

1. LOGO

1.1 Logo basics

The core element in ProCredit's corporate design is its most recognisable feature, the logo. Because of its importance in shaping the bank's visual identity, it must be present in all marketing materials and design elements. The logo always remains the same in terms of form and proportions, and must never be modified.

The bank's logo must be used consistently in print and outdoor/indoor marketing items and other branded material.

A mix of the different logo versions within the same advertising materials is therefore not recommended.

General composition of the logo versions



Basic rules for the full-colour logo:

- The logo consists of two elements: the ProCredit name in red and the globe in the six predefined ProCredit colours.
- The logo always appears against a white background.
- The logo appears in the top right corner of a printed page. Care must be taken to ensure that sufficient space is left free to position the logo so that it is legible and complete.
- On the website, the logo appears in the top left corner against a white background.
- The amount of space needed for the logo is proportional to the size of the logo you wish to use. For more details, please see page 7.

The exceptions to this standard will be described later in this manual.

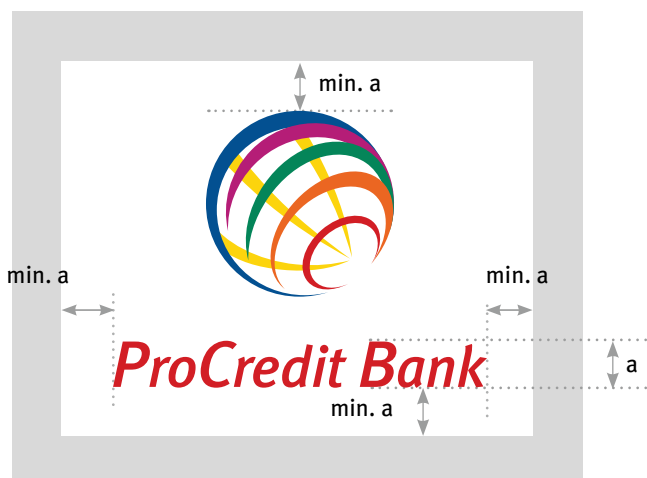
The elements of the logo (six-colour globe and ProCredit name) must not be separated or used individually, and the proportion of the individual elements must not be changed. The full-colour logo must be used in its original form on all items that represent the institution "as a whole", e.g. letterhead, business cards, exterior design elements (lightboxes), ATMs, etc. This also applies to all mass media advertising (TV, print ads, billboards).

1.2 Positioning of the logo

The globe and text stand in relation to each other in fixed proportions – these proportions must not be changed.

In order to make the logo clearly visible and legible on the medium on which it is to be printed or mounted, a minimum amount of blank space has been defined for all four sides surrounding the logo.

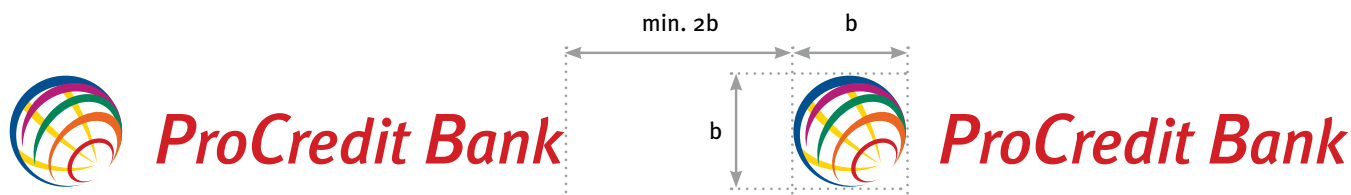
The amount of minimum space varies according to the size of the logo.



As an exception, the logo can be used in the vertical form.

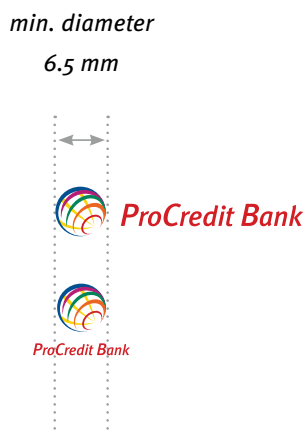


If the logo appears more than once, for example on the façades/light-boxes of larger premises, there must be a certain minimum distance between the individual logo units.



1.3 The logo in minimum format

To ensure recognisability, the logo must never be reproduced in a version smaller than shown here. The diameter of the globe must never be less than 6.5 mm.



1.4 Logo exceptions

The logo in black

The black and white version of the logo is used for rubber stamps, newspaper advertisements, fax cover sheets, etc.



The logo in white on a red background

The logo may only appear in white against a red background if the specific technical requirements (e.g. for giveaways, special promotional tools, bank cars) make it impossible to reproduce the logo in full colour.



1.5 Logo variants

The ProCredit logo appears in different versions which represent the respective institution.

The logo is a registered trademark and copyright protected. Use of the logo must be licensed by ProCredit Holding. Versions of the logo other than those defined in the Corporate Design Manual are not permitted. Any infringement by third parties, particularly those operating in the financial or insurance sector, is to be reported to Group Communications at ProCredit Holding.

If the original logo file has to be adapted to meet local specifications (e.g. special language versions in non-Latin alphabets), these versions must be agreed upon with Group Communications prior to implementation.

Accepted variations

Variation 1 -
Logo with
country name



Variation 2



Variation 3
Only for ProCredit Bank
Georgia



Variation 4
Only for ProCredit Bank
Ukraine



Please keep in mind:

- Logos with country names are to be used on special occasions, for example at events where more banks are present. In everyday communication, we use the logo without the country name.
- The vertical version of the logo (Variation 2), in which the globe appears above the ProCredit name, does not include a red line or country name.
- Should any ProCredit bank wish to make modifications to the logo that involve either the globe, the “ProCredit” text, or the six corporate colours, then drafts of these proposed changes must be discussed with Group Communications prior to being used in the bank’s materials.
- The logo variations always remain the same in terms of form and proportions, and must never be modified.
- Original logo files will be provided upon request by Group Communications.

1.6 Direct sign

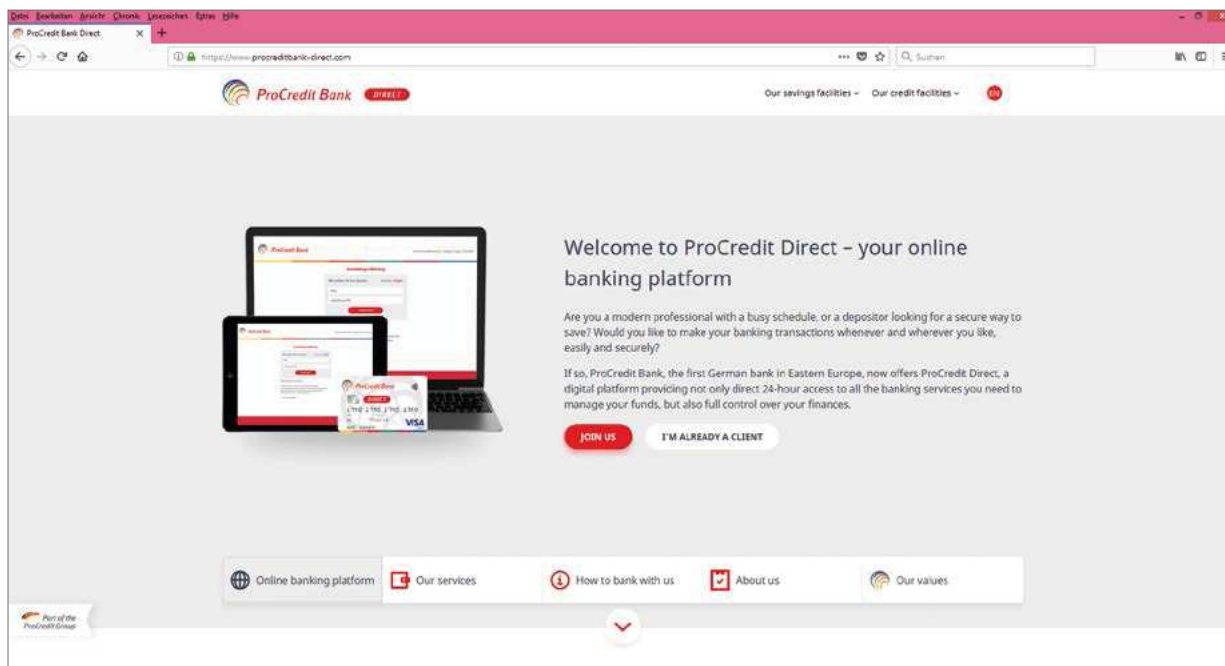
- The ProCredit Direct sign was developed to present our new service, Direct Banking.
- The sign can be used in all materials about Direct Banking.
- It can be placed next to the ProCredit Bank logo in all materials related to Direct Banking, but it should not be used as a substitute for the original ProCredit Bank logo in other materials.
- The Direct sign can be used as a part of the text or as an element in the design.
- The sign should always come after the ProCredit Bank logo, on the right side of the word “Bank”.

DIRECT



Use on website

ProCredit Bank logo and Direct sign

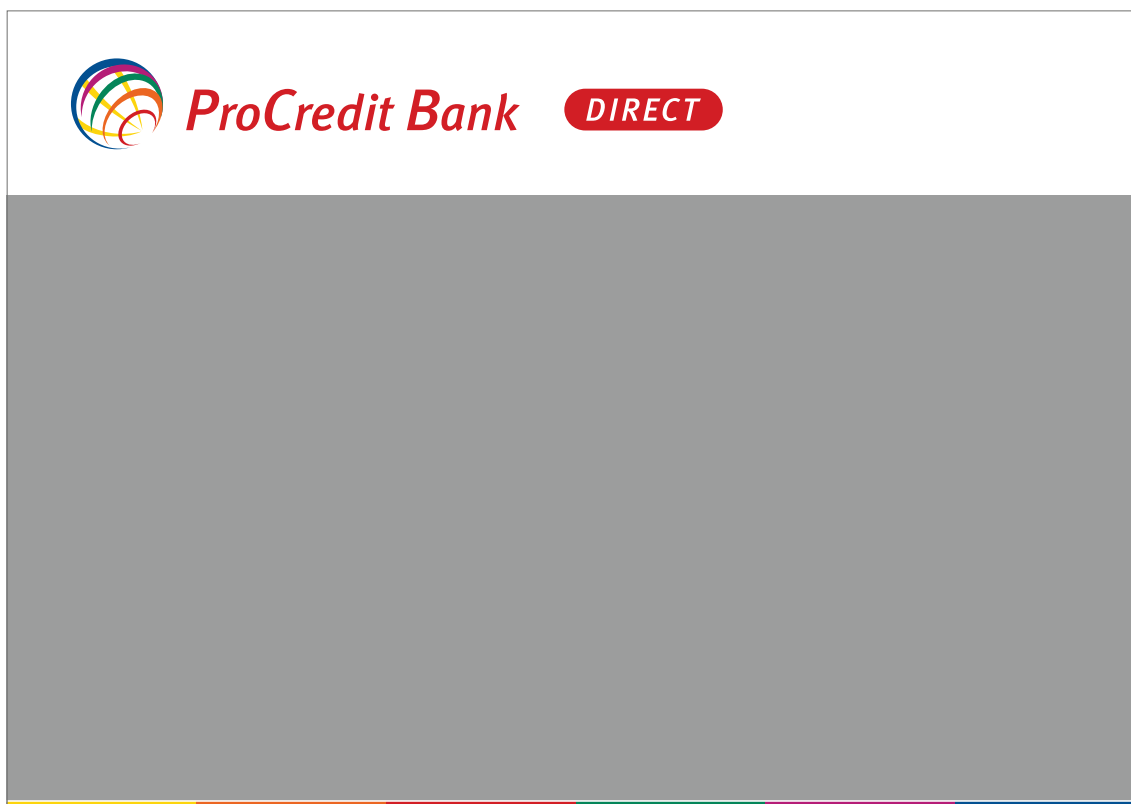


Use in other materials

The Direct sign as part of a text: if used in text, ProCredit Bank should be written in normal font. The distance of the Direct sign element from the text follows the predefined and automatic word spacing.



The Direct sign used together with the logo



1.7 Logo don'ts



Don't separate the globe from the words "ProCredit Bank", as the globe is not automatically associated with the ProCredit banks if it appears on its own.



ProCredit Bank

Don't change the size or rearrange any elements of the logo. The logo must always keep the same proportions.



ProCredit Bank

Don't distort, stretch or compress the logo. (If you want to resize the logo proportionately, hold down the "shift" key on the keyboard.)



ProCredit Bank

Don't change the colour of the logo. The logo may only be used in full colour or black & white.



Don't place the full-colour logo against a coloured background. Use neutral, light grey backgrounds (up to 15% black) which do not hamper legibility.



ProCredit Bank
Ukraine

Don't change the font, proportion or font colour of the country name.



ProCredit Bank
Bank for SME

Don't use the space where the country name appears for slogans or other messages.



ProCredit Bank



Don't combine the logo or the globe with any additional elements.

1.8 Part of the ProCredit Group logo

The “Part of the ProCredit Group” logo should only be used with the ProCredit Bank logo. It is a registered trademark owned by ProCredit Holding. It is recommended that banks register it at the national level.

For information how to use the logo, see pages 26 and 27.



The logo can be adjusted to the local language.



C = 0
M = 0
Y = 0
K = 100

R = 35
G = 31
B = 32

Pantone = 426

RAL = 9005



C = 0
M = 90
Y = 100
K = 0

R = 239
G = 64
B = 35

Pantone = 1795

RAL = 3028



C = 2
M = 0
Y = 95
K = 0

R = 255
G = 240
B = 18

Pantone = 102

RAL = 1016



C = 0
M = 0
Y = 0
K = 80

R = 84
G = 84
B = 83

Pantone = 425

RAL = 7012

2. COLOURS

2.1 Colour code - primary colours

The ProCredit colours, inspired by the Italian “Pace” (peace) flag, reflect our identity as a multinational group that is friendly and open. The rainbow colours symbolise the exchange between cultures, as well as unity, respect, understanding and tolerance.

The six colours of the ProCredit banks have been precisely defined and specifications for the various forms of technical reproduction have been established in accordance with international colour standards. For print media, Euroscale (CMYK) colours are used. The Pantone colour set can be used in special cases, mostly if you need single colour printing (for example, red folders). The RGB values pertain to TV or screens, while the RAL values are used when creating paint, coatings, etc.

Red is the most prominent of the six ProCredit colours. None of the other colours may replace red as the primary colour in materials on individual topics/themes (e.g. environmental topics). When printing on recycled paper, which often is not pure white, if the ProCredit red appears too dark, we can use the red with the colour value CMYK: 0/100/100/0.



Yellow

CMYK: 0 / 15 / 100 / 0

Pantone: 116

RGB: 255 / 212 / 0

RAL: 1023



Orange

CMYK: 0 / 70 / 100 / 0

Pantone: 158

RGB: 236 / 102 / 1

RAL: 2011



Red

CMYK: 10 / 100 / 100 / 0

Pantone: 1795

RGB: 212 / 14 / 20

RAL: 3020



Green

CMYK: 100 / 20 / 80 / 0

Pantone: 341

RGB: 0 / 133 / 89

RAL: 6016



Purple

CMYK: 30 / 100 / 10 / 0

Pantone: 241

RGB: 183 / 14 / 119

RAL: 4006



Blue

CMYK: 100 / 70 / 10 / 0

Pantone: 294

RGB: 0 / 79 / 149

RAL: 5005

2.2 RAL and Pantone fans

The RAL and Pantone fans are mandatory work tools, especially with respect to material and colour selection for branch design elements, but also for other purposes where standardised colour references are needed. The fans can be purchased locally from various providers, or ordered from the following links:

RAL

www.ral-farben.de

(website also available in English)



Examples of a RAL fan

Pantone

www.pantone.com

(website for North American market, but local/regional licensees on other continents can be found there)



Examples of Pantone fans