

Ce mini-guide est aussi disponible en français.

**NATIONAL BANK BRAND IDENTITY
GRAPHICS MINI-GUIDE**

May 2008



**NATIONAL
BANK**

FINANCIAL GROUP

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MESSAGE FROM MANAGEMENT

One client, one bank

“The first strategic priority, an initiative that we call ‘one client, one bank,’ is especially important. In fact, we need to redouble our efforts so as to become a client-centric Bank. We need to see only a single client, while the client needs to see only a single Bank.”

Louis Vachon

President and Chief Executive Officer

A new brand identity, a new structure...

A new brand identity more effectively conveys the Bank’s evolution and size as a solid and integrated financial group. In addition, it streamlines all of the Group’s brands by clarifying who is speaking to our different audiences. In keeping with our evolution and current trends, it provides a better understanding of what is being offered: one client, one bank.

It also reinforces the National Bank master brand and highlights the synergy between all its subsidiaries and business units.

The National Bank master brand assumes the dominant position in all communications. It is used in all situations. Accordingly, discipline every time it is used will ensure maximum brand recognition and impact. The personality traits that we want clients to remember when they think of the Bank are summed up in three pillars:

- Service beyond expectations
- Multi-expertise
- Leadership

The Management Team

A USEFUL TOOL

Designed as a practical and user-friendly tool, this mini-guide addresses the current needs of users of National Bank's visual identity. It also presents the different versions of the logo used by Bank subsidiaries in their communications with clients.

The success of the visual identity program depends on users' sustained efforts. That's why it is essential for everyone to adhere to the principles set out in this guide.

If you are looking for information or a version of the logo that is not covered in this mini-guide, please contact the brand management team: image@bnc.ca

Please note that certain logos have been retired in the interest of maximizing brand impact. This brand management strategy is client-centric rather than focused on managing the legal names.

GLOSSARY

BRAND IDENTITY TERMS

VISUAL IDENTITY

Our institution’s distinctive graphic style based on our logo and colours.

COMPLETE GUIDE

The National Bank’s complete visual identity guide consists of a comprehensive presentation of every aspect of our visual identity for the Bank’s entire brand portfolio.

OFFICIAL GRAPHIC SYMBOL

The flag symbol in the shape of an “N” that appears in our logo.

OFFICIAL NAME

The National Bank name as it appears in the logo and in communication materials.

LOGO

The combination of the graphic symbol and the official name.

VERSION OF THE LOGO

Logo created by adding a descriptor to the National Bank logo in order to identify the Group or one of its subsidiaries.

DESCRIPTOR

A word or group of words that identifies a subsidiary. These words appear below the name “National Bank” in the logos of subsidiaries.

MASTER BRAND

The National Bank brand which is the basis of all the forms of the visual identity.

FINANCIAL GROUP

Refers to all the entities and subsidiaries or to a specific subset of these, as well as to corporate units and the Office of the President.

NATIONAL BANK OF CANADA

The legal name of the Bank. It must be used in all correspondence and in any communications which may be legally binding on the Bank.

SUBSIDIARY

Independent legal entity controlled directly or indirectly by National Bank. Each of these different entities has its own official name which must be used in all correspondence and in any communications which may be legally binding on the Bank.

TECHNICAL TERMS

NB RED

National Bank’s official red. This is a special PANTONE® colour (NBK 001) exclusive to the Bank.

NB BLUE

National Bank’s official blue. This is the second special PANTONE® colour (NBK 002) exclusive to the Bank.

FOUR-COLOUR PROCESS

Printing process in which the three primary colour inks and black are used to reproduce the full colour spectrum. This is also often referred to by the acronym CMYK (Cyan, Magenta, Yellow and “K” for black).

HALFTONE SCREENING

Graphic colour reproduction process in which ink is applied in a pattern of tiny dots in order to lessen the colour intensity.

PANTONE®

Trademark of a colour reproduction and printing ink system.

RGB

On-screen colour reproduction method using Red, Green and Blue (RGB) light rays.

OVERPRINTING

Printing several colours, one on top of another, on a single surface.

SOLID COLOUR

Uniform colour without screening or shading [halftone] effects.

REVERSED-OUT PRINTING

A graphic or typographic element is said to be reversed out when it appears in white (as a paper colour, ink colour or other technique) on a colour background.

POSITIVE PRINTING

A graphic or typographic element is said to be positive when it appears in colour (or in black) on a white background (paper or other).

SURFACE MATERIAL

Material used to print on: paper, cardboard, glass, rubber, wood, etc.

THE VISUAL IDENTITY

The logo (symbol + official name) is the cornerstone of our visual identity.

Evoking a flag flying in the wind, our graphic symbol is a stylized letter “N”. The use of shadow adds a three-dimensional (3D) effect while reinforcing the flag symbolism.

The graphic symbol is accompanied by the National Bank name. The letters in the name have been specially drawn for the Bank. They must never be altered in any way.

French version

There is a French version of the logo with the official Banque Nationale name. The electronic files are included on the attached CD.



VERSIONS OF THE LOGOS

There are a number of official versions of the master brand logo. They serve to identify the Financial Group and the Bank's main Canadian subsidiaries. They consist of the National Bank logo beneath which is a red separation line; the descriptor appears below the line.

You will find electronic files with the main versions of the logo on the attached CD. In each case, the typeface used for the descriptor has been carefully adjusted. The typeface must never be altered and no other typeface may be used.

Logo for use outside Canada only

Please contact image@bnc.ca for information concerning use of the Bank's names and logos outside Canada as their use is subject to regulations that differ from one country to another.



THE BANK'S BRAND STRUCTURE

The structure shown here presents the different versions of the logo as they correspond to the Bank's organizational structure.

From the Financial Group logo to the subsidiary logos, all these logo versions are an integral part of our visual identity. They are official logos and each one has been approved by senior management.

Under no circumstances should any new name be created for a Bank subsidiary, unit, sector or product, **nor should any new logo be designed** based on the graphic elements in this manual. Any new names or logo designs must be approved by the brand management team.

French version

The attached CD includes the French versions of the logos shown in the structure.



OFFICIAL COLOURS

The official colours of the logo can be reproduced in print in two ways:

1) **PANTONE® colours** created exclusively for the Bank: NB Red (NBK001) and NB Blue (NBK002).

2) **Four-colour process (CMYK)** using the formulas shown opposite.

For electronic applications of the logo, please use the RGB (screen) and Web Safe (Internet) colours.

Whenever possible, the logo should appear on an NB Blue background with the graphic symbol in red and the type in white. The use of the logo in two colours on a white background is reserved for specific applications such as stationery.



You can use the black and white versions when colour reproduction of the logo is not possible, as in the case of a fax cover sheet or any other black and white document.

The NB Red one-colour versions are reserved for use in exceptional cases (see p. 11 for examples). The rules set out above also apply to the logos of the Bank's subsidiaries.



PANTONE® COLOURS

	RUBINE RED	65		PROCESS BLUE	39
	ORANGE 021	35		BLUE 072	15
PANTONE NBK001			PANTONE NBK002		
			BLACK		28
			TRANS. WHITE		18



FOUR-COLOUR PROCESS (CMYK)

	CYAN	0		CYAN	93
	MAGENTA	100		MAGENTA	13
	YELLOW	100		YELLOW	0
	BLACK	0		BLACK	82





SCREEN COLOURS (RGB)

	R	228		R	0
	G	28		G	50
	B	35		B	77

WEB SAFE COLOURS

	DF0024		002326
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COLOUR, ONE-COLOUR AND BLACK AND WHITE VERSIONS

	1		3		5		7
	2		4		6		8
1. 3D COLOUR VERSION, REVERSED OUT		3. 3D BLACK AND WHITE VERSION, REVERSED OUT		5. 2D BLACK AND WHITE VERSION, REVERSED OUT		7. 2D ONE-COLOUR RED VERSION, REVERSED OUT	
2. 3D COLOUR VERSION, POSITIVE		4. 3D BLACK AND WHITE VERSION, POSITIVE		6. 2D BLACK AND WHITE VERSION, POSITIVE		8. 2D ONE-COLOUR RED VERSION, POSITIVE	

SPECIAL FEATURES OF THE NEW LOGO

The embossed effect of the graphic symbol constitutes a special feature of the new logo. We will refer to this as the “3D” effect in contrast to the “2D” effect, which is the simplified version (symbol without screening). There are three ways to render the 3D effect in print:

Two PANTONE® colours

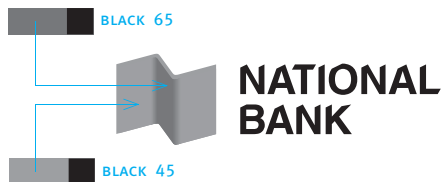
The effect is achieved by overprinting a screen of NB Blue (NBK002) at 17.5% of colour on 100% NB Red (NBK001).

Four-colour process (CMYK)

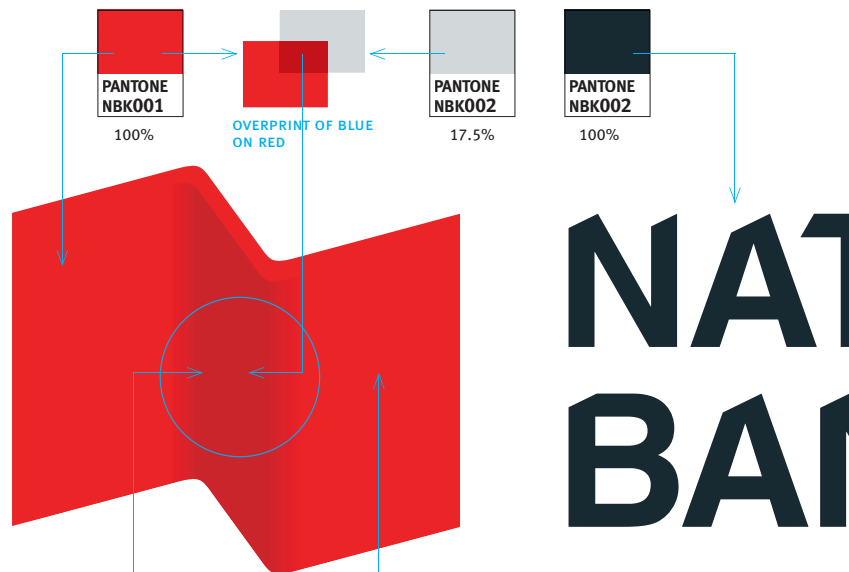
The effect is achieved by adding 25% black to the red formula (0, 100, 100, 0) which produces a screen of 0, 100, 100, 25.

One-colour black (shades of grey)

The effect is achieved by replacing the colour red with 45% black and the blue screen with 65% black.



TWO PANTONE® COLOURS



FOUR-COLOUR PROCESS (CMYK)

	CYAN	0		CYAN	0
	MAGENTA	100		MAGENTA	100
	YELLOW	100		YELLOW	100
	BLACK	25		BLACK	0

3D AND 2D VERSIONS AND MINIMUM SIZE

The 3D effect of the graphic symbol achieves maximum impact when the symbol is at least 7.5 mm in height. When the symbol is reproduced in smaller sizes, the 2D version should be used without overprinting blue on the red in the symbol.

Colour reproduction constraints

The use of certain materials and printing processes makes it impossible to achieve the 3D effect. This is true especially for processes such as flexography, embroidery and engraving, and for materials such as Kraft paper, glass and rubber.

In these cases, please use the 2D version of the logo in NB Red and NB Blue, or use a one-colour version (see page 8).

The rules set out above also apply to the logos of the Bank's subsidiaries.

3D VERSION

Equal to or greater than

7.5 mm

0.3 in

42 pixels



2D VERSION

Less than

7.5 mm

0.3 in

42 pixels



Minimum size

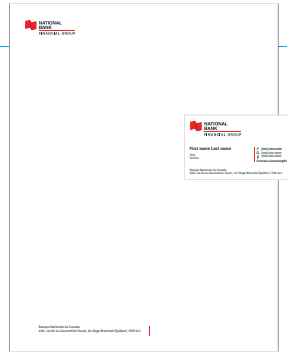
4.762 mm

0.1875 in

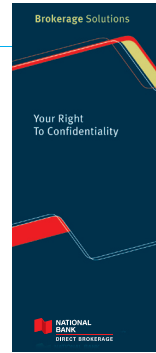
16 pixels



EXAMPLES OF APPLICATIONS | 3D VERSION



STATIONERY



FLYER



BAG

EXAMPLES OF APPLICATIONS | 2D VERSION



ROGERS SIGN
ONE-COLOUR VERSION
REASON: MATERIAL
CONSTRAINT



WINE GLASS
ONE-COLOUR VERSION
REASON: MATERIAL AND
REPRODUCTION PROCESS



COFFEE CUP
REASON: MATERIAL AND
REPRODUCTION PROCESS



PEN
REASON: LOGO SIZE
Please note that the horizontal version
of the logo shown here is authorized
for use in exceptional cases only. For more
information, write to: image@bnc.ca.

PROTECTION SPACE AND BACKGROUND COLOURS

The logo must always be surrounded, as shown here, by a protection space equal to two “N”s in width and one “N” in height in the case of the National Bank logo and three “N”s in height for the Financial Group and all subsidiaries.

This space must remain free of all graphic and typographic elements, no matter what format or version of the logo is used and no matter what the context of the application or the material employed.

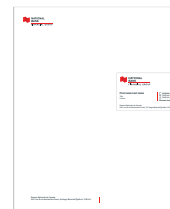
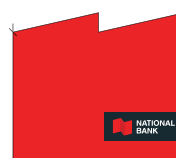
The logo in a shape

The logo often appears in a NB Blue or white shape. In such cases, the shape must extend at least to the logo’s protection space as shown opposite.

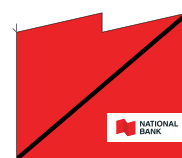
The logo may only be displayed on a white background in internal documents, stationery and certain applications to be approved. These rules also apply to the logos of the Bank’s subsidiaries.

For more information, contact:

image@bnc.ca



RECOMMENDED APPLICATIONS



NON-RECOMMENDED APPLICATIONS

INCORRECT USES

People recognize the National Bank through our visual identity. Reproducing our identity incorrectly dilutes the image of our financial institution.

Some examples of the incorrect use of the logo and the official colours are shown here. To avoid such errors, please be sure to use the electronic files on the attached CD.

These rules also apply to the logos of the Bank's subsidiaries.



The symbol alone...



... the logo in its entirety.



Violation of the protection space...



... correct use of protection space



The symbol with a halo effect...



... no halo.



On a photo background...



... use the logo on a NB Blue background (protection space)



On an uncontrolled pale background...



... use the black positive logo



On an uncontrolled dark background...



... use the white logo reversed out

In certain very specific applications, most often contracts, only two print colours (red and black) are used. In these cases NB Blue is replaced with black. These applications must be approved by the brand management team.



Black replaces NB Blue on a white background



Black replaces NB Blue on a black background

TYPOGRAPHY

The typeface that forms an integral part of the Bank's visual identity is FF Meta LF.

This typeface is used in most of the Bank's communication materials (posters, brochures, promotional items, etc.).

It is available in a variety of weights, extending the range of graphic possibilities.

There are versions of FF Meta LF for both Mac and PC. Many printers already have it. If not they can purchase it at:

www.fontshop.com

1-888-FF-FONTS

FF Meta Book LF
roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FF Meta Book LF
italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FF Meta Medium LF
roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FF Meta Medium LF
italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FF Meta Bold LF
roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FF Meta Bold LF
italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FF Meta Black LF
roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FF Meta Black LF
italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE BRAND IN WRITING AND SPEECH

When referring to a Bank-related entity in a written text, we recommend the use of the official name first, followed by the descriptor, as in the logo of the entity in question. These rules apply to the Financial Group and its subsidiaries.

The same rule should be applied in speech (for instance, when a Bank-related entity is mentioned in a telephone message or TV commercial).

Legal names and corporate names

The brands shown in this guide are part of our client-centric brand strategy. They do not replace the registered names of the Bank and its subsidiaries, which should continue to be used from time to time in all communication materials to ensure trademark protection.

Initials and Acronyms

The use of initials and acronyms such as NBC is prohibited in our communication materials. Web and email addresses constitute the sole exception to this rule.

EXAMPLES



In writing:

You'll find more information at every National Bank branch.

In speech:

"Welcome to the downtown National Bank branch."

When the National Bank name appears more than once in a given document, the second reference can be abbreviated as "the Bank."



In writing:

With National Bank Insurance, you can now buy your car insurance online.

In speech (recommended):

"Welcome to National Bank Insurance."

MULTI-EXPERTISE SIGNATURE

From time to time, we use the multi-expertise signature together with the logo as a way of emphasizing the Bank's extensive expertise.

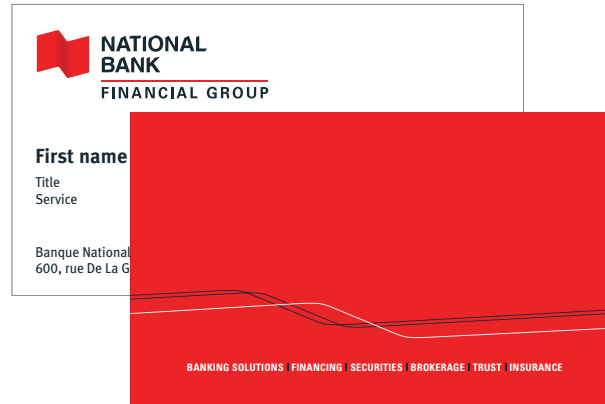
However, the multi-expertise signature should not make solo appearances; it should be accompanied by the master brand or the logo of the Financial Group or of a subsidiary in communication materials such as brochures, posters, business cards, etc.

The signature is subject to the same graphic standards as all the other Bank logos. It should appear in NB Blue on a white background (with NB Red separators) and in white on an NB Blue or NB Red background (in which case the separators should be red or blue).

For more information, consult the brand management team at: image@bnc.ca.

BANKING SOLUTIONS | FINANCING | SECURITIES | BROKERAGE | TRUST | INSURANCE

SIGNATURE ON A WHITE BACKGROUND



SIGNATURE ON A DARK BACKGROUND

CD CONTENTS

The attached CD contains all the versions of the logo that you may need for any current application. The electronic file identification system will help you locate the version you need quickly and easily. The system codes are listed below.

File name

NBFG_3D_4C.eps



1. UNIT CODE

NB	National Bank Logo
NBFG	National Bank Financial Group Logo
NBF	National Bank Financial Logo
NBI	National Bank Insurance Logo
NBDB	National Bank Direct Brokerage Logo
NBS	National Bank Securities Logo
NBFP	National Bank Financial Planning Logo
NBT	National Bank Trust Logo
NBC	National Bank of Canada Logo

2. CODE FOR 3D AND 2D VERSIONS

2D	2D Version
3D	3D Version

3. COLOUR CODE

4C (4 colours)	Colour version for four-colour process (CMYK) printing
4CR (4 colours; reversed)	Version for four-colour process printing (CMYK) on an NB Blue or dark background
2C (2 colours)	Colour version for printing with PANTONE® inks
2CR (2 colours; reversed)	Version for printing with PANTONE® inks on an NB Blue or dark background
1C (black)	Version for use in one colour or black and white
1CR (black; reversed)	Version for use in one colour or black and white reversed out

4. TYPE OF FILE

.ai	
.eps	On the next page, you'll find explanations of the different types of electronic files.
.jpg	
.png	

SELECTING AN ELECTRONIC FILE

Perhaps a printer has asked you for a logo to print on a press kit folder. Or you need to create a PowerPoint presentation. The technical success of your project depends in part on the type of electronic file that you use. The table opposite will help you make the right choices from among the three types of files included on the CD, identified by the extensions .ai, .eps and .jpg.

PDF Documents

Please note that the logo must never be reproduced from PDF type files. These files are designed solely to read documents and their use for graphic reproduction would compromise the quality of the logo.

THE FILE NAME ENDS IN	CHARACTERISTICS	TO USE IF:
.ai	Vectorial drawing file created with Adobe Illustrator (ai) software. No enlargement limits. For all colour, black and white, positive and reversed out versions of the logo.	You are producing print material.
.eps	Same as .ai file. This type of file can be imported into documents created with graphic design software (e.g., InDesign, Photoshop).	You ask a graphic designer to create a sophisticated visual.
.jpg	File created in continuous tones (photo or logo) using pixels (coloured points of light). Loss of quality with enlargement, no transparency.	You are producing a PowerPoint document, a website or any other screen application (computer or television).
.png	Same as .jpg with the possibility of transparency (around the logo, for instance). Available only on request: image@bnc.ca	Transparency is needed.

CHOOSING PAPER STOCK

From now on, to help protect the environment, we will use FSC (Forest Stewardship Council) and/or EcoLogo certified paper. See the Intranet for more information about environmental practices.



If you have any questions about the visual identity,
contact image@bnc.ca