bank SA
Let's do this.

BankSA Brand System

16 March 2017

BankSA – our purpose

Backing South Australia: we support the growth of the state to ensure a future for all South Australians.

Brand insight

A real bank for South Australians.

We champion and celebrate South Australia's future.

Small enough to make a difference, and too large to be ignored.

Our vision

To be a most loved brand, top of mind destination for home loans and funest place to work.

Customer insight

South Australians want their own bank.

I love my state and my lifestyle, but the future is uncertain.

Our strategy

Drive future opportunity through innovation.

Create economic prosperity through leadership.

Build sustainability through practical help.

Our personality

Energetic and real.

Individual, bold and progressive.

Brand idea

Fired up locals.

Home-grown spark.

Existing
brand elements

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BankSA quick guide

Primary logo - Fixed Signage

To be used on a white background only.

Primary logo with tagline - Advertising Campaigns

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Reversed logos

Colour reversed.
On coloured backgrounds, the word 'bank' is reversed in white only. This reverse colour logo is never used on a red background, as the state shape disappears. Where it is necessary to place the logo on a red background, the mono (reverse) logo must be used.

Mono logo - reversed.
On coloured backgrounds, the mono logo is reversed in white font only. No keyline or box is to be placed around the logo.

Secondary stacked logos

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One colour logo

When used on a white background, this logo appears in black only. No other colour is to be used.

Logo minimum clear space

Use the 'S' from SA to determine the minimum clear space needed around the logo.

Ocean	Desert	Bight	Penguin	Deep
PMS 294 c	PMS 1795 c	PMS 7467 c	PMS 7687 c	PMS 655 c
C100 M69 Y7 K35	C0 M100 Y93 K2	C97 M0 Y30 K0	C100 M75 Y0 K18	C100 M79 Y12 K59
R0 G47 B108	R233 G27 B43	R0 G173 B189	R48 G59 B128	R0 G32 B79
HTML 002F6C	HTML E71A29	HTML 00ADBD	HTML 303B80	HTML 00204f
LT ST	LT ST	HTML 00A4B3	LT ST	LT ST
		HTML 00838F		

Secondary colour palette   Only to be used with permission from BankSA Brand and Marketing.

Gum	Grape	Shark	Sky	Outback
PMS 361 c	PMS 7648 c	PMS Cool Grey 11c	PMS 2975 c	PMS 144 c
C77 M0 Y100 K0	C22 M100 Y0 K16	C0 M0 Y0 K80	C34 M0 Y5 K0	C0 M51 Y100 K0
R67 G176 B42	R162 G34 B105	R89 G89 B91	R171 G226 B236	R247 G146 B30
HTML 5CBB3E	HTML A22269	HTML 58595B	HTML ABE2EC	HTML F7921E
HTML 40A828	LT ST	LT ST	B	HTML EB7127
HTML 338720				HTML B55E16

Use the **Primary colour palette** for main brand expression, use Ocean and Bight the most and Desert sparingly – the state shape in the logo is often enough.

The **Secondary colour palette** adds colour and interest when you need a more distinctive feel aside from the main brand expression.

Online W3G Level AA accessibility

B With Ocean Blue

LT Large text - colour/white

ST Small text - colour/white

GUIDE ONLY, TEST BEFORE IMPLEMENTING

Brand fonts

Aller Bold
Use for headings and important copy. Set tracking at -30.

Aller Light
Use for bodycopy or when you need contrast to Aller Bold. Set tracking at -30.

Trebuchet Reg
Trebuchet Bold
Use as an alternative for Aller in documents you share with the wider world e.g. MS Word documents, emails.

Tagline

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When setting the tagline make sure you use a proper apostrophe and keep the tracking at -30. Lookout for the kerning as well and remember it should always have a full stop.

Using brand colour

Dark Blue and Teal are our brand hero colours.
Apart from when you need a breakout effect a mix of Ocean, Penguin and Bight should be dominant.

- **Desert**/red in the logo heros the state shape and should only be used very sparingly elsewhere.

- **Bight**/teal is used to freshen and lighten the palette and keep it from being too serious.

- **Penguin**/cobalt has been moved to this Primary palette to add more energy and vitality to the dark blue which grounds the brand.

- **Deep**/dark blue (taken from the darkest part of the current pea pattern) has been added to be used almost exclusively for brand signoffs.

Primary palette

| Desert | Deep | Ocean | Penguin | Bight |
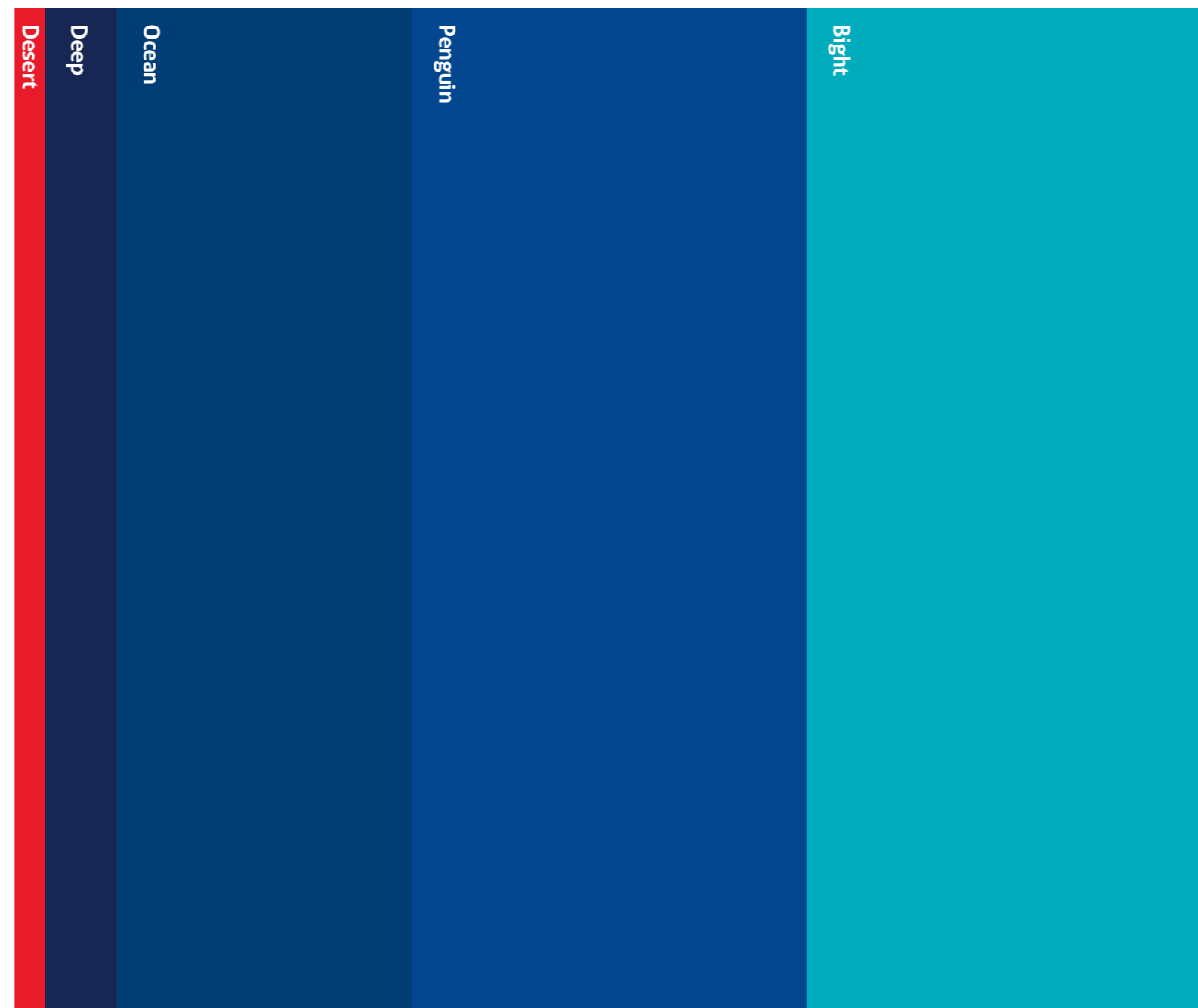
Using type.

We use a mix of **Bold and light fonts** within our titles to **highlight the subject.**

Where titles are too small for a mix of weights use Aller Bold.

Pull out headings or sub-headings in Bight and keep other main information in Ocean.

Body copy should be set in Shark/dark grey.

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Extending the
brand elements

Signing off

– We've updated the logo lockup to be less 'sharp' and more friendly. We like to call it a smile.

– The smile comes with just the logo or logo and tagline – with and without 3mm bleed.

– Lockup preferable is at the top, on exceptional occasions may be used on the bottom, but always on the right.

– Call to action is locked up in a ribbon in the new Deep colour. This provides good contrast, but without adding more colour. There are standard, social media or in branch options. They can run from the left or right depending on what works best for your design.

Graphic elements

We start with our current **Blue Pea pattern** – mix up which one you use, rotate or flip it too – add a brand gradient.

The transition pea

Using the original transition pea we add the gradient to create more impact and reduce 'pea overload'.

The simple pea

We can add the **Simple Pea** graphic to the plain gradients, when a quieter brand effect is required.

The dot pea

Or we can add a new dot pea graphic.

Adding
photography

Non-campaign imagery

What to **look** for?

- **Energy.** People featured are actively engaged.

- **Perspective.** South Australia is all about big landscapes. The aim is to use long perspectives that show expanse or close depth of field for interest.

Do not use these images as they have not been licensed for use on print and campaign material

Non-campaign imagery

Grading the images – we want to add spark and warmth to the images.

Grading Instructions

Download Alien Skin Exposure 7 from **http://www.alienskin.com/exposure/** and install into Photoshop.

Place the supplied '**BankSA_BankSA Final.f1s'** file in the following folder trail: **Hard drive / Library / Application Support / Alien Skin / Exposure 7 / Exposure**

Once the plugin is installed you'll find it under the Photoshop '**Filter'** pulldown menu.

1. Open an image in Photoshop you want to apply the grade to.

2. Under the '**Filter'** pulldown menu, click on '**Alien Skin'** then '**Exposure 7'**.

3. The Exposure 7 screen will open above your Photoshop screen.

4. On the left hand side is a menu of all available grades. Find the '**BankSA'** folder and click on '**BankSA Final'**.

5. The grade will apply to the image.

6. To avoid the images looking the same you should choose an overlay within the grade that suits the image best.

7. Go to the right hand column and click on the arrow next to '**Overlay'** to open the menu – this may already be open.

8. In the '**Light Effect'** section click on the visual example to bring up the full set of effects. Make your selection from **Corner, Side or Sun Flare** – side, top, bottom or corner are best. Don't use the white or blue options within Sun Flare. Use the arrows next to the example to flip the effect horizontally or vertically.

9. The image in the centre should change as you explore your options.

10. Click '**Apply'** to create your final file.

11. The Exposure 7 screen will close and the graded layer will appear above the original photoshop image in your layer palette.

12. Save as required.

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Before grade

After grade

Imagery and the pea

Once we start using photography the existing **White Pea Overlay** can be used.

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Putting it all together – with alternate social media options

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Putting it all together

Thanks!

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