



Handbook for sponsorship using the NLB symbol

November 2023

NLB is a sponsor of various sponsorship projects, sports disciplines, cultural and business events. Sponsorships play an important role in communication activities. *With sponsorships, we add attributes to the brand.*

Symbol

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

Minimum symbol width = 12 mm, 45 px

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



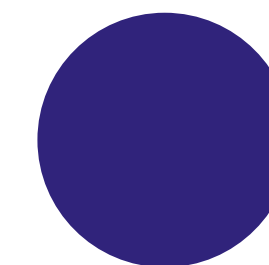
12 mm / 45 px

NLB SYMBOL



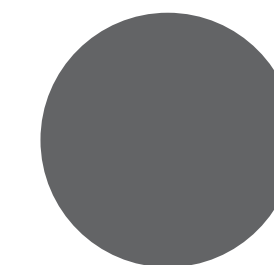
SIGN / CIRCLE

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 0M 0Y 75K
R99 G102 B106
#63666A
RAL 7012

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

Using the symbol

1. Primary use

On all **color bases**, the sign in the negative is lined with a rectangle of NLB indigo color.



2. Secondary use

The color version of the symbol is used only on a **white background**.



3. Tercial use

The symbol appears in the negative only **when all sponsor logos are in the negative**.



Tercial use

The symbol appears in black only **when all sponsor logos are in black**.

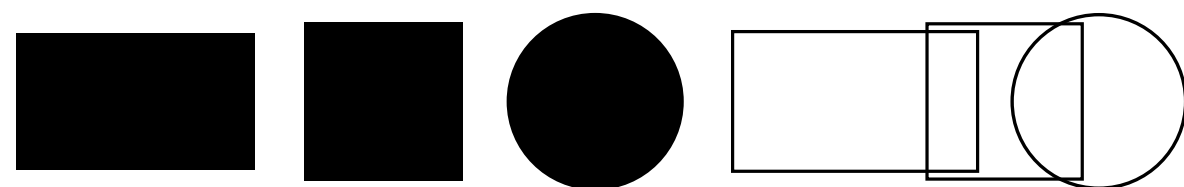


Sponsor logo placement recommendations

Equivalent sponsorships and logo values

1. Sizes

We don't need to balance the logos in height or length. Correct positioning of logos that have different shapes and colors values are reached 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

The final product will look better if the logos are smaller, if there is enough white around them and if they all appear in negative or black.



Hierarchy of sponsorships and logos

1. Sizes

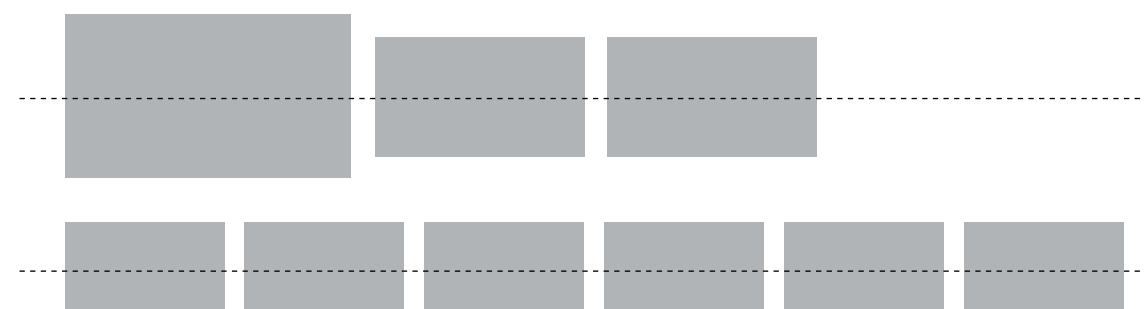
Logos that are hierarchically in the same group or subgroups have equal visual power.

Example: if there are 6 silver sponsors and 2 gold appear in the combination below.



2. Placement

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



3. Recommendation

The final product will look better if the logos are smaller, if there is enough white around them and if they all appear in negative or black.



Forbidden

1. Sizes

In a group of equal logos, we never single out one.



2. Placement

We make sure that the logos are not crowded and placed without a logical grid.



3. Recommendation

Logos may not be used in different color variations.



Examples



Sports equipment

SPORTS JERSEY

Labeling of clothing is adjusted their colors:

1. Primary use of symbol:

- color base
- sign in the negative lined with a rectangle NLB indigo color

2. Sekundary use of symbol:

- white surface
- color version of the symbol

3. Tertiary use of symbol:

- dark surface
- the symbol appears in the negative when they are all sponsor logos in the negative.

or

- light surface
- the symbol appears in the negative when they are all sponsor logos in black.



Sports equipment

SPORTS JERSEY

Examples of correct use



Examples of improper usage



Sports equipment

T-SHIRT

Labeling of clothing is adjusted their colors:

1. Primary use of symbol:

- color base
- sign in the negative lined with a rectangle
NLB indigo color

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Sports equipment

T-SHIRT

Examples of correct use



Examples of improper usage



Sports equipment

JACKET, SWEATER

Labeling of clothing is adjusted their colors:

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Sports equipment

SPORTS JERSEY

Examples of correct use



Examples of improper usage



Advertising

PRINT

Marketing materials are always provided with sponsor logos. Usage the NLB symbol follows the colored background.

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- color base
- sign in the negative lined with a rectangle NLB indigo color

2. Sekundary use of symbol:

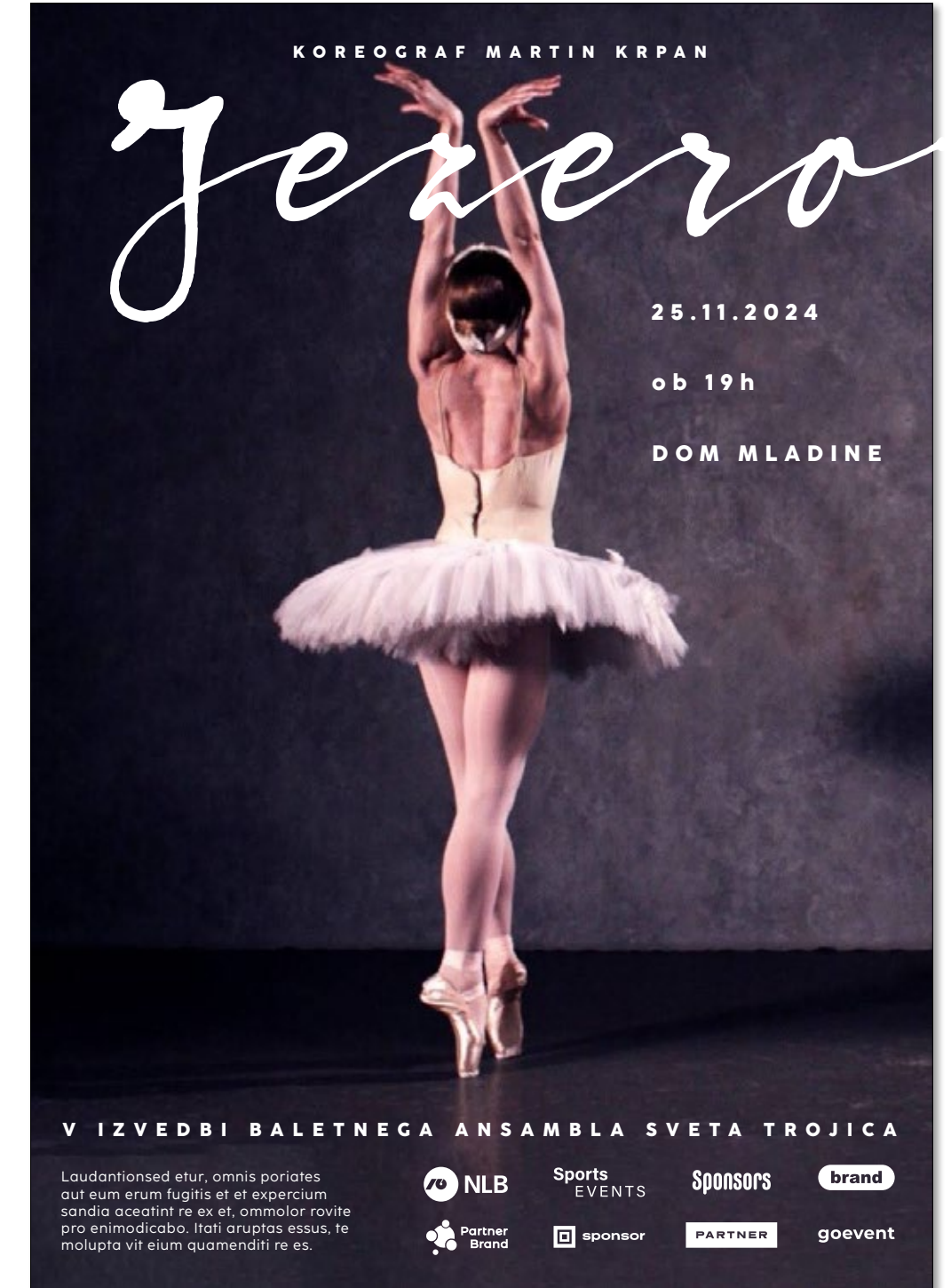
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- color version of the symbol

3. Tertiary use of symbol:

- dark surface
- the symbol appears in the negative when they are all sponsor logos in the negative.

or

- light surface
- the symbol appears in the negative when they are all sponsor logos in black.



Advertising

PRINT

Examples of correct use



Examples of improper usage



Advertising

FREE STANDING BANNER DISPLAY

Marketing materials are always provided with sponsor logos. Usage the NLB symbol follows the colored background.

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- color base
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2. Sekundary use of symbol:

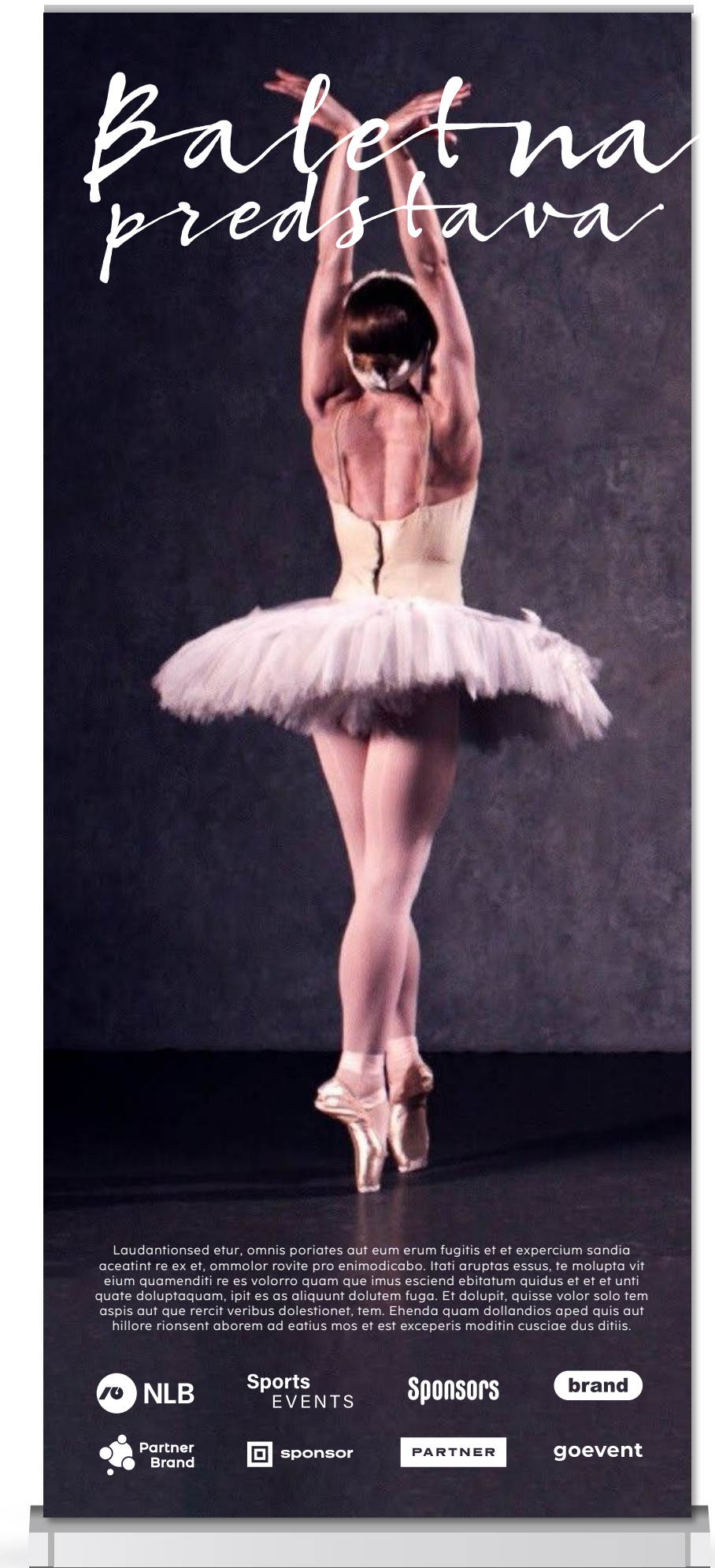
- white surface
- color version of the symbol

3. Tertiary use of symbol:

- dark surface
- the symbol appears in the negative when they are all sponsor logos in the negative.

or

- light surface
- the symbol appears in the negative when they are all sponsor logos in black.



Advertising

PENGUIN

Examples of correct use



Examples of improper usage



Advertising

CALENDAR

Marketing materials are always provided with sponsor logos. Usage the NLB symbol follows the colored background.

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2024

godalni orkester

Januar							Februar							Marec								
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2024

Veliko sreče in uspeha v novem letu!

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Julij							Avgust							September								
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29	30	31					25	26	27	28	29	30		23	24	25	26	27	28	29		

2024

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Marec							April									
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November							December									
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12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31					26	27	28	29	30					

Advertising

CALENDAR

Examples of correct use



Examples of improper usage



Corporate communications

SOCIAL NETWORK

Marking of marketing materials on social networks follows a color background.

1. Primary use of symbol:

- color base
- sign in the negative lined with a rectangle
NLB indigo color

2. Sekundary use of symbol:

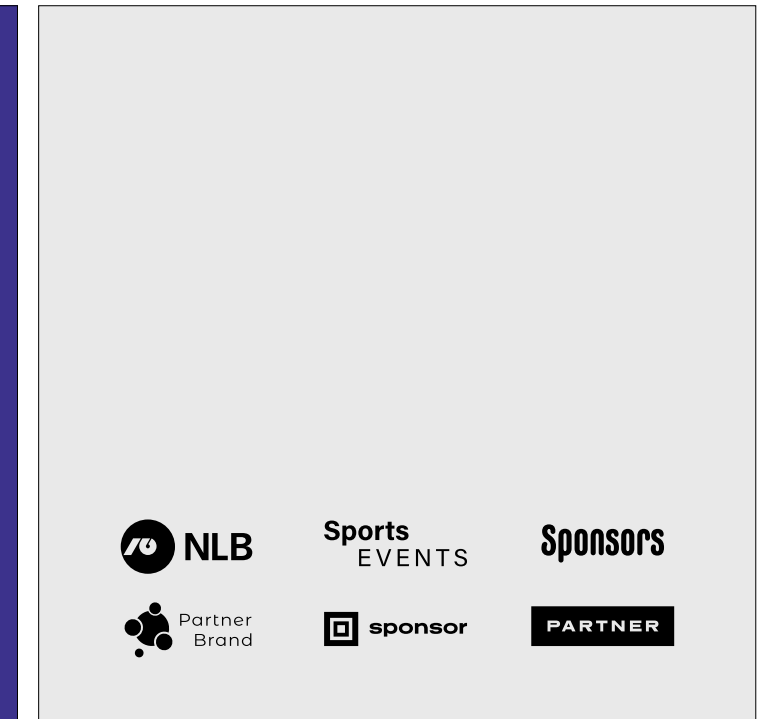
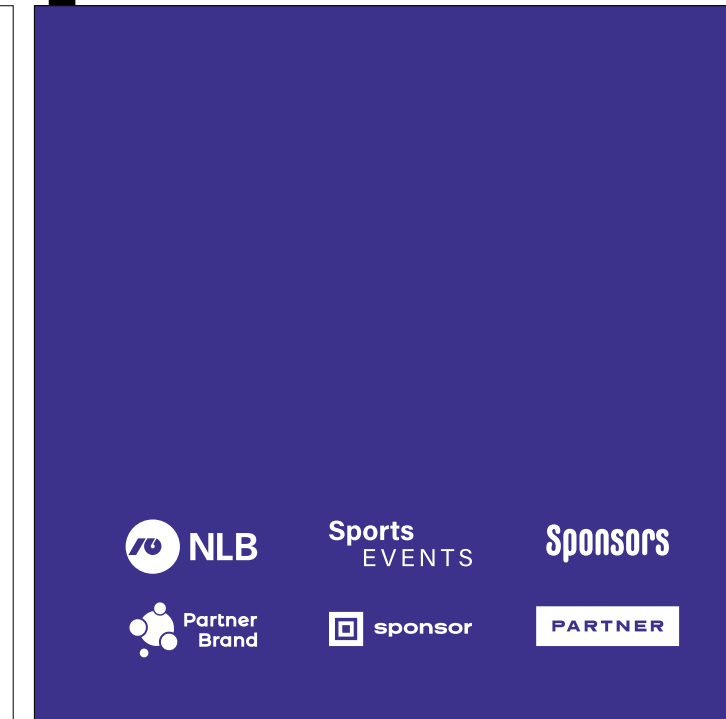
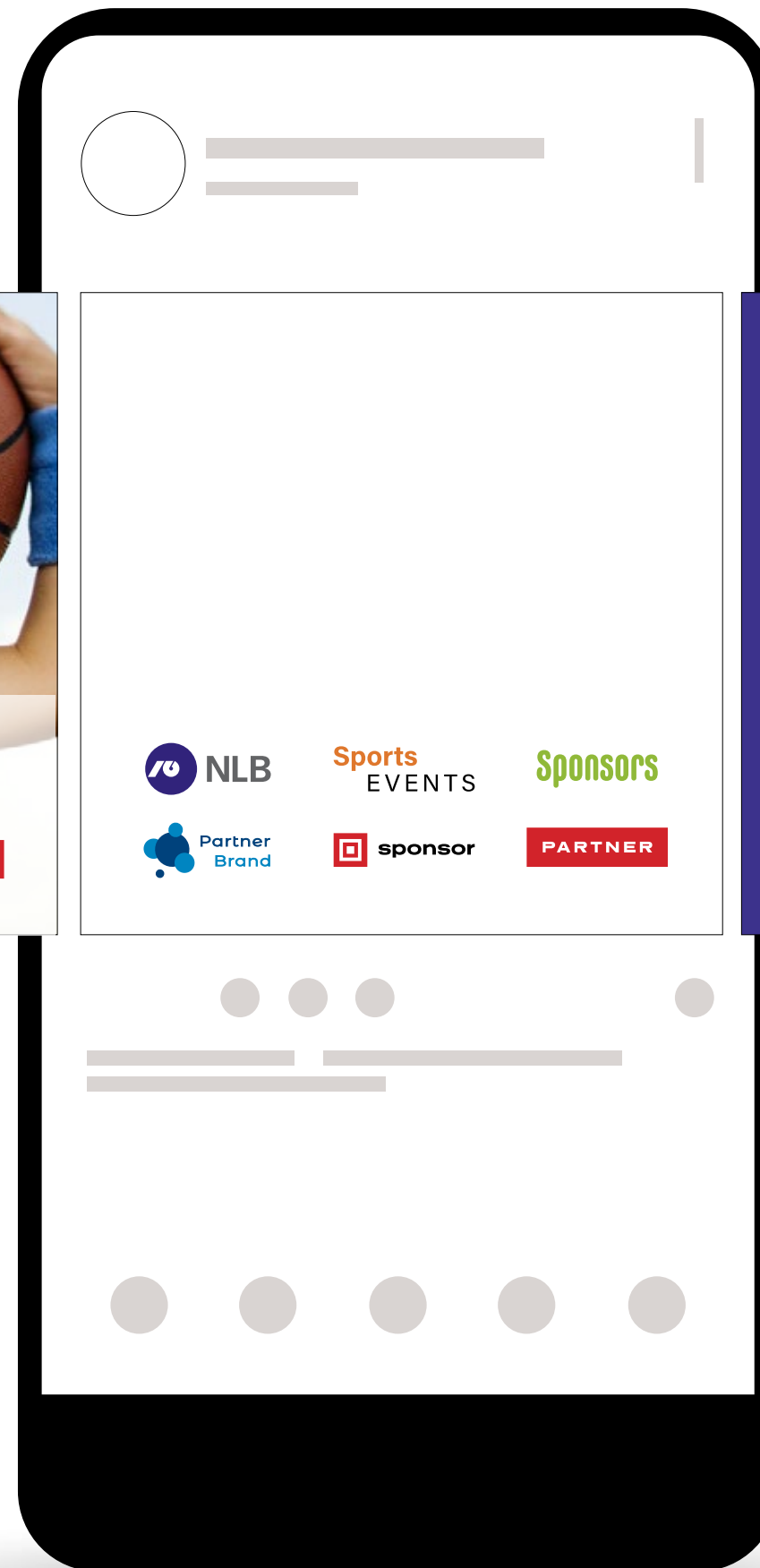
- white surface
- color version of the symbol

3. Tertiary use of symbol:

- dark surface
- the symbol appears in the negative when they are all sponsor logos in the negative.

or

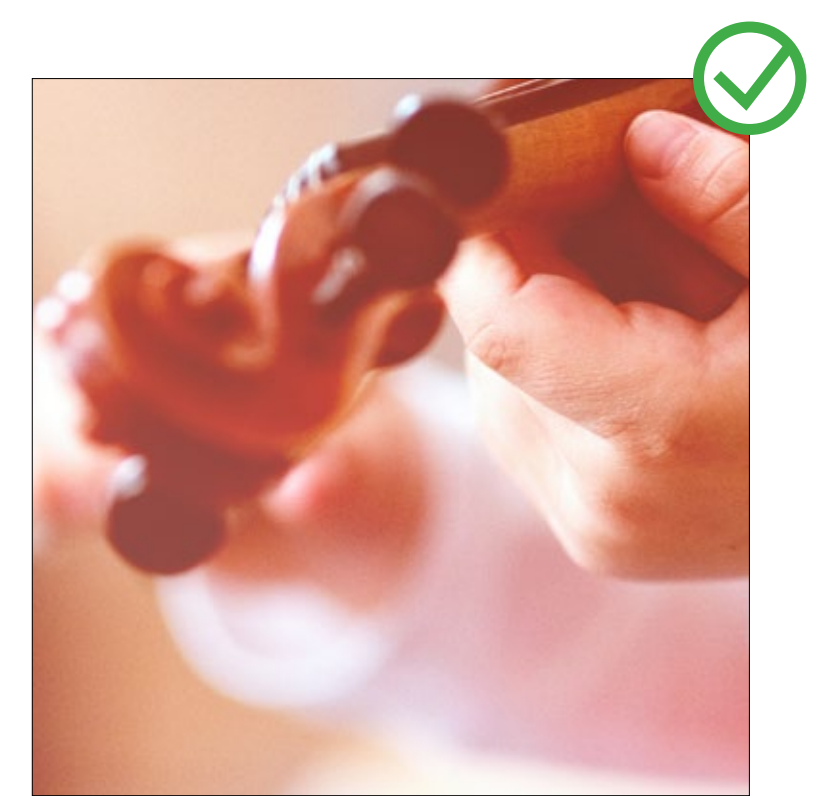
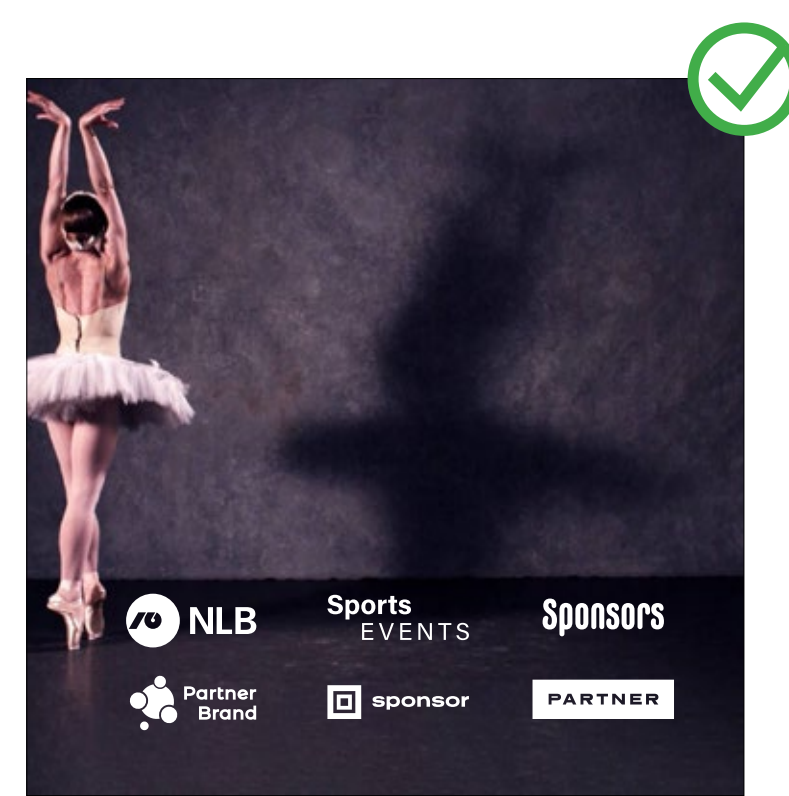
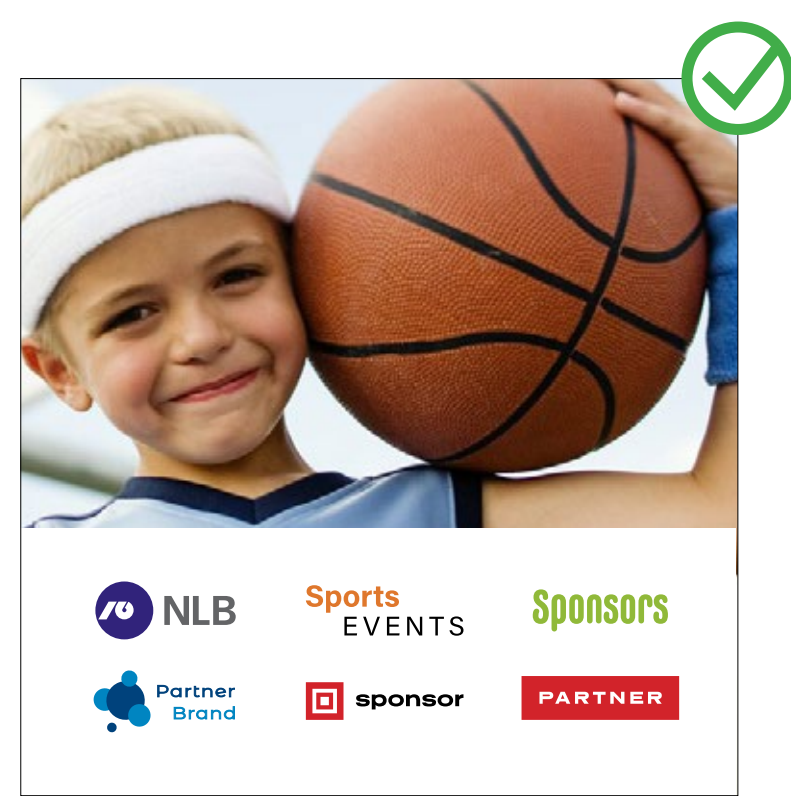
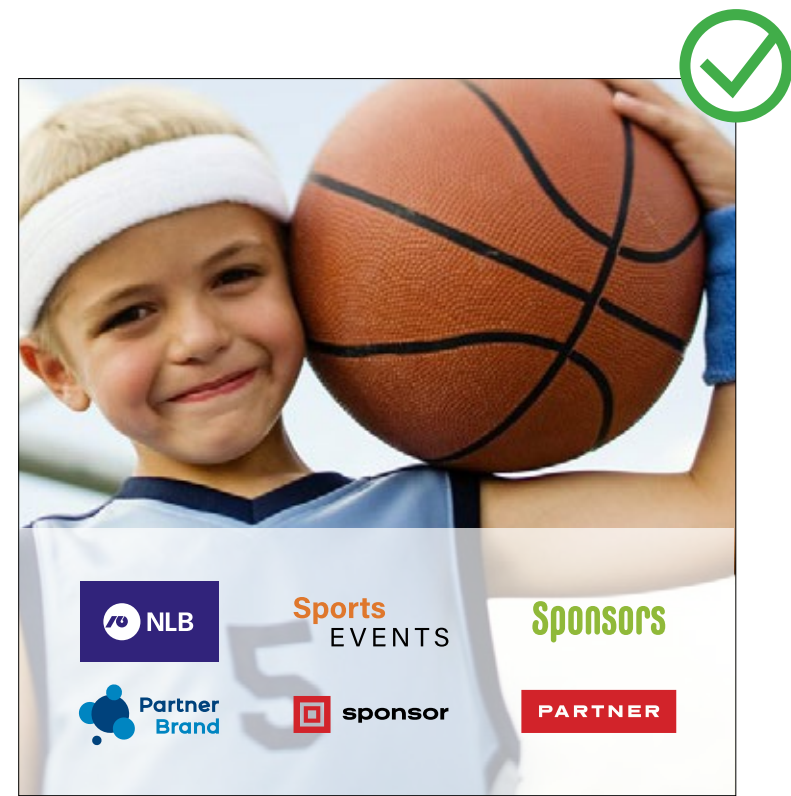
- light surface
- the symbol appears in the negative when they are all sponsor logos in black.



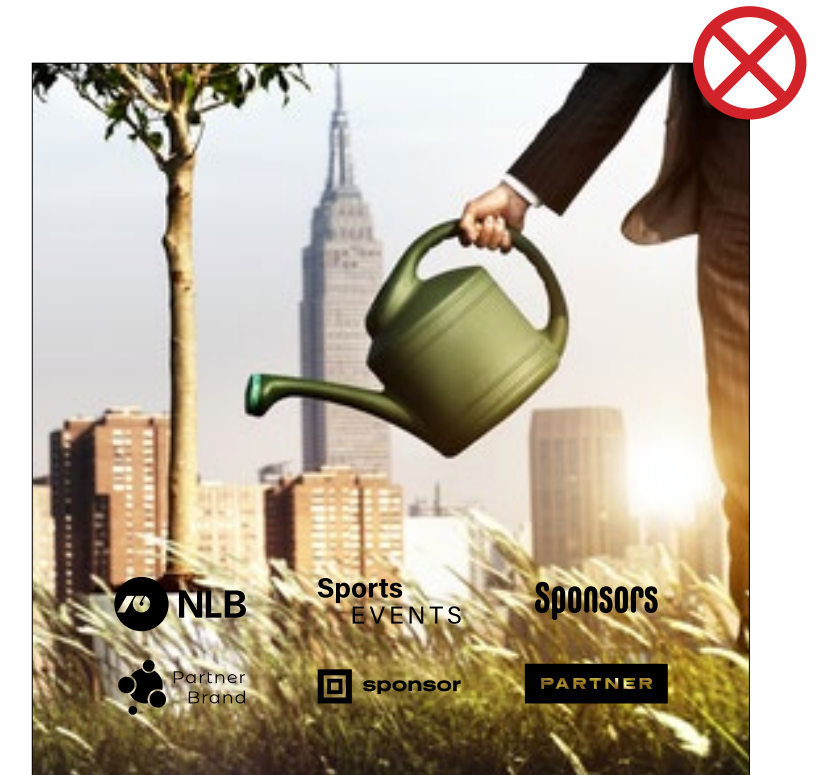
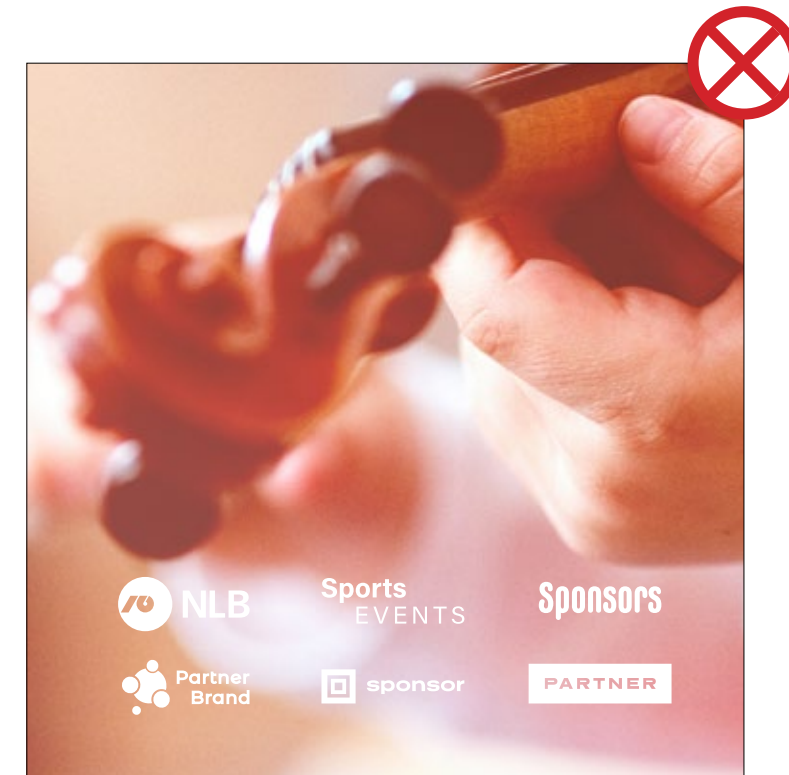
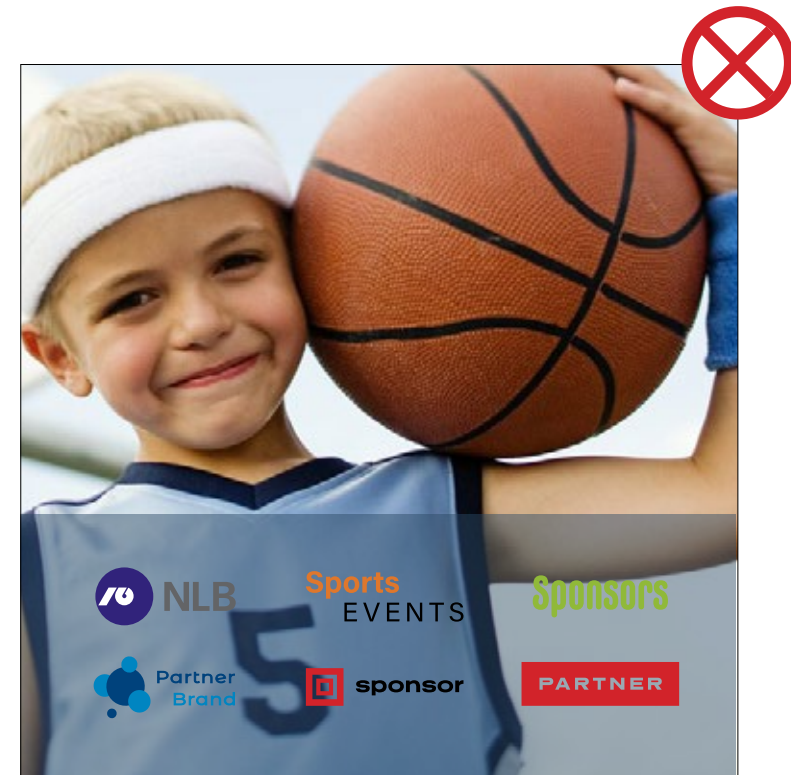
Corporate communications

SOCIAL NETWORK

Examples of correct use



Examples of improper usage



Corporate communications

FB BANNER AND POSTS

Tagging banners on social networks follow a colored background.

1. Primary use of symbol:

- color base
- sign in the negative lined with a rectangle
NLB indigo color

2. Sekundary use of symbol:

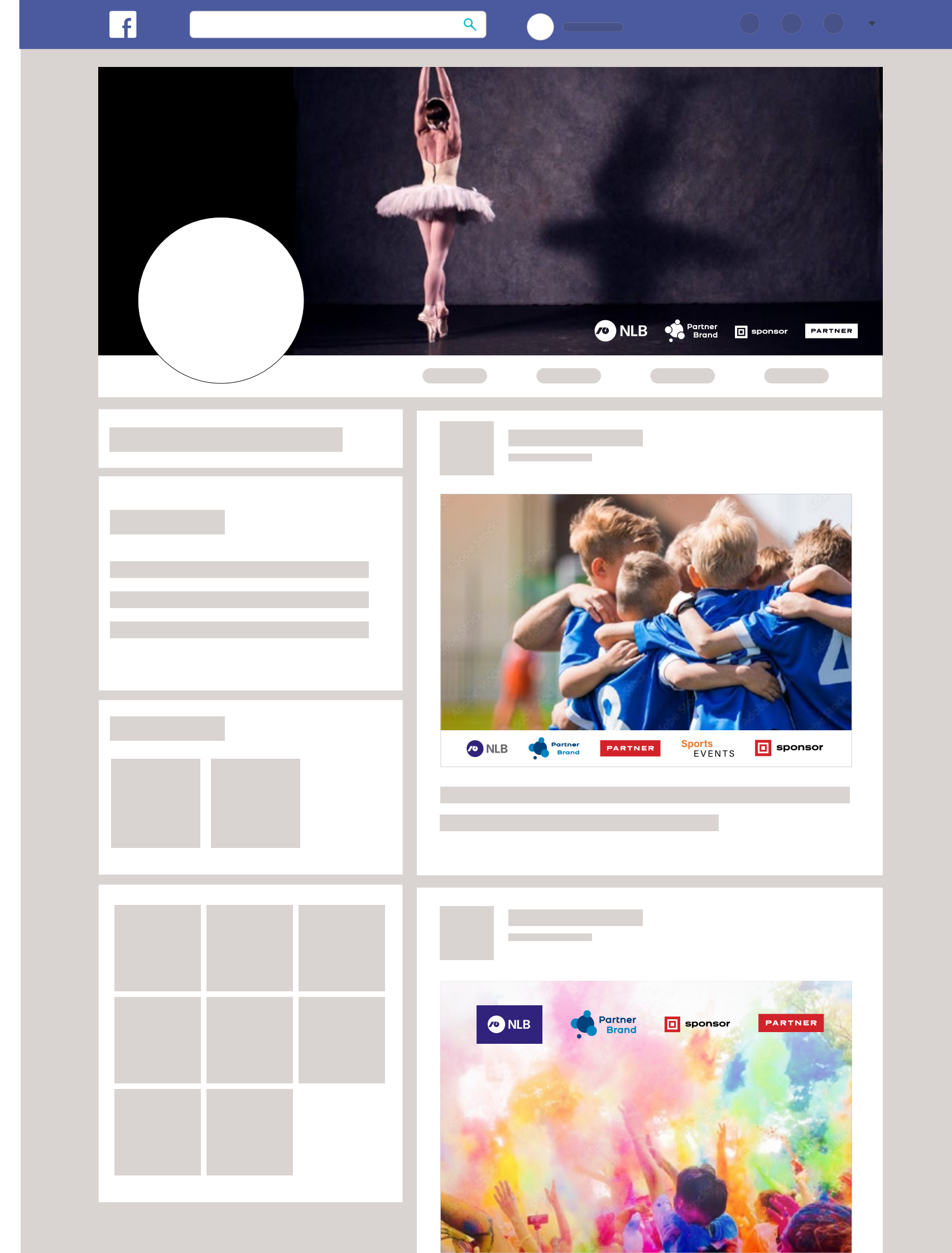
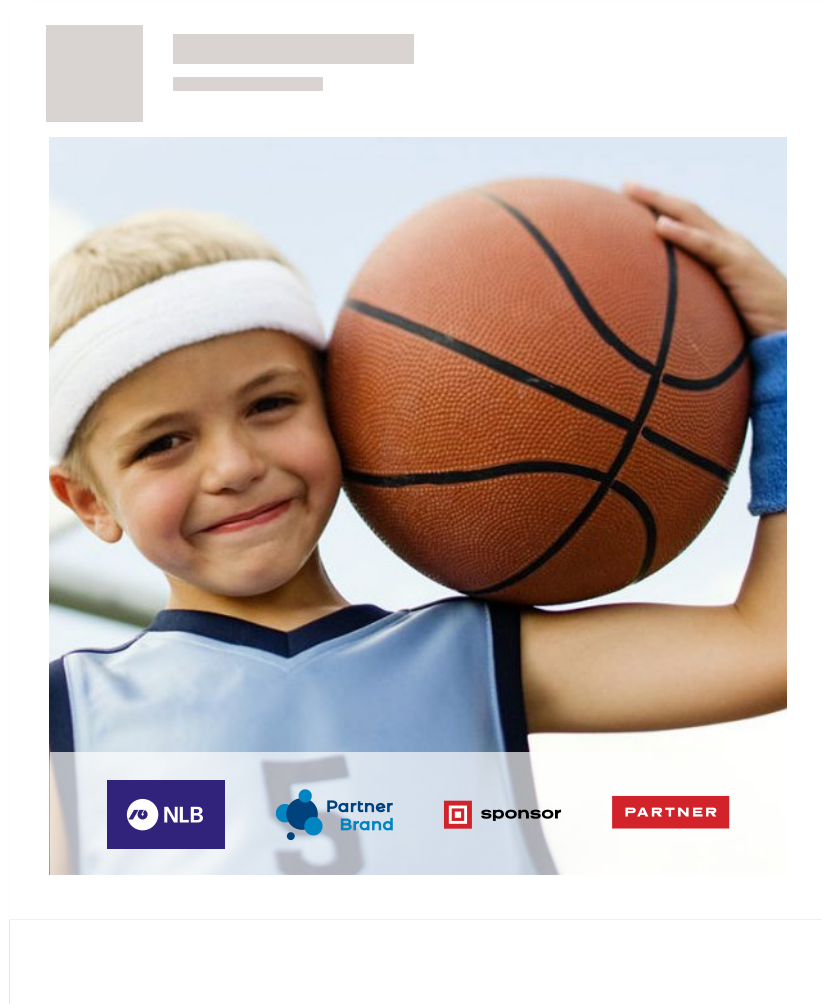
- white surface
- color version of the symbol

3. Tertiary use of symbol:

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or

- light surface
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Corporate communications

WEB PAGE

Bookmarking the website follows colored background.

1. Primary use of symbol:

- color base
- sign in the negative lined with a rectangle
NLB indigo color

2. Sekundary use of symbol:

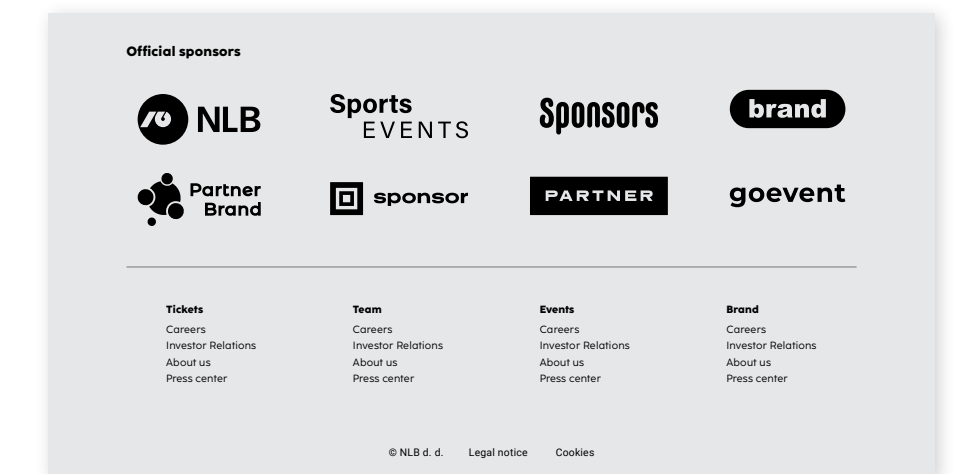
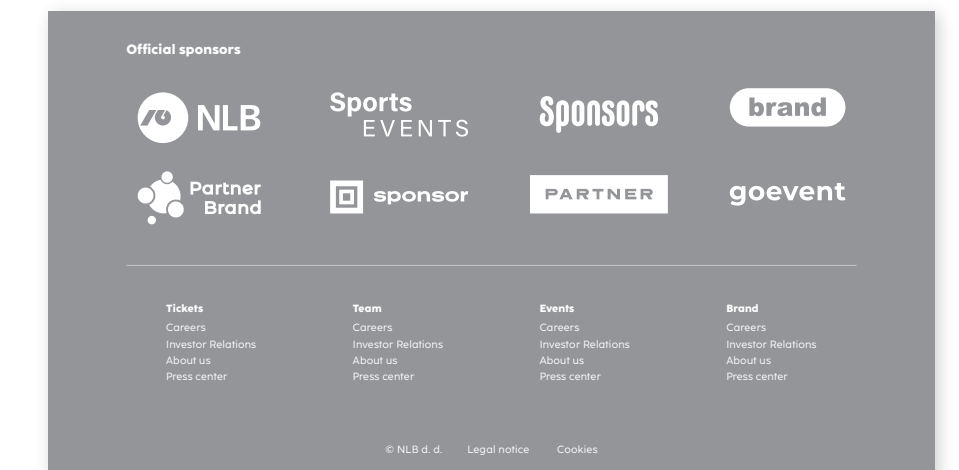
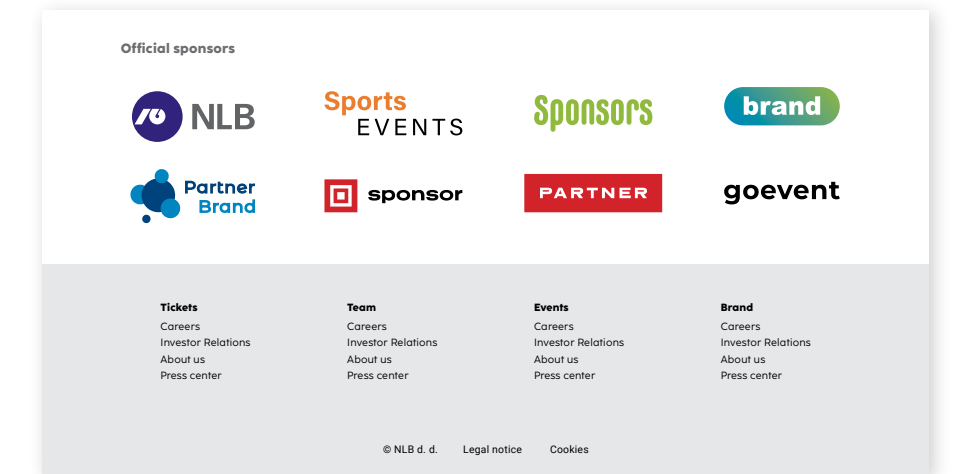
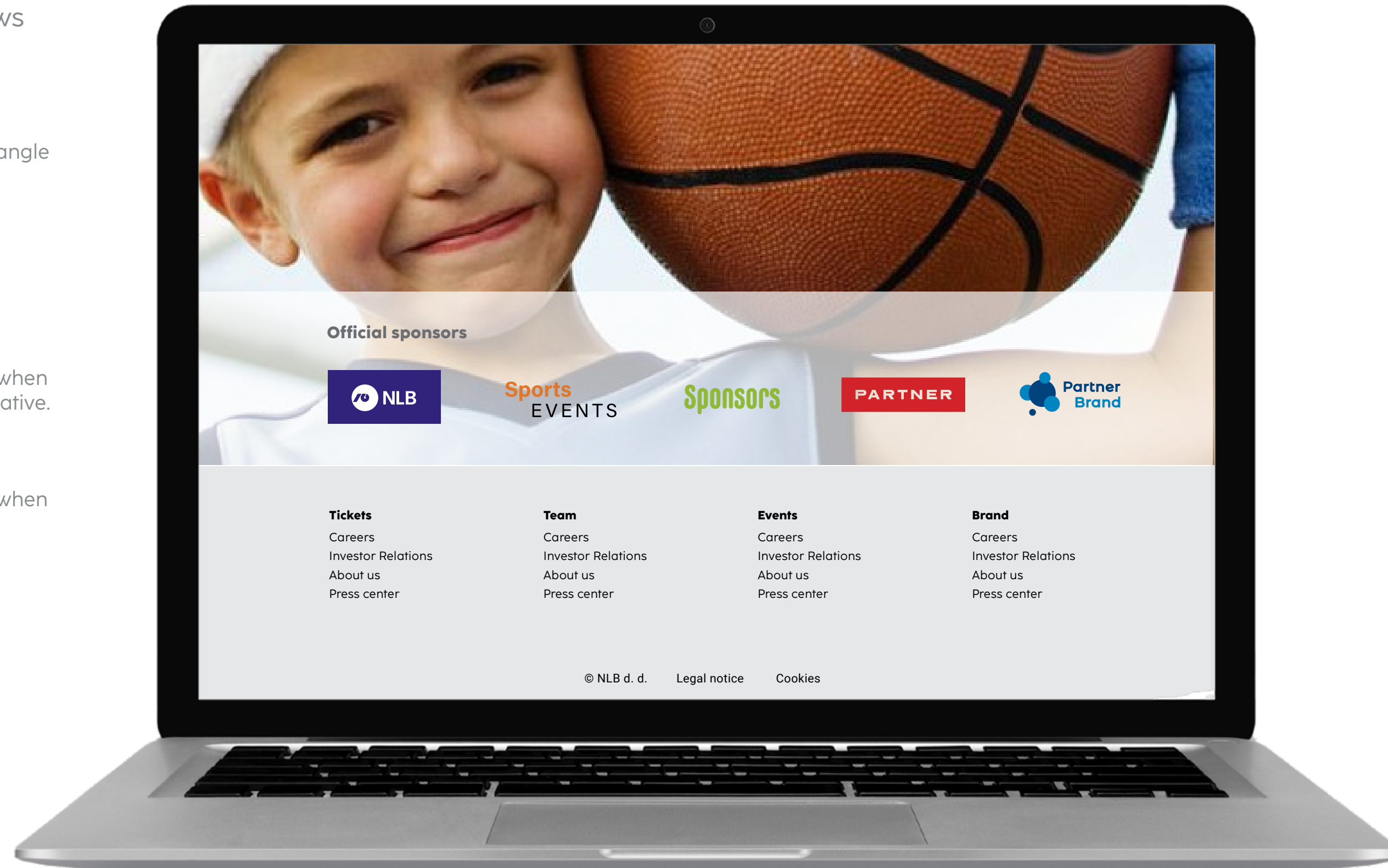
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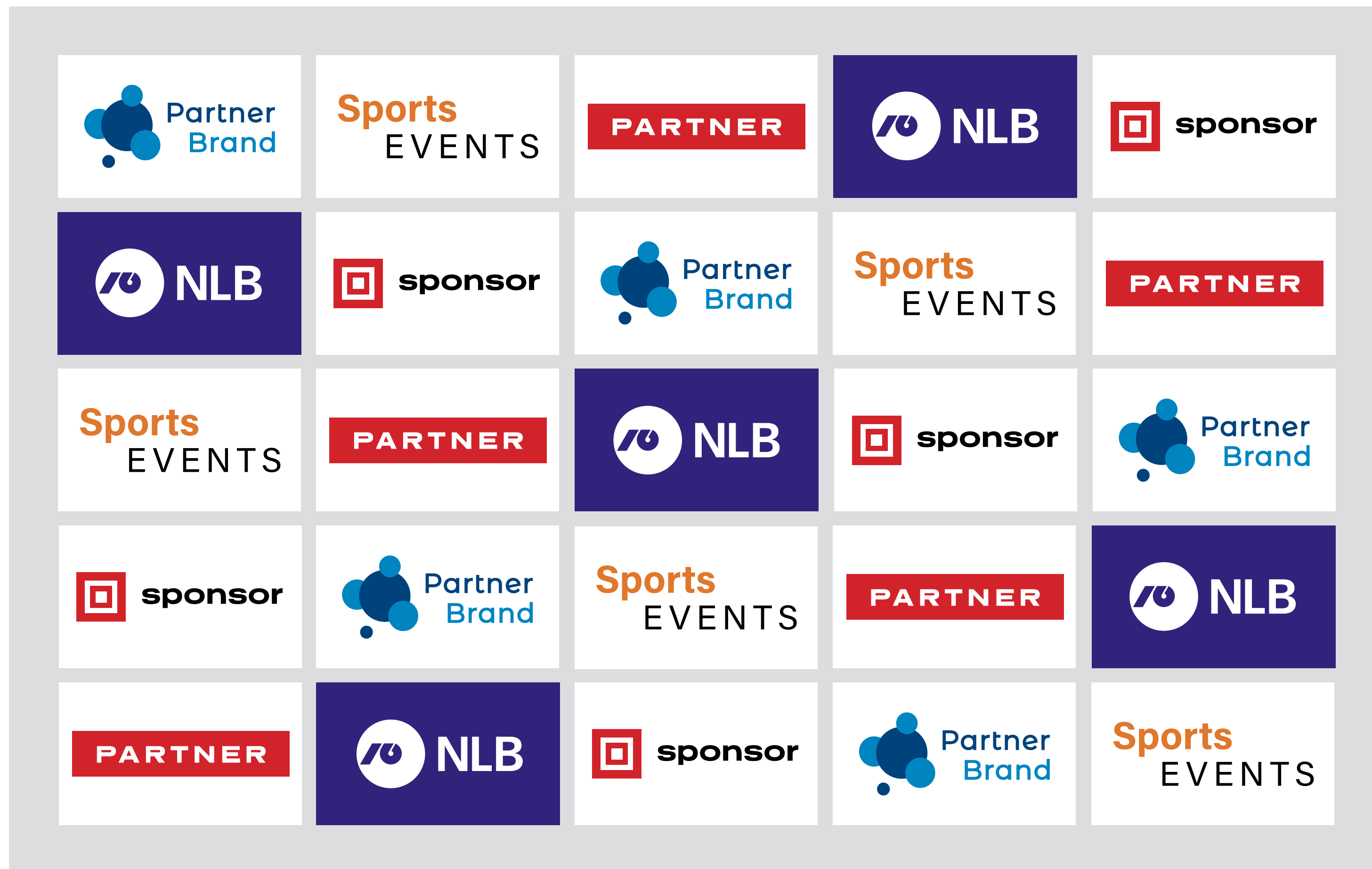
- light surface
- the symbol appears in the negative when they are all sponsor logos in black.



Labeling

PRESS WALL

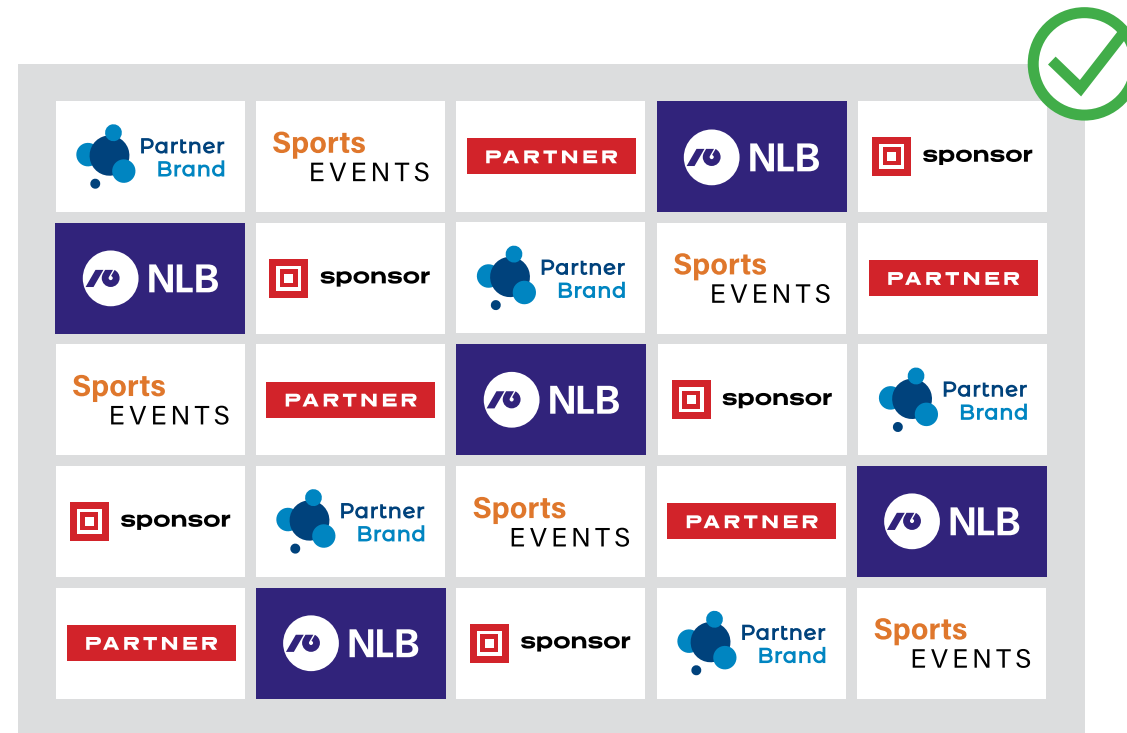
On the wall with logos, the symbol always appears in its primary form, i.e. in the negative on the NLB Indigo color.



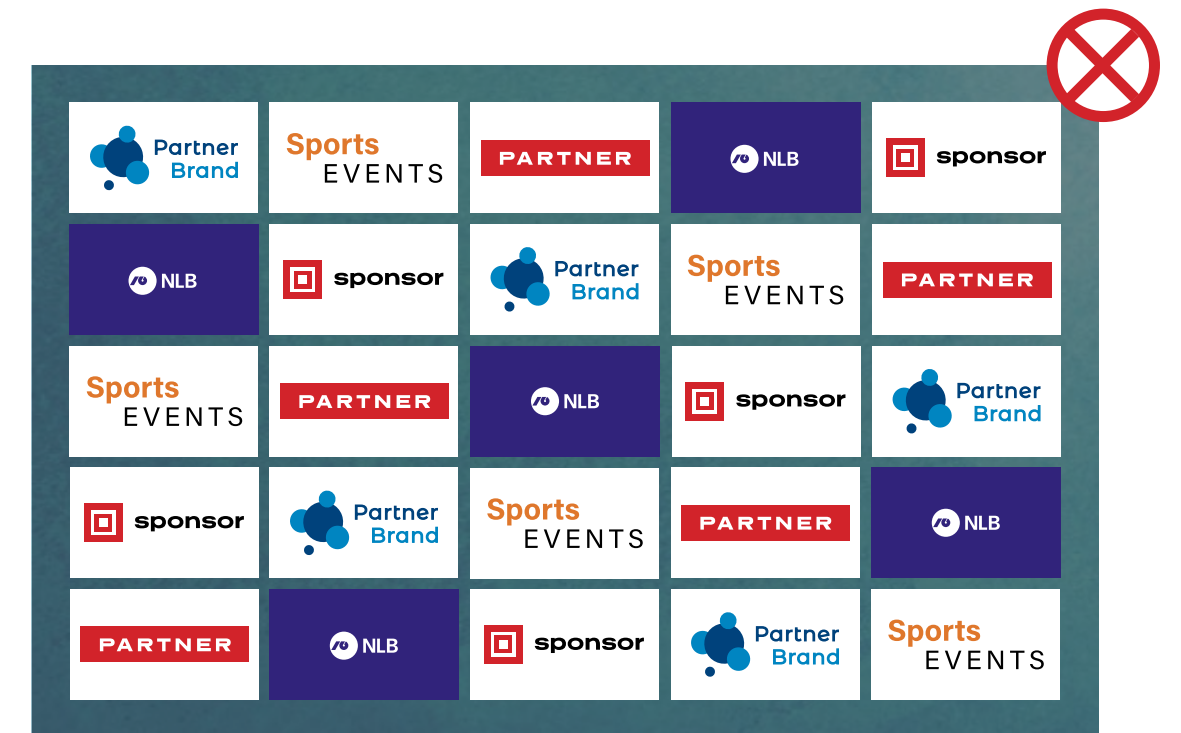
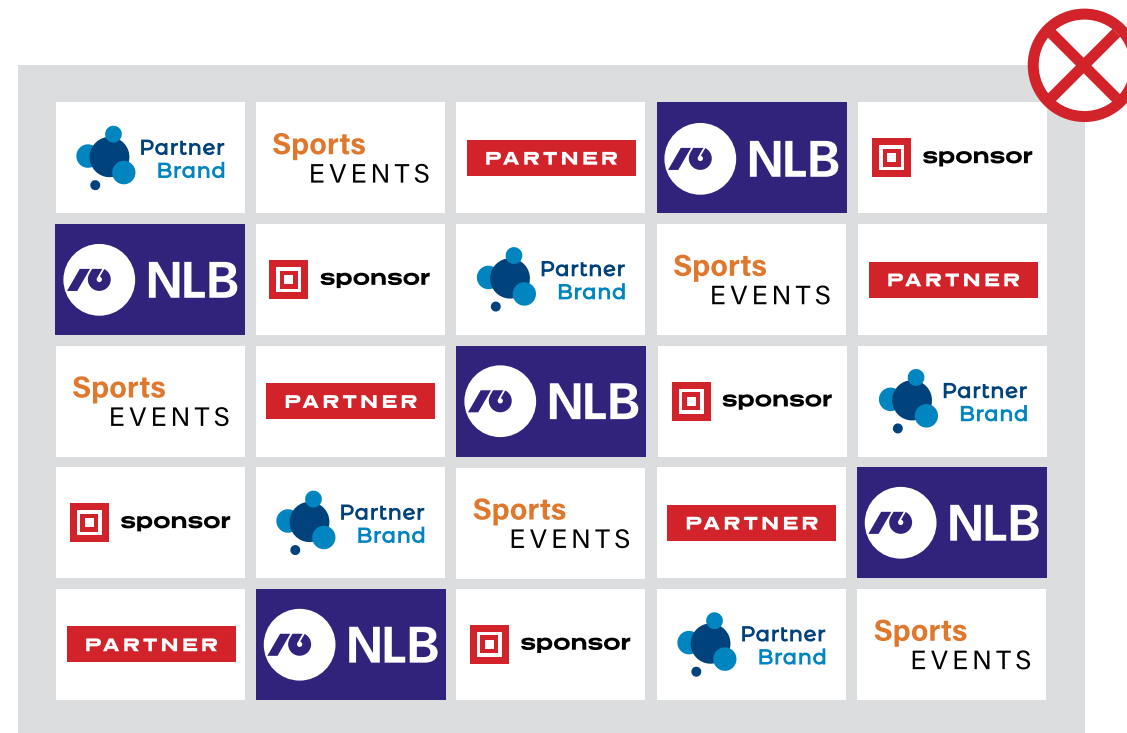
Labeling

PRESS WALL

Examples of correct use



Examples of improper usage



Labeling

VEHICLE

Vehicle labeling follows colored background.

1. Primary use of symbol:

- color base
- sign in the negative lined with a rectangle NLB indigo color

2. Sekundary use of symbol:

- white surface
- color version of the symbol

3. Tertiary use of symbol:

- dark surface
- the symbol appears in the negative when they are all sponsor logos in the negative.

or

- light surface
- the symbol appears in the negative when they are all sponsor logos in black.

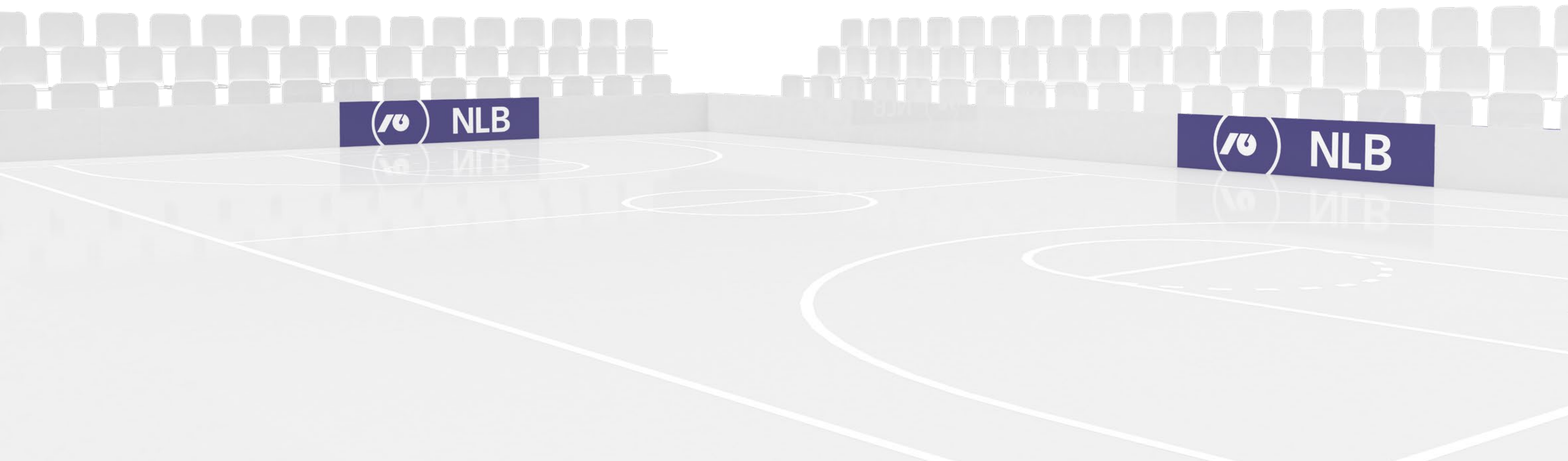


Labeling

BANNER

All sponsors receive a 5 x 1 m banner.

Cleaning is recommended with water and mild detergents that do not damage the material. The banner should not be exposed to constant sunlight.



Labeling

SPONSOR MATERIAL

To order, send an e-mail to the bank.

We have available:

- free standing banner display 100 x 200 cm
- free standing banner display 80 x 200 cm
- free standing banner display 100 x 250 cm
- beach flag
- portable stand 80 x 100 x 120 cm
- table flag 10 x 21 cm



