

Logo Guidelines

Bendigo Bank Broker

2023



Primary logo

The primary logo should be used at all times unless space does not permit. This ensures the visual identity of the brand is consistent across all assets and communications.

This logo can not be altered in any way.

PRIMARY LOGO



PRIMARY ONE COLOUR LOGO




MIN. WIDTH
25mm / 70px

LOGO MINIMUM SIZE

Print 25mm wide

Digital 70px wide

If the primary, secondary or one colour logo can not be used, a mono or mono reversed logo is available.

MONO LOGO





CLEAR SPACE
'B' width and height

Secondary logo

Only when restrictions to artwork specs or space are a factor, should the secondary logo be used. Please seek permission to use this logo from the Bendigo Bank's Creative Director

The primary logo is always our first choice for communications. The secondary (stacked) logo can be used when the primary logo doesn't work in the space available.



MIN. WIDTH
15mm / 43px

LOGO MINIMUM SIZE

Print 15mm wide

Digital 43px wide

SECONDARY MONO LOGO + REVERSED



CLEAR SPACE
'B' width and height