Brand guide

Version 1.2

NIBC

the entrepreneurial bank

Contents

Welcome

Welcome to NIBC's logo style guide. Renowned for our entrepreneurial spirit, we are committed to always making a difference, for our clients and for society around us. For a brand that helps companies and individuals to realize their dreams and ambitions with a sustainable future in mind, we need a look, feel and tone of code that is just as strongly positive.

This guide shows you how to bring our brand's story and "think yes" mentality to life by consistently using our unique design elements, colours, fonts, photography and tone of voice across all media and PR channels. Please take good care of the brand and above all, enjoy being a part of its on-going creation!

NIBC

Our
brand

About us

At NIBC, we believe that anything is possible when we put our minds to it. This mindset empowers us to keep chasing progress and growth. To stubbornly refuse to take no for an answer and always "think yes". By consciously choosing which assets we finance, we help to build a sustainable, resilient and inclusive society for generations to come.

NIBC

Brand story

Our brand story is our manifesto and gives our brand its voice. It is intended to express NIBC's mission and vision in a powerfully inspiring way.

Brand story

Founded in 1945, we financed the visionary entrepreneurs, who helped rebuild the Netherlands. Convinced that we would find ways to make things happen. Together, we have built our company on optimism and getting things done.

Closely collaborating while professionally supporting companies and individuals in realising their dreams and ambitions with a sustainable future in mind. From private housing to rental property, commercial real estate and infrastructure, we focus on financing assets for our clients to keep making a difference.

Because assets have value, enabling future benefits, including those beyond material wealth: facilitating home-making, driving commercial growth, catalysing entrepreneurship, generating financial security and connecting people and businesses.

Anything is possible when we put our mind to it, empowering us to keep chasing progress and growth, to stubbornly refuse to take no for an answer and always Think yes!

By financing assets, we are building our customers' future, impacting their businesses and lives and as specialists in our asset classes, we offer them smart asset financing solutions.

Forging ahead, our entrepreneurial spirit keeps us adaptive. Exploring growth opportunities, while gaining expertise and by consciously choosing, which assets we finance, we help to build a sustainable, resilient and inclusive society for generations to come.

Think Yes!

Think yes **NIBC**

Logo

Logo

This is our brand logo: showing, showcasing and/or revealing the impact we (NIBC) create together and have for our customers.

Our logo consists of our icon and wordmark. We use it in all on- and offline communications, from press releases to advertising, from annual reports to social media posts.

We have 2 logo variations, one that can be used on light backgrounds, and one with a wide frame, that we can use on dark backgrounds or photos.

We primarily use the light variant of the logo.

Logo on light background

We like to keep some space around our logo. We also want to make sure the logo is legible, so please respect the minimum logo size featured on this page.

Logo

Minimum size of logo
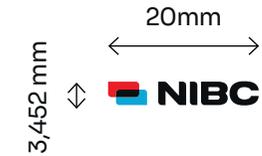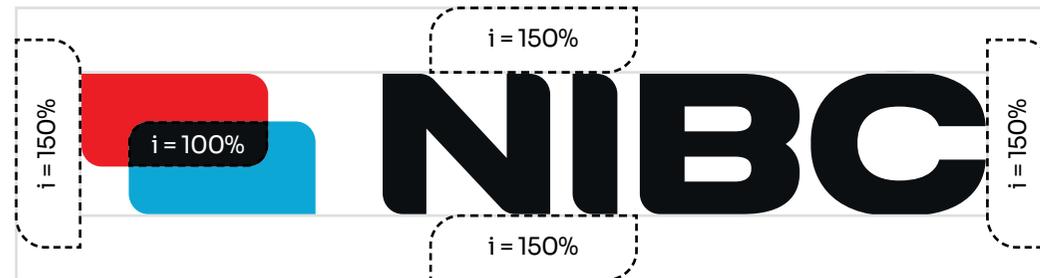
20mm

3,452 mm

Minimum space around logo

i = 150%

i = 100%

i = 150%

i = 150%

i = 150%

Logo with English payoff

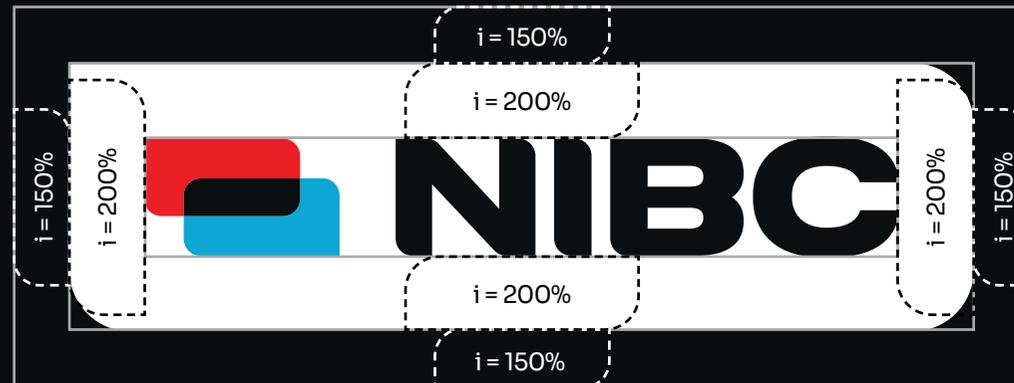The same rules from the previous page apply to the English logo with payoff.

Logo with English pay-off

the entrepreneurial bank

Minimum size of logo

40 mm

10,186 mm

the entrepreneurial bank

Minimum space around logo

i = 150%

i = 150%

i = 150%

i = 100%

i = 150%

the entrepreneurial bank

Logo with Dutch payoff

The same rules from the previous page apply to the Dutch logo with payoff.

Logo with Dutch pay-off

de ondernemende bank

Minimum size of logo

40 mm

9,872 mm

de ondernemende bank

Minimum space around logo

i = 150%

i = 150%

i = 150%

i = 100%

de ondernemende bank

i = 150%

Logo with frame on dark background

We like to keep some space around our logo. We also want to make sure the logo is legible, so please respect the minimum logo size featured on this page.

Logo with frame

Minimum size of logo

24 mm

7,058 mm

Minimum space around logo

i = 150%

i = 200%

i = 150%

i = 200%

i = 200%

i = 200%

i = 150%

i = 150%

i = 200%

Logo with English payoff

The same rules from the previous page apply to the English logo with frame and payoff.

Logo with English pay-off

Minimum size of logo

44 mm

16,081 mm

Minimum space around logo

i = 150%
i = 200%
i = 150%
i = 200%
i = 200%
i = 150%
i = 200%
i = 150%
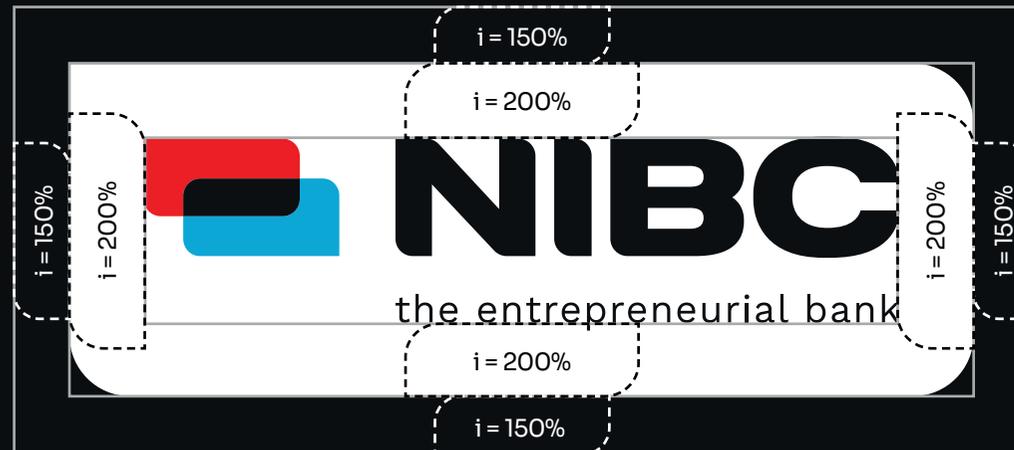
Logo with Dutch payoff

The same rules from the previous page apply to the Dutch logo with frame and payoff.

Logo with Dutch pay-off

NIBC
de ondernemende bank

Minimum size of logo

44 mm

16,081 mm

NIBC
de ondernemende bank

Minimum space around logo

i = 150%

i = 200%

i = 150%   i = 200%

NIBC
de ondernemende bank

i = 200%   i = 150%

i = 200%

i = 150%

Logo on backgrounds

We have 2 full color logo variations, one for light backgrounds and one for dark backgrounds:

1a. Logo on white or other light colors.

1b. Logo on light pictures.

2a. Logo on dark grey or other dark colors.

2b. Logo on dark or busy pictures.

1a.

2a.

1b.

2b.

No color logo

For when it is not possible to use colors on a print or something digital. Please use the logo with in greyscale.

No color logo on white/light background

No color logo on black/dark background

Do's and Don'ts

Do:
▪ Preferably place the logo at the bottom of an asset.

Don't:
▪ Here are some examples of what you cannot do with our logo.

Do NOT place the logo at an angle

Do NOT make the icon larger than the word mark, same rule applies the other way around

Do NOT deviate from our color scheme and combination

Do NOT place the icon at any different place

Logo icon

You can also use the logo icon in isolation. For example as a social media avatar.

Logo icon on light background

Logo icon on dark background

Minimum space around logo icon

i = 100%

i = 100%

i = 100%

i = 100%

i = 100%

NIBC Bank
19,623 followers
3w · 🌐

+ Follow • • •

19
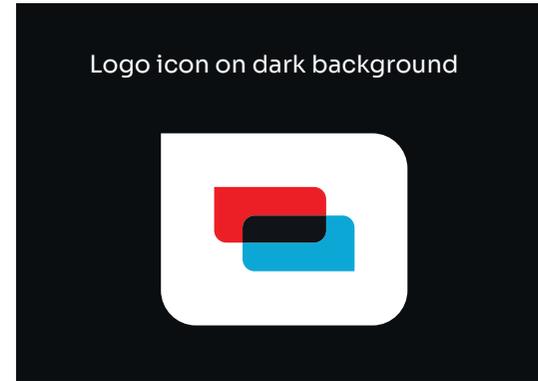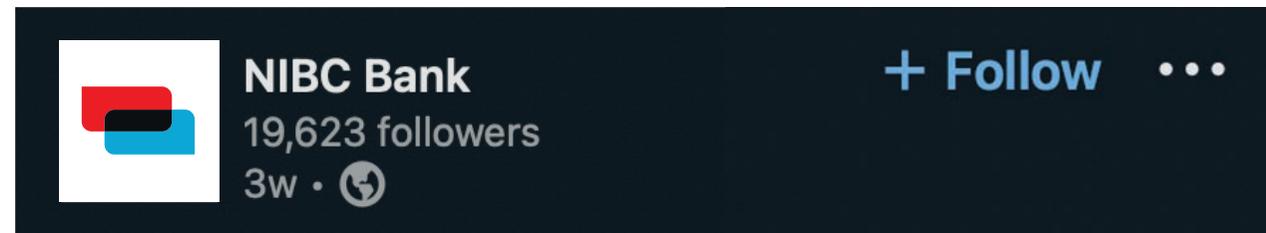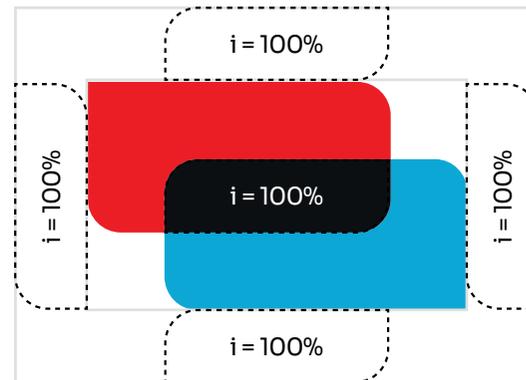
Logo + Think yes

Last but not least, we have our logo in combination with the tagline 'Think yes'. Make sure there is enough space around the logo as displayed on this page.

Think yes NIBC

i = 150%
i = 100%
i = 150%
i = 150%
i = 100%
Think yes NIBC
i = 150%
i = 150%
i = 150%
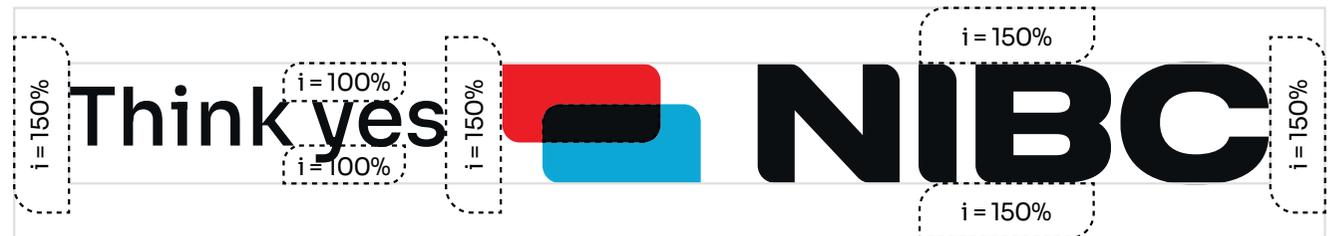
Logo + Think yes on dark background

Think yes 🔴⬛🔵 **NIBC**

i = 150%

i = 150%

Think yes 🔴⬛🔵 **NIBC**

i = 150%

i = 150%

Colors

Primary color

Bright red
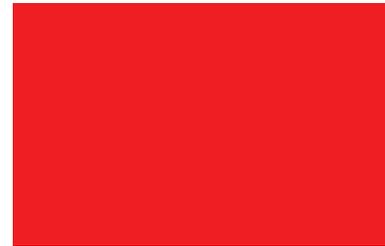
RGB AND WEB (digital usage)

R229 / G0 / B0

WEBCODE = #e50000

CMYK (full color printing)

0 / 100 / 100 / 0

PMS (Pantone printing)

PANTONE 2347 C

When needed for production purposes.

RAL (stickers and paint)

RAL 3028

Note: There are few available RAL colors. This color that we have chosen is the color that comes closest to your brand. The RAL color can therefore appear slightly darker or lighter than you are used to.

NB: NEVER JUDGE COLORS ON A COMPUTER SCREEN, WITH THE EXCEPTION OF RGB AND WEB PREVIEW COLORS AND EVEN THEN ONLY JUDGE THEM ON A CALIBRATED SCREEN.

Primary color

Bright blue
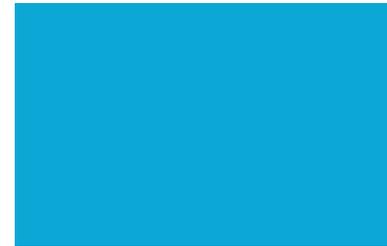
RGB AND WEB (digital usage)

R0 / G165 / B214

WEBCODE = #00a5d6

CMYK (full color printing)

75 / 14 / 7 / 0

PMS (Pantone printing)

PANTONE 2201 C

When needed for production purposes.

RAL (stickers and paint)

RAL 5012

Note: There are few available RAL colors. This color that we have chosen is the color that comes closest to your brand. The RAL color can therefore appear slightly darker or lighter than you are used to.

NB: NEVER JUDGE COLORS ON A COMPUTER SCREEN, WITH THE EXCEPTION OF RGB AND WEB PREVIEW COLORS AND EVEN THEN ONLY JUDGE THEM ON A CALIBRATED SCREEN.

Primary color

Dark grey
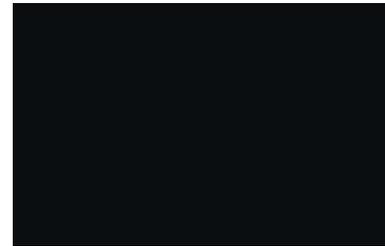
RGB AND WEB (digital usage)

R26 / G26 / B26

WEBCODE = #1a1a1a
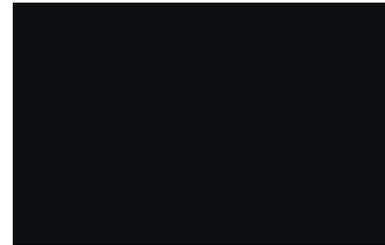
CMYK (full color printing)

76 / 67 / 61 / 83
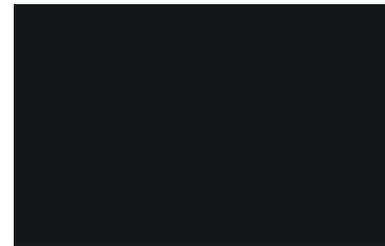
PMS (Pantone printing)

PANTONE Neutral Black C – #232222

When needed for production purposes.
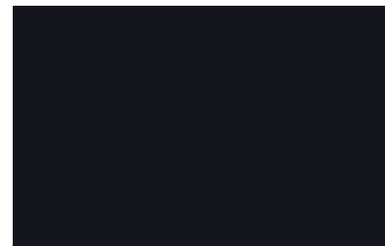
RAL (stickers and paint)

RAL 9011

Note: There are few available RAL colors. This color that we have chosen is the color that comes closest to your brand. The RAL color can therefore appear slightly darker or lighter than you are used to.

NB: NEVER JUDGE COLORS ON A COMPUTER SCREEN, WITH THE EXCEPTION OF RGB AND WEB PREVIEW COLORS AND EVEN THEN ONLY JUDGE THEM ON A CALIBRATED SCREEN.

Primary color

Use Red 1 and Blue 1 together if possible.

At least one of the two that always appears in an design.

If Red 1 and Blue 1 don't work, then use a logo.

Red 1

R229/ G0 / B0
WEBCODE = #E50000
0 / 100 / 100 / 0
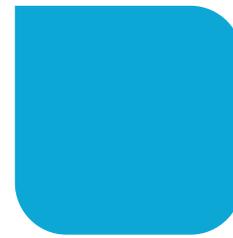
Blue 1

R0 / G165 / B214
WEBCODE = #00A5D6
75 / 14 / 7 / 0
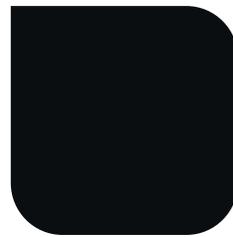
Dark gray

R26 / G26 / B26
WEBCODE = #1a1a1a
76 / 67 / 61 / 83

Secondary colors

Secondary colors can be used for definition when creating charts, for example.
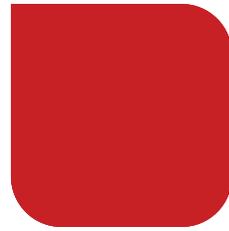
Red 0

R195/ G0 / B0
WEBCODE = #C30000
CMYK = 16 / 100 / 100 / 7
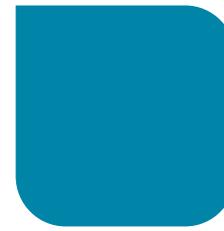
Blue 0

R0 / G126 / B163
WEBCODE = #007EA3
CMYK = 86 / 40 / 23 / 1
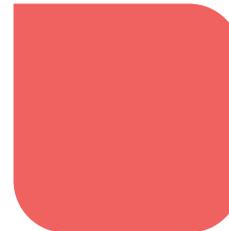
Red 2

R235 / G89 / B88
WEBCODE = #EB5958
0 / 77 / 58 / 0
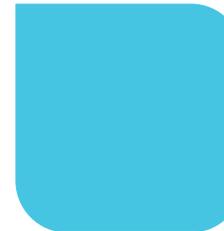
Blue 2

R90 / G195 / B227
WEBCODE = #5AC3E3
61 / 0 / 9 / 0
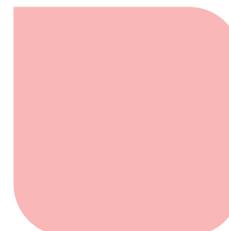
Red 3

R247 / G191 / B191
WEBCODE = #F7BFBF
0 / 34 / 18 / 0

Blue 3

R192 / G228 / B242
WEBCODE = #C0E4F2
29 / 0 / 5 / 0

Red 4

R254 / G242/ B242
WEBCODE = #FEF2F2
0 / 7 / 4 / 0

Blue 4

R242 / G251 / B253
WEBCODE = #F2FBFD
6 / 0 / 2 / 0

Secondary colors

When needed, use these secondary colors.

Grey 1

R245 / G244 / B244
WEBCODE = #F5F4F4
5 / 4 / 4 / 0

Grey 2

R230 / G230 / B230
WEBCODE = #E6E6E6
12 / 8 / 9 / 0

Grey 3

R221 / G221 / B220
WEBCODE = #DDDDDC
16 / 11 / 13 / 0
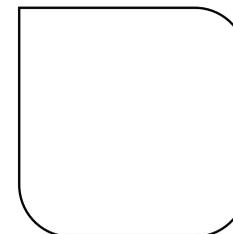
White

R255 / G255 / B255
WEBCODE = #FFFFFF
0 / 0 / 0 / 0
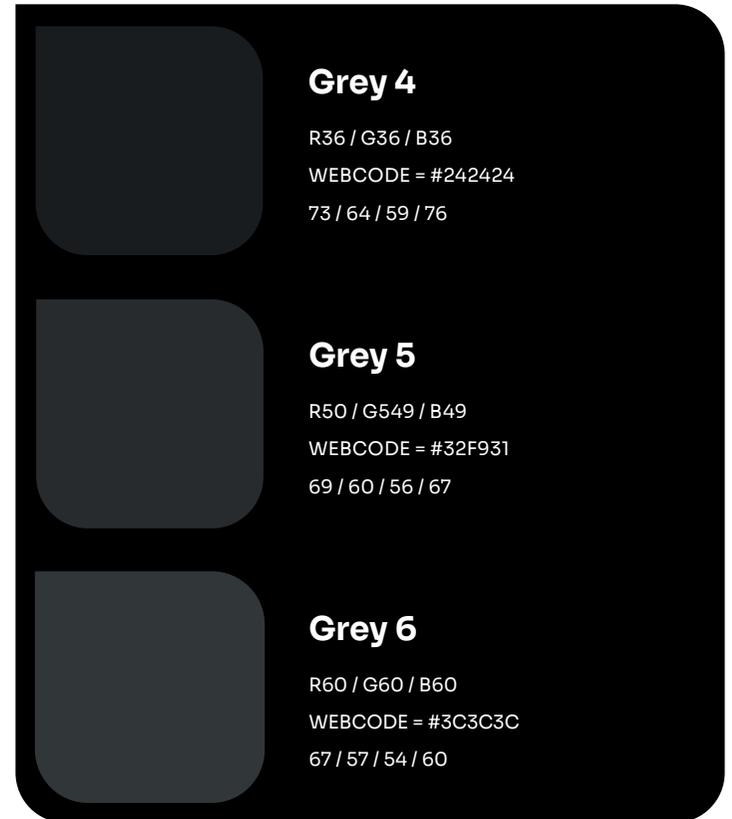
Grey 4

R36 / G36 / B36
WEBCODE = #242424
73 / 64 / 59 / 76

Grey 5

R50 / G549 / B49
WEBCODE = #32F931
69 / 60 / 56 / 67

Grey 6

R60 / G60 / B60
WEBCODE = #3C3C3C
67 / 57 / 54 / 60

Tertiary colors

Supporting colors

Tertiary colors can be used for definition and contrast when creating visuals or infographics.

Accessibility color set

Variants of NIBC's primary colours for better contrast and readability in digital use.

Green 0

R0 / G89 B42
WEBCODE = #00592A
CMYK = 91 / 38 / 100 / 36

Purple 0

R69/ G9 / B103
WEBCODE = #450967
CMYK = 16 / 100 / 100 / 7

Yellow 0

R222 / G169 / B0
WEBCODE = #DEA900
CMYK = 14 / 33 / 100 / 0

Brown 0

R110 / G69 / B48
WEBCODE = #6E4530
CMYK = 40 / 67 / 79 / 39

Green 1

R0 / G131 / B62
WEBCODE = #00833E
CMYK = 88 / 24 / 100 / 11

Purple 1

R93/ G14 / B139
WEBCODE = #5D0E8B
CMYK = 79 / 100 / 7 / 3

Yellow 1

R249 / G190 / B0
WEBCODE = #F9BE00
CMYK = 2 / 26 / 100 / 0
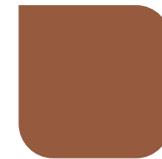
Brown 1

R 148 / G94 / B65
WEBCODE = #945E41
CMYK = 33 / 63 / 77 / 21

Green 2

R77 / G168 / B120
WEBCODE = #4DA878
CMYK = 71 / 11 / 68 / 0

Purple 2

R141/ G86 / B174
WEBCODE = #8D56AE
CMYK = 51 / 77 / 0 / 0

Yellow 2

R250 / G209 / B76
WEBCODE = #FAD14C
CMYK = 2 / 16 / 82 / 0

Brown 2

R180 / G142 / B122
WEBCODE = #B48E7A
CMYK = 29 / 44 / 51 / 3

Green 3

R178 / G218 / B197
WEBCODE = #B2DAC5
CMYK = 30 / 1 / 27 / 0

Purple 3

R207/ G183 / B221
WEBCODE = #CFB7DD
CMYK = 0 / 34 / 18 / 0

Yellow 3

R253 / G235 / B178
WEBCODE = #FDEBB2
CMYK = 1 / 6 / 36 / 0

Brown 3

R223 / G206 / B198
WEBCODE = #DFCEC6
CMYK = 11 / 17 / 18 / 0

Green 4

R230 / G243 / B236
WEBCODE = #E6F3EC
CMYK = 9 / 0 / 7 / 0

Purple 4

R239/ G231/ B244
WEBCODE = #EFE7F4
CMYK = 4 / 9 / 0 / 0

Yellow 4

R254 / G248 / B229
WEBCODE = #FEF8E5
CMYK = 0 / 2 / 10 / 0

Brown 4

R245 / G239 / B236
WEBCODE = #F5EFEC
CMYK = 3 / 4 / 4 / 0

Blue A1

WEBCODE = #037EB3

Red 0

WEBCODE = #C30000

Blue A2

WEBCODE = #036996

Blue A3 (Belgium only)

WEBCODE = #023A5A

Font

Sora Bold (700)

We use Sora Bold for headers and subheaders. This applies to both online and offline executions.

- The header is always the biggest in Sora Bold.

28pt – LH (Auto / 120%)

Lorem ipsum dolor sit amet, consectetuer.

18pt – Line height (Auto / 120%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

12pt – Line height (Auto / 120%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.

28pt – LH (Auto / 120%)

Lorem ipsum dolor sit amet, consectetuer.

18pt – Line height (Auto / 120%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

12pt – Line height (Auto / 120%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.

Sora Bold (400)

We use Sora Regular for the body copy. This applies to both online and offline executions.

14pt - Line height 24,5 (175%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

10pt- Line height 17,5 (175%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

8pt - Line height 14 (175%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

14pt - Line height 24,5 (175%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

10pt- Line height 17,5 (175%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

8pt - Line height 14 (175%)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

Text alignement

Aline text left, right or dynamic.

Which option is best depends on the overall layout of online and offline communications. If the layout already contains a lot of dynamic aspects, opt for aligning text left or right.

Left aligned

**We doen
het samen**

**NIBC
Hypotheek app**

**Gemak en
overzicht**

**Ondernemen
met NIBC**

**Als eerste
op de hoogte**

Right aligned

**We doen
het samen**

**NIBC
Hypotheek app**

**Gemak en
overzicht**

**Ondernemen
met NIBC**

**Als eerste
op de hoogte**

Dynamic aligned

**We doen
het samen**

**NIBC
Hypotheek
app**

**Gemak en
overzicht**

**Ondernemen
met NIBC**

**Als eerste
op de hoogte**

Colors / Font

Colors / font

Black and white text can only be
used on:
Red 0
Red 1 / Blue 1
Red 2

Black text on:
Blue 0
Blue 2
Red 3 / Blue 3
Red 4 / Blue 4

Always use a color contrast tool
based on minimal WCAG 2.1 when
placing text on a background — it
helps ensure your website meets
the requirements of the European
Accessibility Act (EAA).

Text
Text

Red 0

R195/ G0 / B0
WEBCODE = #C30000
CMYK = 16 / 100 / 100 / 7

Text
Text

Red 1

R229/ G0 / B0
WEBCODE = #E50000
0 / 100 / 100 / 0

Text
Text

Red 2

R235 / G89 / B88
WEBCODE = #EB5958
0 / 77 / 58 / 0

Text

Red 3

R247 / G191 / B191
WEBCODE = #F7BFBF
0 / 34 / 18 / 0

Text

Red 4

R254/ G242/ B242
WEBCODE = #FEF2F2
0 / 7 / 4 / 0

Text

Blue 0

R0 / G126 / B163
WEBCODE = #007EA3
CMYK = 86 / 40 / 23 / 1

Text
Text

Blue 1

R0 / G165 / B214
WEBCODE = #00A5D6
75 / 14 / 7 / 0

Text

Blue 2

R90 / G195 / B227
WEBCODE = #5AC3E3
61 / 0 / 9 / 0

Text

Blue 3

R192 / G228 / B242
WEBCODE = #C0E4F2
29 / 0 / 5 / 0

Text
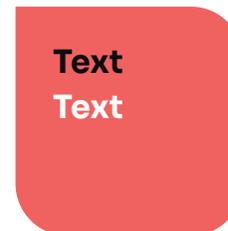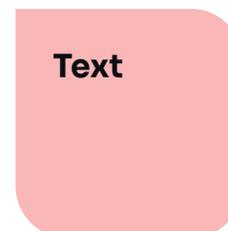
Blue 4

R242 / G251 / B253
WEBCODE = #F2FBFD
6 / 0 / 2 / 0

Photography

Red and blue

The red and blue return in our photography as accent colors with a 50/50 division.
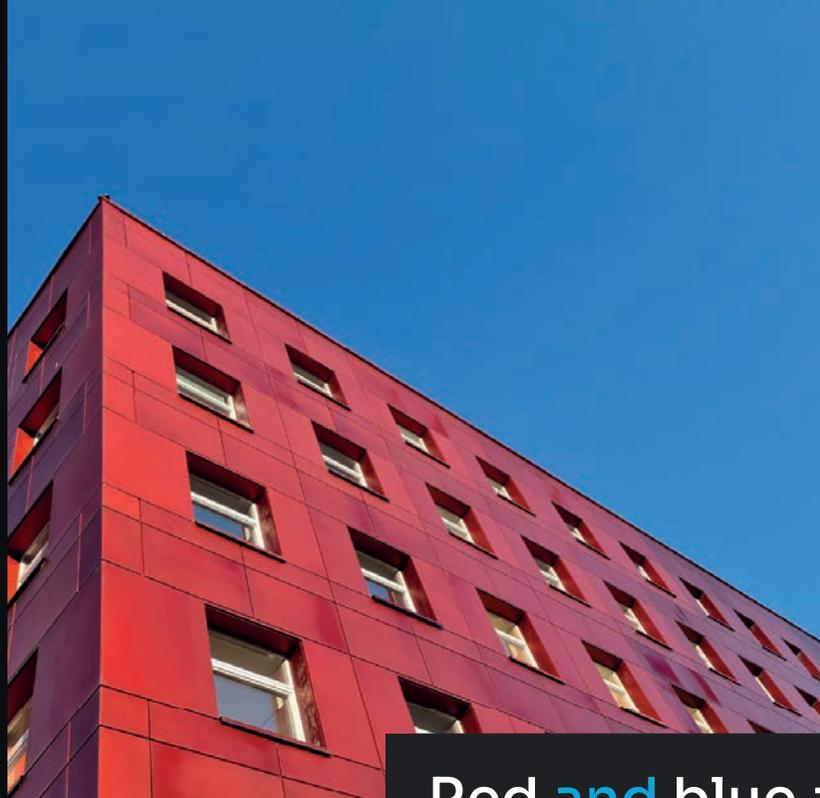
Red and blue as main focus
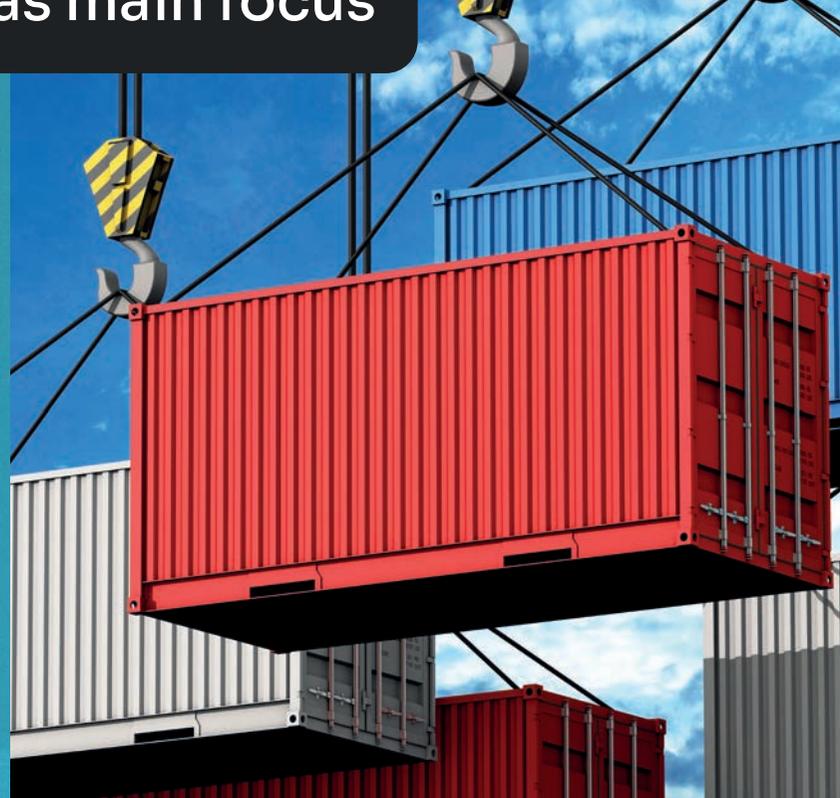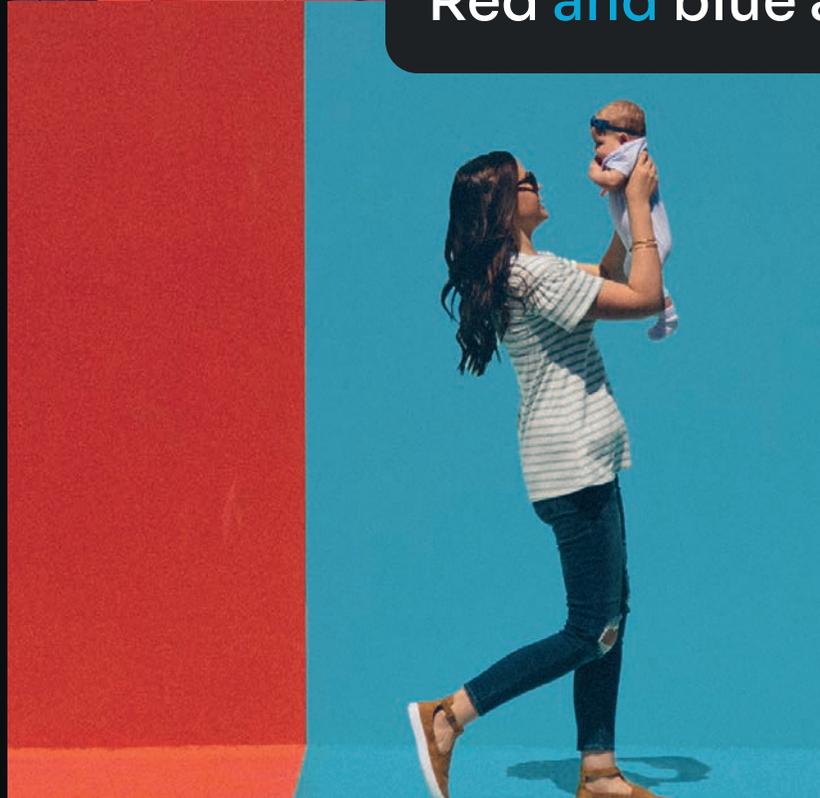
Red and blue

The colors can also be used separate from each other.

Red or blue as main focus
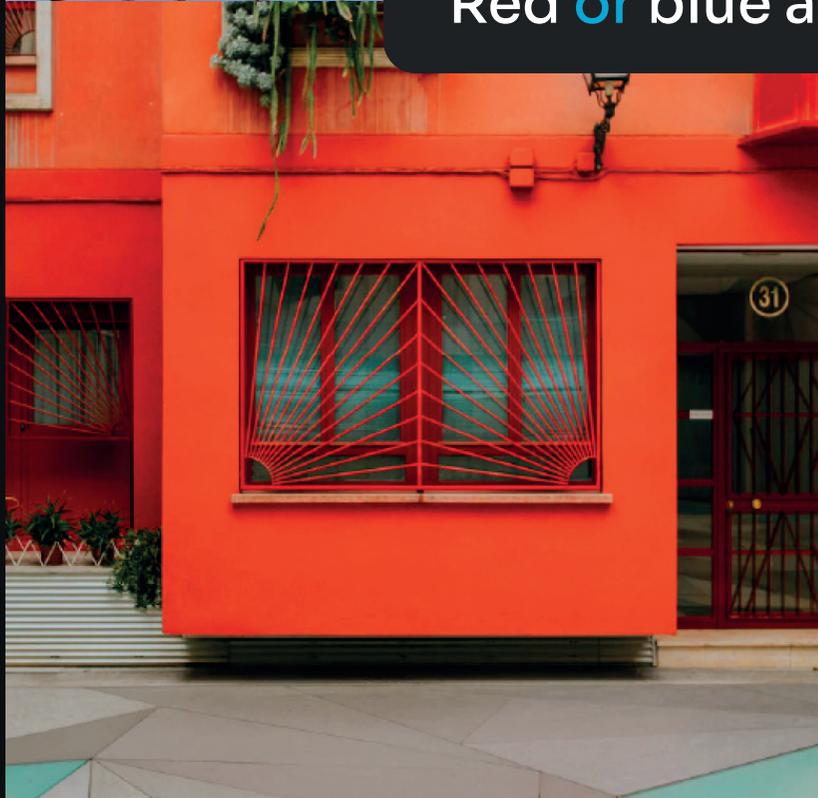
Red and blue

The pictures must always appear fresh. We do this by brightening the pictures and heightening the contrast.

Before

After

Before

After

Other images

These images can be used for an annual report or social media, for example.

From a client for an annual report

From a stock website for a case study

From a stock website for social media

Make visuals more NIBC

Use a frame
Use the bottomline
Use shapes

Use a frame

Use the bottomline
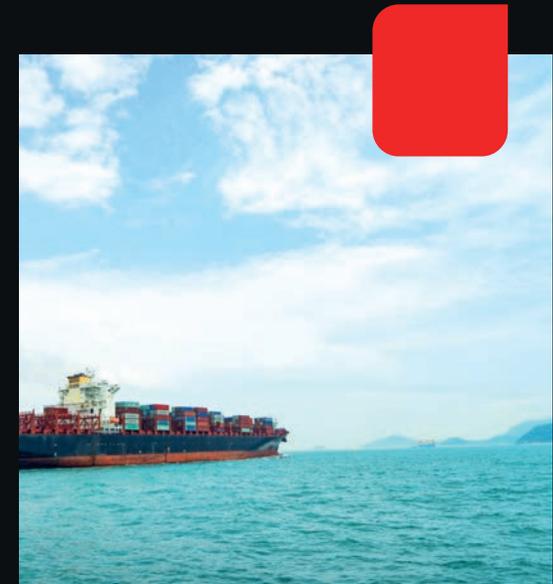
Use shapes

Don't overdo it

Keep in mind that less is more. This entails not using two types of graphic elements in one visual and maintaining balance and space between the elements.

Too crowded
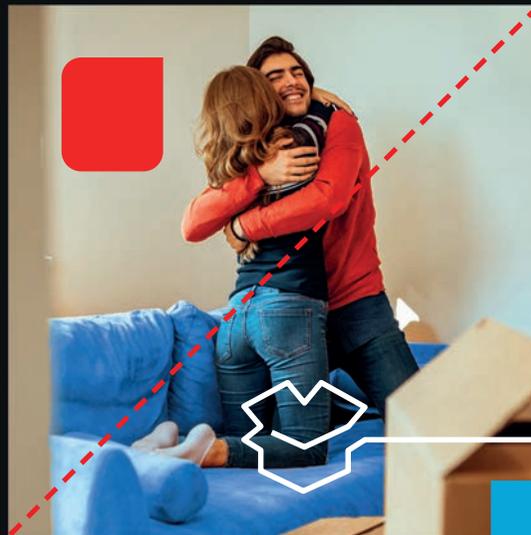
Too many graphic elements
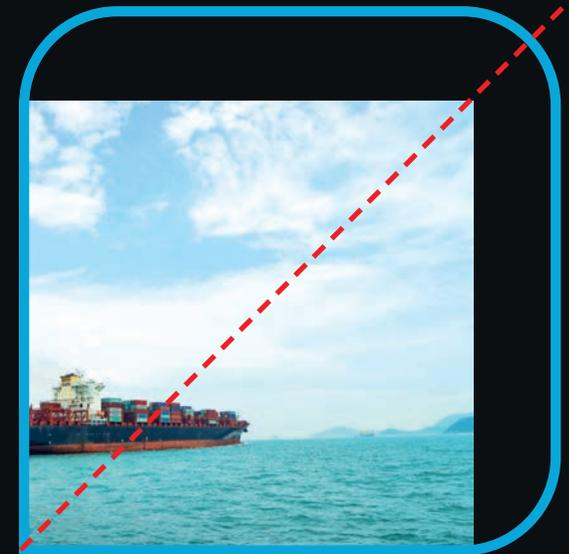
Shapes are out of balance

Do's and don'ts

Do's:
- Use bright and fresh colours
- Use mainly blue and red colors

Don'ts
- Use too many different colours
- Use grey/sepia tints
- Too many other colors
- Too much grey/sepia tints

Mainly blue and red
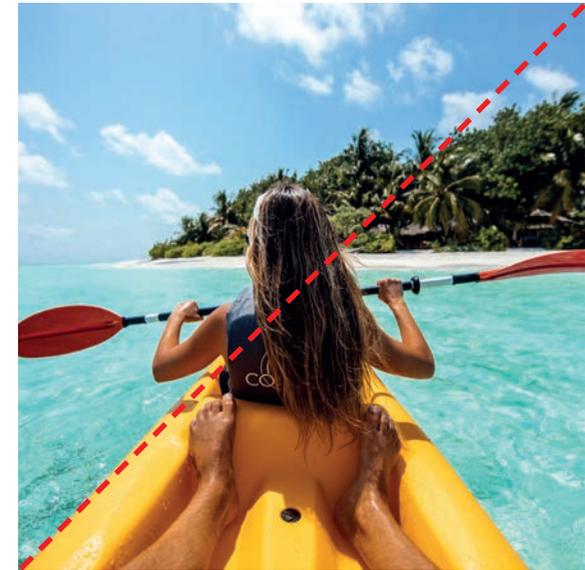
To many other colors

Bright and fresh

Too grey/sepia

Shapes

Shapes

These are our shapes. Make sure that the rounded corners stay nice and round.
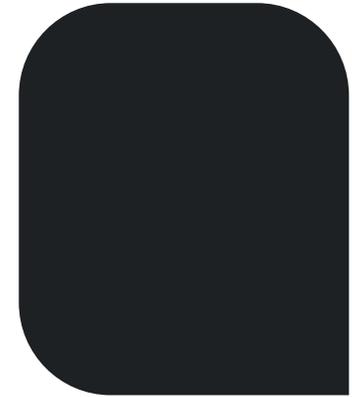
Shapes

The red shape must always have a sharp upper left corner and the blue shape a bottom right corner.

Red – Straight corner up left

Blue –Straight corner right under

Shapes

Make sure that the shapes maintain the correct form.

Not like this

Do not place crookedly
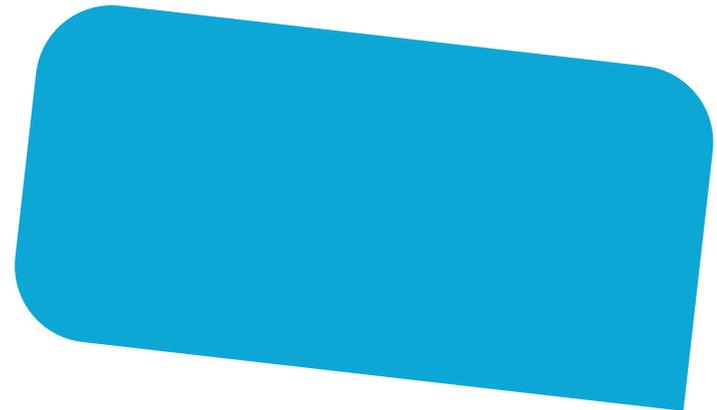
The Bottom Line

Bottom line

Thin line

Colored lines can be used.

Use one type of bottom line consistently per content block or communication medium to maintain visual calm.

Keep the design simple and sleek: less is more.

Also ensure suffi cient 'white space' to create breathing space in the design.
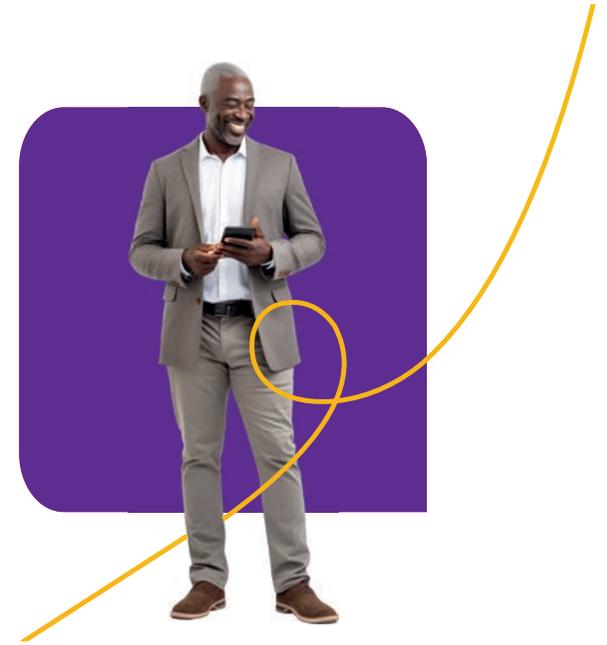
Bottom line

Thin line

Bottomline must always have a
function.

Bottom line

Thin line

Use a single line per content block or communication medium to ensure visual calm and consistency.

Provide suffi cient visual rest in the image or shape.

Avoid having the line cross faces or essential parts of the image.
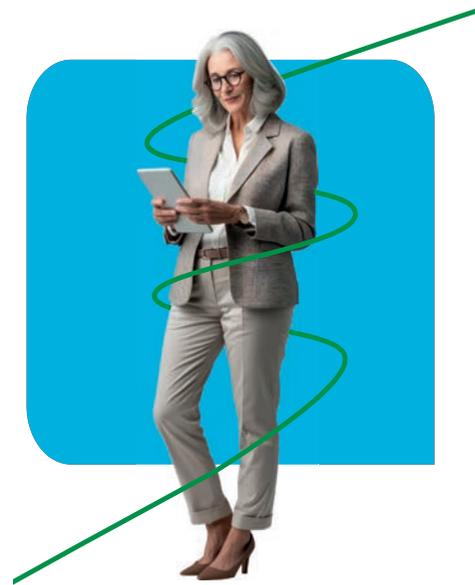
Bottom line

Thin line

When the bottom line contains transparency, always let it gradually fade from full to transparent, or vice versa. Never place transparency in the middle of the line.
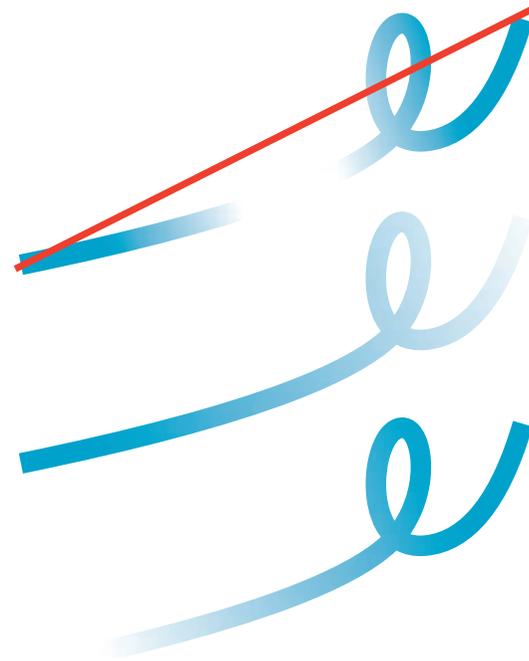
Bottom line

Thick line

Zoomed in.

Zoomed in
combined with shape.

Bottom line

Thick line

When the bottom line is zoomed in, the content and image should always remain clear and visible.

Bottom line

Thin line

Combination with icons –
possible but then in the thin form.

The Bottom Line

As an asset financier, NIBC takes care of 'the bottom line' (for clients' assets/future benefits)

The Bottom Line

As an asset financier, NIBC takes care of 'the bottom line' (for clients' assets/future benefits)
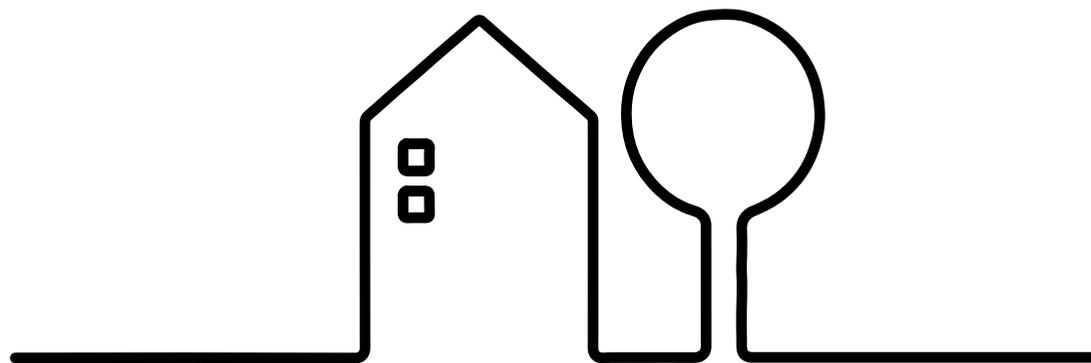
...for example a mortgage for your new house
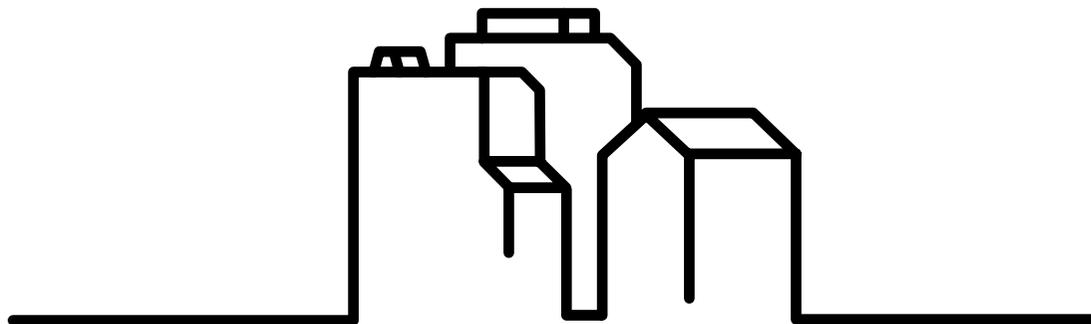
...or the Nieuw Kijkduin project
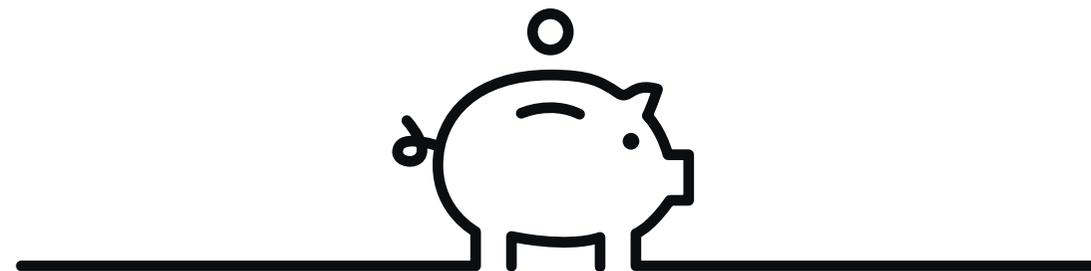
...or for savings

The Bottom Line

Guidelines:

▪ Ensure that 1a is 25% of the height or width of 1b, depending on what the largest orientation is.

▪ For a new bottom line, create a 1920x1080px canvas with a 12pt stroke thickness. After creating the new bottom line, make sure te extend the stroke to a shape, so the thinkness is consistent in all designs.
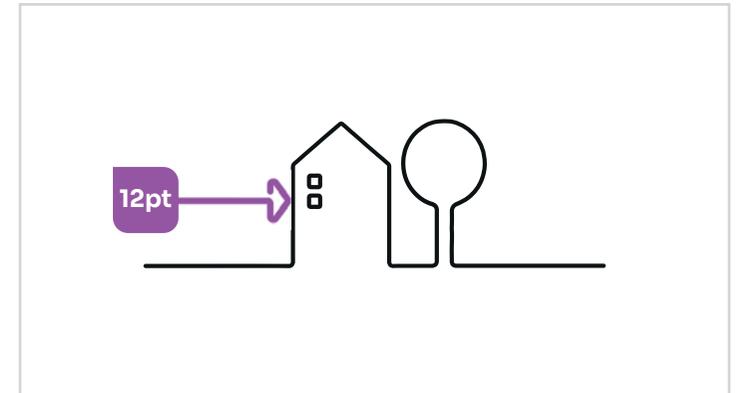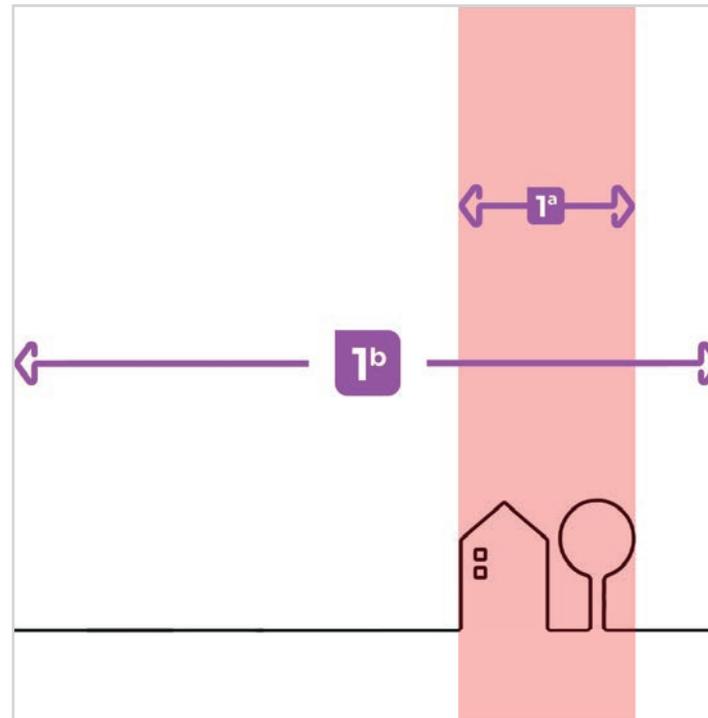
The Bottom Line

We use the bottom line to:

- Accentuate and/or support text
- Visualise benefits and assets

Lorum ipsum dolor sit amet
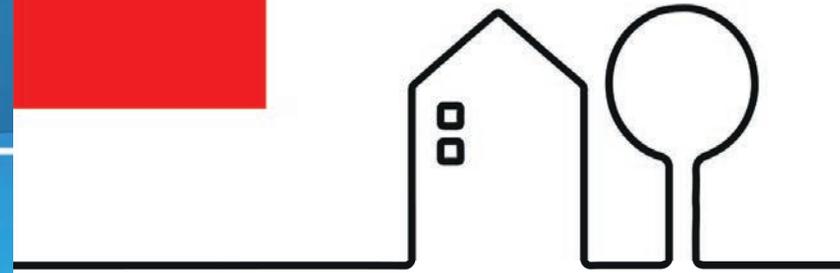
Icons

Icons

Our unoline icon set contains 348 icons.

The bottom line can be used to further enrich the icon library.
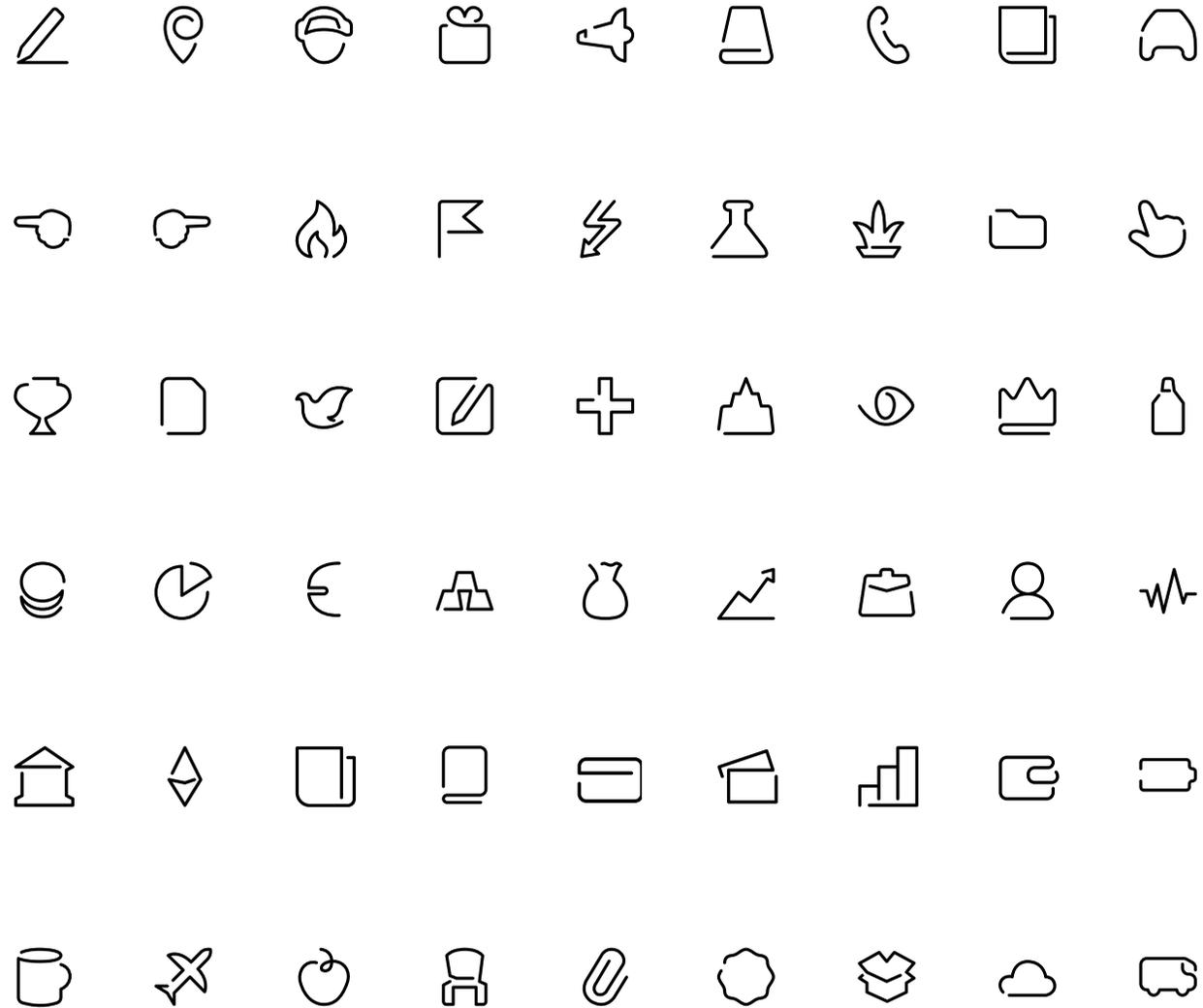
Designs
guidelines

Design guidelines

1. Maintain whitespace at 10% of height (portrait) or width (landscape).

2. When placing the logo at the top, use 50% of the whitespace for size and center it on the whitespace border.

3. Position all other content next to the whitespace border.
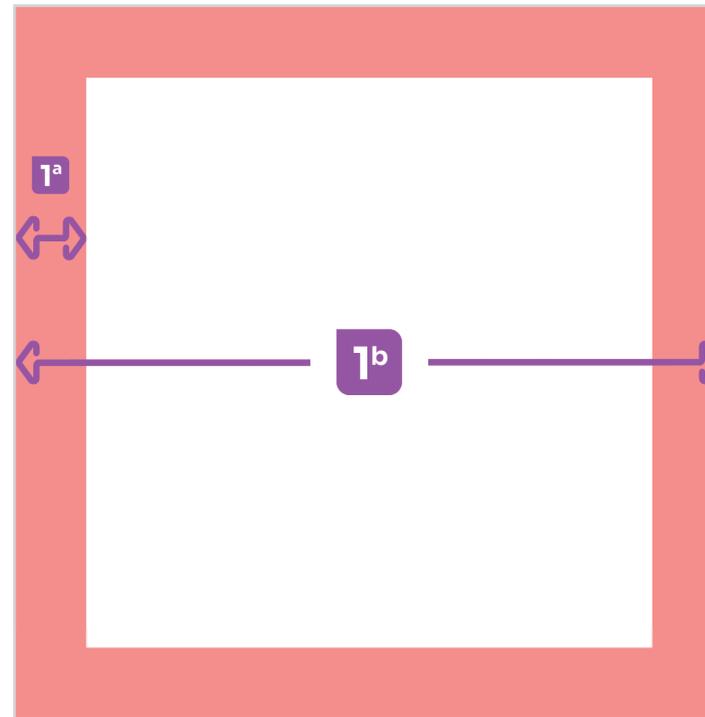
Design guidelines

4. Incorporate three rounded corners in all design.

5. The maximum corner size is 10% of the largest height or width.

6. Maintain consistent spacing between shapes and text/content within shapes.

4 Lorem ipsum dolor sit amet consectetur adipisici

Lorem ipsum c adipisicing incididu

5 **5** **5**

6

Lorem ipsum dolor sit amet, consectetur adipisicing

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.
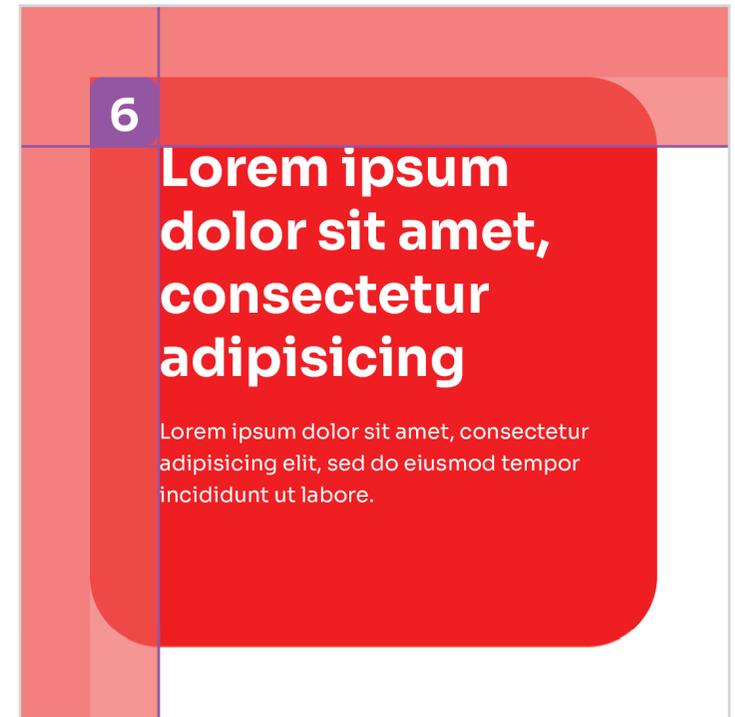
Design guidelines

7. When placing the logo at the bottom, double the whitespace and center the logo within it.

8. The logo's height should be 25% of the whitespace height.

Design guidelines

9. When combining text with an image, make sure to maintain the whitespace all around the text with exception of the logo.

10. It is allowed to place a text shape in the whitespace, when it is placed over an image. Center the text shape with 50% inside the whitespace.
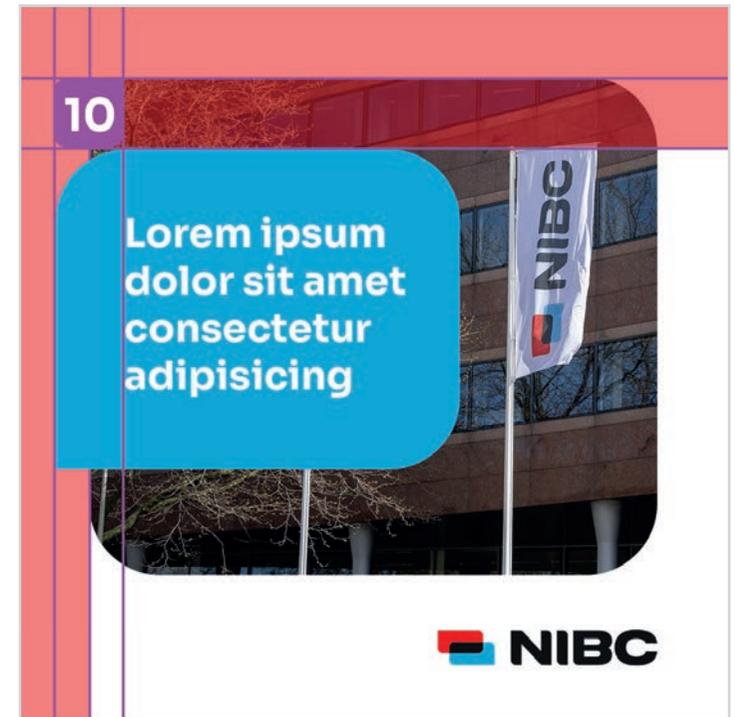
Design guidelines

11. You can place shapes or images over the whitespace when creating LinkedIn or Instagram carousels.

12. Use icons to prompt people to swipe to the next post in a carousel.

13. Make sure to center icons with the bottom line, such as in this example. Icons can slightly overlap the whitespace if needed.

14. Make sure the bottom line aligns with the border of the whitespace.
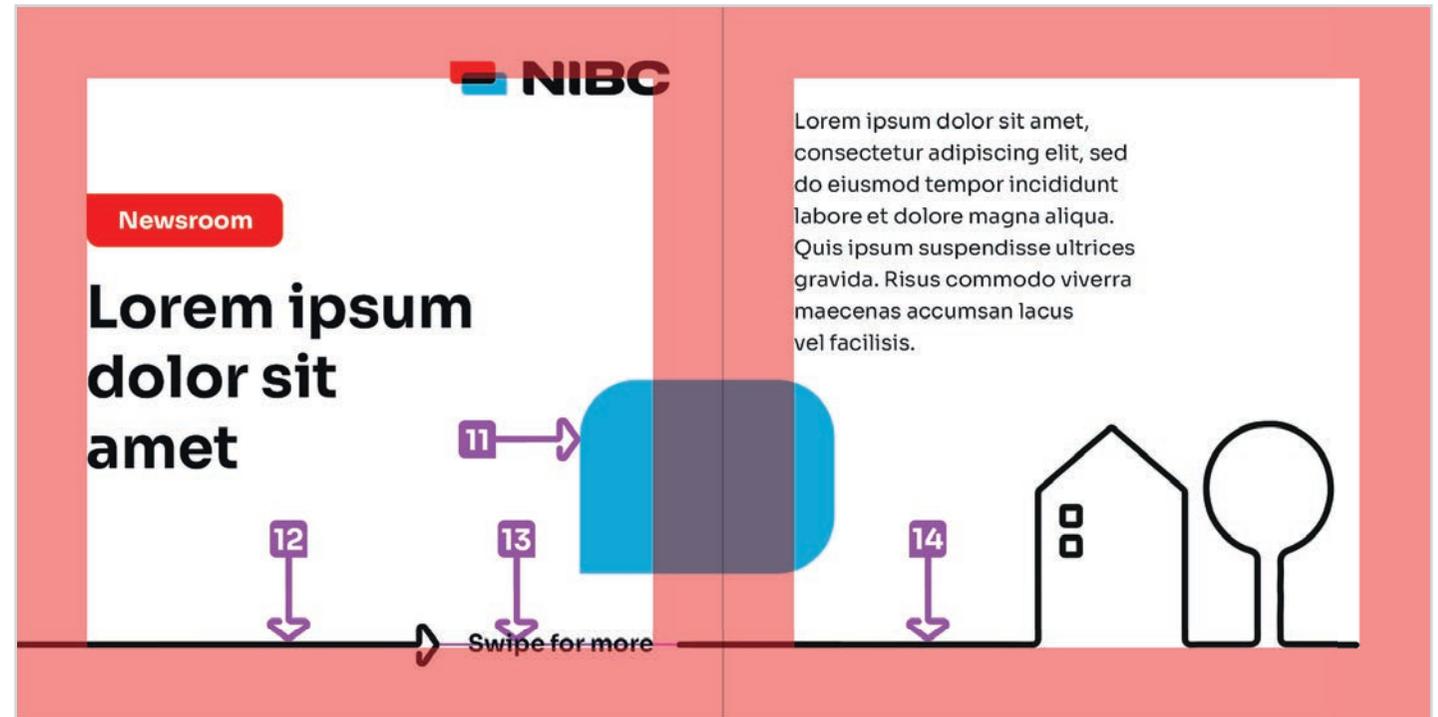
Designs examples

Design examples

- Social media post

Design examples

▪ Social media carousel

Design examples

▪ Roll-up banner

Design examples

- Newspaper ad

Questions?

For questions about the NIBC Brand Guide,
please contact Corporate Communications at
corporate.communications@nibc.com

Think yes NIBC