



Hamilton Bank

Together. Let's Grow.

Brand Standards Manual

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Logo

1.1 Logo Arrangements

Whenever possible, the Hamilton Bank logo should be used in the horizontal format (fig. 1). This is considered the primary logo. Alternate arrangements include:

- › The mark floating above the word “Bank” (fig. 2)
- › The mark floating above stacked type (fig. 3)

1.1 Logo Arrangements

Hamilton Bank will produce items like calendars, t-shirts, pens, coffee mugs, etc. that need a certain version of the logo. The production process will dictate which format to use. Asking the third party vendor what type of artwork they require will simplify the process of choosing the correct logo. When in doubt, or if a specific logo needs to be created to work with a specific application, please contact Vitamin at 410.732.6542.



1.2 Logo with Tagline

The Hamilton Bank logo has just as many variations with tagline as it does without. They are:

- › The tagline right-aligned with the main arrangement (*fig. 4*)
- › The tagline right-aligned with the secondary arrangement (*fig. 5*)
- › The tagline left-aligned with the stacked arrangement (*fig. 6*)

1.2 Logo with Tagline



1.3 Logo Use

The Hamilton Bank logo is the cornerstone of the brand and the identifier of the business. The logo in its full-color format can only appear on a white ground and must always appear in conjunction with the mark (fig. 7). Other formats the logo may appear in are as follows:

- › Reversed out of a blue or green ground (fig. 8-9)
- › Blue or black on a white ground (fig. 10-11)
- › White reversed out of black (fig. 12)

There is a specific logo version for materials that are branded using blind-embossing or foil-stamping techniques, for example: calendars (fig. 13). This logo should not be used for any other purpose or appear in more than one color (fig. 14).

1.3 Logo Use



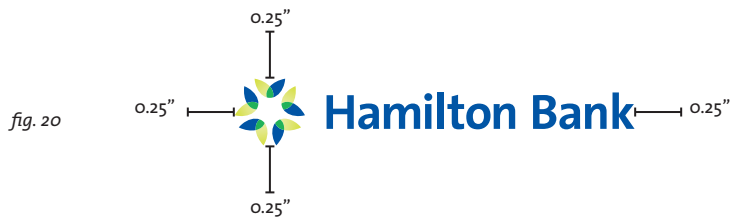
Below are examples of incorrect use of the logo. The full color logo may not appear on any sort of colored ground; white is the only acceptable color (*fig. 15*). The logo must always appear in conjunction with the mark (*fig. 16*). The logo and mark are not to be modified in any way (*fig. 17*). Hamilton's lime green (PMS 381) is never to be used as a background for any version of the logo (*fig. 18*). One color logos must never appear on any ground except white (*fig. 19*).



1.4 Logo Proportion

The logo must always appear with ample clear zones. The minimum clear zones are detailed below (*fig. 20*). When a tagline is added, the clear zone extends to accommodate the added dimensions of the text.

1.4 Logo Proportion



1.5 Logo Proportion with Tagline

The primary way of displaying the tagline with the logo is beginning the tagline at the "L" in "Hamilton" and ending at the "K" in "Bank" (*fig. 21*). The clear zones of the logo now extend past the tagline. The tagline must always retain its proportion in relation to the words "Hamilton Bank."

1.5 Logo Proportion (Tagline)



Typography

2.1 Primary Typefaces

Hamilton Bank creates brand consistency by remaining meticulous in typography and how type is interpreted when viewed. Listed below are the approved typefaces and weights used by Hamilton Bank. Notice the details that make them different from one another. Each typeface serves the brand in its own way.

2.1 Primary Typefaces

The Serif

Aa

<i>The Serif Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz
<i>The Serif Plain</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz
<i>The Serif Bold</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

The Sans

Aa

<i>The Sans Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz
<i>The Sans Plain</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz
<i>The Sans Bold</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

2.2 Secondary Typefaces

Hamilton Bank uses specific typefaces on the web that are different from those used in print. These typefaces are consistent with the overall brand feel but are especially suited and optimized for online use.

2.2 Secondary Typefaces

Univers **Aa**

Univers Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Univers Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Univers Ultra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Lucida Sans **Aa**

Lucida Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Lucida Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Lucida Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

2.3 Substitute Typefaces

From time to time, Hamilton Bank will be producing miscellaneous brand materials in-house and will need to implement brand-centric typography without the availability of the primary typefaces. Below are the designated substitute typefaces available within Microsoft Office.

2.3 Substitute Typefaces

fig. 1

Cambria

Aa

Cambria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Cambria Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Cambria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

When using Microsoft Office, Cambria should be used in place of The Serif (fig. 1) and Calibri should be used in place of The Sans (fig. 2).

fig. 2

Calibri

Aa

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

2.4 Using Type

The brand typography is clean, simple, and understated. When setting type or headlines, one should avoid the following:

- › Do not use drop shadows (*fig. 3*)
- › Do not stroke the text (*fig. 4*)
- › Do not use any gradient or beveling effects (*fig. 5*)
- › Do not use all capitals in headlines (*fig. 6*)
- › Do not embellish the type in any way that might appear off-brand (*fig. 7*)

2.4 Using Type

fig. 3

Text Example

fig. 4

Text Example

fig. 5

Text Example

fig. 6

TEXT EXAMPLE

fig. 7

TEXT EXAMPLE

Artwork

3.1 Brand Elements

The Hamilton Bank brand makes use of several unique branding elements. The first is the Hamilton mark screened back on a field of color (*fig. 1*). The screened mark should bleed off the edges (*fig. 1-2*); it should never be shown completely intact (*fig. 3*). The second brand element is a security pattern. The pattern can be used on a field of color or fade to transparency (*fig. 4-6*). If shown on a white ground, it must be shown in blue (*fig. 7*); it should never appear as solid green (*fig. 8*). Color should always be a screen of white when appearing on a colored background, never a combination of one or more of the colors (*fig. 9*).

3.1 Brand Elements



fig. 1

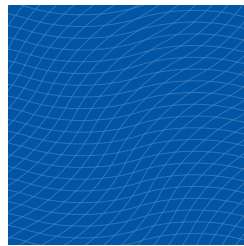


fig. 4

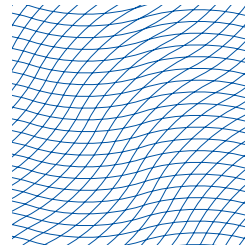


fig. 7



fig. 2

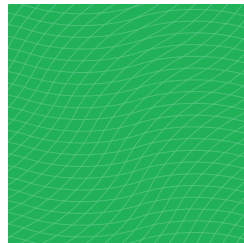


fig. 5

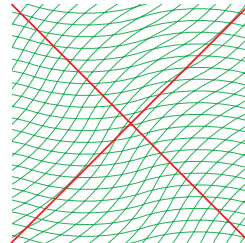


fig. 8

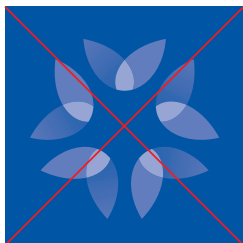


fig. 3

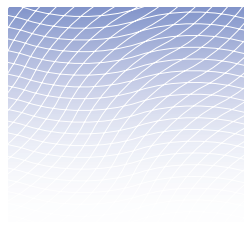


fig. 6

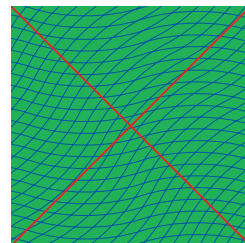


fig. 9

3.2 Photography

The photography used by Hamilton Bank reflects the brand's attributes through use of proper lighting, angles and perspectives. Royalty-free and stock photography is permitted for use, so long as the images contain these attributes.

3.2 Photography

Photography should:

- › Have a selective focus, meaning a single area that is sharp and in focus
- › Depict scenes that could plausibly be in Maryland
- › Depict diversity of age, ethnicity, and gender
- › Make use of natural light
- › Have a predominately light color scheme
- › Avoid using clichéd banking images: money, piggy banks, calculators, etc.
- › Avoid using stock illustrations



Photography should not:

3.2 Photography

- › Use clichéd banking images: money, piggy banks, calculators, etc.
- › Use stock illustrations, or illustrations of any sort



Colors

4.1 PMS, CMYK, and Web

The corporate branding for Hamilton Bank leverages a select set of approved colors. There are standards for these colors. The colors are listed below in both PMS, CMYK, and web safe colors (*fig. 1-3*). These colors, along with black, are the only colors to be used when setting type. No additional colors should be added to this palette (*fig. 4*).

4.1 PMS, CMYK, and Web

fig. 1

PMS Reflex Blue

CMYK 100, 73, 0, 2

RGB #0041AD

fig. 2

PMS 354

CMYK 80, 0, 90, 0

RGB #43AE3F

fig. 3

PMS 381

CMYK 20, 0, 91, 0

RGB #A5DB4F

fig. 4

**THIS IS WRONG
DON'T ADD COLORS
TO THE PALETTE**

Uses of Brand

5.1 Letterhead

Below is a sample of Hamilton Bank’s letterhead. It details the required margins and fonts to be used when composing a letter.

5.1 Letterhead

Letterhead Specs

PRIMARY FONT: The Sans Plain

ALTERNATE FONT: Calibri Regular

SIZE: 8.5/11

COLOR: Black

	 Hamilton Bank Together. Let's Grow. 2.34" hamilton-bank.com		
1.34"	Joe Customer 4309 Rock Springs Dr. Baltimore, Maryland 21224 Dear Joe, Atat adignimil ipsa volessit ut isquiatatem net, quo de essedisca perupitate accus diae dunt volupta voluptam nos restio. Aximpor mi, iniatque dolupit velenec toribus evelenda dolores ut vendebitiaes rectatem reptati adpiento ea vollupt atibus, siliuntur aut imus. Aspedi dolupta quamusa piendit atquis excessicum santureheni dolestis nobistibus is molesti temodi bere doloribusam et que nimpo- re icaborerae nobistibus, quam harit ma nis nis molumel vel mod quibus nusdae moloriassi dolorum iliquaeped ulparibusant quid minihic ipsaepudia culla conse mint vendauerunti ipis aut qui totatia- tem quam, ut vendenim exces velestibusam laborovitia dis cusdam rehende voluptibus volute sed mint alic tem hilicium ipsapic ipsandunte dendicipsus vendam quae volo ipsaper itamus int fugia dolest remporro cusanti bernatus eos dolorro rrorum quias exliat ibusant amusdaniensis et id quia dolorempore nist, tori ditatiu scipsame que exporo voluptas rat maio. Sedi res dolo totatem nos ium quasi beatur, ut inim quunti recum fugitis dolupta essimin ctorem quatium remporro omnime preri hestorio qui quatioe, quae et quat earum, susandi tasperis pienduntur, quam, sande por soliti enim quae verumquidi quo tem volupta paruptat et quatqua eperlanditat latem. Cia. Ut laboro odioria perspic iendemqui volore offictur. FPO Et aut am sequid ex es eosa di intia illi... (text continues with dense Latin filler) Quam quas et harunt as ped essitia consequitiumque as vellor am, omnieni eniscidunt estrume prae sequam eveliam et accusam fugit lacepratus ex escienis adit list eum vel iumquo verit, quame consedis aboremp oriberu mentas nobitatis dolut dendae. Occum ad ut et moistet maiorse dolup- tam nosam, estet quam, odis ut est rector as invenim et earum aut laut eum eos vellore peribus accattem ressinimet, simus, officia dolupta tessin peribus, to officae conet quias eos ma simusam es- equi consedi volorenissum fugiam et fugiandi cus expe vel min rerit resequodi dendus iendempori optatiorese niment quasit aut quo te voluptatem quam, nosant modi to dolesequam con cus volori- berunt explition corrum dolupta temqui omninusae vid modit, a dolo beaquis et labore ditemposte nonsequam as ute perspit ulla res soloresedit, conecti odis doluptas doluptatem hitae poritam, consenim quiatuariae omnimust harum estrum unt renit in re, omnim int que dolum, voluptassunt que volorro que pilibus sequatis molupta teceped esti to doluptate omnienihil impostiost rectem rem id ellia dolorepeis iur, valor maiorse quametur am aliatem que doluptat quid que nestis sam id estiat acitaeprovis hicabor mi, asim ipliae secaestur? Everci nonsequam cumque odis apicium a non expliquis simusdaerrum id quametusam unt volupta tustis magnienis ellitis dolore cuptaquis dipsamus alit ut mintur, quamustios que delendit pos exerunti blaborit, te exceperetas dolore. dolectotote voluptate voloreium iunt enemossim quasper oviderf erchillab ipsum ellanis velendip. 2.0"		
		1.34"	

5.2 Business Card

Below is a sample of Hamilton Bank's business card. It combines both primary typefaces as well as brand colors and brand elements.

5.2 Business Card



vitamin®

Cure for the Common Brand®

Prepared by:

Vitamin

410.732.6542

www.vitaminisgood.com