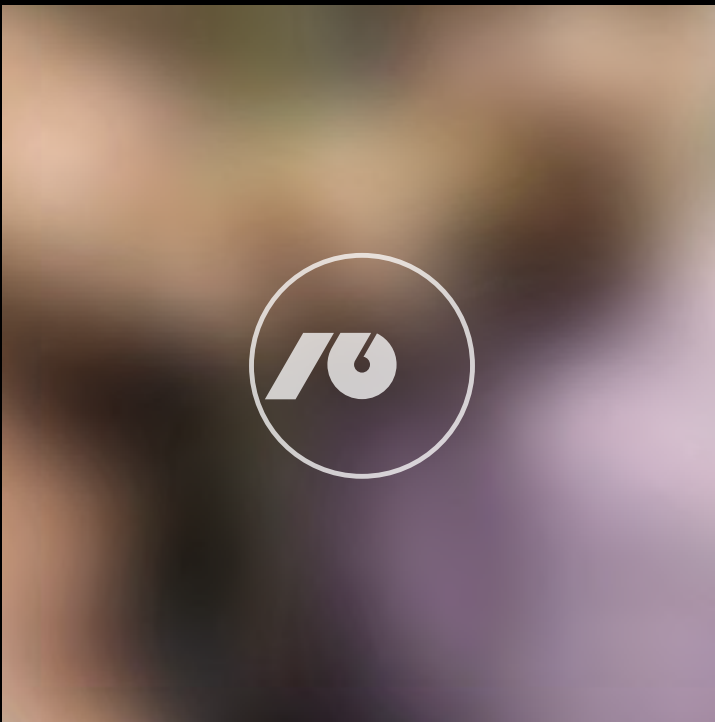
This sequence is optional.

ONLINE SCREENS SCROLL DOWN

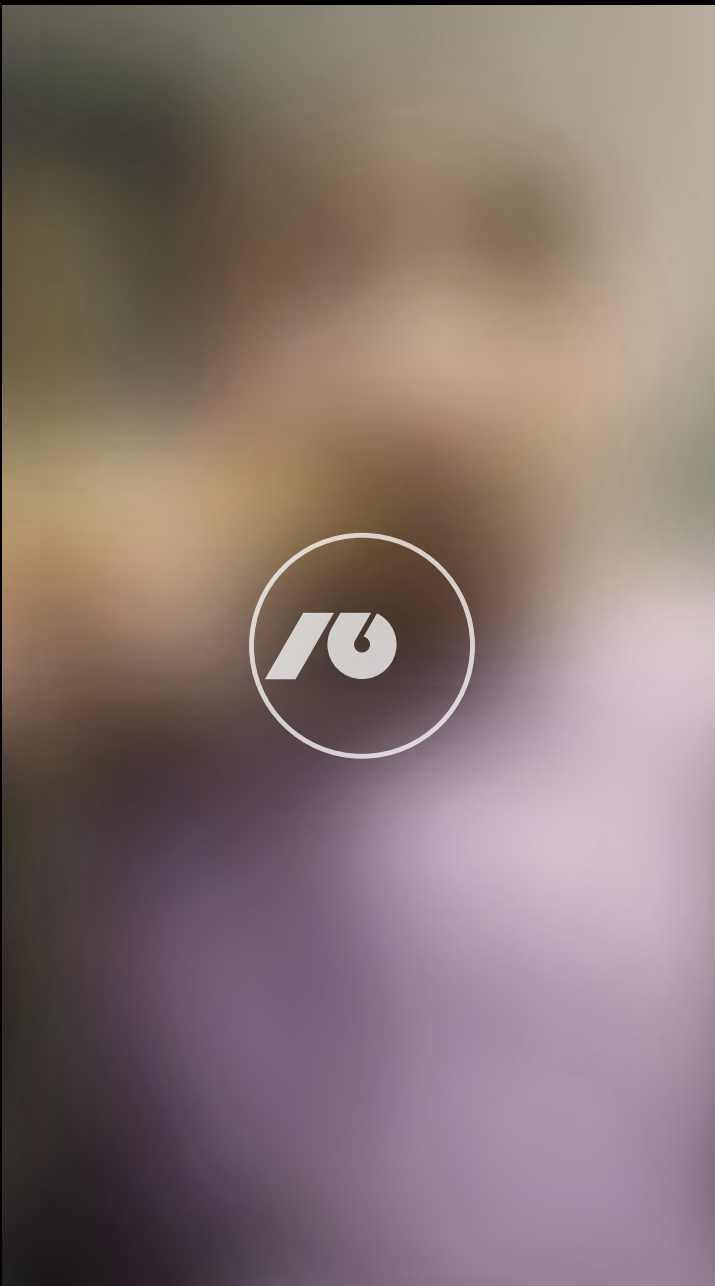
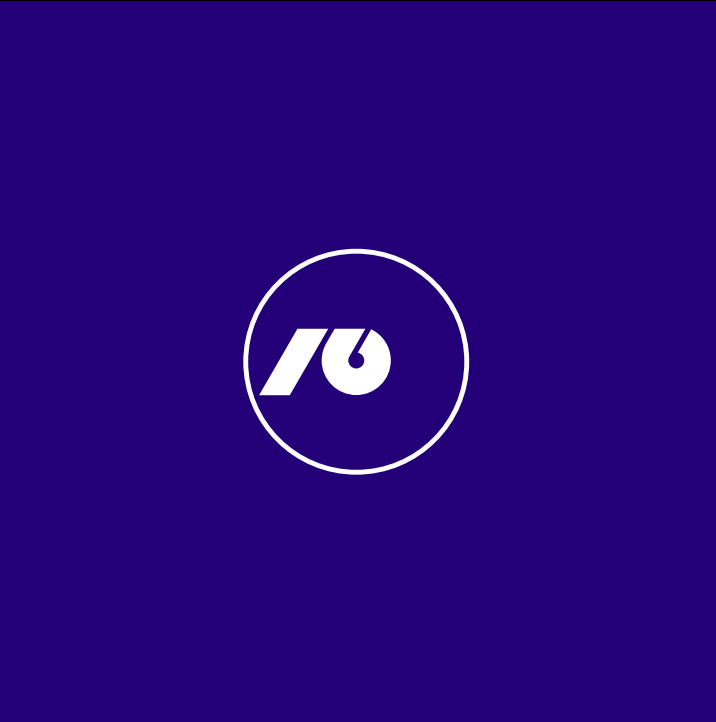
SM , PRE - ROLL
2 seconds (1.5 second rotation + 0.5 second fade)
Size & position: same as ending
Appearance: 75% translucency



+ Video/animation +



+ Video/animation +



+ Video/animation +



This sequence is optional.

