bristol morgan bank

Brand Style Guide | Last updated: May 4, 2018

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About our brand

At Bristol Morgan, we're a community bank with the best of old banking traditions and modern capabilities. This allows us to break through the noise in order to instill confidence for existing account holders and build interest and intrigue in others.

We're taking a stand for the traditions and values we believe in, celebrating our roots of support for our fellow neighbors and entrepreneurs. We stand for family, commitment, simplicity, and tradition. Sharing those with our account holders and communities showcases our friendly, approachable demeanor that puts relationships first, while continuing to be the go-to resource for the people, families, and businesses in our own backyard.

logos

Logo Usage

The proper application of our logo is critical to developing and strengthening our brand equity. Please note the following logo variations and color applications.

primary Logo

The logo is to be used whenever space is available for all promotions and advertising.

based on the font:
Univers LT Std Regular Condensed and Bold Condensed
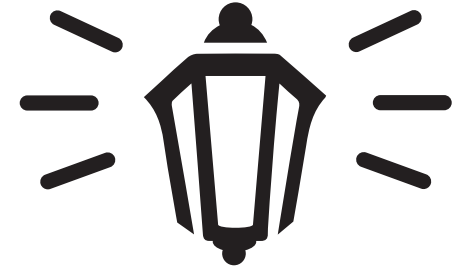
stacked logo variation

logo symbol

Can be used when target audience for placement is familiar with the bank, or used in conjunction with logo placement.

Use the PMS, CMK, RGB or HEX color breakdowns provided on page 10. Do not substitute the colors.

The symbol can be used alone.

The symbol can be used in color, black or white.

At least half of the logo symbol should display if It is used alone or as a background graphic.

The symbol can be used as a white or black tint as long as at least half of the image is displayed.

background color usage with logo

When placed on any darker background colors from the identity palette, the white version of the logo should be used.

Inappropriate use of logo on a yellow background.

Special version of logo when used on a yellow colored background.

Inappropriate use of black logo on a blue background.

Special version of reversed logo when used on a blue or dark colored background.

Proper use of color logo on a dark colored background.

Proper use of logo on a light colored background.

If the logo is used without the tagline, all other text and images must be at least the height of the "m" in distance from the logo.

clearspace

Use the requested amount of white space around all sides of the logo.

white space

approved logo & symbol sizes

Reverse logo for one color printing.

tagline

Tagline Usage

The tagline should be used in image format whenever possible. The words should appear in the arrangement displayed below. Special circumstances are allowed for when the tagline overlays yellow or blue. Black and white version is also shown.

UNEXPECTED
LOCAL BANKING

UNEXPECTED
LOCAL BANKING

UNEXPECTED
LOCAL BANKING

UNEXPECTED
LOCAL BANKING

UNEXPECTED
LOCAL BANKING

tagline usage with logo

When used with the logo, note the appropriate amount of white space between logo and tagline.

Space between logo and tagline.

Black and white version.

Do NOT switch the colors.

Do NOT offset the words in a different location.

Do NOT change the colors or font style.

brand colors

Logo Colors

Blue & Yellow are the standard colors for our logo and should be paired with the primary color palette.

APPROVED TO PAIR WITH WHITE, BLACK OR GRAY

bristol morgan yellow

C:0 **M:**5 **Y:**100 **K:**0
R:255 **G:**224 **B:**0
HEX: #ffe000
PMS: 108

bristol morgan blue

C:100 **M:**77 **Y:**0 **K:**5
R:28 **G:**62 **B:**134
HEX: #1c3e86
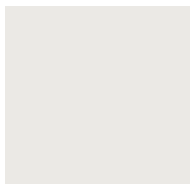**PMS:** 661

Primary Color Palette

Building off the brand palette; these colors will build consistency and continue to bring brand & identity collateral to life.

C:67 **M:**34 **Y:**0 **K:**0
R:78 **G:**139 **B:**218
HEX: #4e8bda | **PMS:** 279C
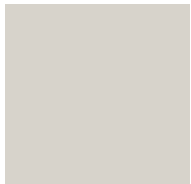
C:15 **M:**13 **Y:**17 **K:**0
R:207 **G:**200 **B:**190
HEX: #cfc8be | **PMS:** Warm Gray 1

C:8 **M:**7 **Y:**9 **K:**0
R:228 **G:**223 **B:**217
HEX: #e4dfd9
PMS: Warm Gray 1 @ 50%

C:100 **M:**90 **Y:**31 **K:**35
R:0 **G:**32 **B:**92
HEX: #00205c | **PMS:** 281

typography

GARDEN CROWN

Used for special headlines. Font may be set at 110-120% width for easier readability. The samples on this page are at 110% width.

CAPS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR
Numbers, symbols
& glyphs

0 1 2 3 4 5 6 7 8 9 ! @ # $
% ^ & * ( ) ¢ © ¼ ° ± ² ≥ ∞

THE FONT:

Univers LT Std Condensed

Used for headlines, subheadings, captions, and footnotes.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

0 1 2 3 4 5 6 7 8 9 ! @ # $
% ^ & * ( ) ¢ © ¼ ° ± ^{2} ≥ ∞

Numbers, symbols
& glyphs

THE FONT:

Univers LT Std

Used for body text and captions.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers, symbols
& glyphs

0 1 2 3 4 5 6 7 8 9 ! @ # $

% ^ & * ( ) ¢ © ° ± ² ≥ ∞

THE FONT:

Merge Light

Used for subheadings, introductory paragraphs, and call-out text, as well as body text for ads, banners and social media images.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

0 1 2 3 4 5 6 7 8 9 ! @ # $

% ^ & * ( ) ¢ © ˚ ± ² ≥ ∞

Numbers, symbols & glyphs

WEB FONT:

Roboto Condensed

This font is substituted for Univers LT Std Condensed for headlines, subheadings, captions, and footnotes for website usage.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers, symbols
& glyphs

0 1 2 3 4 5 6 7 8 9 ! @ # $

% ^ & * ( ) ¢ © ° ± ² ≥ ∞

Roboto Regular

Used for body text and captions for website usage.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light

0 1 2 3 4 5 6 7 8 9 ! @ # $

% ^ & * ( ) ¢ © ° ± ² ≥ ∞

Numbers, symbols
& glyphs

Typography elements

Common treatments of headlines, etc. may use different fonts to convey personality & messaging. Examples of these headlines and common sayings as design treatments are as follows:

Use of rays within headlines. Special "star" graphic for the period.

HAVE A NICE BANKING DAY*

Find time to PLAY

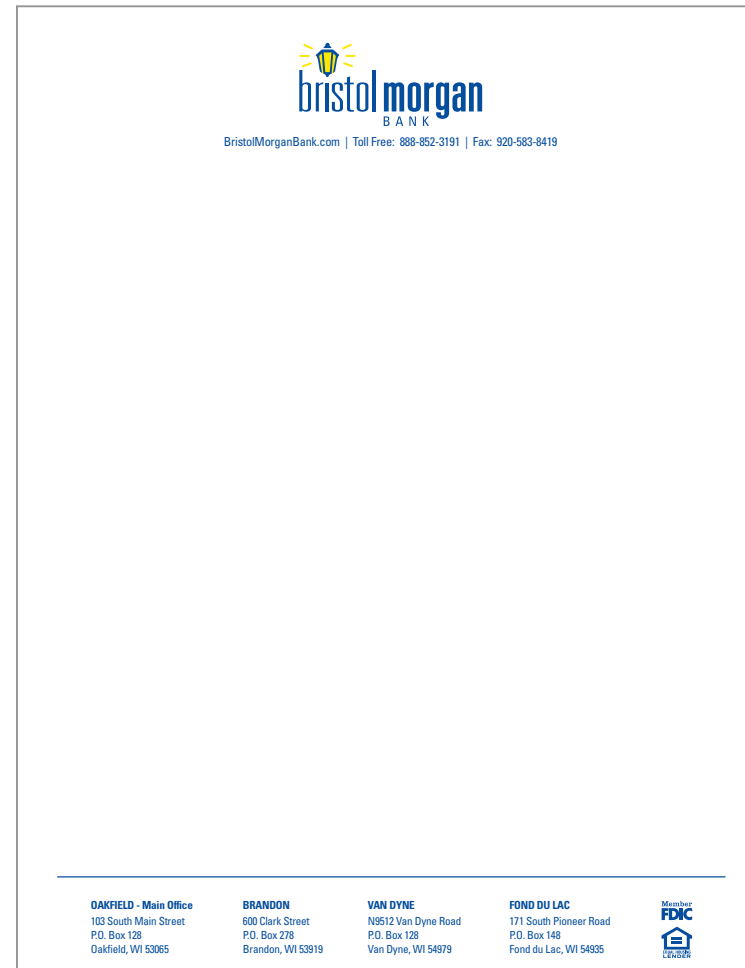Utilizing Garden Crown Caps and Regular font styles for these headlines.

Letterhead

Using logo colors: blue and yellow either as 2 PMS colors or CMYK;
Font: Univers LT Std Condensed

Include

- Logo
- Toll-Free Phone Number
- Website
- Fax Number
- Bank Locations
- FDIC logo
- Equal Housing Lender

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BristolMorganBank.com | Toll Free: 888-852-3191 | Fax: 920-583-8419

OAKFIELD - Main Office	BRANDON	VAN DYNE	FOND DU LAC	Member FDIC
103 South Main Street	600 Clark Street	N9512 Van Dyne Road	171 South Pioneer Road	
P.O. Box 128	P.O. Box 278	P.O. Box 128	P.O. Box 148	
Oakfield, WI 53065	Brandon, WI 53919	Van Dyne, WI 54979	Fond du Lac, WI 54935	EQUAL HOUSING LENDER

Envelopes

Using logo logo colors: blue and yellow either as 2 PMS colors or CMYK.
Font: Univers LT Std Condensed

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103 South Main Street
P.O. Box 128
Oakfield, WI 53065

bristol morgan
BANK

103 South Main Street
P.O. Box 128
Oakfield, WI 53065
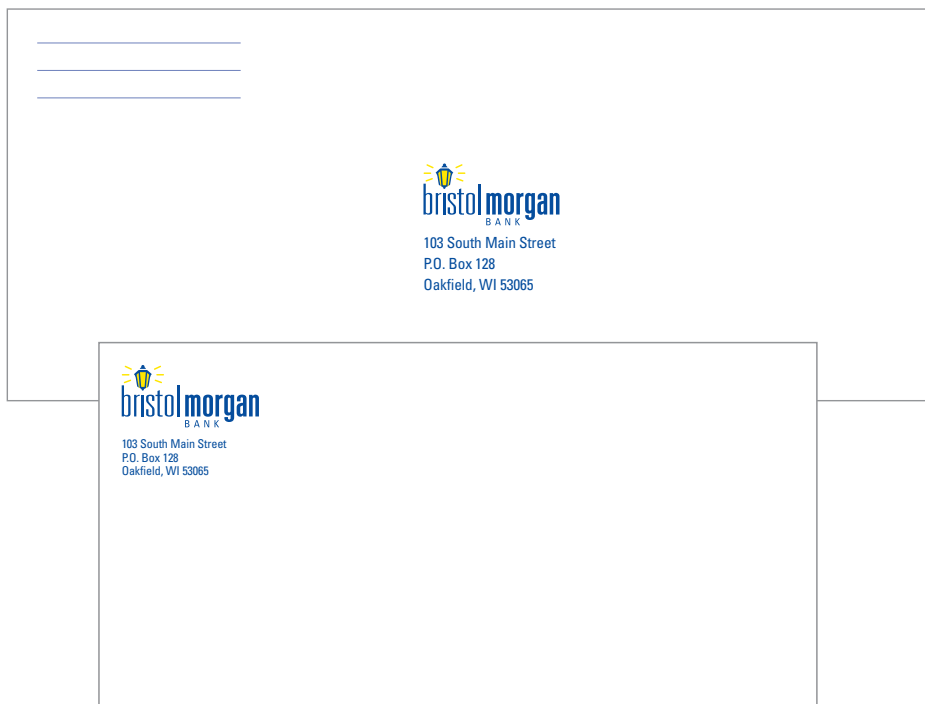
Business Cards

Business cards include the tagline "Unexpected Local Banking" as well as the friendly slogan "Have a NICE Banking Day" which convey the Bank's personality and branding message.

Include

- Stacked variation of the Bristol Morgan Bank Logo
- "Unexpected Local Banking" tagline
- "Have a NICE Banking Day" or other approved messaging
- Blue barnboard background

RYAN T. KAMPHUIS
President & Chief Executive Officer

rkamphuis@bristolmorganbank.com
Direct: 920-583-1333
Cell: 920-570-1878
Office: 920-583-3191

103 S. Main Street | PO Box 128
Oakfield, WI 53065

NMLS ID #461094

Side 1

HAVE A NICE BANKING DAY

Oakfield | Brandon | Van Dyne

Toll Free: 888-852-3191
Fax: 920-583-8419
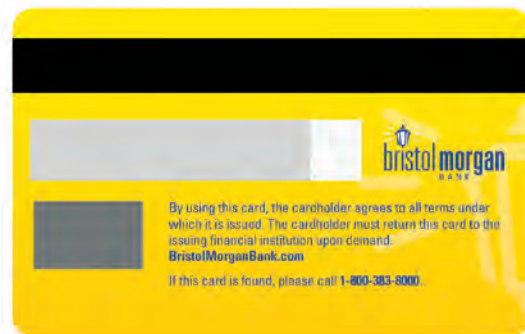
BristolMorganBank.com

Side 2

Debit/Credit Cards

Debit and Credit Cards utilitze the Bank's colors and textured backgrounds.
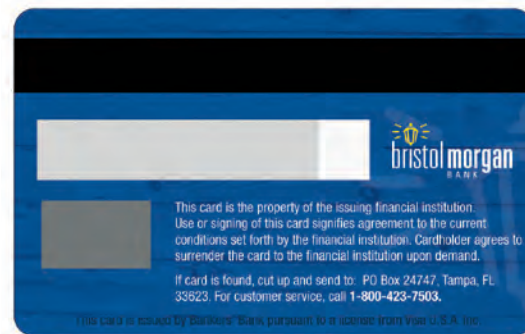
Include
- Horizontal version of Bristol Morgan Bank logo
- Yellow gradient or blue barnboard texture
- If possible, utilize the lantern icon ghosted in the background

Image style

Use images that represent the intimate moments of everday life. The goal is to convey the Bank's understanding of their customers' needs and desires as they make their journeys through life.

requirements

- A great photo crop makes all the difference on the style of the photos for Bristol Morgan. Use crops that intentionally move in... get personal.

- Capture moments – those of carefree, the little but important; everyday life in action.

- Images should not be overly posed or staged; ideally individuals within photos should not be looking at the camera, but some exceptions for the right photo and placement can be made.

- Images that contain the "golden glow" from a light source are preferred. Camera lens flares are a nice added detail.
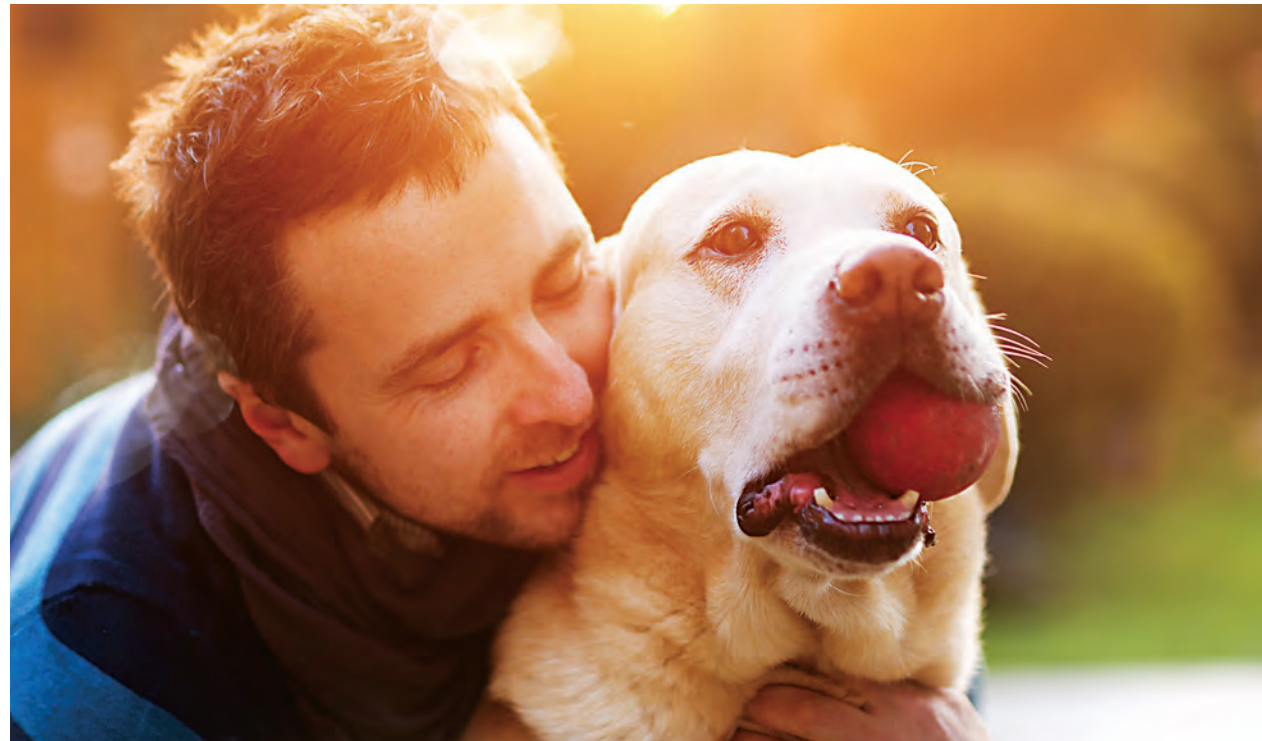
Patterns / Textures / Overlays

barnboards

This treatment celebrates the roots and current values of Bristol Morgan – specifically how our people are committed to developing meaningful realtionships, working hard together and building a stronger community together.

Other natural textures, such as brick, stone, and burlap can be utilized as well.

how it's applied:

Usually the phrase "I have to go to the bank" is followed by a grumble and maybe a swear word or two.

That doesn't make sense to us. So, we've made banking simple and easy whether it's in person or online. Even when it comes to the harder stuff, you will feel like you're chatting with a friend. We call it "nice banking," we hope you'll call it home.

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BANK

bristolmorganbank.com/nicebanking

- *advertisements*
- *social media*
- *brochures*
- *signage*

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HAVE A NICE BANKING DAY

Blue Overlay at 85-90%
C:100 M:65 Y:10 K:20