

Dizajn manuál Nadácie Slovenskej sporiteľne

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Logo

These logos are available



Logo Minimum Clearspace

Our logo must never touch on or be placed too close to any other design element or text – always maintain a clearspace of at least 1/2 the height of the icon.

Exception

The designated clearspace may have to be violated with certain branch applications. For the correct usage please refer to the separate Brand Spaces Manual.



Sponsoring Logos

If the logo is used on any application which does not follow the Erste Group design guidelines, for example for sponsoring or when used by a partner to describe a cooperation, it is arranged on top of a defined background with a fixed proportion and design. The grid shown provides the proper proportions of the logo and its background.

Additional Horizontal Bar

The logo comprises an additional horizontal bar in light blue. This bar is always built around the logo in the fixed proportions shown here.

The inverted logo comprises an additional horizontal bar in dark blue. This bar is always built around the logo in the fixed proportions shown here.

For colour definitions please refer to page [2.3.2 Logo Colours](#).

Exception

Only in rare cases where it is not possible to use the logo in colour, the secondary logo monochrome will be used without the defined background. This applies to all logos.

For more on the secondary logo monochrome please refer to page [2.3.4 Logo Usage](#).

Minimum Size Sponsoring Logos

For printed applications the minimum height of the icon is 5 mm.



Sponsoring two-line logo



Logo – What to Avoid

X



Do not change the icon and verbal part lockup.

X



Do not re-size elements in the logo.

X



Do not stretch the logo.

X



Do not change the colour of the verbal part and/or the icon.

X



Do not change elements of the icon in the logo.

X



Do not place the logo on top of a photograph.

X



Do not add effects to the logo.

X



Do not invert logos except of Private Banking and Erste Premier (an exception for Czech Republic solely).

X



Never show the logo partially or with less opacity than 100%

X



Do not place the logo on top of any other colour background than the ones provided.

Erste Logo Typeface

Erste Logo

This typeface is called Erste Logo, and it was developed exclusively for the logos of Erste Group. Like our icon the font constitutes our brands, and we are very proud of it. It is only to be used for creating the verbal part of the logo, never for anything else.

Erste Logo comes in two weights:

- Erste Logo Bold
- Erste Logo Regular
(only used for the subtitle)

CHARACTER SET

Erste Logo Regular

abcdefghgABCDEFGG
12345678910
&€£@\$?!*;

Erste Logo Bold

abcdefghgABCDEFGG
12345678910
&€£@\$?!*;

Primary Colours

Use our corporate colours for designing branded elements and surfaces including:

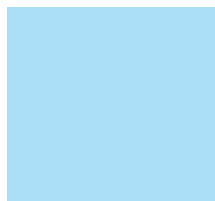
- Print Applications
- Online Applications
- Events & Merchandising

All materials possible should be produced in CMYK.

The secondary definitions (Pantone, RGB or Hexadecimal) are for special production techniques only (e.g.: 2 colour print, online usage,...)

For all other production techniques the CMYK definitions are to be used as a general reference. (e.g.: wall colour, foil production, fabrics,...)

Light blue



CMYK 30 / 0 / 0 / 0
Pantone 291
RGB 188 / 228 / 250
Hexadecimal #bce4fa

Dark blue



CMYK 100 / 45 / 0 / 45
Pantone 2955
RGB 0 / 73 / 123
Hexadecimal #00497b

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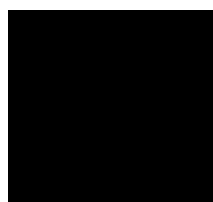
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Red



CMYK 0 / 100 / 100 / 0
Pantone 1795
RGB 227 / 6 / 19
Hexadecimal #e30613

Black



CMYK 0 / 0 / 0 / 100
Pantone Black
RGB 0 / 0 / 0
Hexadecimal #000000

White



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
Hexadecimal #ffffff