# **A picture containing graphical user interface Description automatically generatedIcon Description automatically generatedCompany Logo**

## **Main Logo (Large)**

This logo is the main company logo that will be used on the website and other branding. The classic image of a piggy bank is the main icon/symbol of the company. This symbol is something that is easily associated with money/savings which is relevant to the purpose of the company being a bank.

The company name uses the Krona One font from Google Fonts. This font offers a modern, stylish look and feel whilst maintaining readability.

Company business plan is to launch offering mortgages to begin with and expand into savings/current accounts etc. at a later stage. Therefore, the Mortgages subheading is included on the logo for now using the Sans-serif Arial font. The change in font indicates to the target audience that this is a distinct part of the company offering particular products. This will also be the main font used on the company website and other branding for text. Again, this font offers good readability qualities whilst also maintaining the modern feel of the company.

## **Logo (Small)**

This is the small version of the company logo. It will be used when the website is being viewed on smaller devices. It would also be used as the app/app store icon on smart phones and tablets along with appearing on other smaller branding products.

There is no company name on this logo as the hope would be that the brand will become easily recognisable. Furthermore, size constraints in terms of where the logo will be utilised have been taken into account.