



Media Relations Kit

Corporate Branding







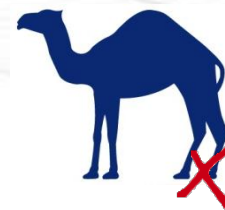
Basic Identity Elements

Our overall visual brand identity relies on a series of basic elements which are locked together to form our **Brand Mark** for use on all corporate literature.

The correct application of our brand identity is clearly stated within these brand mark, and the brand environmental guidelines.



The Brand Mark
for use on all corporate literature and other printed materials



The NBK logo cannot be broken and separate elements used as part of any design



Perimeter Control

As indicated below the minimum distance at which any attendant information may appear next to the NBK brand mark is the "x" height of the NBK "N".

Minimum Size

The minimum width at which the brand mark should be printed is 25 mm. It is not recommended to be reproduced at widths smaller than this.

These restrictions are required to ensure the highest degree of legibility is maintained for the NBK brand mark.





Brand Mark Do's

The optimum and preferred background for the brand mark to sit on is white however it is acceptable where necessary to place it on very pale tints of colour (no more than 20%).

Don'ts

It is unacceptable to place the brand mark on strong background colours, to change the colour breakdown or to distort it in any way.

This instruction also applies to the channel sub-brand marks.

Preferred



Acceptable: Tints of colour less than 20% as a background.



Unacceptable: Strong background colours, changes to the colour breakdown or distortions





Single Colour

Where only one colour is available the brand mark should be printed in the special NBK pantone colour, Pantone Blue 288c and if halftone is available then the crest should be produced as a 50% tint. See the preferred example below.

There are some other acceptable options available where further colour restrictions are imposed such as only black as a colour or no halftone, but these should only be used as a last resort.

Preferred



Acceptable: only when certain restrictions apply (specified above)



NB: The overall single colour version may also be used as a template for embossing/debossing or to emulate a water mark as a 10% tint of Pantone Blue 288c.

Unacceptable





Reversed Out and Backgrounds

Logo must be in metallic silver if placed on a dark material or background.

Metallic Gold is acceptable only when used for gold based products

Preferred



NB: Background colour is to be a maximum of 20% of the shade.
-or the NBK logo can be placed with a frame and white background as shown. *perimeter control must be followed

Acceptable: only when certain restrictions apply (gold based products)



Unacceptable

