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INTRODUCTION

The central role of this identity program is to provide a visual representation of Penn Security, and to communicate the bank brand in the most positive light. The keys to success for such a program are consistency and accuracy. The guidelines developed provide suppliers and bank employees with the information necessary to create effective, consistent, and accurate communications that reflect the philosophy and brand position of Penn Security.

The identity standards that follow support this goal by creating a professional, graphically current interface between Penn Security and our customers. This standards guide includes the approved usage of the symbol, wordmark, type and colors for the newly developed brand identity program for Penn Security. Proper use of our brand identity makes our visual recognition more memorable and works to build our brand equity.

The brand identity differentiates our bank from its competitors, and delineates its position, capabilities and benefits. More importantly, an effective identity lends credibility by endorsing our values and quality of services.

The guidelines shown here apply to a specific range of items addressed in detail. If you have any questions about the contents of this standards guide or if a need arises for a type of communication not included, and you are unsure how to adapt the guidelines to that need, please contact:

Karen Thomas

Senior Vice President
and Marketing Manager
Phone: 000000000000

Penn Security is building on a long history of being a secure, solid and trusted financial institution that is aggressively moving forward to offer the latest improvements in banking services to its marketplace.

Trust

Penn Security has spent over 35 years developing trusted relationships with its customers. Trust establishes confidence, honesty, integrity and reliability. It has been a primary core value at Penn Security for many years.

Security

Penn Security respects and protects the privacy of its customers and the security of their financial information.

Caring

Our goal is to have every customer's experience with Penn Security be the best thing that happened to them that day. We care about all of our customers in a very personal and individual way.

Service

Penn Security's vision and mission is to provide complete financial services to its diverse and valued customers.

4. GRAPHIC STANDARDS

4a. KEY ELEMENTS OF THE BRAND IDENTITY SYSTEM

These key elements are the basis for creating a strong identity for Penn Security. They must be used consistently in all internal and external communications to help build brand recognition.

Detailed explanations regarding use are found on the following pages.

LOGO



TYPOGRAPHY

ABCDEFGHI

COLOR PALETTE



IMAGERY



4. GRAPHIC STANDARDS

4b. SYMBOL AND WORDMARK USAGE GUIDELINES

The two primary elements in the Penn Security identity are the symbol and the wordmark. The relationships of size, position and proportion must be maintained. The elements may not be moved apart to fill space or condensed to save space. The unique, standardized appearance is a significant factor in our ability to legally protect the Penn Security identity.

Only the digital logo files supplied on the CD in the back of this manual may be used. The logo must not be recreated, scanned from other printed materials, or used in part. The logo must be used only in the approved ways outlined in this guide.



SYMBOL

WORDMARK

4. GRAPHIC STANDARDS

4c.SYMBOL AND WORDMARK APPROVED RELATIONSHIPS

The two primary elements in the Penn Security identity are the symbol and the wordmark. The relationships of size, position and proportion must be maintained. The elements may not be moved apart to fill space or condensed to save space. The unique, standardized appearance is a significant factor in our ability to legally protect the Penn Security identity. The alternatives shown are to be used related to space available and appropriate emphasis of symbol and name. The preferred use is the A1 2-line logo.

Only the digital logo files supplied on the CD in the back of this manual may be used.



A 1 HORIZONTAL
2-LINE LOGO



B1 VERTICAL
2-LINE LOGO



C1 HORIZONTAL
1-LINE LOGO

4. GRAPHIC STANDARDS

4d. SYMBOL AND WORDMARK UNACCEPTABLE USAGE

The examples shown are unacceptable uses of the identity. The Penn Security logo was designed for presentation in specific colors. Variations are prohibited. Please follow the acceptable color usage guidelines in Graphic Standards 4b.



4. GRAPHIC STANDARDS

4e. SYMBOL AND WORDMARK SIZE AND CLEAR SPACE REQUIREMENTS

There must be a specific amount of white space around the logo where no image, type or color appears. This is called the clear space. Clear space is key to creating focus, ensuring that the logo is visually set apart from accompanying copy, photographs or illustrative material.

The clear space provided around the Penn Security logo must never be less than the minimum space demonstrated here.

Minimum size requirements are shown.



CLEAR SPACE AROUND LOGO

n =

CLEAR SPACE GRID UNIT

The "n" from the logo is used to establish the grid unit for determining clear space around logo

MINIMUM SIZE

The smallest recommended size to use for the logo is 3/4 inch for the length of the word Security.

4. GRAPHIC STANDARDS

4f. SYMBOL AND WORDMARK ACCEPTABLE COLOR USAGE

The examples shown are the primary accepted uses. Maintain a two-color use of PMS 288 Blue and PMS 200 Red or the CMYK equivalent whenever possible.

The examples shown are the accepted uses for positive and reverse applications. When two spot colors are available then use the primary spot colors. When only one spot color is available use the logo in solid Blue PMS 288. When no color is available use solid black for the logo.



MINIMUM USE

Use the primary colors in spot color whenever possible. 4-color equivalents in CMYK can also be used.



ONE SPOT COLOR

If only one spot color is available use the logo in PMS Blue 288.



ONE COLOR USE

Use the logo in solid black when no other color is available.



COLOR REVERSE

Acceptable color use in spot or CMYK primary signage use.



ONE COLOR REVERSE

Use reverse white logo for all solid backgrounds



ONE COLOR REVERSE

Use reverse white logo for all solid backgrounds

4. GRAPHIC STANDARDS

4g. SYMBOL AND WORDMARK COLOR BREAKDOWN

PMS 288 Blue and PMS 200 Red are the official Penn Security colors. The primary use of the colors is on applications that display the symbol and wordmark, such as our stationery, signage, website, advertising and collateral materials.

Spot Color

The preferred methods of displaying the identity is with spot color. Spot colors are premixed and enable consistent presentation. While there are many color-matching systems available, we have chosen the most widely accepted—Pantone Matching System—for our selection of Penn Security colors. The colors are PMS 288 Blue and PMS 200 Red. No other PMS colors may be substituted.

Process Color-CMYK

There may be occasions when the signature has to be reproduced from four-color process. The four process colors—cyan, magenta, yellow and black—are used in screen combinations to match PMS 288 Blue and PMS 200 Red.

Electronic Color-RGB

RGB colors may be used to match PMS Blue and Red when electronic presentations of the Penn Security identity are used. The RGB percentages are shown on the right.



SPOT COLOR



PMS 288 Blue



PMS 200 Red

CMYK



Process Colors to match PMS 288 Blue are 100% Cyan, 67% Magenta, 0% Yellow, and 23% Black



Process Colors to match PMS 200 Red are 0% Cyan, 100% Magenta, 63% Yellow and 12% Black

RGB



RGB Colors to match PMS 288 Blue are Red 0%, Green 75%, and Blue 141%



RGB Colors to match PMS 200 Red are Red 211%, Green 17%, and Blue 69%

4. GRAPHIC STANDARDS

4h. SYMBOL AND WORDMARK COLOR PALETTE

The color palette for Penn Security is comprised of the primary two corporate colors and the secondary colors, all shown here. This group of secondary colors is a guideline for developing complementary color combinations to be used with the two primary colors when producing visual communications for Penn Security.

MAIN CORPORATE COLORS



PMS 200



PMS 288

SECONDARY COLORS

COOL BLUES PALETTE



PMS 2925



PMS 542



PMS 641



PMS 285



PMS 293



PMS 289

COOL GREENS PALETTE



PMS 3262



PMS 334



PMS 327



PMS 372



PMS 382



PMS 370

LIGHTER NEUTRALS PALETTE



GRAY 3C



GRAY 5C



PMS 543



PMS 720



PMS 5793



PMS 5645

WARM PALETTE



PMS 185



PMS 146



PMS 1605



PMS 1375



PMS 159



PMS 188

DARKER NEUTRALS PALETTE



PMS 618



PMS 549



PMS 5555



PMS 646



PMS 5625



PMS 5545

4. GRAPHIC STANDARDS

4i. SYMBOL AND WORDMARK WITH TAGLINE

All Penn Security promotion and advertising material will use the tagline. The entire signature: symbol, wordmark, and tagline, is to be used. For some applications, such as pens and polo shirts, our tagline may not be legible when produced at certain sizes. As a general rule, when the logo appears less than 1.5" wide, do not use the tagline.



A 1 HORIZONTAL
2-LINE LOGO
WITH TAGLINE



B1 VERTICAL
2-LINE LOGO
WITH TAGLINE



C1 HORIZONTAL
1-LINE LOGO
WITH TAGLINE

4. GRAPHIC STANDARDS

4j. TYPOGRAPHY

The use of specific typography is important because it adds consistency and regularity to the corporate identity. The typefaces shown here are approved for use in communications created for Penn Security.

	Uppercase	Lowercase	Numbers
Helvetica Neue: Primary Typeface for use in all forms of print and marketing communications			
Helvetica Neue Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
<i>Helvetica Neue Light Oblique</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue Light Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue Light Condensed Oblique	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
<i>Helvetica Neue Medium Oblique</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue Medium Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue Medium Condensed Ital	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
<i>Helvetica Neue Heavy Oblique</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue Heavy Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue Heavy Condensed Oblique	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue Heavy Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Helvetica Neue Heavy Condensed Oblique	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
ITC Garamond: For use in all forms of print and marketing communications			
ITC Garamond Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
<i>ITC Garamond Light Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
ITC Garamond Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
<i>ITC Garamond Bold Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Times Roman: For use in websites, PowerPoint presentations and email advertising			
Times Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
<i>Times Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Times Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
<i>Times Bold Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Arial: For use in websties, PowerPoint presentations and email advertising			
Arial Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
<i>Arial Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
Arial Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
<i>Arial Bold Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890

4. GRAPHIC STANDARDS

4k. IMAGERY

Images can be a powerful identity tool. Using the right images helps Penn Security express its unique personality and positioning.

Today there are many organizations offering financial products and services. Our goal is to produce imagery that sets us apart. We are recommending using photography in either realistic situations or symbolic metaphors. The realistic photos will be dramatic shots of meetings, people in action with careful croppings for impact. The use of metaphors will symbolize things like time is money, or savings, etc. Photos can be developed as original images or as found stock images.



5. STATIONERY SYSTEMS

5a. LETTERHEAD

The Penn Security letterhead is printed in three colors, PMS 288 Blue, PMS 200 Red and Black.

Size: 8.5" x 11"

Font:

Address Line–

Helvetica Neue

45 Light

8 point font size

6 point leading

50 tracking

Paper Stock:

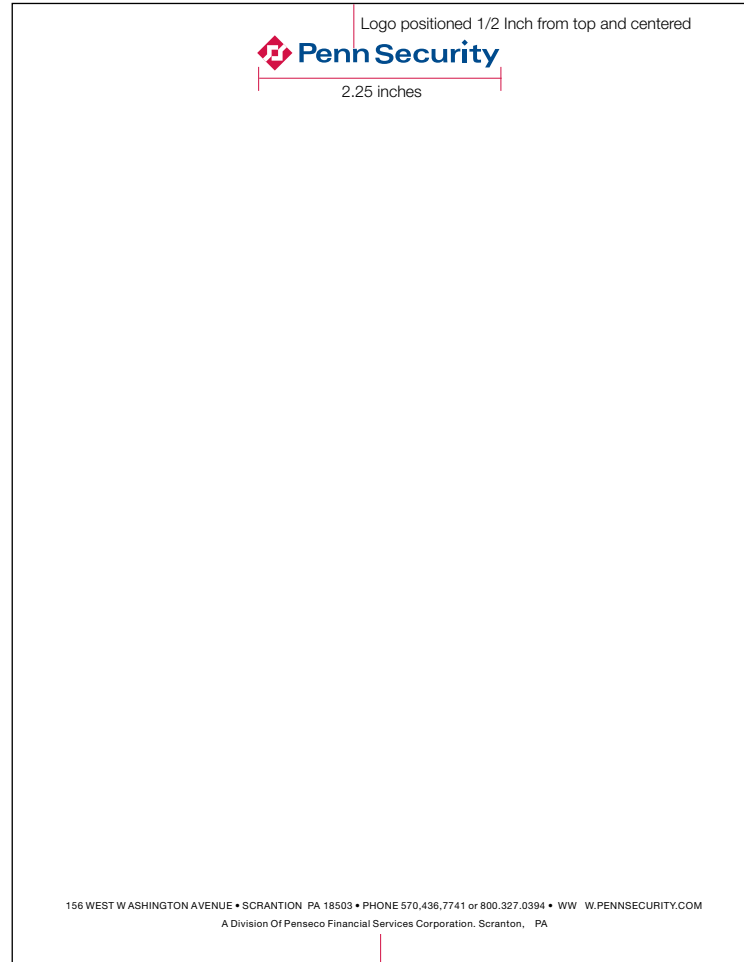
Neenah Paper

Classic Crest, Super

Smooth

Solar White

70 lb text



Type positioned 1/2 Inch from bottom and centered

5. STATIONERY SYSTEMS

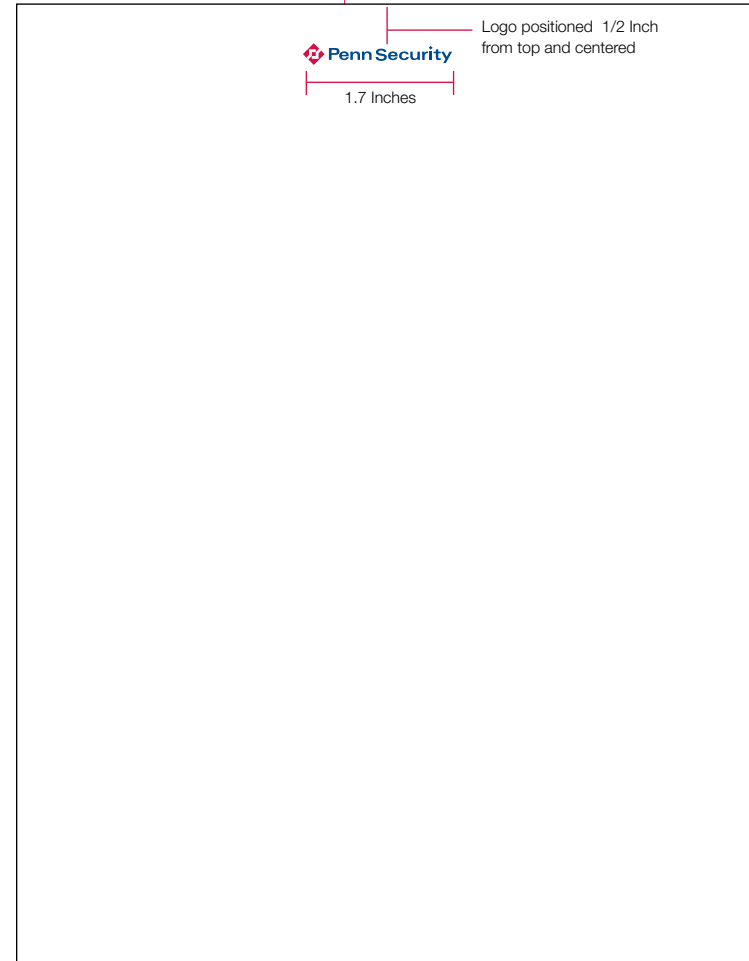
5b. SECOND SHEET

The Penn Security second sheet is printed in two colors, PMS 288 Blue and PMS 200 Red.

Size: 8.5" x 11"

Paper Stock:

Neenah Paper
Classic Crest, Super
Smooth
Solar White
70 lb text



5. STATIONERY SYSTEMS

5c. ENVELOPE

The corporate No.10 envelope with square flap is printed in three colors, PMS 288 Blue, PMS 200 RED and Black. The return address is printed on the flap in a centered position.

Size: 9.5" x 4.125"

Font:

Address Line—
Helvetica Neue
45 Light
8 point font size
50 tracking

Paper Stock:

No. 10 envelope
Neenah Paper
Classic Crest
Solar White
70 lb text



5. STATIONERY STSTEMS

5d. BUSINESS CARD

The corporate business card is printed in three colors, PMS 288 Blue, PMS 200 Red and Black.

Size: 2" x 3.5"

Font: (Name and Title)

Name–

All Caps, Helvetica
Neue 75 Bold
8 point font size
1 point leading
40 tracking

Title–

C & LC, Helvetica Neue
45 Light
6 point font size
20 tracking

Font: (Address Block)

Address Block–

First line caps

7 point caps

Helvetica Neue 55

Address Block–

U. & l.c.

Helvetica Neue 55

8 point font size

4 point leading

20 tracking

Division line–

Helvetica Neue 55

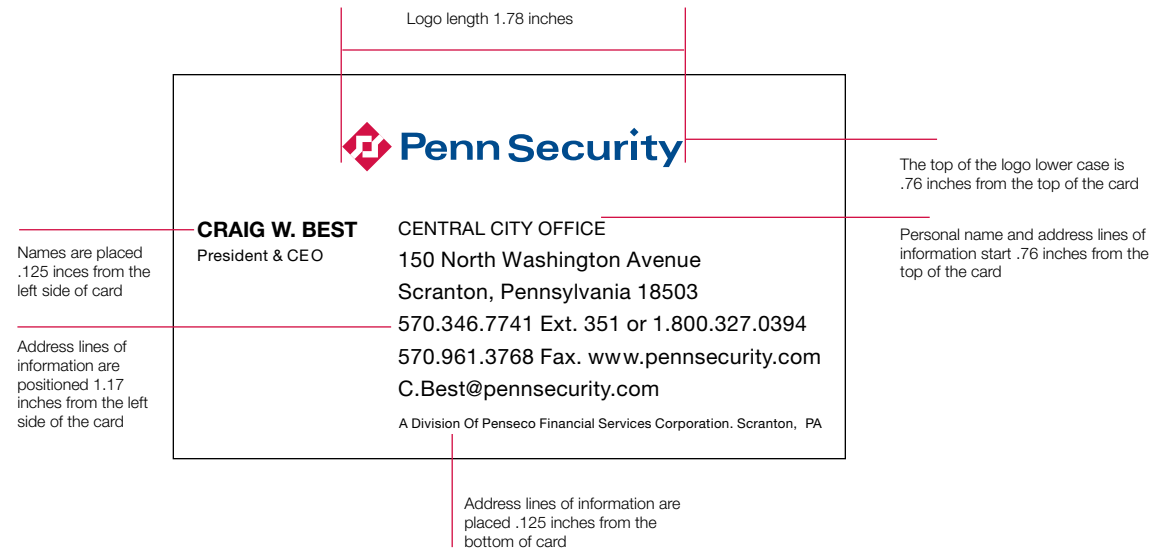
5 point C & LC

Paper Stock:

Neenah Paper
Classic Crest, Super
Smooth
Solar White
80 lb cover

Printing:

Executive cards to be
engraved and
non-executive cards to
be printed offset.



5. STATIONERY SYSTEMS

5e. MAILING LABEL

The mailing label is printed in three colors, PMS 288 Blue, PMS 200 Red and Black.

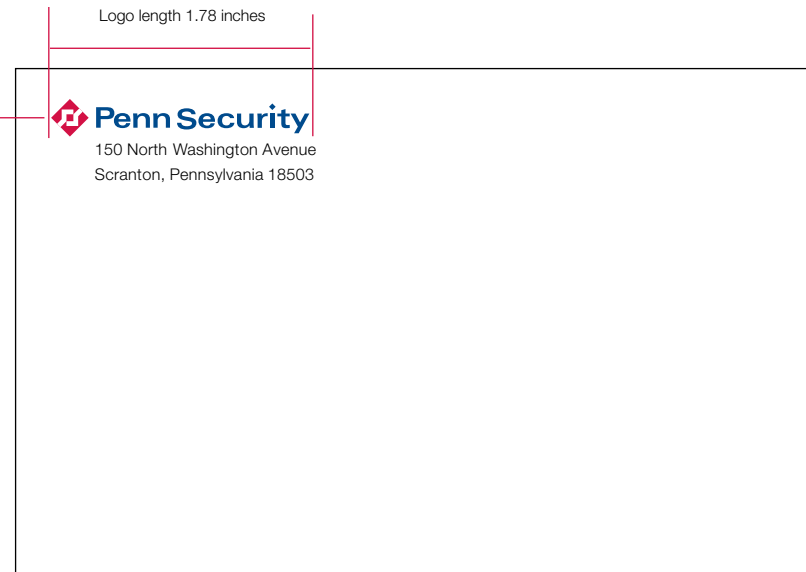
Size: 5.5" x 3.5"

Font:

Address Block--
Helvetica Neue
45 Light
8 point font size
4 point leading
20 tracking

Label Stock--
Neenah Paper
Classic Crest,
Solar White
Crack 'n Peel
Pressure Sensitive

Logo is placed
.25 inches from the
left of the card and
.2 inches from the
top of the card



5. STATIONERY SYSTEMS

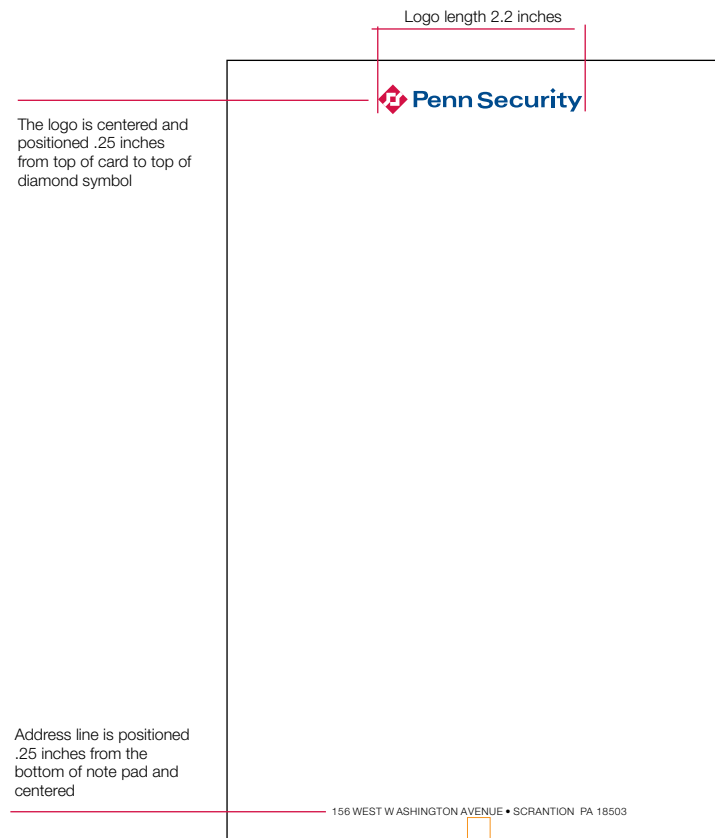
5f. NOTEPAD

The notepad is printed in three colors, PMS 188 Blue, PMS 200 Red and Black.

Notepad size: 5.5" x 8.5"

Paper stock:
Neenah Paper
Classic Crest, Smooth
Solar White
70 lb text

Font:
Address—
Helvetica Neue
45 Light
Caps
8 point font size
50 tracking



6. ONLINE COMPONENT

6a. WEBSITE

The Penn Security website is a key brand connecton with its customers. The new brand logo can become a very effective online symbol of trust and caring.



7. SIGNAGE/EXTERIOR

7a. EXTERIOR/HORIZONTAL

Long horizontal signs should use the one line logo to gain the most readability for the words Penn Security. A red bar appears at the top of all signs. The depth of the bar is $\frac{3}{4}$ the depth of the red center square in the Penn Security symbol.

The colors are PMS 288 Blue, PMS 200. Illumination in white as shown.



**7b. EXTERIOR
DIRECTIONAL SIGNAGE**

Directional signs should use the A1 2- line logo to gain the most readability for the words Penn Security. A red bar appears at the top of all signs. The depth of the bar is 3/4 the depth of the red center square in the Penn Security symbol.

The colors are PMS 288 Blue, PMS 200. Illumination in white as shown.

The directional type is Helvetica Neue Medium line left.



8. SPECIAL APPLICATIONS

8a. HATS

White or dark blue hats use the A1 logo or the B1 logo in the two accepted colors. Shown here on the H1 and H2 hats. This is the preferred color combination for hats and logos.

H3 and H4 are also acceptable applications of the logo shown in one color white or PMS 288 Blue. See examples on right. Other color hats can also be used but the logo applications must be in white or PMS 288



H1



H2



H3



H4

8. SPECIAL APPLICATIONS

8b. SHIRTS

White or dark blue shirts (or any clothing items) use the A1 logo or the B1 logo in the two accepted colors. If the shirts (or clothing) are light tones use the B1 logo in PMS 288 Blue and PMS 200 Red. If the shirts are darker colors use the B1 logo in white.

S1 and S2 shirts shown here using the B1 logo effectively in accepted colors.



S1



S2

8. SPECIAL APPLICATIONS

8c. PROMOTIONAL ITEMS

The general guidelines for logo applications are:

1. Use the A1 or B1 logos in two colors (PMS 200 Red and PMS 288 Blue) on white background items.
2. Use the A1 or B1 logos in PMS 288 Blue on all light background colors.
3. Use A1 and B1 logos in white on all darker colors.



9. REPRODUCTION INFORMATION

8a. REPRODUCTION ELEMENTS

The enclosed CD contains various Penn Security reproduction elements that can be used for design and production art.

If there is something special that isn't included in the production art CD please call or email with a request.

Phone: 0000000000
Email: 00000000



CD OF REPRODUCTION MATERIALS
TO MOUNT HERE.