



# Visual Foundation of Swedbank

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# Logotype

Our logotype consists of a word mark and a symbol. The word mark and symbol may not be separated or modified in any way. The logotype shall always be handled as an integrated unit.

## Our logotype

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## Logotype - Don't X

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The logotype must not...

...be stretched out...

Swedbank 

...be pushed together...

Swedbank 

...just contain the word mark...

Swedbank

...just contain the symbol...



...change order...



Swedbank

...be recreated in a new variation...

Swedcard 

...or be used in any other colour than the approved colour

Swedbank 

# Logotype versions

Our logotype should primarily be used in colour. The greyscale version is only used when black and white print is required. Positive and negative versions of the logotype do exist, but should only be used in exceptional circumstances and are available upon request only.

## Logotype versions

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Colour version



Greyscale version



Our logotype should primarily be used in colour. The greyscale version is only used when black and white print is required. Positive and negative versions of the logotype do exist, but should only be used in exceptional circumstances and are available upon request only.

## Logotype exceptions

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Positive  
black/white version



Negative  
black/white version



Fax version



# Logotype size

## Minimum size

The logotype should not be smaller than 25 mm. On our websites, the logo must not be smaller than 150 pixels (not relevant for banners etc.)

## Logotype minimum size

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## Standard sizes

The logotype size has been set for commonly used formats. You can use these standard sizes as a frame of reference when designing similar units.

## Standard sizes on commonly used formats

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Format	Logotype size
A 65 (99 x 210 mm)	Width 50 mm
A5 (248 x 210 mm)	Width 50 mm
A4 (210 x 297 mm)	Width 60 mm
A3 (297 x 420 mm)	Width 70 mm

# Logotype free zone

## General minimum free zone

The free zone defines the minimum space around the logotype. The basis for calculating the free zone is the “e” of the logotype word mark. Please note that the free zone may be larger.

## Logotype minimum free zone

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## Logotype free zone with sphere

When placing the logotype within the sphere in combination with the orange gradient colour, a set free zone should be used. This free zone should always be applied (not made larger or smaller).

For more information regarding using the sphere, see "Background and placement".

[Download sphere](#)

## Free zone on sphere

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# Background and placement

## Backgrounds

Our logotype should be placed on either a black or a white background.

### Logotype background



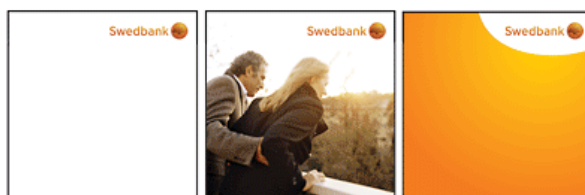
The logotype should be placed against white...

...or black background

The logotype may also be placed on images – do make sure that the background is very light or dark (preferably white) and calm.

When we place the logotype on orange gradient, a white or black sphere is used. To simplify, we have created standard spheres ready for download. Please [click here for download](#).

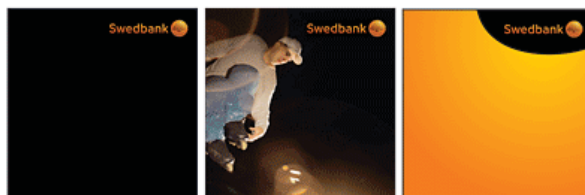
### Logotype background - Do ✓



Logotype placed on white background...

...light part of image...

...white sphere on gradient



Logotype placed on black background...

...dark part of image...

...black sphere on gradient

### Logotype background - Don't ✗



Don't place the logotype on images without a calm light or dark background

Don't use the sphere on images

Don't place the logotype without sphere on gradient background

Don't place the logotype on any other than the approved colours

# Background and placement

Placement of the logotype. The logotype should as a general rule always be placed horizontally in the top right-hand corner. When required, however, the logotype may be placed in the left-hand corner (e.g. envelopes, letterheads etc.).

When we strive for maximum logotype impact we can place the logotype centred, vertically or horizontally (e.g. roll-ups, arena sponsorship, packshot on TV etc.). We never centre the logotype in standard printed communication.

## Logotype - placement

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### General rule

Asymmetrical, horizontal placement, preferably in the upper right-hand corner



### Exceptional rule

Centred, horizontal or vertical placement (90°)



# Swedbank as sender

When Swedbank is defined as the sender of communication our identity and design are applied, both in terms of content and appearance. In practice this means that we design the co-branding activity according to Swedbank's design guidelines, with our own logotype in the sender position and the co-brand in a subordinate partner position. Always make sure to use the correct version of our partner's logotype for different applications and manage it with respect in terms of placement, background and colour.

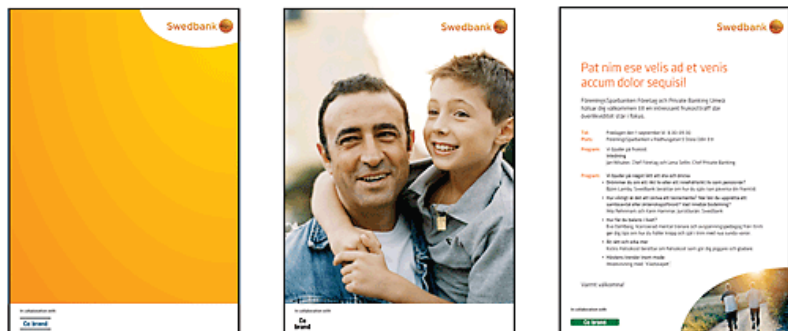
## Swedbank as sender



## Logotype placement

The Swedbank logotype is always placed in the sender position according to our overall design guidelines. The co-brand logotype is placed separated from our logotype, preferably in the diagonally opposite corner. The logotypes must never be connected or placed as a parallel sender.

## Logotype placement - Do ✓





# Swedbank as sender

## Logotype placement - Don't X



The area for placing co-brand logotypes must always be neutral and clear. We don't place co-brands in our own design elements, for example the bow or pattern. Our design elements are exclusive to our own brand. The aim is to signal co-operation without mixing designs and identities.

For guidelines regarding placement of co-brand logotypes against different backgrounds, please see "Co-brand background".

### Co-branding byline

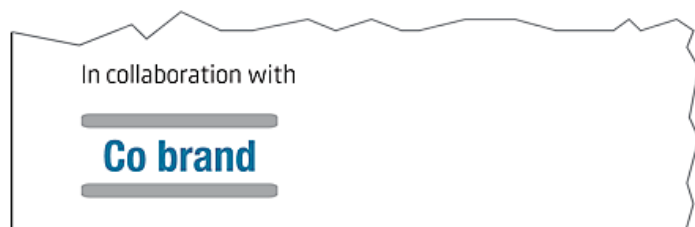
To clarify the co-branding relationship we present the co-brand with a set byline "In collaboration with" (or in local languages). Alternative texts may be used if they provide a better explanation of the specific relationship, but the text must always be concise and clear.

The co-branding by-line is usually used in combination with the co-brand's logotype. The co-brand may however also be presented in text when this is more suitable. The name of the co-brand in these cases is typed in direct connection to the co-branding byline or corresponding text.

# Swedbank as sender

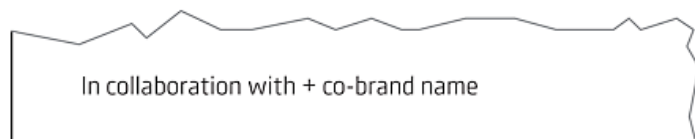
## Co-branding byline with logo

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## Co-branding byline without logo

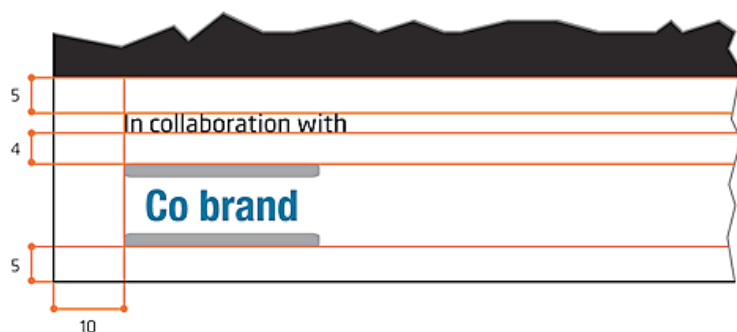
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The text should preferably be placed above the co-brand logotype, with respect for the logotype's free zone. The text may also be placed to the left of the co-brand logotype, if the shape and size of the unit demands it. If no free zone is defined we use the principle outlined here.

## Co-branding byline - Do ✓

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# Swedbank as sender

## Co-brand colour

The co-brand logotype may appear in positive colour, black or white. Which colour to use depends on the background and the agreement with our partner. For more information, please see the section "Co-brand background".

## Logotype colour - Do ✓



## Co-brand background

As a general rule, co-brands are placed on a black or white background.

When we use orange or an orange tint as the main colour on a unit, the co-brand is placed in a white or black border at the bottom of the unit. Guidelines regarding design of the border can be found in the section "Co-branding byline".

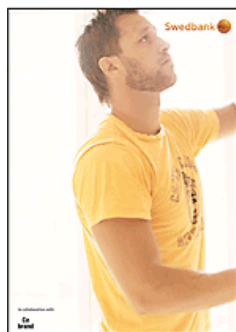
## Logotype background on white, graphic elements or orange tint - Do ✓



The co-brand logotype may be placed on images, if the image area is calm and almost completely white or black.

# Swedbank as sender

Logotype background on image - Do ✓



## Logotype size

The logotype size may not be exactly defined in advance, as it depends on the shape of the logotype and the applications in question, but the impression should be that the co-brand is somewhat smaller or less prominent, approximately 70% the size of Swedbank's logotype.

Logotype size - perceived as 70% of Swedbank's logotype (approximation)



≈70% of Swedbank logo size

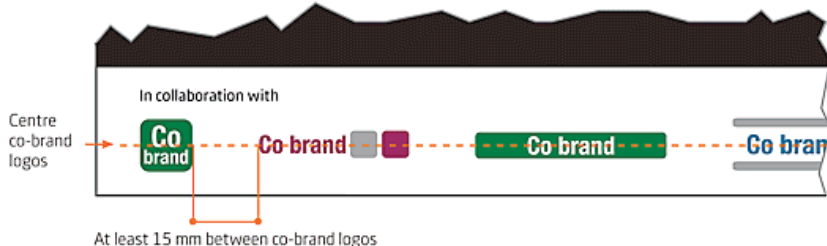


# Swedbank as sender

## More than one co-brand

Sometimes we collaborate with more than one partner. When we do, we treat all co-brands as equals and manage them uniformly in terms of colour, size and placement. The co-brands should preferably be placed horizontally and as a group as shown in the examples below.

## More than one co-brand - Do ✓



# Swedbank as sender

## Application examples

### Application examples



Brochures



Folders



Website



Ad



Product sheets



A pair of posters

# Co-brand as sender

When the co-brand is the sender of communication the co-brand's identity and design are applied. The co-brand logotype takes the sender position, and the Swedbank logotype a subordinate partner position.

In these situations we often have limited control over content and appearance. However, we shall always play an active role to ensure that our brand and logotype are managed correctly, and that the relationship between the co-operating brands can be perceived clearly in all communication.

The only elements that may be used in a third party context are the Swedbank name and logotype (with a co-branding byline in our typeface). No other elements, such as imagery, colours and patterns, may be used.

## Co-brand as sender



## Co-branding byline and artwork

To clarify the relationship between brands we should use our logotype in combination with a co-branding byline. The preferred co-branding byline is "In collaboration with" (or in local languages).

The text is typed in Swedbank's typeface and placed according to the following principle:

## Co-brand byline and artwork



To simplify and maintain correct handling by our partners, we use specific co-branding artwork. The artwork includes the co-branding byline. Be sure to provide our partners with the correct logotype. The co-branding logotype can be downloaded from Brand Manager.

If the partner, and main brand, does not allow us to use our own typography in the co-branding byline they may use a neutral typeface, such as Arial or Helvetica. In these cases, the minimum free zone and placement of the co-branding byline should be set according to the principles below.

# Co-brand as sender

## Co-branding byline – Left ranged

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## Co-branding byline – Right ranged

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## Logotype placement and free zone

The Swedbank logotype is placed separate from the main sender, in separate corners or similar. The logotypes must never be connected.

## Logotype placement – Do ✓

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When placing our co-branding logotype, the minimum free zone must always be respected.

The minimum free zone for the co-branding logotype is set according to the principled outlined here.



# Equal senders

When Swedbank appears as co-sender of a joint activity with equal senders, the context should be as neutral as possible and no one party should be predominant. Names, identities or logotypes should never be mixed. Both parties' identities and designs should be maintained and kept separate.

Avoid communicating equal partnerships with brands that lack sufficient strength and recognition. Also avoid using Swedbank as a co-sender if the context is dominated by another brand.

If possible, strive for a sender role. In many cases Swedbank will be the stronger brand. It may be more attractive for both brands if Swedbank takes the driving role in communication. If Swedbank does take the sender role, follow the guidelines in the section "Swedbank as sender".

## Neutral design

A neutral design is a design that is not based on any one of the brands co-operating. Colours, design elements, typography and images should be neutral in relation to all brands. Preferably use a simple design with colours that harmonise with the logotypes, and descriptive rather than profiling images. It is especially important to keep it simple if the material is produced by non-professional designers, or is printed on office printers. When we work with professional designers, it is possible to create more expressive colourful design concepts that are neutral.

## Neutral design example



## Placement, logotype size and colour

No brand should appear as more prominent, important or visible than the other. The placement and size of the logotypes should be equal. The same goes for colour. All logotypes are reproduced in full colour, or in black and white. Always bear in mind our logotype's free zone and do not place other logotypes, objects or text within its boundaries.

## Co-branding byline

If appropriate, it is possible to use a co-branding byline to communicate and clarify the joint activity: "Swedbank and Co-brand in co-operation" (or in local languages). It is optional to use the co-branding byline in equal partnerships