

# IDENTITY STANDARDS GUIDE



**Lisle  
Savings  
Bank**

RELATIONSHIPS FOR GENERATIONS

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USING THIS GUIDE

Lisle Savings Bank is your brand; the essence of your identity that needs to be consistent, relevant to your audience, and protected. Everything you do as a company will have a great effect on the perception of that brand. When all Lisle Savings Bank activities and identity applications are used properly, the LSB brand will grow stronger over time and gain customer loyalty and trust, which has a great impact on the profitability and success of a company.

This Identity Standards guide is your reference to ensure consistent application of the Lisle Savings Bank brand. It contains written and visual cues that represent the basic foundation of how your identity should be perceived and executed in the marketplace. Please use this guide for all brand applications as it will help to provide positive brand equity.

CONTENTS

Logo Guidelines ..... 3-5

Logo Formats ..... 6

Logo Versions Included in File Folder ..... 7

Colors for Print & Web..... 8

Fonts..... 9

# Logo Guidelines

## THE LOGO & TAGLINE

The Lisle Savings Bank logo is the primary identifying unit of the organization and is composed of two elements: the **house/tree** icon, the full communicative name of the organization, **Lisle Savings Bank**, plus the company tagline, **Relationships for Generations**.

The Lisle Savings Bank logo is shown at the right. The logo must never be reproduced without the master art files. Also, the size and position relationships of the letterforms should never be changed. Doing so will corrupt the integrity of the LSB identity system and marketability.

## REVERSED LOGO

When using the Lisle Savings Bank logo on a dark colored or black background, use the reverse logo options as seen at right. This will eliminate the possibility of losing the logo amongst other colors. Note that the logos have no background. The background should always be part of the collateral piece itself.

## WHITE SPACE

To make sure that the LSB logo is clear and easy to read in various identity applications, an exclusion area or white space must be implemented with every use as seen with the gray dots at the right. No graphic element or text may intrude or crowd on this area. It allows the logo to breathe and maintain its own space.



*Formal version shown.*



*Reversed formal version shown.*  
(White versions of logo with transparent background are included in the logo files).



*Logo with exclusion area.*

# Logo Guidelines

## MAIN LOGO VERSIONS:



1. Formal



2. Formal Complete



3. Informal



4. Informal Complete



5. Linear



6. Linear Complete

**NOTE:** Each logo has a black & white version and/or gold/blue versions. Refer to the Logo File Folder.

# Logo Guidelines

## LOGO NO NO'S

Every element within the logos has been given special consideration. The spacing between each letter in the organization's name has been thoroughly reviewed and adjusted to provide even color throughout the name. Likewise, the distance between the lines of text, the size of the name relative to the icon, and the position of the name relative to the icon have all been carefully designed.

Under no circumstances should the icon and name be reassembled, or the name of the organization be reset and placed with the icon. The logo may not be screened, and no textures, patterns, or "special effects" like shadows should be applied to the logo.

## PROPORTION

When scaling the logo up and down, the correct proportions must be maintained. To keep the correct proportions you must click on the logo, then while holding down the shift key click and drag from a corner of the bounding box around the logo to scale down or scale up. At the right you will see what the logo looks like at the incorrect proportions.

*Incorrect Effects on logos:*



*Incorrect Proportioned logos:*



# Logo Formats

Logo files can contain raster graphics that use pixels; small dots of color that create an image; OR, vector graphics that use mathematical formulas with geometric lines or shapes that create illustrations. This briefly discusses common file formats used for commercial printing and the web. All formats here are recognized on both Mac and Windows platforms.

## JPEG OR JPG

High or Low Resolution. Color and B&W Included. This format would be best used for projects on your personal computer.

*File extension sample: lisesavings.jpg*

## PNG

High or Low Resolution. Color and B&W Included. Can be used as a JPEG for printing or GIF for web based projects. This has a transparent background. **(Use this when placed in a colored background).**

*File extension sample: lisesavings.png*

## GIF

Low Resolution. This is a raster graphics file format used for images with a limited amount of color, such as clip art, icons, or web graphics. They can be used to create “animated GIFs”, they support transparent backgrounds too, and they have small file sizes as they use compression. GIFs are not recommended for commercial printing.

*File extension sample: lisesavings.gif*

## EPS OR AI

High Resolution. The preferred format for graphic designers, commercial printers, silk screeners and embroiderers. This files will not open unless you have the appropriate Software installed in your computer.

*File extension sample: lisesavings.eps / lisesavings.ai*

**NOTE:** The Logo File Folder includes the following logo formats: EPS, JPEG, and PNG. This are all high resolution. Low resolution logos or logos that are intended for the web (like GIF files or low-res JPEG or PNG), should be build on demand with the correct proportion or size that is intended to be used. Low resolution logos should never be re-sized, or they may appear blurry or pixelated. It is important to build these files with the correct size as necessary.

# Logo Versions Included

							
	FORMAL	FORMAL COMPLETE	INFORMAL	INFORMAL COMPLETE	LINEAR	LINEAR COMPLETE	ICON
EPS Blue	✓	✓	✓	✓	✓	✓	✓
EPS Black	✓	✓	✓	✓	✓	✓	✓
EPS White	✓	✓	✓	✓	✓	✓	✓
EPS Blue & Gold			✓	✓			
EPS Blue & Green			✓	✓			
JPEG Blue	✓	✓	✓	✓	✓	✓	✓
JPEG Black	✓	✓	✓	✓	✓	✓	✓
JPEG Blue & Gold			✓	✓			
JPEG Blue & Green			✓	✓			
PNG Blue	✓	✓	✓	✓	✓	✓	✓
PNG Black	✓	✓	✓	✓	✓	✓	✓
PNG Blue & Gold			✓				
PNG Blue & Green			✓				
PNG White	✓	✓	✓	✓	✓	✓	✓

**NOTE:** The Logo File Folder also includes the FDIC logo and the Equal Housing Lender logo in various formats.

## PANTONE (PMS) OR CMYK

When printing higher quality applications like brochures, posters, banners, and materials that incorporate photos, you may decide to have the piece printed using what is known as 4-color process. This process combines 4 colors of ink, cyan (C), magenta (M), yellow (Y), and black (K), to create the full spectrum of colors.

When printing stationary, like business cards or letterheads, Pantone Spot Colors (PMS) would be more commonly used by commercial printers.

## RGB

When designing anything that will appear on the web, on a computer screen, a video screen, or just simple office printing projects, RGB (Red-Green-Blue) is the way to go. This is also commonly used in Microsoft Office Programs.

## HEX TRIPLET

A hex triplet is a six digit number, (may or may not contain letters), used in HTML, CSS, SVG, and other web authoring or computing applications to represent colors. This is mainly used by Web Developers.

### *LSB Official Colors:*

PMS 2955 U			
C	84	R	58
M	65	G	86
Y	34	B	117
K	16		

HEX #3A5675

PMS 611 U			
C	23	R	203
M	22	G	184
Y	85	B	76
K	0		

HEX #CBB84C

PMS 376 U

C	64	R	108
M	11	G	171
Y	100	B	67
K	1		

HEX #6CAB43

## TYPESETTING STYLE

The essential role of good typography in the effectiveness of a communication is rarely appreciated. Typesetting style should be used to maximize legibility and encourage reading. It also can deliver information in an easy to-read way that makes the organization's selling and teaching materials clearer and more effective. It can go even farther to help create the overall image one gets of the organization. The aesthetic qualities of the typefaces themselves, the specifications of their setting, and the overall composition of the type blocks, should be carefully considered.

**Use Trajan Pro for headlines. Trajan Pro is an all-caps font. Use Vera Humana 95 for either headlines or body. Caps can also be used on Vera Humana 95.**

TRAJAN PRO (ALL CAPS)

TRAJAN PRO BOLD (ALL CAPS)

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Vera Humana 95 - Regular

*Vera Humana 95 - Italics*

**Vera Humana 95 - Bold**

***Vera Humana 95 - Bold Italics***