



**CREDO BANK**

**BRAND GUIDELINES**

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**OUR BRAND AND VISUAL IDENTITY IS BUILT ON STRONG STRATEGIC FOUNDATION EMBEDDED IN BRAND PLATFORM.**

**THE CLEAR AND DISTINCTIVE BRAND POSITIONING GIVES US A SINGLE-MINDED FOCUS AND A SET OF VALUES FOR THE COMPANY CULTURE**

Important note:

All images used in this guideline book are for visual reference purposes only. Usage rights should be approved and licenses purchased through the relevant image library or photographer.

# BRAND CODE

## PRODUCT

**CUSTOMIZED ONLINE AND OFFLINE FULL RETAIL BANKING PRODUCTS, SERVICES SUCH AS:**

- Card
- SMS
- Deposit
- Loan
- Insurance
- Credit Purchase

## MOBILE BANKING

- Mobile Pay
- Online Banking
- E-Commerce
- Non-financial services (Consulting)
- Entrepreneurship and Trade Promotion

## POSITIONING

Everyone have a easy access to money with us.

## MISSION

We do everything to improve your life.

**IMAGINE,  
AND WE DO IT  
TOGETHER**

## AMBITION

Our vision is to become a top CHOICE bank for our users.

## STYLE

- Flexible
- Realistic
- Color
- light/spaceful

## COMMUNICATION TONE

- Domestic
- Engineer

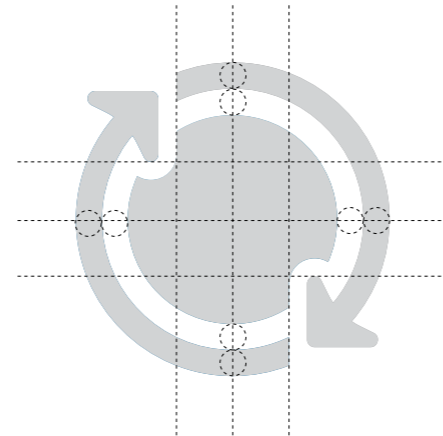
## VALUES

- Innovation
- Stability
- Mutually beneficial
- Community welfare

# BRANDMARK

The Credo Bank corporate logo is key visual element of our brand, helping us to stand out and make us unique and distinctive. Here are some simple guidelines for their use.

# LOGO



Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the logo, always hold down the shift key as you drag the corner to increase or decrease its size.

# LOGO

## Basic version

The typography is drawn specifically for Credo Bank.

The letters must never be re-drawn or modified in anyway.

Please find the Print files in the relevant folder

Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the logo, always hold down the shift key as you drag the corner to increase or decrease its size.



# LOGO

## Alternative version

Please avoid using the logo with two languages except special cases.

It is better to use basic version of the English and Georgian logos separately.

Please find the Print files in the relevant folder

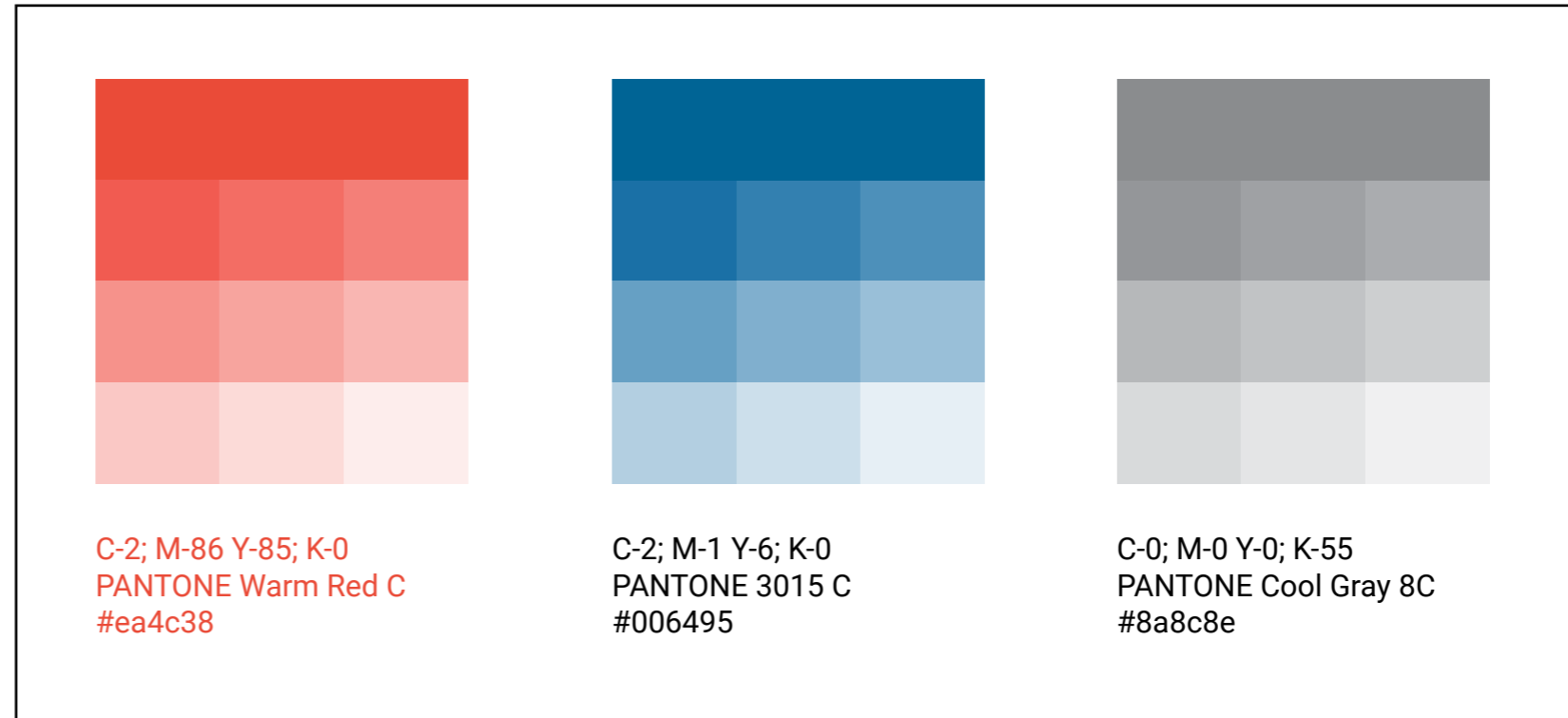
Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the logo, always hold down the shift key as you drag the corner to increase or decrease its size.





# LOGO

## Color specifications



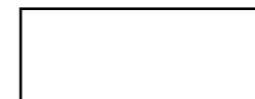
Gradient for CMYK



C-2; M-1 Y-6; K-0  
#006495



C-70; M-27 Y-1; K-0  
#4799c4

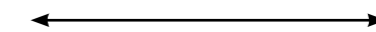


C-0; M-0 Y-0; K-0  
#ffffff

Gradient for Pantone



WHITE



PANTONE 3015 C

# LOGO

## Alternative color version

2 and 3 color logo versions should only be used for printing while gradient printing is restricted.

Please find the Print files in the relevant folder

Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the logo, always hold down the shift key as you drag the corner to increase or decrease its size.



2 colors



2 colors



3 colors



3 colors

# LOGO

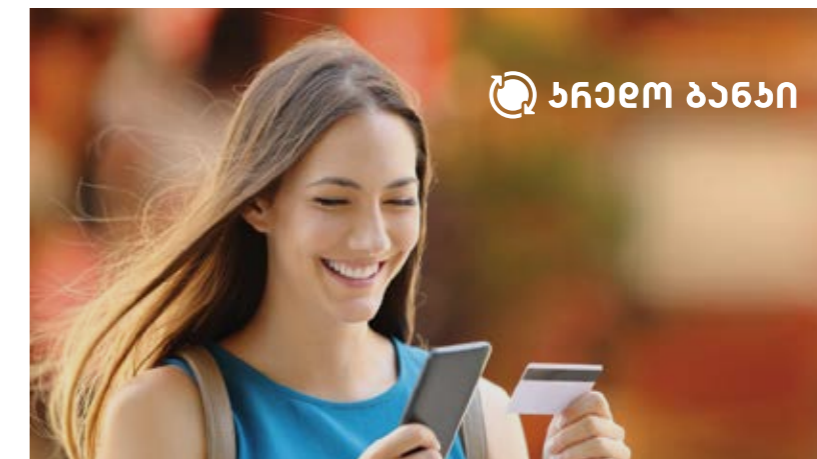
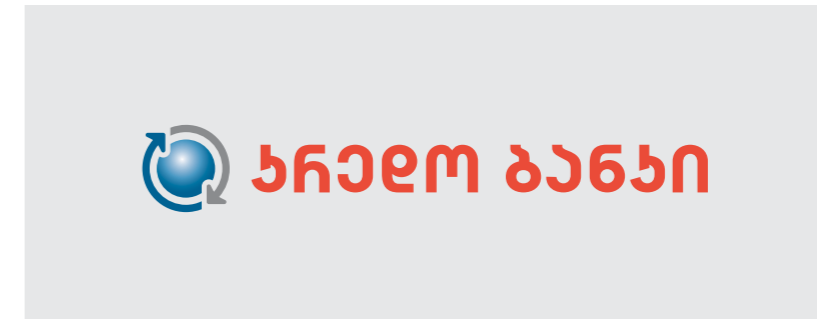
## Backgrounds

The best background for the full color logo is white.

It is possible to use logo on light gray background.

It is possible to use the white logo on main corporate colors Orange and Blue.

It is possible to use one color white logo on dark colored photo materials or on the corporate style elements with main colors - Blue and Orange.

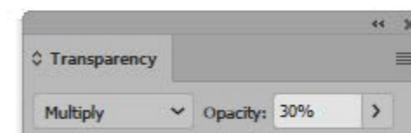


# LOGO

## Backgrounds

While using one color logo, use only white logo on orange or blue backgrounds.

While using one color logo on photo material logotype should be placed over the opacity layer of black (10%-30%).



# LOGO

## Backgrounds

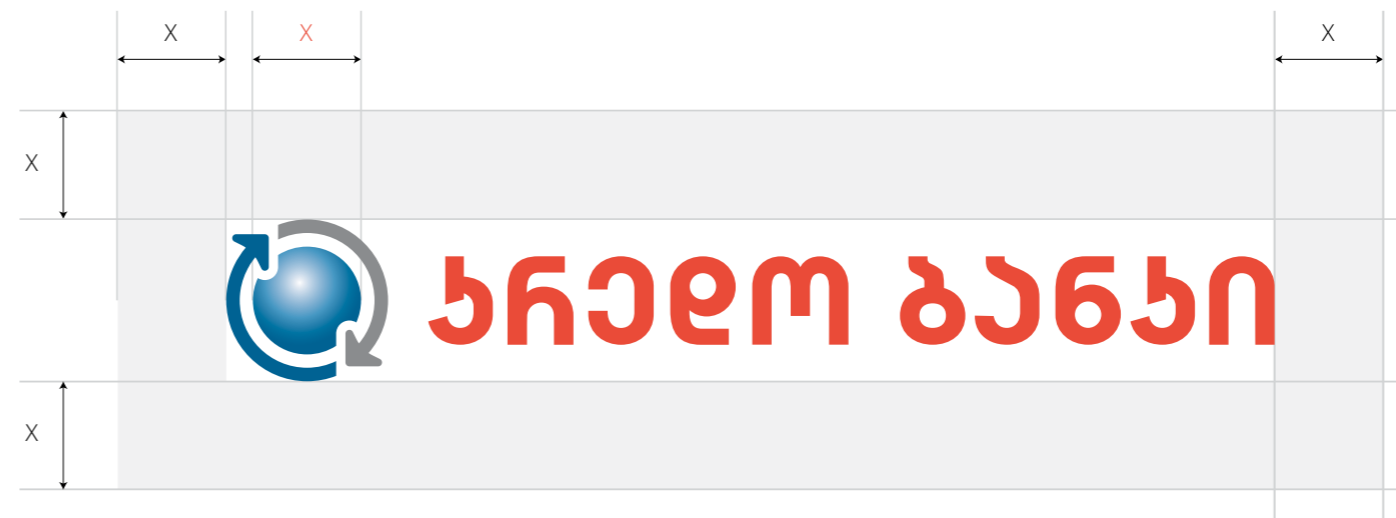
It is recommended to use one color logo mostly on corporate blue color to avoid perception of being look like competitor.

Corporate blue color space necessarily must be balanced with corporate orange color.



# LOGO

## Exclusion zone

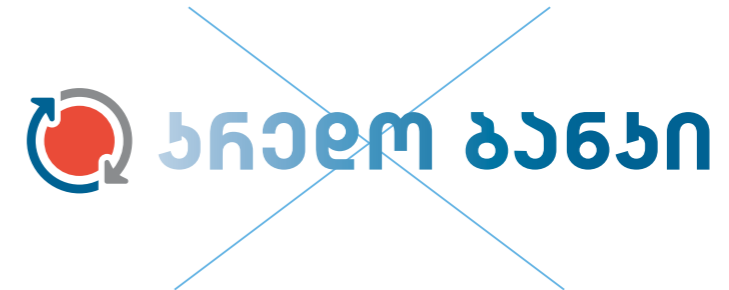


The precise position and proportion of all the logotype elements is mentioned by X and must always be reproduced in the set relationship shown here.

# LOGO

## Forbidden modifications

1. Don't use two lines for typography
2. Don't change the color in the logo
3. Don't use the drop shadow
4. Don't rotate the symbol in the logo
5. Don't use outline version of the logo
6. Don't use the one color blue or orange logo version on the white background.



# LOGO

Minimum size

PRINT



DIGITAL





# COLOR PALETTE

Our corporate color palette comprises of two Core colors: Credo bank corporate blue and orange.

We also use additional colors (gray, dark blue, cream, green and yellow) to improve design or emphasise important information, add distinction and bring a subtle warmth to our communications.

# COLOR

1. The core colors of Credo Bank are Blue and orange



2. It is possible to use four tones of Gray in corporate style. Use dark and light gray more frequently than middle two tones of gray.



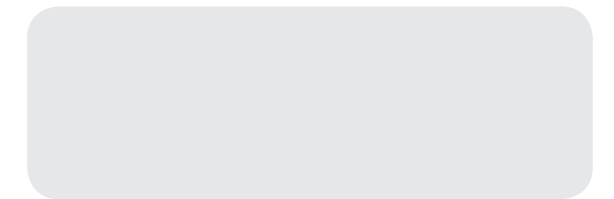
Black 85%



Black 30%



Black 20%



Black 10%

3. Here are given additional colors for the Credo Bank. Usage of those colors should be minimum comparing to main colors.



# COLOR

## Specifications



C-2; M-1 Y-6; K-0  
#006495



C-2; M-86 Y-85; K-0  
#ea4c38



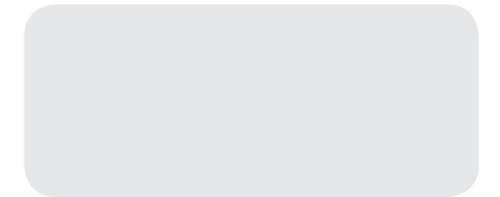
Black 85%



Black 55%



Black 30%



Black 10%



C-100; M-86 Y-23; K-14  
#1d3c76



C-5; M-12 Y-25; K-0  
#F0DCBF



C-80; M-9; Y-85; K-0  
#23a65f



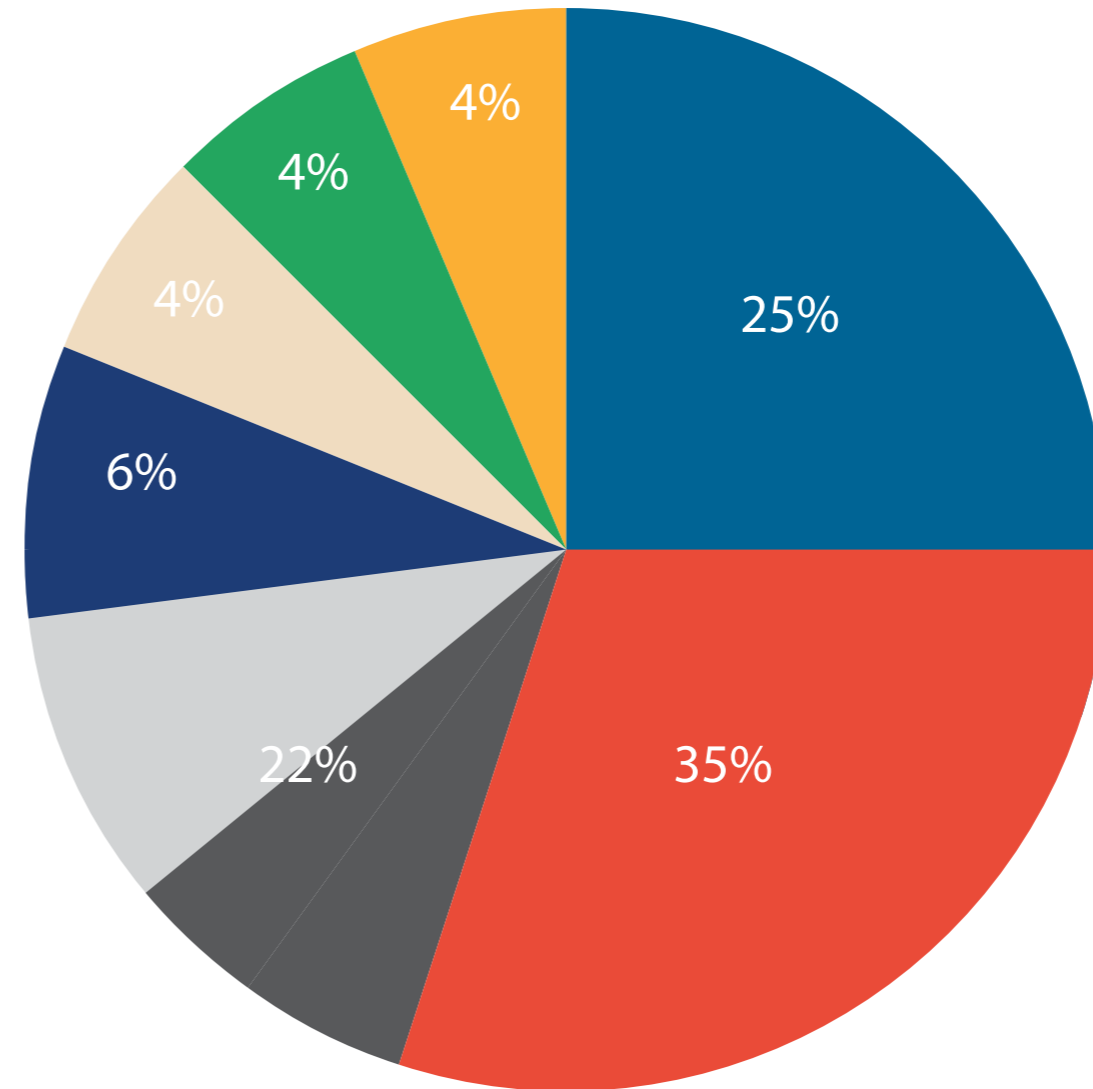
C-0; M-35; Y-90; K-0  
#fbb034

# COLOR

## Usage percentage

Here is given a pie graph how colors should be used in Credo Bank communication.

Additional colors always should be used minimalistically, only on some small elements.



Note: for digital color distributions please refer to page 40, DIGITAL section

# TYPOGRAPHY

Our corporate typeface is FiraGo.

Its clear, legible and bold nature supports the concise, accessible and personal way we talk to our customers.

# TYPOGRAPHY / ENG

## FIRAGO

### FiraGo Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@\$?!.:,"%&\*()**

### FiraGo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890@\$?!.:,"%&\*()

### FiraGo Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@\$?!.:,"%&\*()**

### FiraGo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890@\$?!.:,"%&\*()

Typography plays an important role in the consistency of our advertising and ultimately our brand.

Our English type front is FiraGO. It comes in many sizes and weights, modern and friendly. Our headlines are generally set in Medium or Bold and body copy Regular or Light.

# TYPOGRAPHY / GEO

## FIRAGO

### FiraGo BOLD

აბგღევზთიკლმნოჰრსტუფქღყშჩცძწჭხჯჰ  
 აბგღევზთიკლმნოჰ რსტუფქღყშჩცძწჭხჯჰ  
 1234567890  
 @\$?!:~%&\*()

### FiraGo Regular

აბგღევზთიკლმნოჰრსტუფქღყშჩცძწჭხჯჰ  
 აბგღევზთიკლმნოჰ რსტუფქღყშჩცძწჭხჯჰ  
 1234567890  
 @\$?!:~%&\*()

### FiraGo Medium

აბგღევზთიკლმნოჰრსტუფქღყშჩცძწჭხჯჰ  
 აბგღევზთიკლმნოჰ რსტუფქღყშჩცძწჭხჯჰ  
 1234567890  
 @\$?!:~%&\*()

### FiraGo Light

აბგღევზთიკლმნოჰ რსტუფქღყშჩცძწჭხჯჰ  
 აბგღევზთიკლმნოჰ რსტუფქღყშჩცძწჭხჯჰ  
 1234567890  
 @\$?!:~%&\*()

Typography plays an important role in the consistency of our advertising and ultimately our brand.

Our Georgian type front is FiraGO. It comes in many sizes and weights, modern and friendly. Our headlines are generally set in Medium or Bold and body copy Regular or Light.

# TYPOGRAPHY

## Type sizes

### Minimum type sizes

For A4:

- Body copy 9pt with 11pt leading
- In tables 7pt with 8pt leading
- Footnotes 5pt with 6pt leading

For A5:

- Body copy 8pt with 10pt leading
- In tables 7pt with 8pt leading
- Footnotes 5pt with 6pt leading

Type sizes used for all English and Georgian master materials should always be set 1pt above the minimum size to allow for the possibility to reduce the font if needed in translated communications e.g. for the A4 EN master the body copy should be set at 10pt.

Please find the Font files in the relevant folder

FiraGO Medium CAPS

---

FiraGO Medium

---

FiraGO Light or Regular

---

FiraGO Medium CAPS

---

FiraGO Medium

---

FiraGO Light or Regular

---

## ტურისტული ბიზნეს ტრენინგი

### „მასპინძელი“ უკვე ერთი თვეა საქართველოს სხვადასხვა რეგიონში იმართება

კრედიტ ბანკის მიერ ორგანიზებულ ტრენინგზე დარგის ექსპერტები და პროფესიონალი ტრენერები მონაწილეებს უზიარებენ ცოდნასა და გამოცდილებას ტურისტული ბიზნესის განვითარებისა და ინდუსტრიის შესაძლებლობების შესახებ.

## LOREM IPSUM DOLOR SIT AMET

### Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat

Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla-mcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.



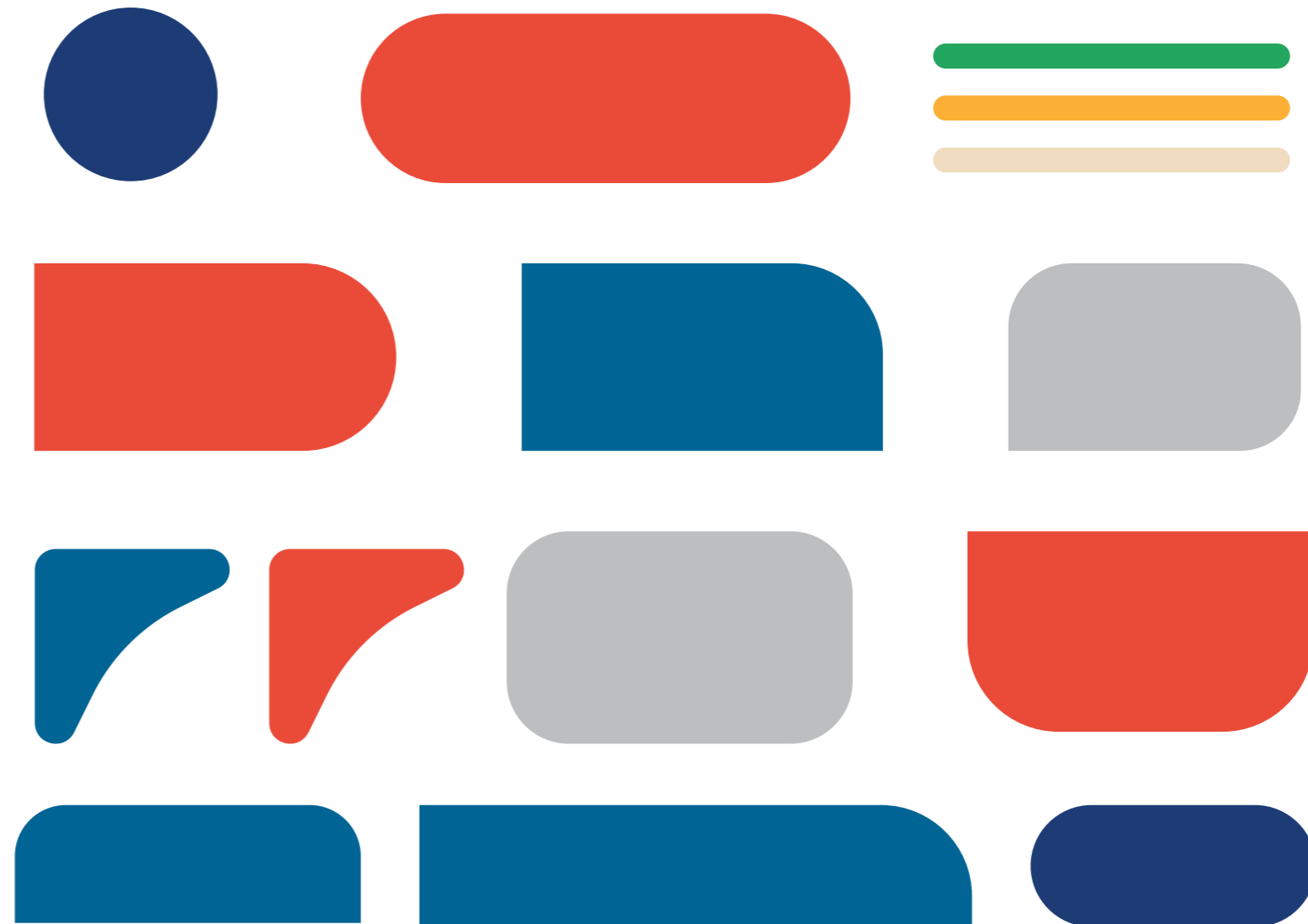
# CORPORATE STYLE

Our corporate style elements are the key distinguishing aspect of our brand identity.

The following pages provide guidance on how to use our style elements.

# CORPORATE STYLE

Style elements

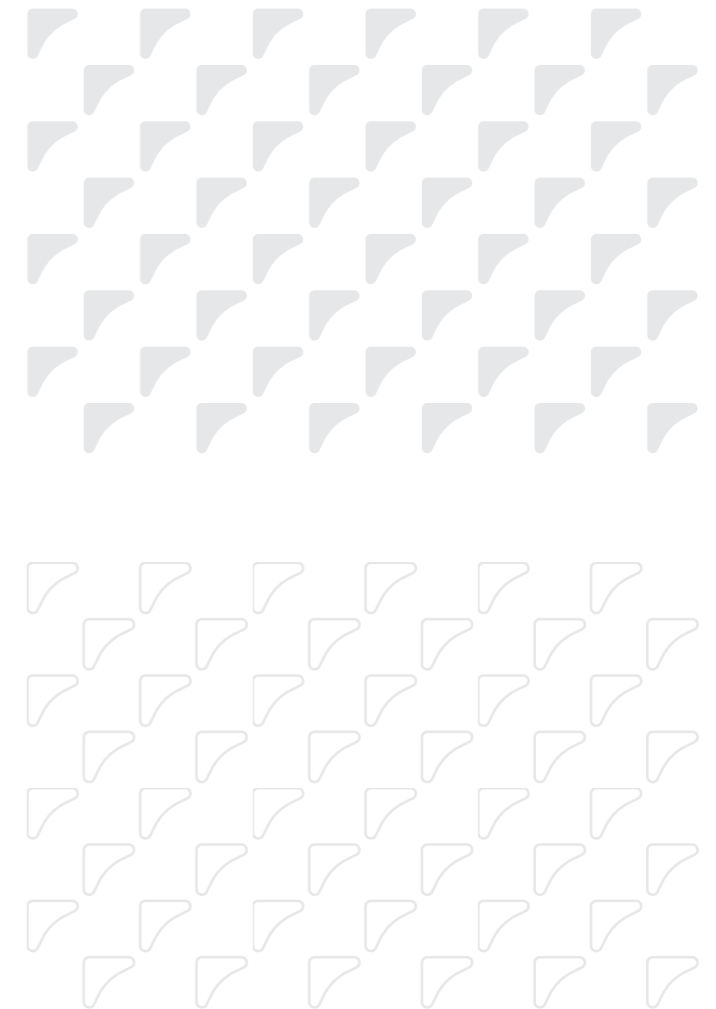
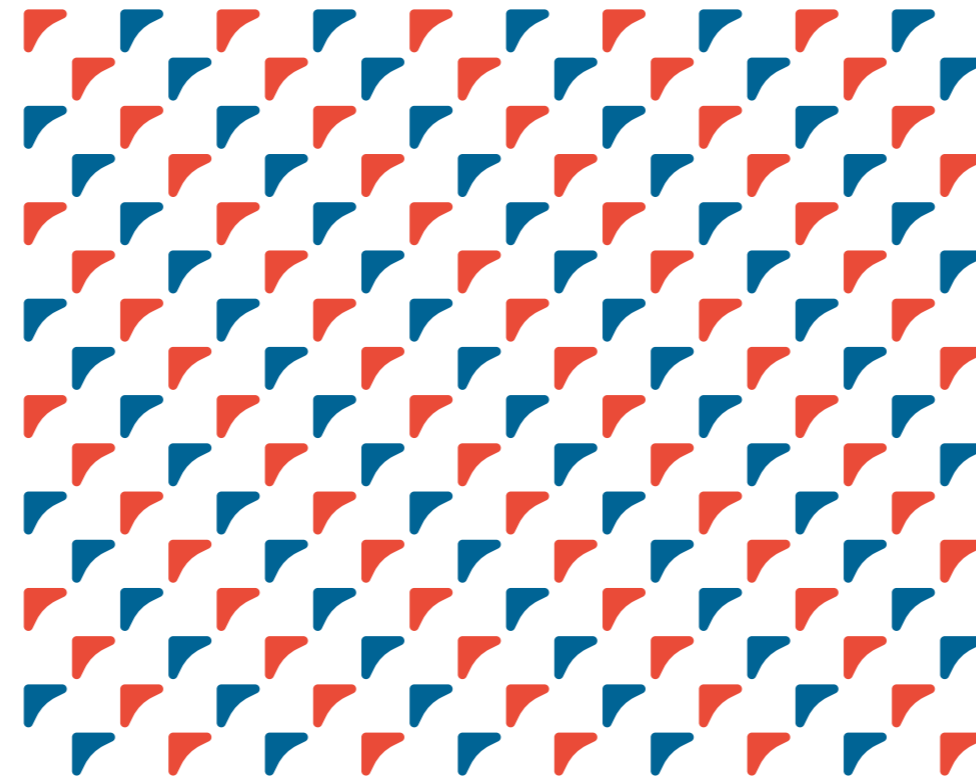


Avoid sharp forms.

All style elements should be smooth and rounded.

# CORPORATE STYLE

Pattern



Please find the master files in  
the relevant folder

# CORPORATE STYLE

Pattern usage examples

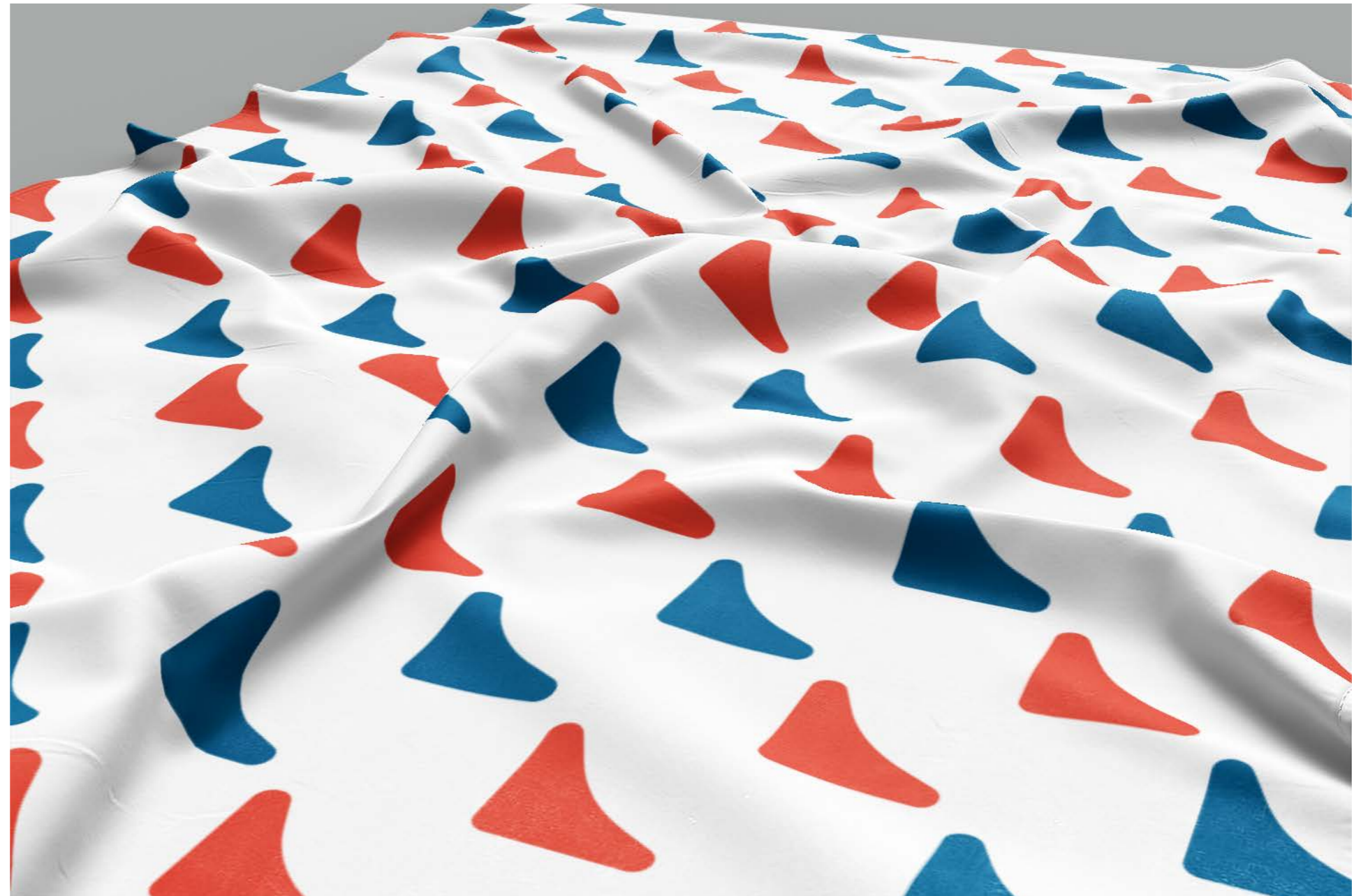


# CORPORATE STYLE

Pattern usage examples

Use pattern as a printed material for fabric:

Scarves for female employees  
chair fabric, flags and etc.



# CORPORATE STYLE

Style elements combinations



Avoid sharp forms.

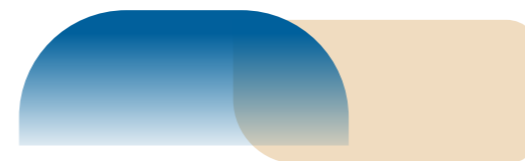
all style elements should be smooth and rounded.

# CORPORATE STYLE

Style elements  
Gradient Use

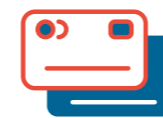
For design variety It is possible to use core and additional colors with transparent gradient.

The main colors Blue and Orange should always be a dominant in every design.



# CORPORATE STYLE

Outline icons style





# IMAGERY

Photography is a key ingredient in Credo Bank's brand communications, helping to both promote our products and build stronger brand recognition.

All images contained in these guidelines are for visual purposes only. Usage rights should be approved and licenses purchased through the relevant image library or photographer.

# IMAGERY

## Mood

Good photography enables us to engage and inspire our customers, showcasing our products and promoting them to specific audiences.

Use photos with Contrast and bright colors



# IMAGERY

## SPACE

- Through composition
- Through unusual angles
- Through depth of field

Space is a very important characteristic in Credo Bank photography. It suggests clarity, focus and confidence.

Having space in our images also means that when they are used on brochure covers, there is enough room for graphical elements such as headlines style elements etc.

\*The images are provided for example



# IMAGERY

## Color



It is possible to use B&W photos with colored style elements

# IMAGERY

## Color



It is possible to use photo materials with photo filters of Blue and Orange

# IMAGERY

With style elements



# DIGITAL

This section gives some hints about what should be considered while creating web sites or applications for Credo Bank.

*\*Please note that every web application would have individual user experience and interface design and rules given in this chapter are general.*

# DIGITAL

## Colors

Blue and orange colors stay as a main colors and goes on buttons texts etc.

With the same percentage as main colors, for digital usage it is possible to use light and dark colors of gray. The gray color goes on the backgrounds and UI elements.

Usage of additional colors should be minimum on small elements, texts etc.



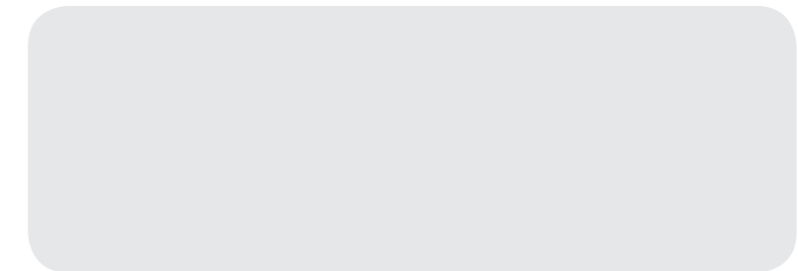
#006495



#ea4c38



#3F4040



#F2F2F2



#1d3c76



#F0DCBF



#23a65f



#fbb034

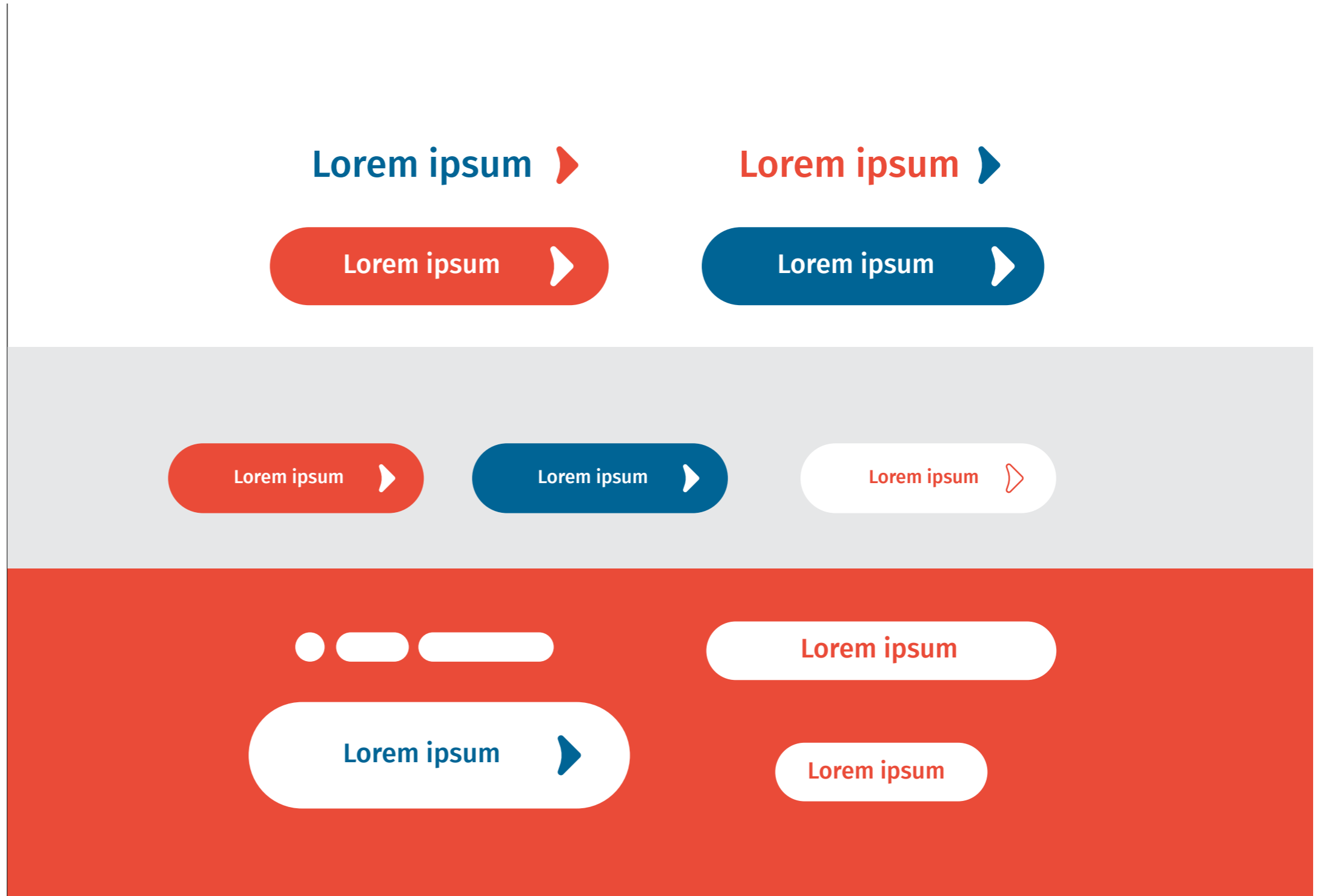


# DIGITAL

## Buttons

Use smooth shapes for buttons.

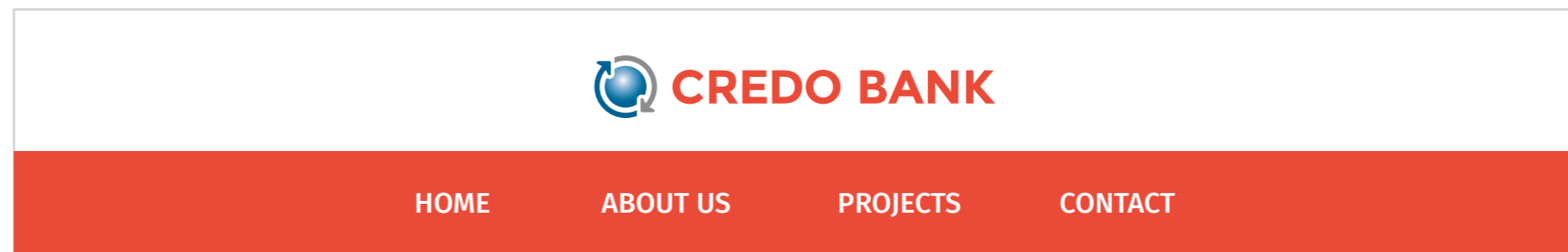
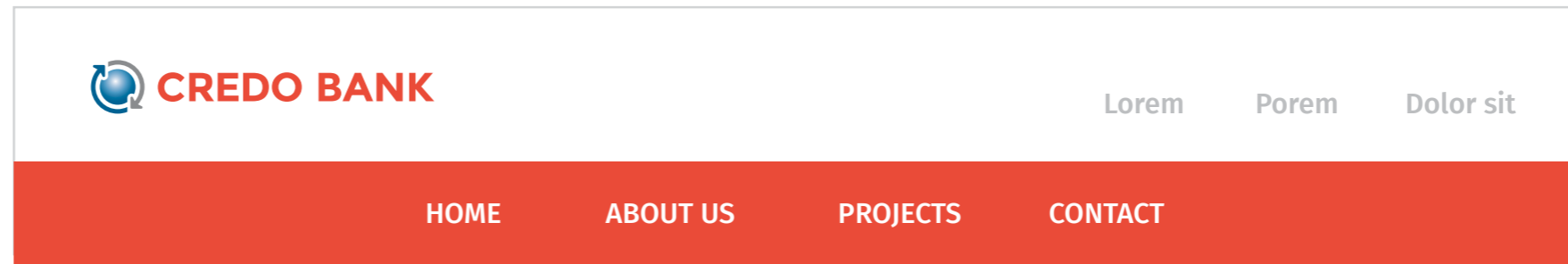
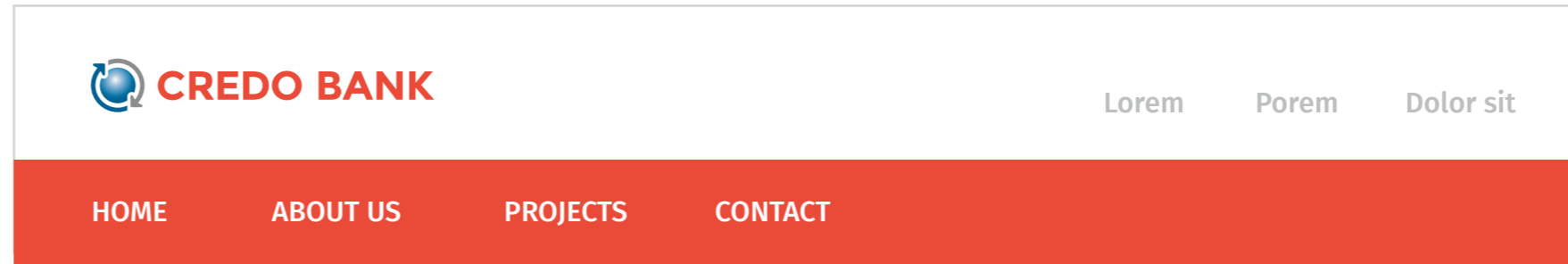
Use arrow element from the logo as a buttons or bullet points.



# DIGITAL

## Headers style

Always use the full color logo for all headers and the orange line for the bar.



# DIGITAL

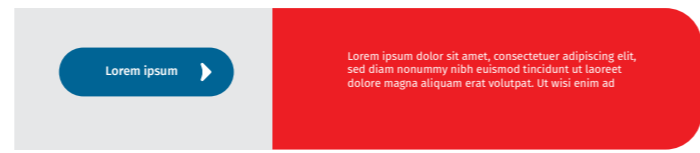





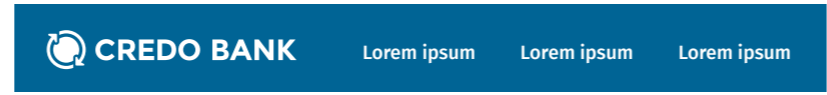

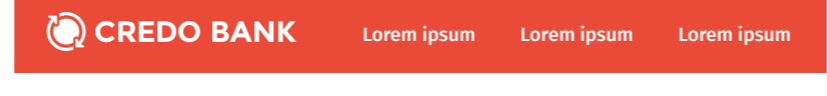



## Dos and Don'ts

1. Don't use the colors with a big percentage which don't match to the brand. For the big objects Use only corporate main colors and colors of gray.

2. Don't use the colored pattern as a background for photos or other frames. The colored pattern can be used only as an isolated design element.

3. Don't use one color logo on the header. For any headers use always full color logo. It is possible to use one color white logo on the orange or blue backgrounds if the element is a footer or secondary object.

4. Don't use buttons with a sharp shapes. Use smooth shapes

|   |   |   |   |
|---|---|---|---|
|   |                  |   |                  |
| ✗ |                  | ✓ |                  |
| ✗ |                 | ✓ |                 |
| ✗ | <p>Header</p>  | ✓ | <p>Header</p>  |
| ✗ | <p>Header</p>  |   | <p>FOOTER</p>  |
| ✗ |                | ✓ |                |

# DIGITAL

## Frames

Use the rounded shapes as a photo or information frame.

Include 90 degree angles in the frame shapes. It is possible to use sharp angle on the right side as well as on the left side.

**LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUER ADIPISCING ELIT**

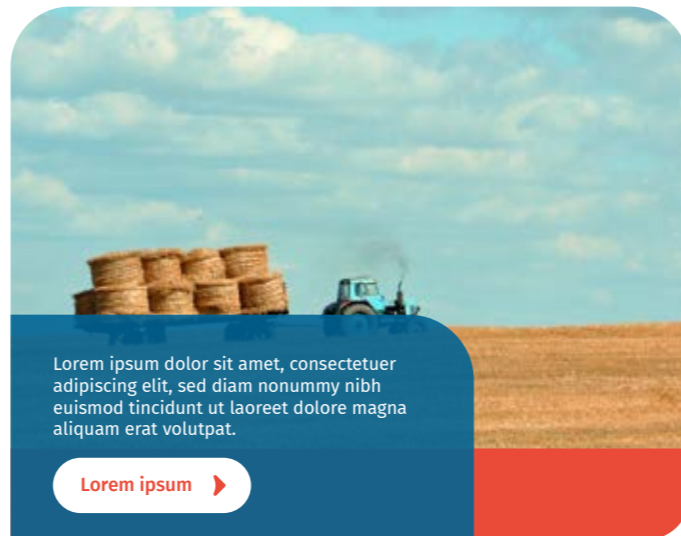
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

Lorem ipsum ▶



Lorem ipsum dolor sit amet, consectetur adipiscing elit

▶ Lorem ipsum



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

▶ Lorem ipsum



▶ Lorem ipsum

▶ Lorem ipsum

# DIGITAL

## Color combinations

The blue typography can be balanced with orange elements and gray texts

While using filled graphical element try to use orange or dark/light gray as a dominant color.

While using the orange typography, use gray or white background.

Titles color can be blue and sub text color dark gray. In this occasion buttons color always should be orange.

Additional colors always should be used minimalistically, only on some small elements or titles.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt consectetur adipiscing

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt

Lorem ipsum 
▶

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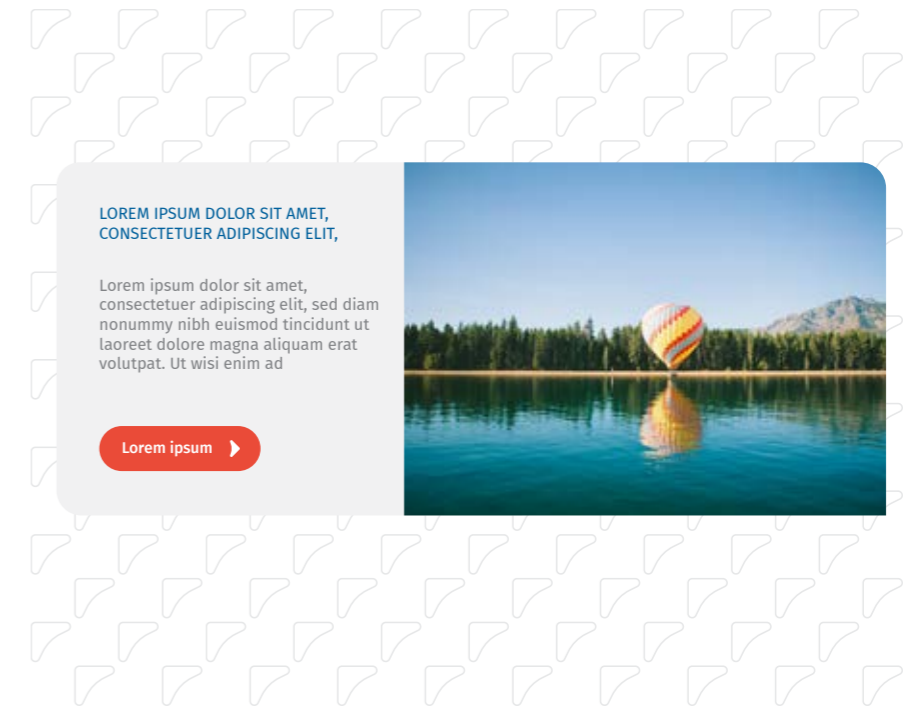
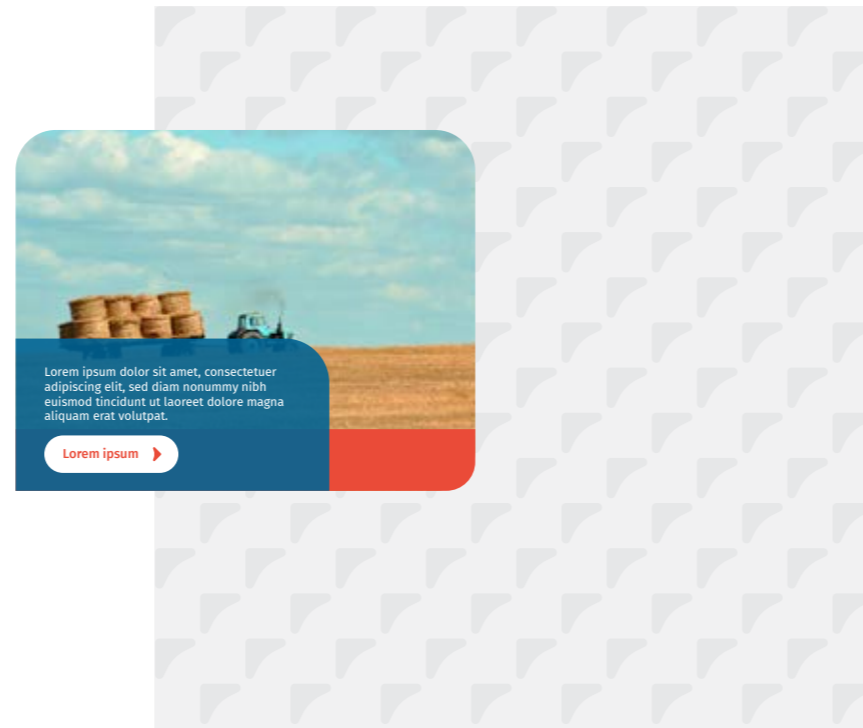
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# DIGITAL

## Pattern use

It is possible to use a gray filled or outline corporate pattern as a web background



# GRID AND LAYOUT

Use a grid to ensure content is clearly presented and well-structured.

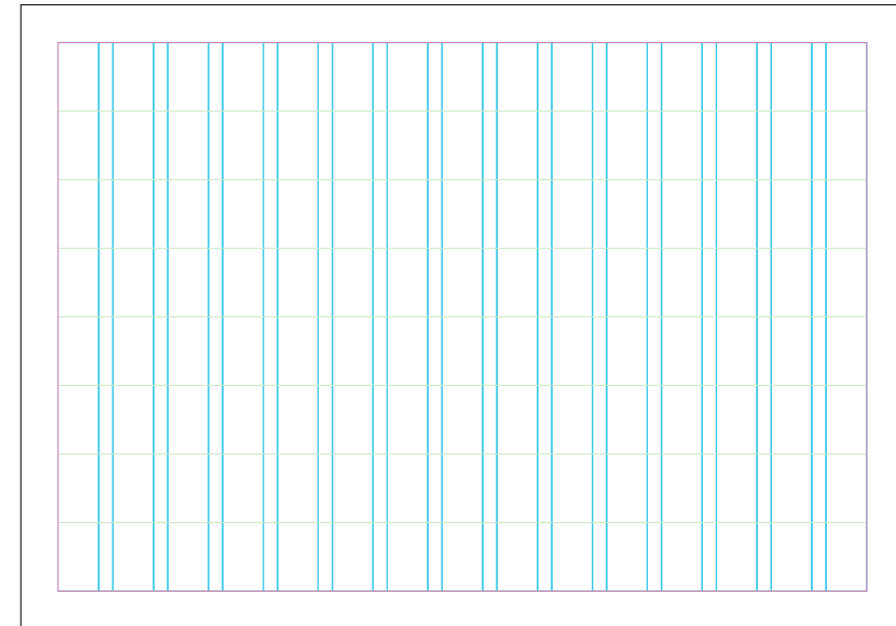
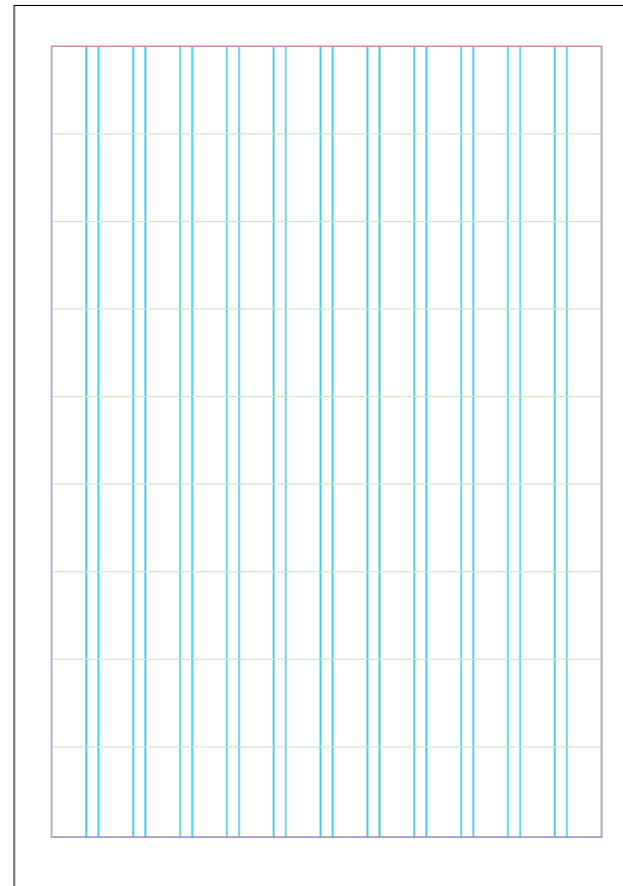
# GRID AND LAYOUT

## Master grid

Use a grid to ensure content is clearly presented and well-structured

Credo Bank printed applications most commonly use an A4 12 column portrait and an A4 15 column landscape grid for maximum flexibility.

The margins vary depending on the format.

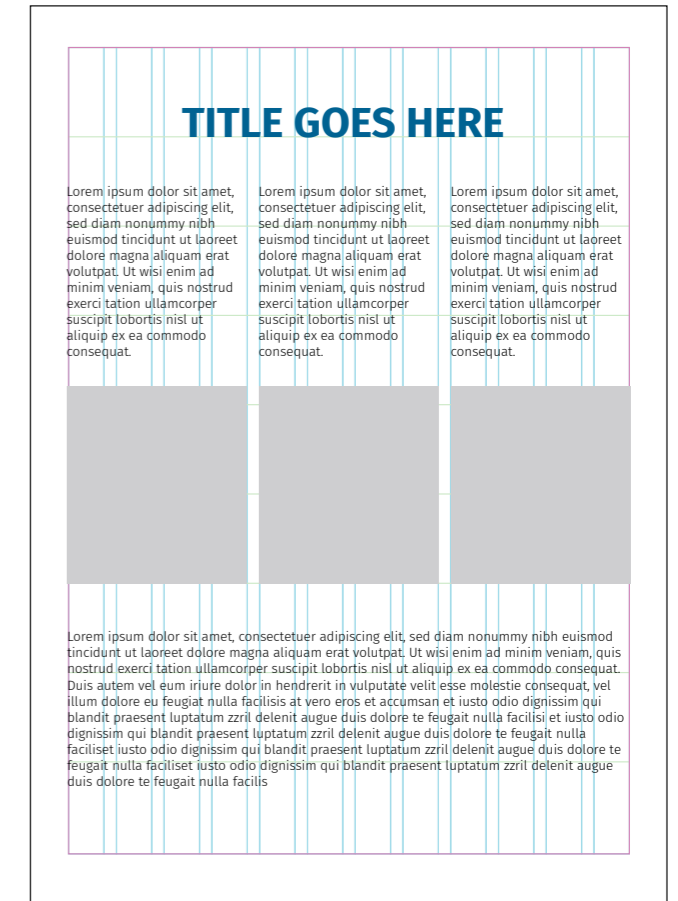
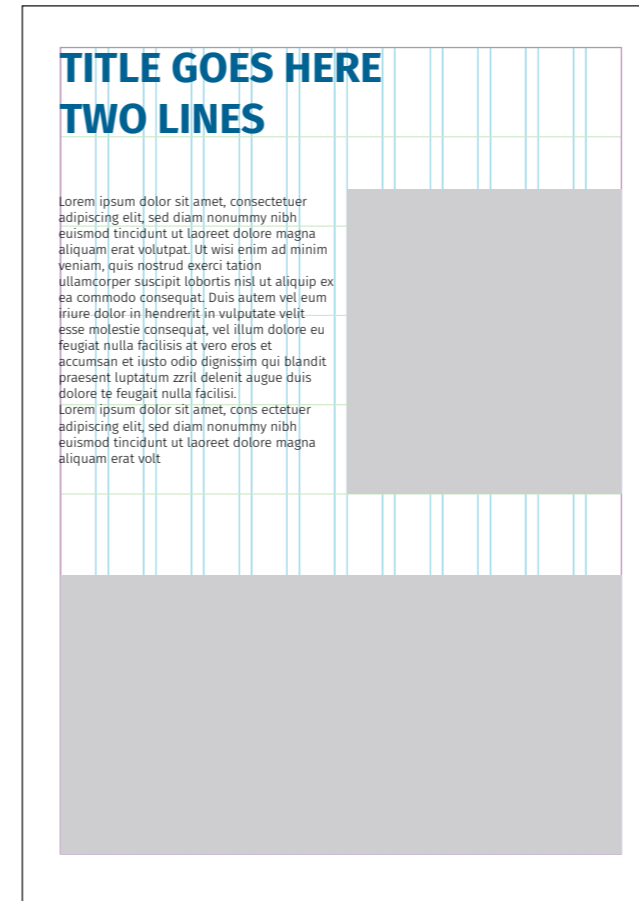
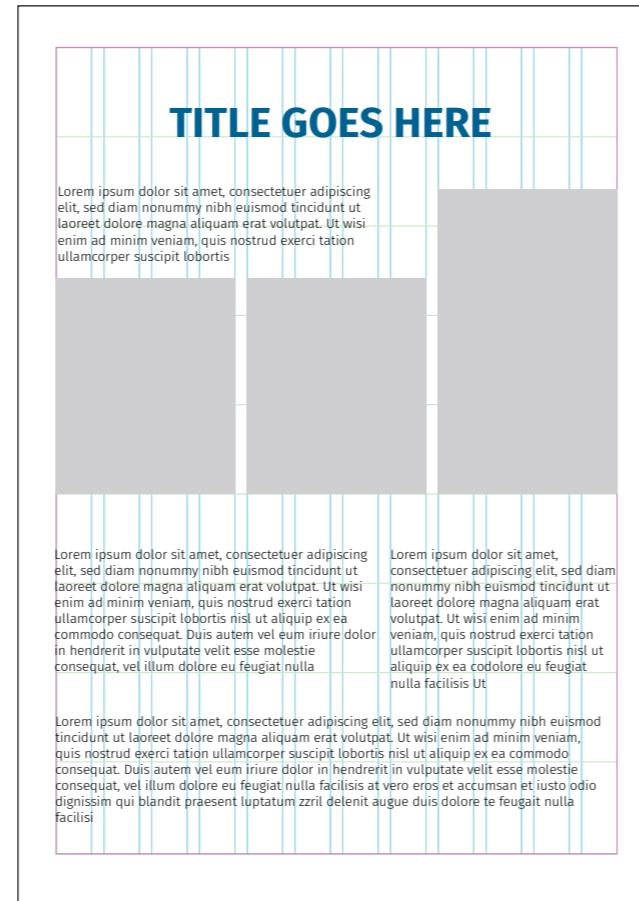


| Format       | Size mm     | Top     | Bottom  | Outer   | Gutter  |
|--------------|-------------|---------|---------|---------|---------|
| A4 Portrait  | 297 x 210mm | 12.5 mm | 17 mm   | 12.5 mm | 4,5 mm  |
| A4 Landscape | 297 x 210mm | 12.7 mm | 12.7 mm | 12.5 mm | 4,78 mm |



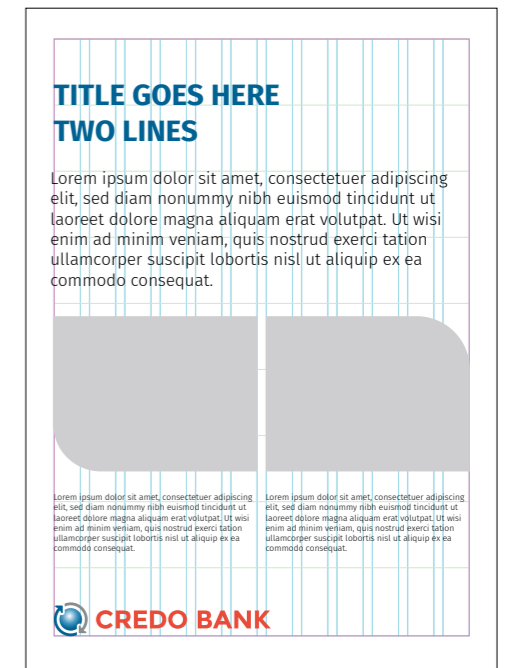
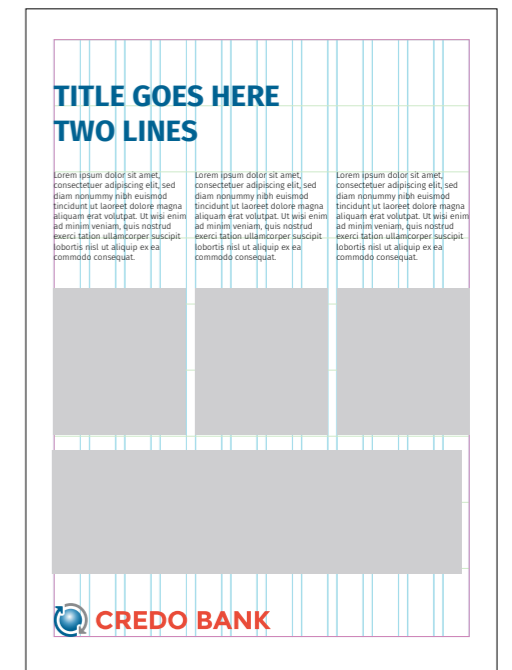
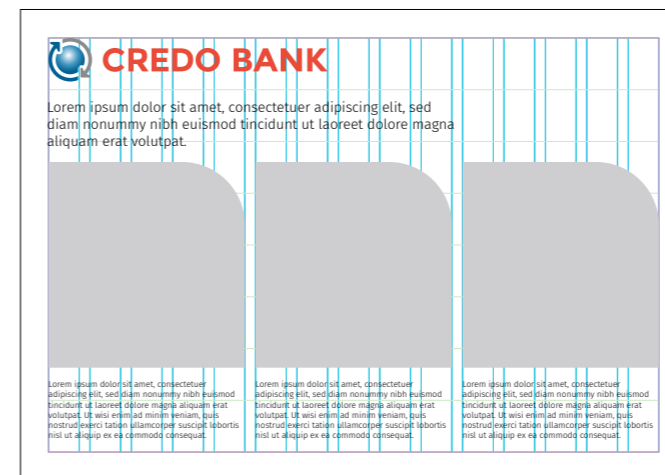
# GRID AND LAYOUT

## Layout for DAN



# GRID AND LAYOUT

Logo placement



# STATIONARY

# STATIONARY

Letterhead  
Business card  
Envelopes

### Letterhead:

Size: 210 x 297 mm  
Print format: CMYK

Text: FireGo Light.11pt.,  
Address block: FireGo Regular 8pt.

### Bussines card

PAPER - MUNKEN POLAR 300 g/m<sup>2</sup>

Size: 90 x 50 mm  
Print format: CMYK

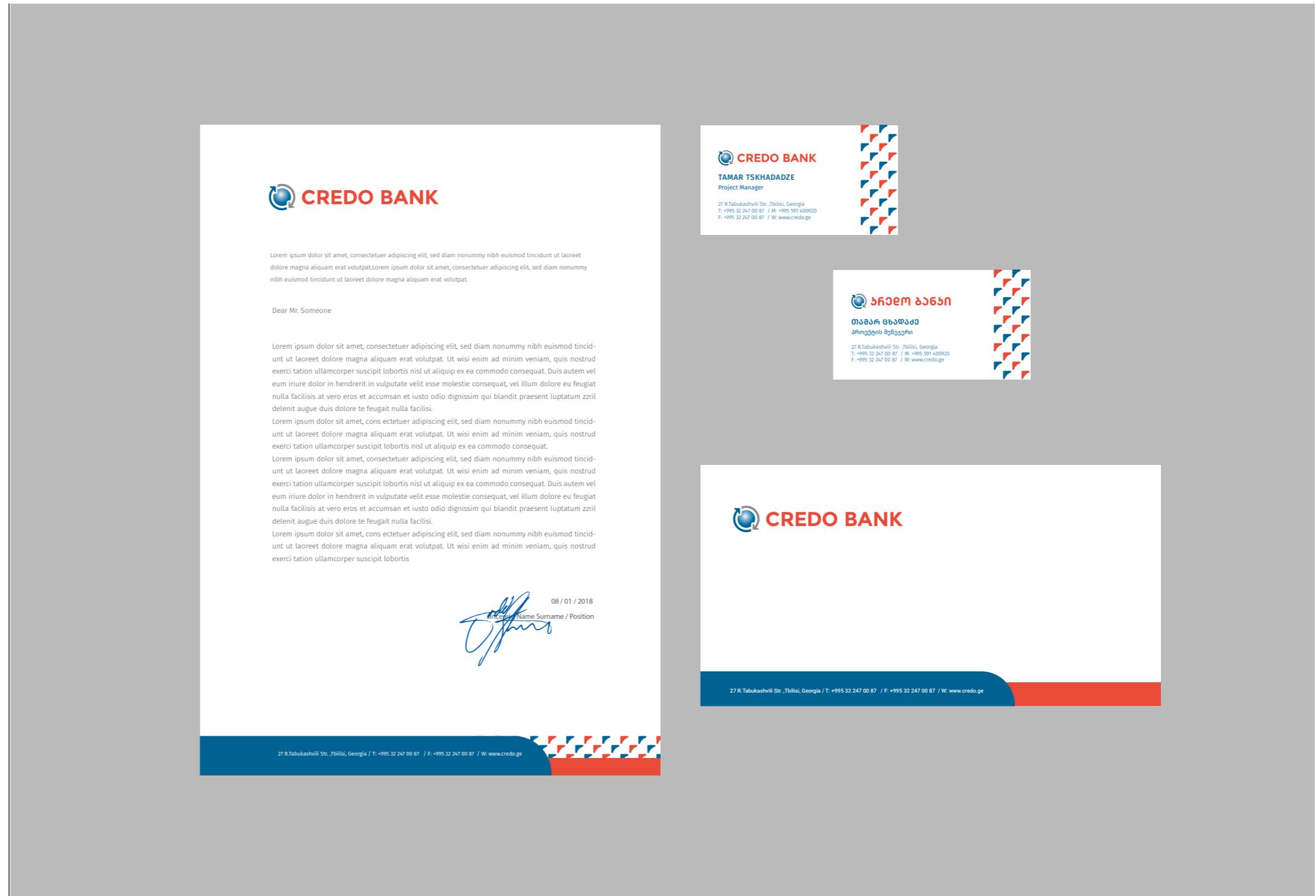
Name: FiraGo Medum Caps 10pt.,  
Position: FiraGo Medum 8pt.,  
Addresses: FiraGo Light 7pt.

### DL Envelope

Size: 210 x 110mm  
Print format: CMYK

Address block: FireGo Regular 8pt.

Please find the master files in the relevant folder



# STATIONARY

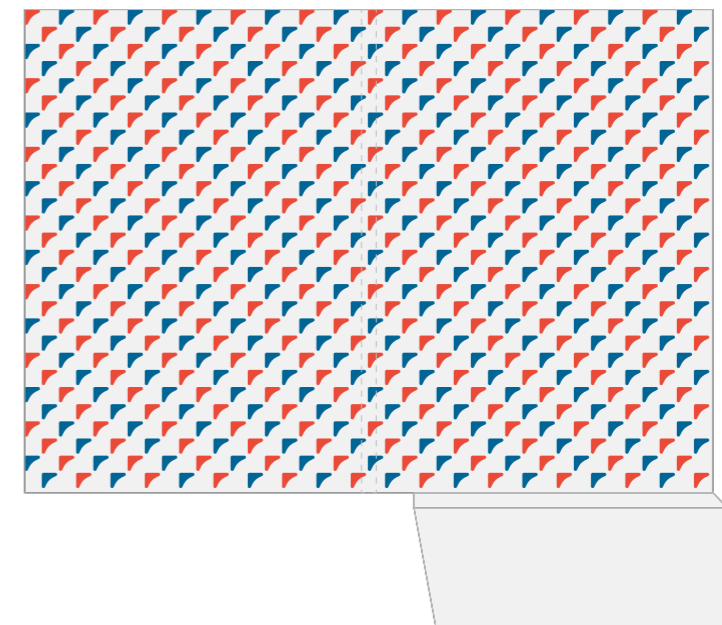
## Papercase



Outside, cover

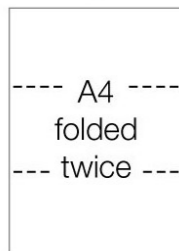
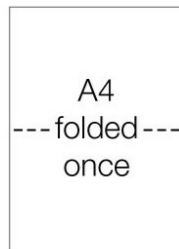


Inside

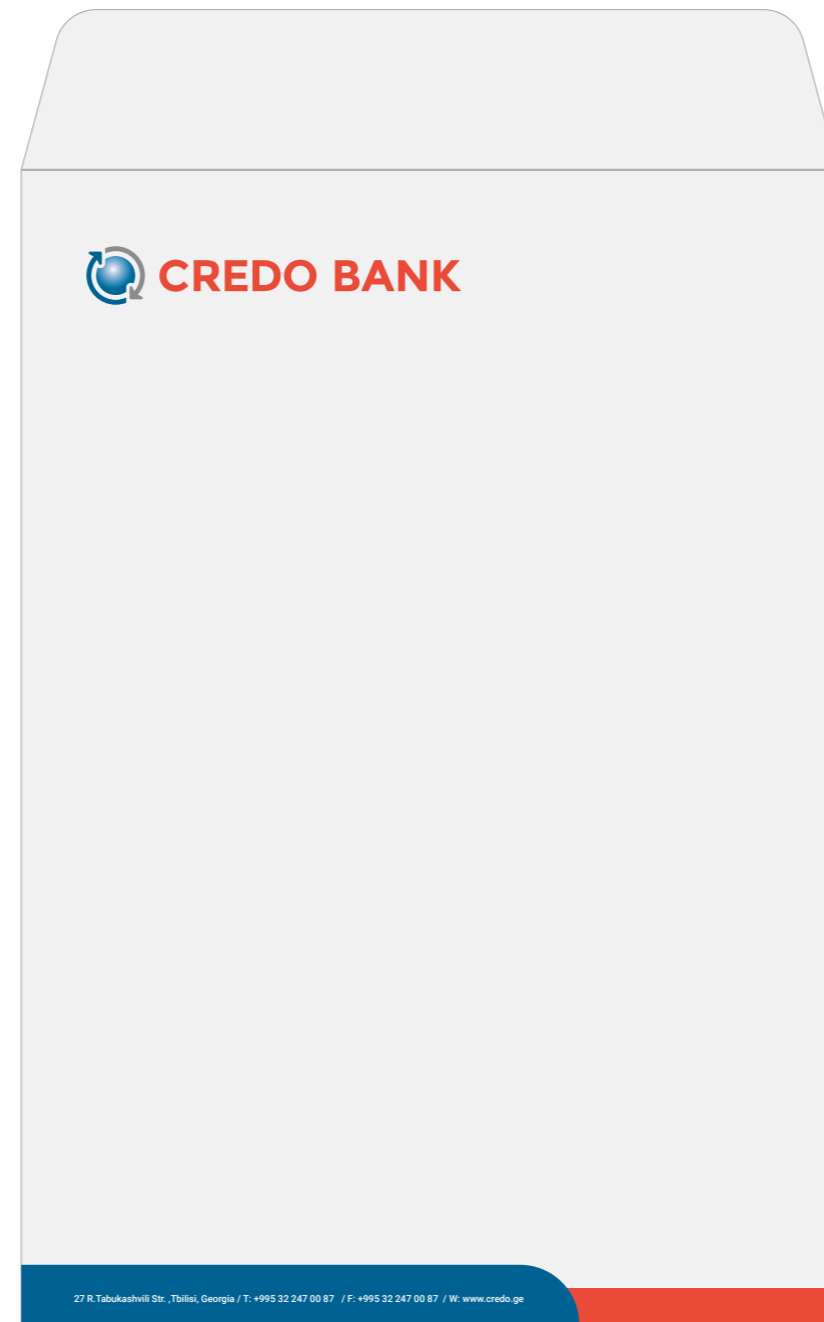


# STATIONERY

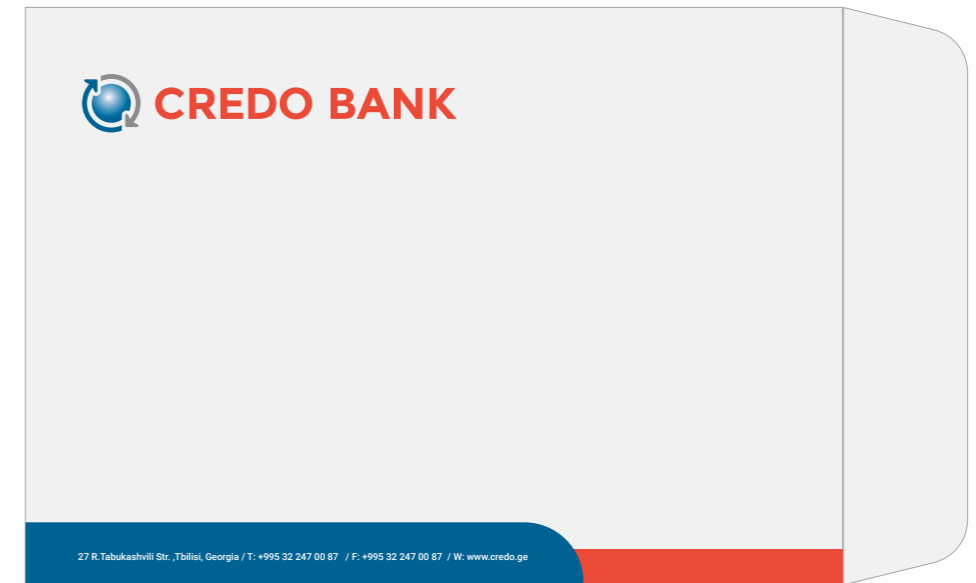
## Envelopes



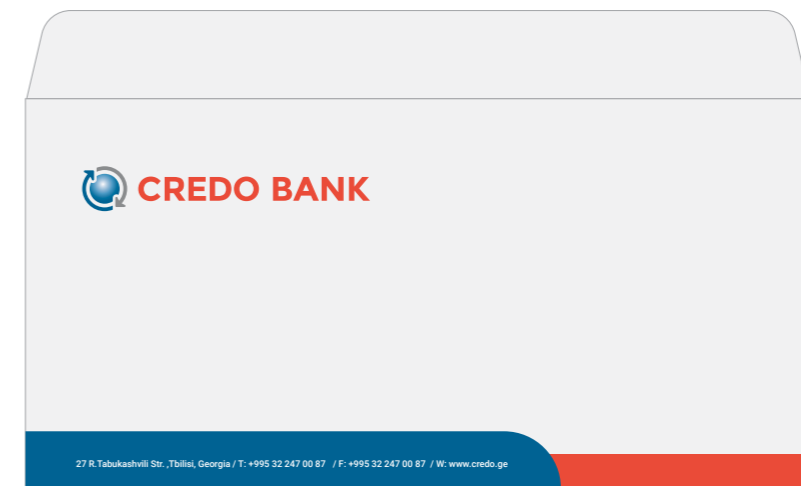
Please find the master files in the relevant folder



C4 | 229 x 324 mm



C5 | 162 x 229 mm



DL | 220 x 110 mm

# MISCELLANEOUS APPLICATIONS

# MISCELLANEOUS APPLICATIONS

Staff identification





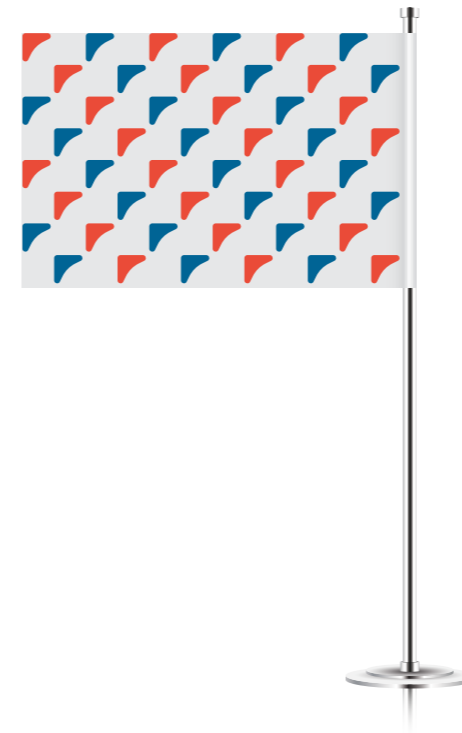
# MISCELLANEOUS APPLICATIONS

Vertical flags



# MISCELLANEOUS APPLICATIONS

Table flags, pen



# MISCELLANEOUS APPLICATIONS

Press banner



Please find the print files in the relevant folder

# MISCELLANEOUS APPLICATIONS

## Cup

While using solid color materials, use orange and blue colors with same frequency.

One color white logo goes on the orange or blue backgrounds on every material.

full color logo goes on the white background.



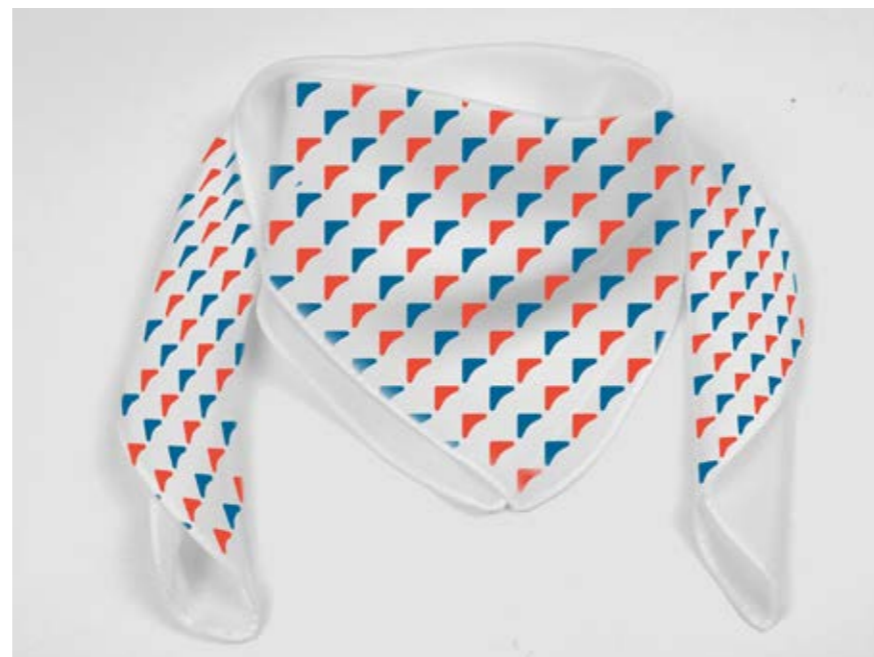
# MISCELLANEOUS APPLICATIONS

Pin, scarf



While using the pins on the staff suits, use blue and orange with the same frequency.

Use the pattern printed scarf for female staff.

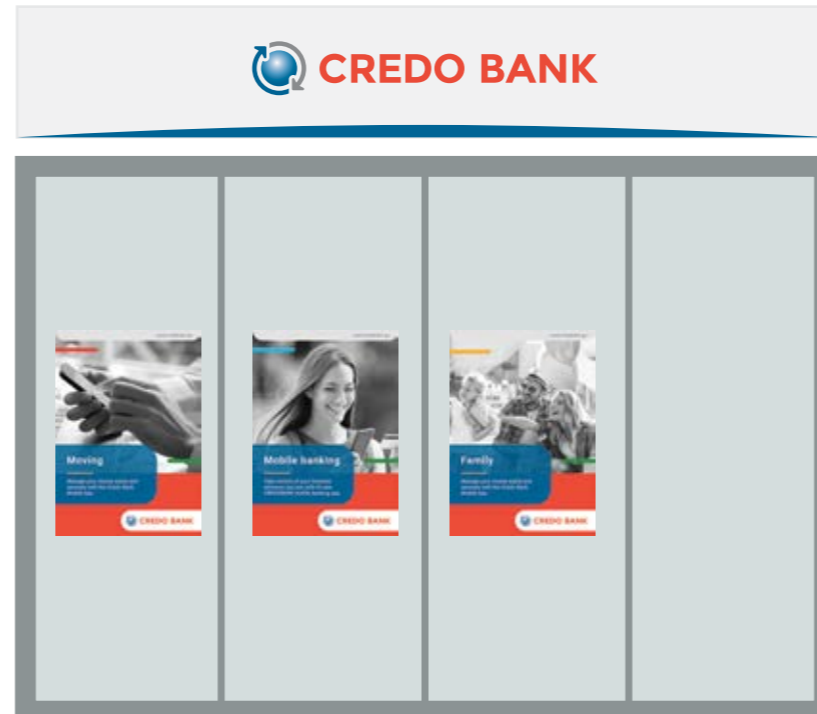


# MISCELLANEOUS APPLICATIONS

## Outdoor signage

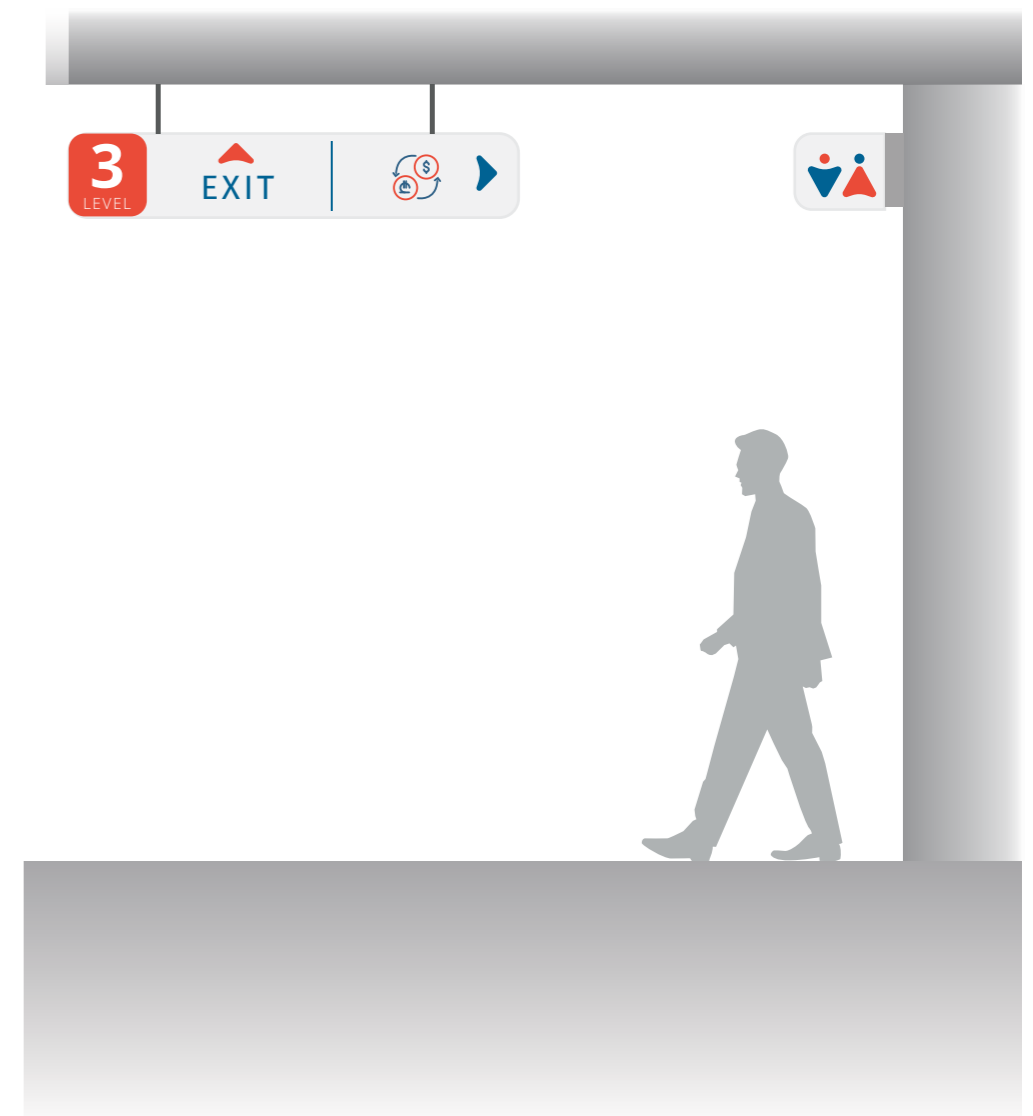
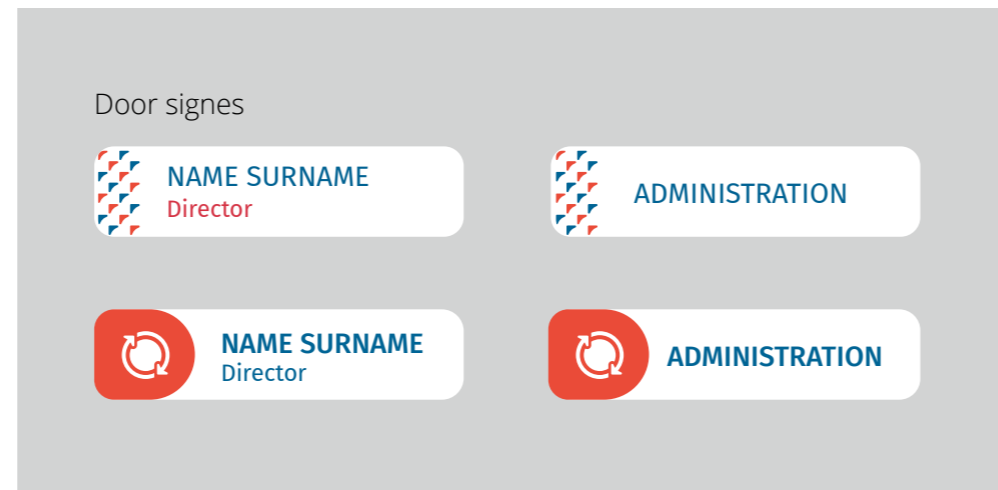
Always use full color logo for the outdoor signage.

While using one color logo on the outdoor signage it is recommended to use blue background beyond the logo with orange style elements.



# MISCELLANEOUS APPLICATIONS

Indoor signage



While using white background outdoor signage, always use the full color logo with gradient circle.

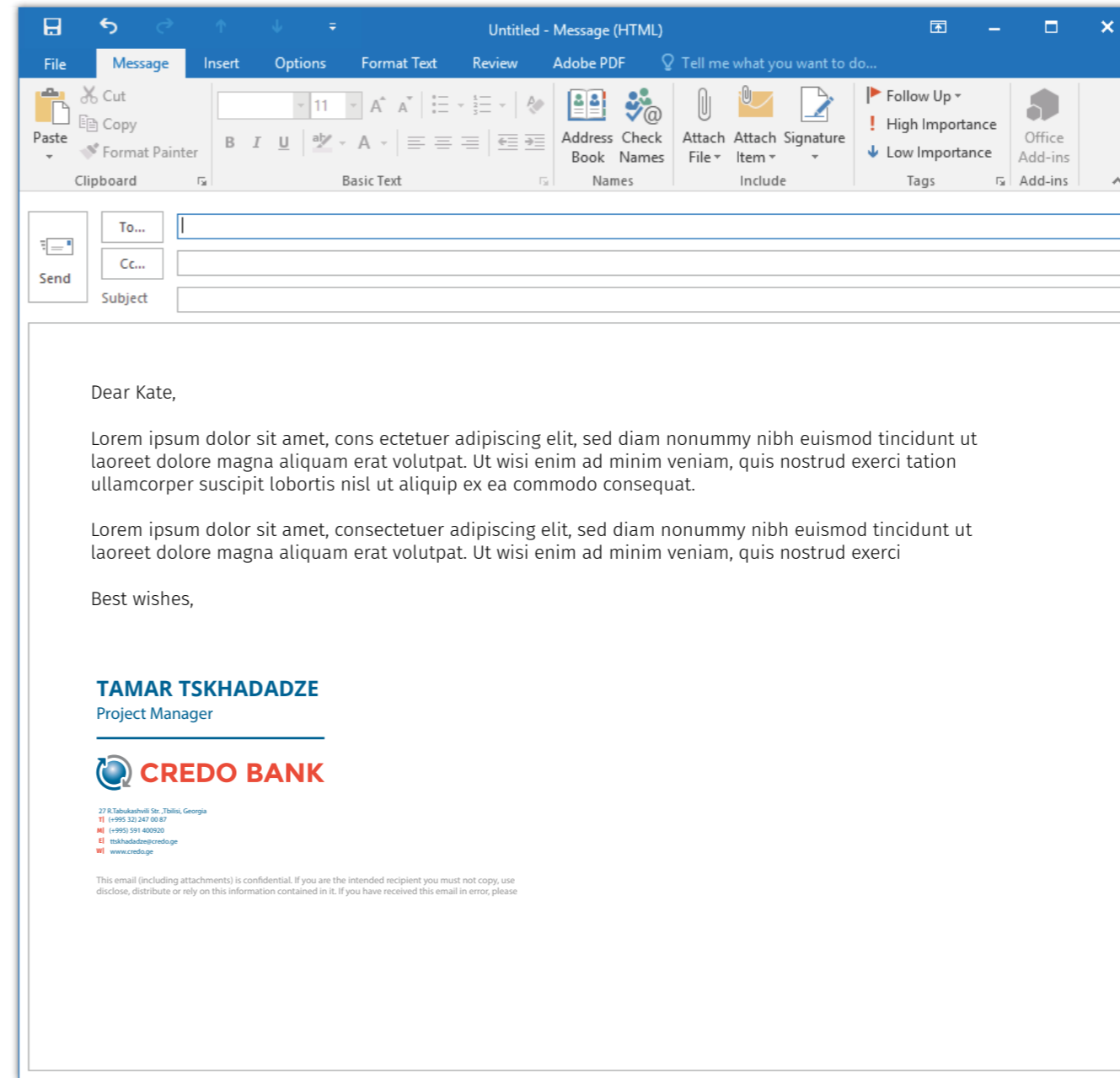
# ELECTRONIC MEDIA

This section illustrates how our design system is applied across digital communications.



# ELECTRONIC MEDIA

E-mail signature



# ELECTRONIC MEDIA

Facebook page skinning



# ELECTRONIC MEDIA

Power point simple pages



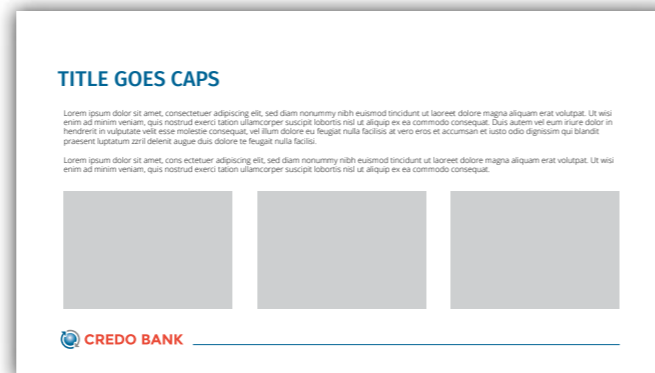
First page



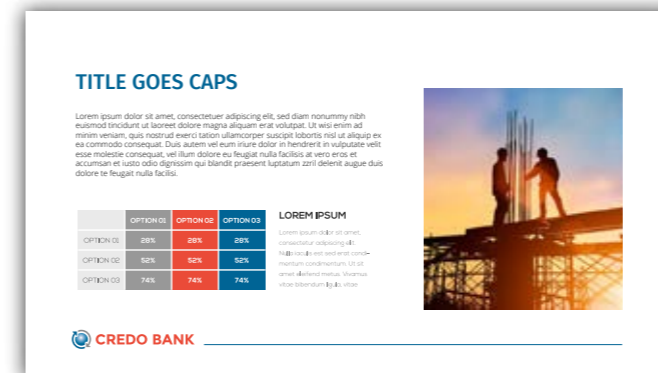
Title page



Inside page



Inside page



Inside page



Last page

# ELECTRONIC MEDIA

Web banners

Social media post



# ADVERTISING

Striking imagery, with simple but flexible use of the Credo Bank design system.

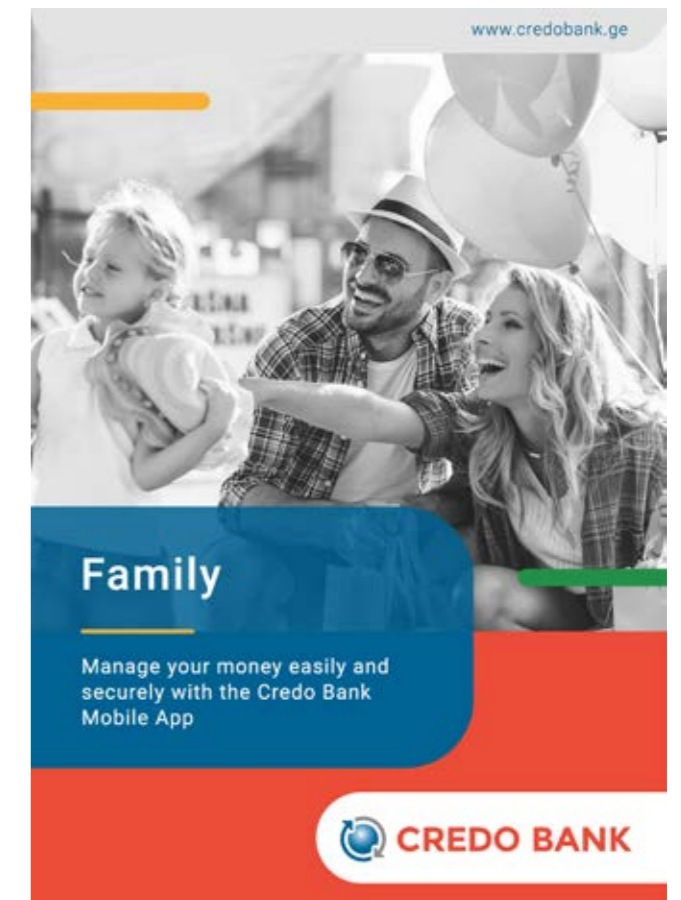
Use of existing library, purchased stock or bespoke imagery depending on the level of media investment and scale of the campaign.

# ADVERTISING

## Poster style

The posters should include style elements; logotype (according logo usage in the first chapter) and photo materials (colored as well as b&w).

It is recommended to use mostly full color logo on the posters.



# ADVERTISING

Poster style



# ADVERTISING

Poster style





# ADVERTISING

Image heavy advertising

For more design variety it is possible to add some gradient style elements.





# ADVERTISING

Text only advertising

**Wealth management with Smart service.**

**THAT'S PROGRESS.**

 **CREDO BANK**  
www.credo.ge



**WE OFFER FINANCIAL ADVICE AND SOLUTIONS TO HELP YOUR BUSINESS**



**YOUR BUSINESS**

 **CREDO BANK**





**CREDIT CARDS WITH CASH BACK OR POINTS**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

 **CREDO BANK**

**SAVE WELL**

**Take control of your finances whenever you are**

 **CREDO BANK**  
www.credo.ge

# ADVERTISING

Magazine page



# ADVERTISING

Flyer





With this brand book, we share one clear and consistent vision for our brand.

These guidelines explain how our Credo Bank brand elements should be used across all communication touch points.