

Instructions for using the NLB symbol in the co-branding campaigns

March 2023



NLB works with different partners on co-branding campaigns and materials. Most often these are card systems (Mastercad, Visa), insurance companies, sports federations, non-profit organizations.

There are several types of co-branding appearances:

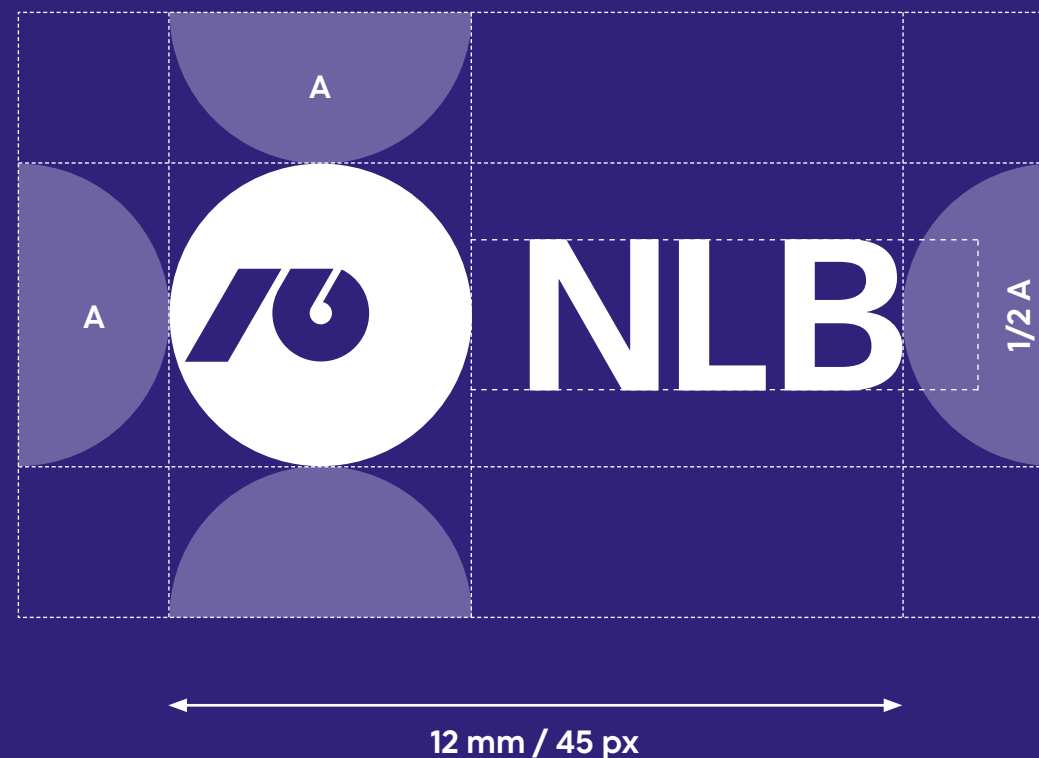
- 01 On NLB branding**
- 02 On the branding of partners and individual actions**

Symbol

The NLB symbol represents the whole, therefore relationships between elements must remain unchanged. The use of individual parts of the symbol separately is not allowed.

The minimum symbol width = 12 mm, 45 pixels

We adapt the best size for a sharp and legible symbol to the printing technique and material.

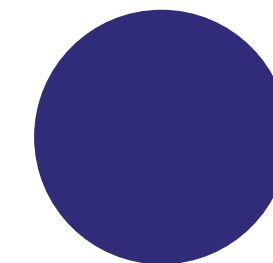


NLB SYMBOL



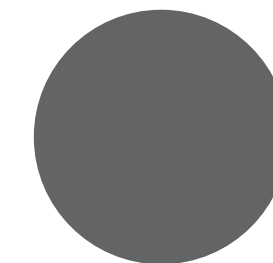
SIGN / CIRCLE

SIGNAGE



NLB Indigo blue

Pantone 2745
Pantone 19-3750 TCX (printing on textiles)
95C 100M 0Y 20K
R35 G0 B120
#230078
RAL Design 290 20 35



NLB Dark Gray

Pantone Cool Gray 10
OC OM OY 75K
R99 G102 B106
#63666A
RAL 7012

When printing, we are looking for
the appearance **PANTONE 2745**.

Using the symbol

1. Primary use

- On gray backgrounds from 0 to 30% black.
- On colored backgrounds from 0 to 30% color.
- An exception is a yellow-colored background.



2. Secondary use

- On gray backgrounds from 31 to 50 % black.
- On colored backgrounds from 31 to 50 % color.



3. Tertiary use

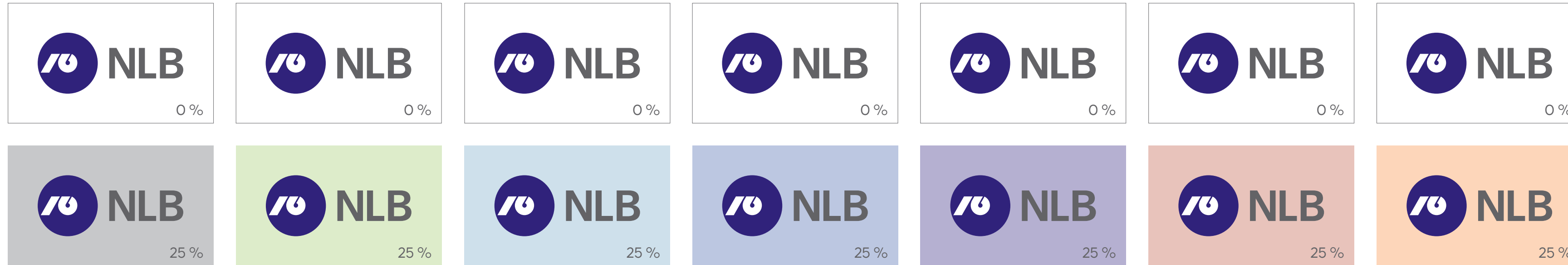
- On gray backgrounds from 51 to 100 % black.
- On colored backgrounds from 51 to 100 % color.



Using the symbol on colored backgrounds

Displaying the **correct** use of the NLB symbol on colored backgrounds.

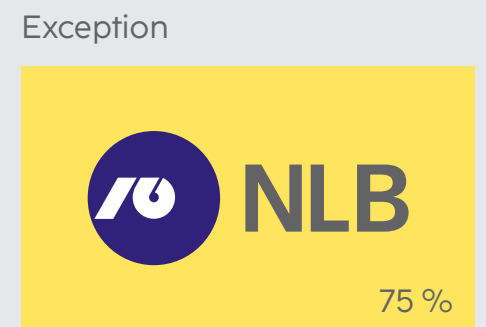
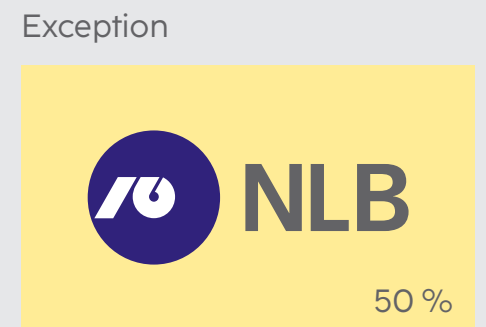
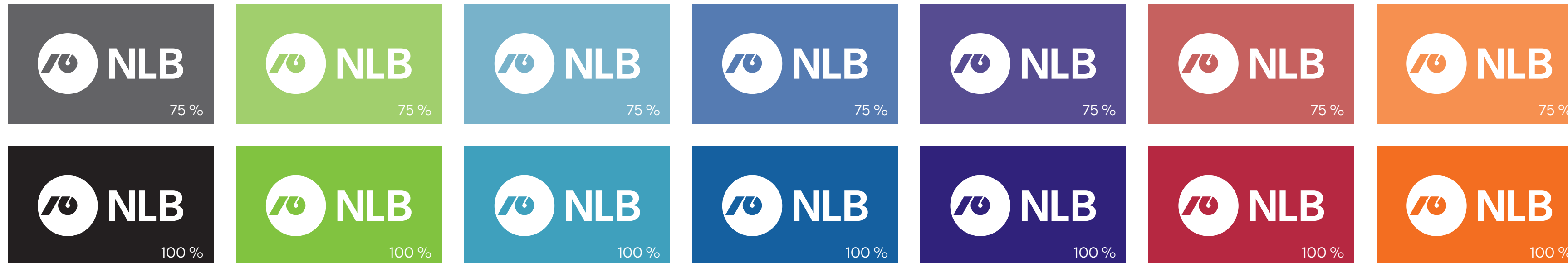
Primary usage: from 0 to 30% black or color.



Secondary usage: from 31 to 50% black or color.



Tertiary usage: from 51 to 100% black or color.



Composite logo

The composite logo of NLB and the partner is composed of the NLB symbol and the partner's logo.

The composite logo consists of a minimum of two elements:

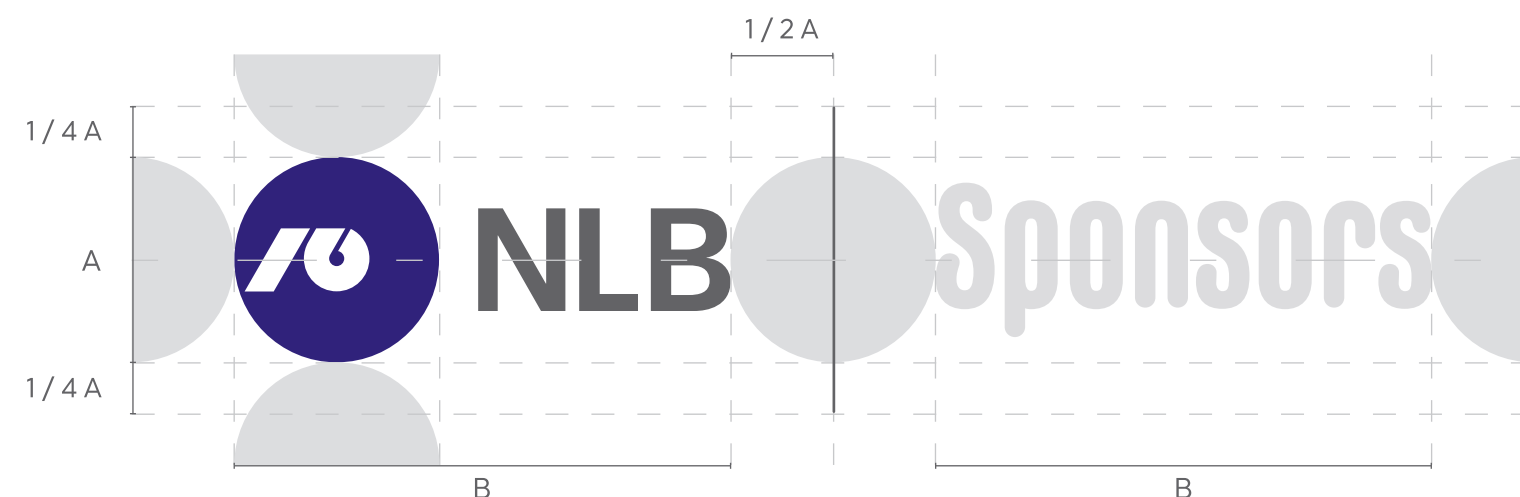
1. NLB symbol
2. Partner's logo

We separate the NLB symbol and other logos with a vertical line. Spacings, sizes, and the vertical line are constructed according to the displayed grid. When there are multiple partners, the same constructive grid as shown on the right is used.

We use **construction grid 1** for the **NLB** and **NLB Banka** symbols.

For the **NLB Komercijalna banka** symbol, we use **construction grid 2**.

Construction grid 1



Construction grid 2



Recommendations for logo placement

Equal partnerships and the value of logos

1. Sizes

Logos cannot be balanced by height or length. Proper positioning of logos, which have different shapes and color values, is achieved when all logos are visually equally strong.



2. Placement

We have to place the logos along the central axes. With such a grid, we achieve order and equal exposure.



3. Recommendation

To achieve a better final product, it is advisable to reduce the size of logos and ensure an adequate amount of white space around them.



Hierarchy of logos at co-branding

1. Sizes

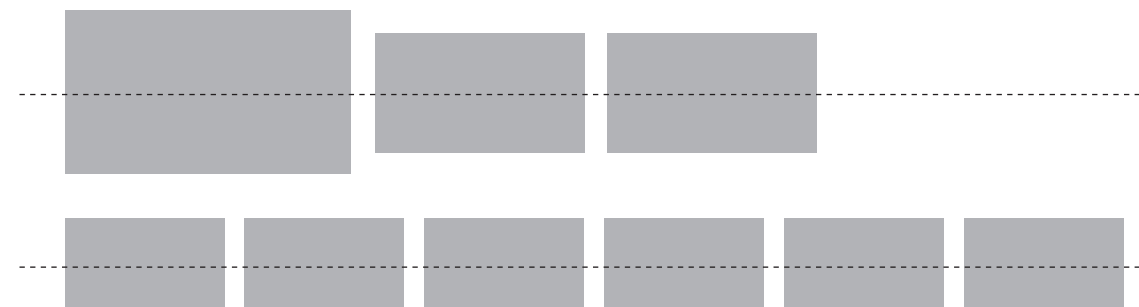
Logos that are hierarchically in the same group or subgroup have equal visual strength.

Example: if there are 6 subordinate partners and 2 main ones, they appear in the following combination.



2. Placement

When partners have different values, they are also hierarchically arranged by size and sequence.



3. Recommendation

To achieve a better final product, it is recommended to reduce the size of logos and ensure an adequate amount of white space around them.



Forbidden

1. Sizes

In a group of equal logos, we never emphasize one.



2. Placement

We ensure that logos are not overcrowded and positioned without a logical grid.



3. Recommendation

Logos should not be depicted in different color variations.



01 Co-branding on the NLB branding

Instructions for using co-branding on NLB branding can be found at the link:
www.nlb.si/brand/communication-identity/co-branding

Password: brandNLB2015

Co-branding on the NLB branding

Instructions for using co-branding on NLB branding can be found at the link:

<https://www.nlb.si/brand/communication-identity/co-branding>

1. Primary use:

- The symbol is used in its primary form.

2. Ločen simbol:

- The separate symbol is used only in co-branding on the NLB branding.
- **Sign:** It can appear on a photograph or a colored background. The symbol is always in NLB indigo blue color with a white outline.
- **Signage:** The inscription on a white background takes on the NLB indigo blue color.

Tvoja priložnost, da zavaruješ dom in avto.

Tukaj in zdaj.

Izkoristi PAKETNI POPUST

GENERALI NLB

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 Hervis mastercard

Izkoristi priložnost za nakup na obroke.

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NLB Banka Hervis mastercard

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

NLB Komercialna banka Hervis mastercard

Z NLB Karticami Mastercard® do dodatnega popusta.

V vseh trgovinah Hervis

NLB mastercard

Z NLB Karticami Mastercard® do dodatnega popusta.

V vseh trgovinah Hervis

NLB Banka Hervis mastercard

Z NLB Karticami Mastercard® do dodatnega popusta.

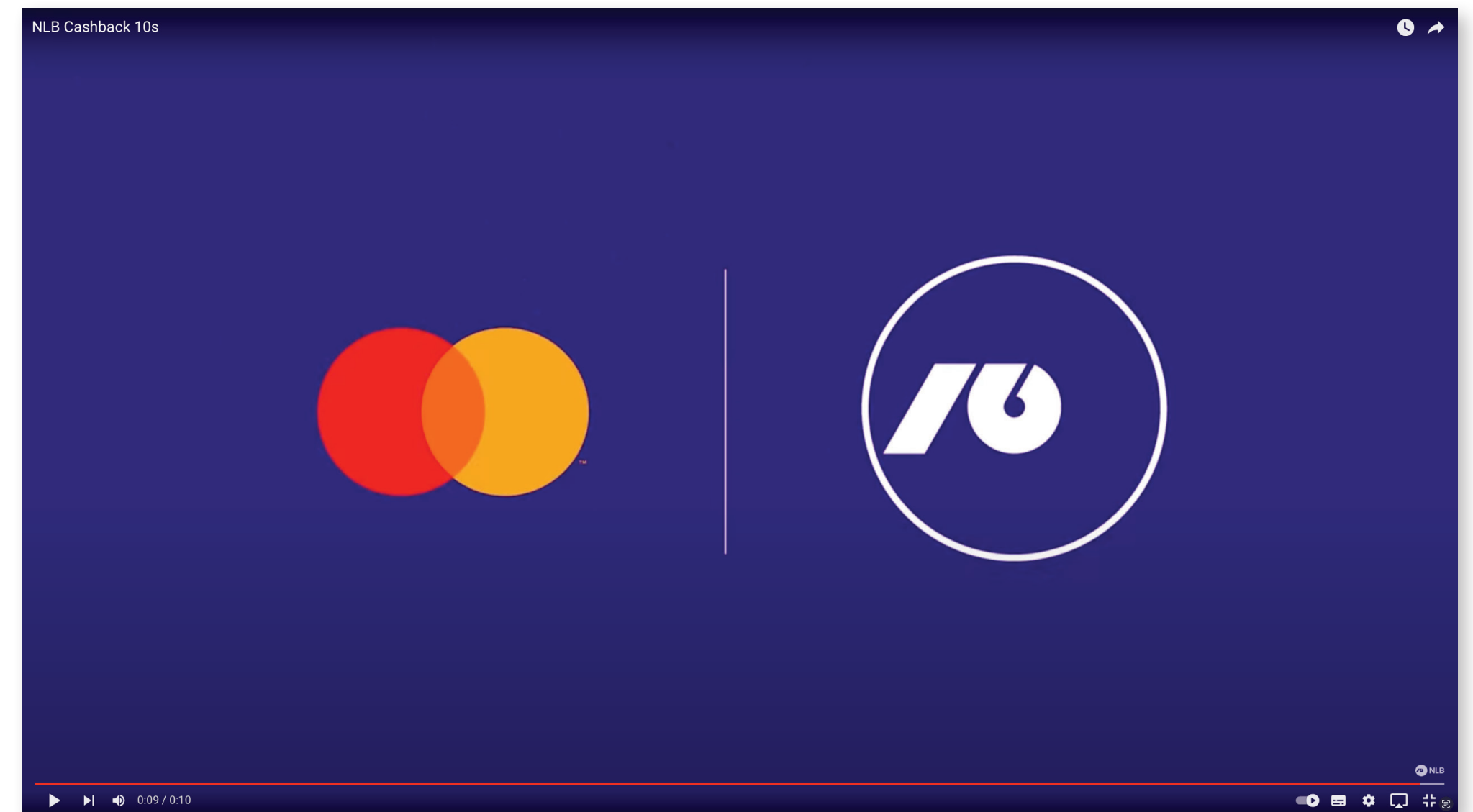
V vseh trgovinah Hervis

NLB Komercialna banka Hervis mastercard

Co-branding on the NLB branding

Instructions for using co-branding on NLB branding can be found at the link:

<https://www.nlb.si/brand/communication-identity/co-branding>



02 Co-branding on the partner's branding and individual actions

Co-branding on the partner's branding and individual actions

The use of the symbol is adapted to the basic guidelines determined by the partner's branding or the branding of each individual action.

Only the instructions from the **Using the Symbol** chapter (page 3) need to be followed.

1. Primary use:

- On gray backgrounds from 0 to 30 % black.
- On colored backgrounds from 0 to 30 % black.
- An exception is a yellow-colored background.

2. Secondary use

- On gray backgrounds from 31 to 50 % black.
- On colored backgrounds from 31 to 50 % color.

3. Tertiary use

- On gray backgrounds from 51 to 100 % black.
- On colored backgrounds from 51 to 100 % color.

Mestna občina Dolnji Gornji | NLB | VITA

S pomočjo aplikacije VITAL lahko enostavno plačate za polnjenje.

Naloži si aplikacijo in se poteguj za nagrado.

Naloži | Registriraj se | Prisloni in plačaj

part

Naj se vaše vsakodnevna pot začna z nami.

Mestna občina Dolnji Gornji | NLB

GoCARD | NLB

Uživajti v čarobnosti sončnega zahoda z najbližjimi je nepozabno.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Co-branding on the partner's branding and individual actions

Examples of proper usage
Advertising - PRINT

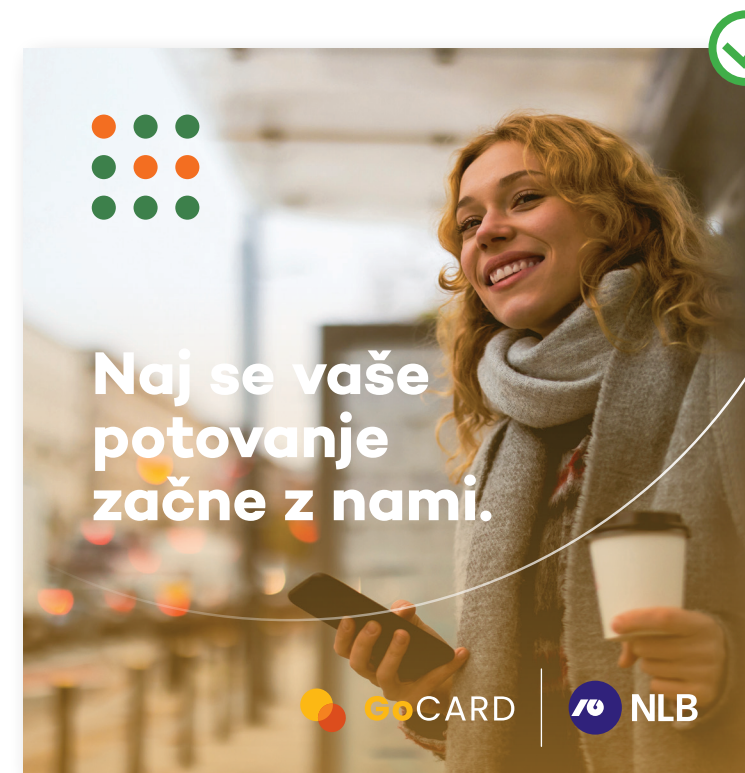


Examples of improper usage



Co-branding on the partner's branding and individual actions

Examples of proper usage
Advertising - SM



Examples of improper usage



Co-branding on the partner's branding and individual actions

Examples of proper usage

Letter

The use of the symbol is adapted to the basic guidelines determined by the partner's branding or the branding of each individual action.

Only the instructions from the **Composite Logo** chapter (page 6) and **Logo Placement Recommendations** (page 7) need to be followed.



The image shows a document header for 'part' with a green checkmark in the top right corner. The document content includes contact information for Mojca Doljin, a greeting, and instructions for using the card. The logos for 'part', 'Mestna občina Kranj', 'NLB', and 'VIAA' are placed at the bottom in a clean, professional layout.



The image shows a document header for 'part' with a green checkmark in the top right corner. The document content includes contact information for Mojca Doljin, a greeting, and instructions for using the card. The logos for 'part', 'Mestna občina Kranj', 'NLB', and 'VIAA' are placed at the bottom in a clean, professional layout.



The image shows a document header for 'part' with a green checkmark in the top right corner. The document content includes contact information for Mojca Doljin, a greeting, and instructions for using the card. The logos for 'part', 'Mestna občina Kranj', 'NLB', and 'VIAA' are placed at the bottom in a clean, professional layout.

Examples of improper usage



The image shows a document header for 'part' with a red 'X' in the top right corner. The document content includes contact information for Mojca Doljin, a greeting, and instructions for using the card. The logos for 'part', 'Mestna občina Kranj', 'NLB', and 'VIAA' are placed at the bottom in a clean, professional layout.



The image shows a document header for 'part' with a red 'X' in the top right corner. The document content includes contact information for Mojca Doljin, a greeting, and instructions for using the card. The logos for 'part', 'Mestna občina Kranj', 'NLB', and 'VIAA' are placed at the bottom in a clean, professional layout.



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