



NORTH  
SHORE  
BANK

*The Bank of You*

# BRAND GUIDELINES

# Primary Logos

Depending on available space use either the stacked or horizontal color version of the logo.



**NORTH  
SHORE  
BANK**



**NORTH SHORE BANK**



**NORTH  
SHORE  
BANK**



**NORTH SHORE BANK**

# Primary One Color Logos

Depending on available space  
use either the stacked or  
horizontal version of the logo.



# Sponsorship Logos

Use this logo for sponsorships. The white text on a green or black background helps to maximize size, visibility and readability.



# Logo Usage

Do not stretch logo.

Use only approved colors.

Do not place on patterns.

Do not replace typefaces.

Do not tilt logo.

Only use the appropriate logo file as is.



# Color Palette

Colors should be chosen based on the hierarchy shown here.

Do not use a color that is not listed here. A color palette establishes consistency across the brand.

## Pantone 355

Hex = #008535

R:0 G:151 B:57

C:93 M:0 Y:100 K:0

## Pantone 300

Hex = #0057AD

R:0 G:94 B:184

C:100 M:56 Y:0 K:3

# Fonts

The following typefaces are to be used on all materials. Using different fonts will sacrifice brand equity.

For consistency, use these typefaces for ads, business cards, and anything done for the brand.

*Headlines & Subheadline treatments*

**Helvetica Neue 75 Bold**

*Body Copy*

**Helvetica Neue 55 Roman**

*Callouts*

Helvetica Neue 45 Light