



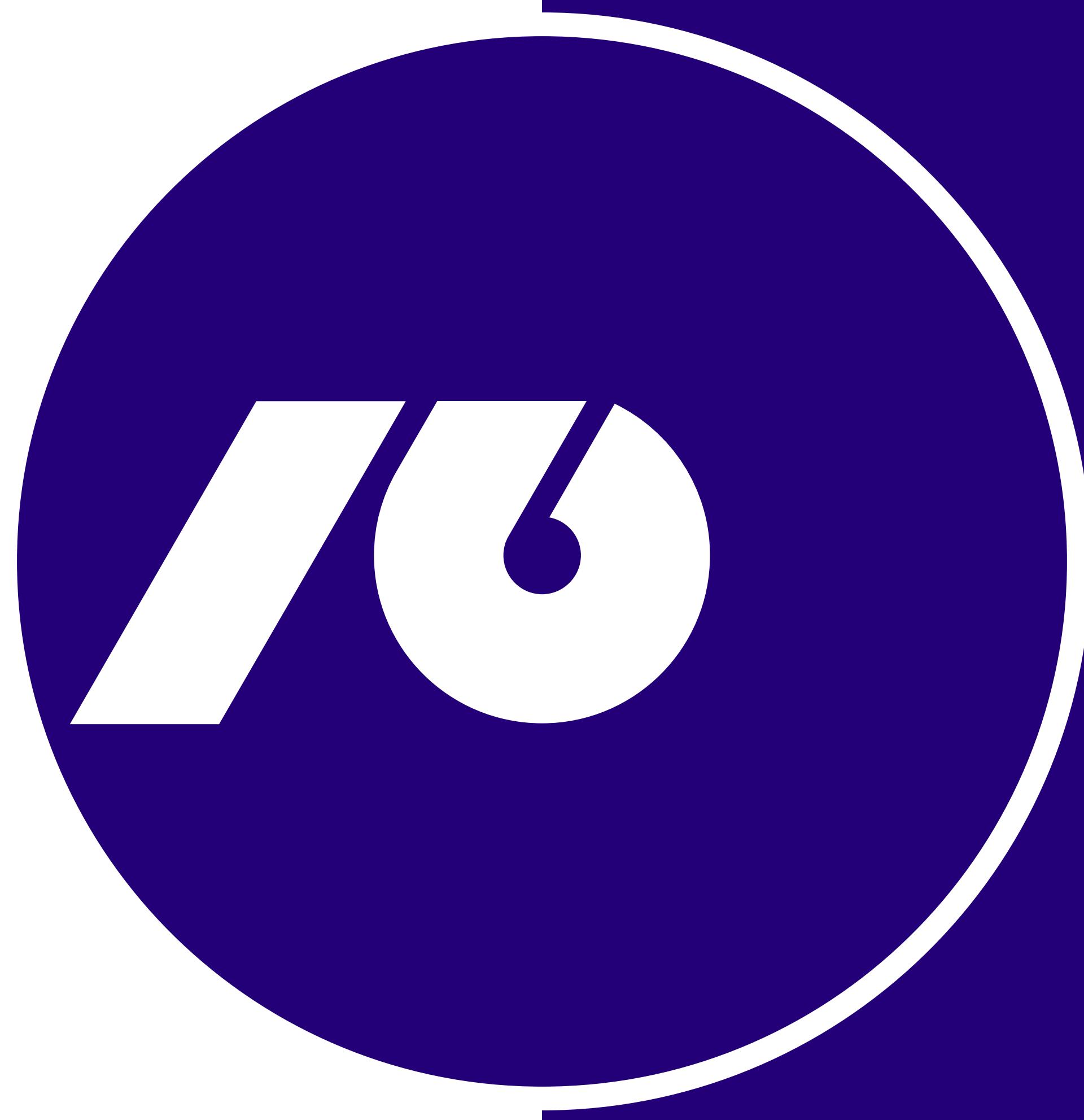
NLB brand identity

Visual refreshment

S I G N



S I G N



Shape + Color

S I G N + S H A P E

In order to keep the visual integrity of the brand constant across all communication and on all backgrounds, a border is added to the sign. This allows for the sign to appear full and to keep its color on a blue background and not appear white or empty. This is essential for the transformation towards a more digital future and mobile communication.

LARGE SIGN

(diameter bigger than **45 mm** or **300 px**)



7/8 A

MEDIUM SIGN

(diameter between **15 and 45 mm** or **90 and 299 px**)

For all screen formats: video & SM video



A

SMALL SIGN

(diameter between **10 and 15 mm** or **45 and 89 px**)



2 x A

A

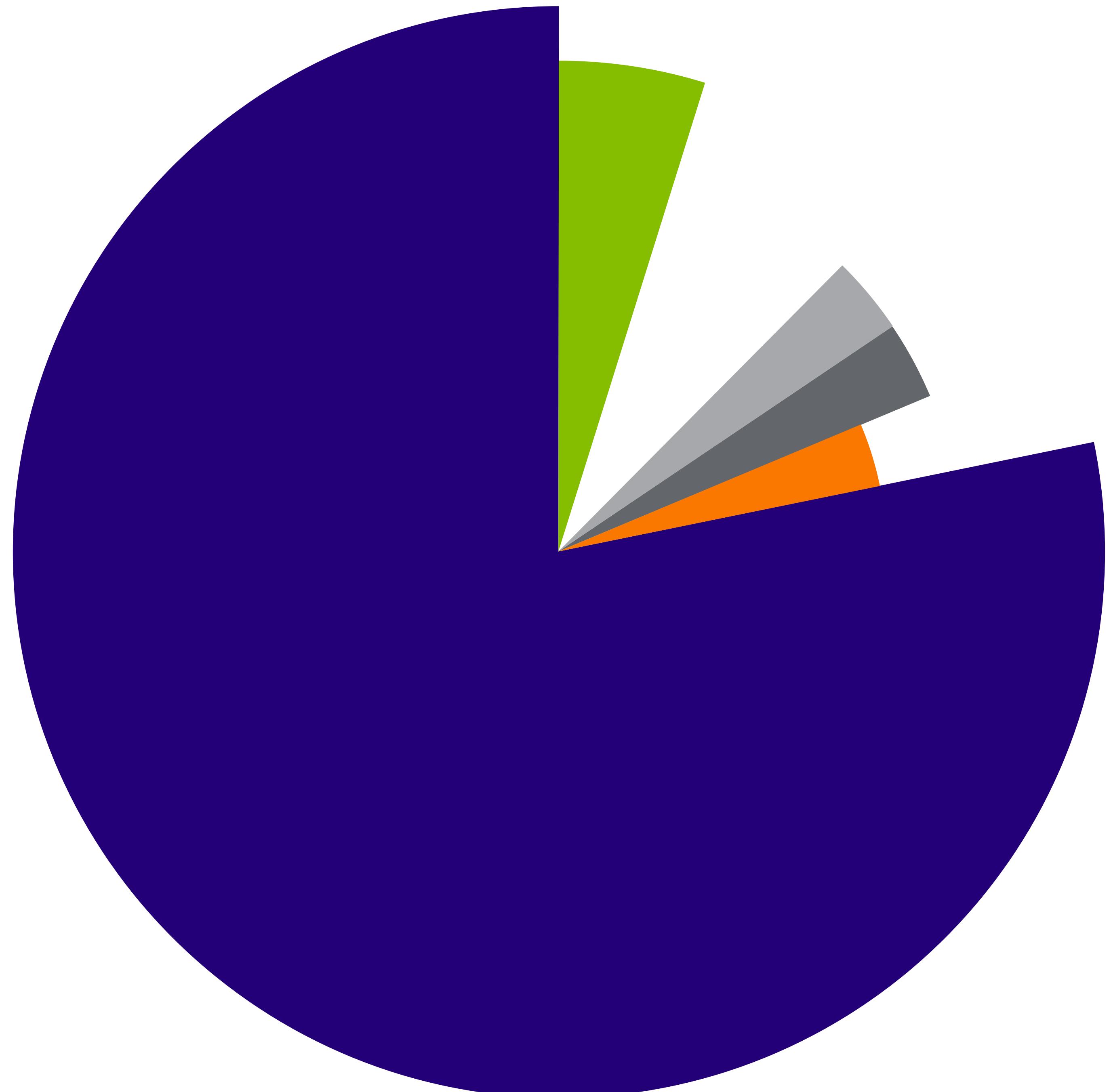


S I G N + T Y P O G R A P H I C P A R T



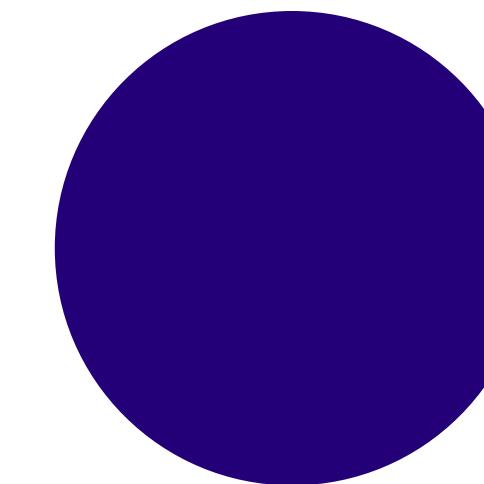
NLB

BASIC COLORS



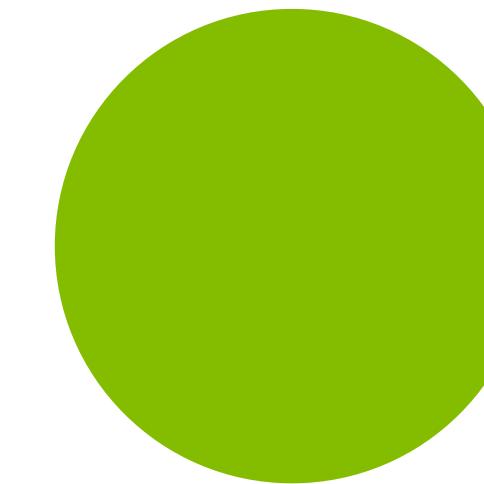
NLB INDIGO BLUE

PANTONE 2745
95C 100M 0Y 20K
R35 G0 B120
#230078
RAL DESIGN 290 20 35



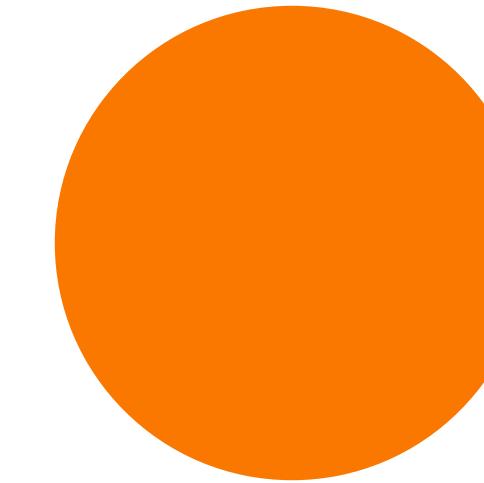
NLB WARM GREEN

PANTONE 376
54C 0M 100Y 0K
R132 G189 B0
#84BD00
RAL DESIGN 120 70 75



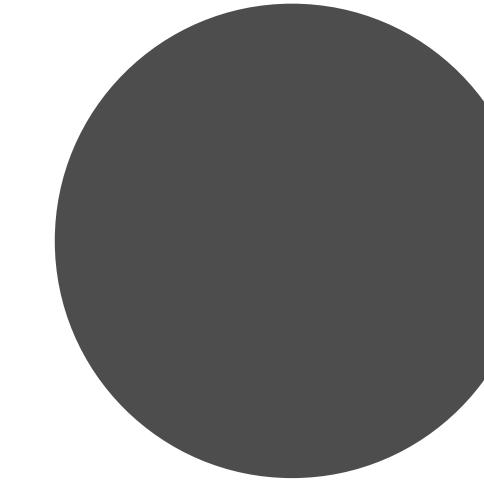
NLB ACCENT ORANGE

PANTONE 1505
0C 70M 100Y 0K
R250 G120 B0
#FA7800
RAL DESIGN 060 60 80



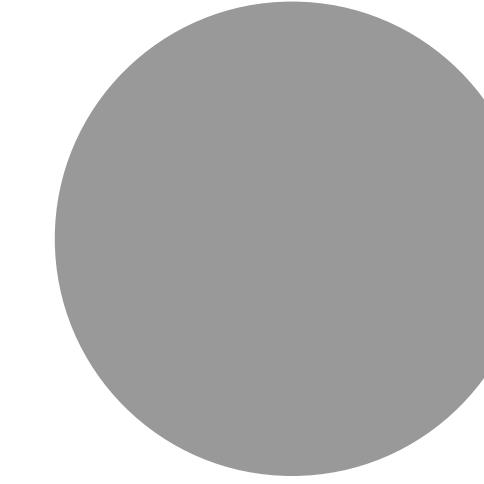
NLB DARK GRAY

PANTONE COOL GRAY 10
0C 0M 0Y 75K
R99 G102 B106
#63666A
RAL DESIGN 000 40 00



NLB LIGHT GRAY

PANTONE 877
0C 0M 0Y 40K
R167 G168 B170
#A7A8AA
RAL 9006



NLB Indigo is the essential color of the brand and should be ever-present. It is used for backgrounds and text setting in product advertising. White is its background.

NLB Warm Green is used for accents in text, as a sticker basis when there is enough indigo and for graphic elements in brochures.

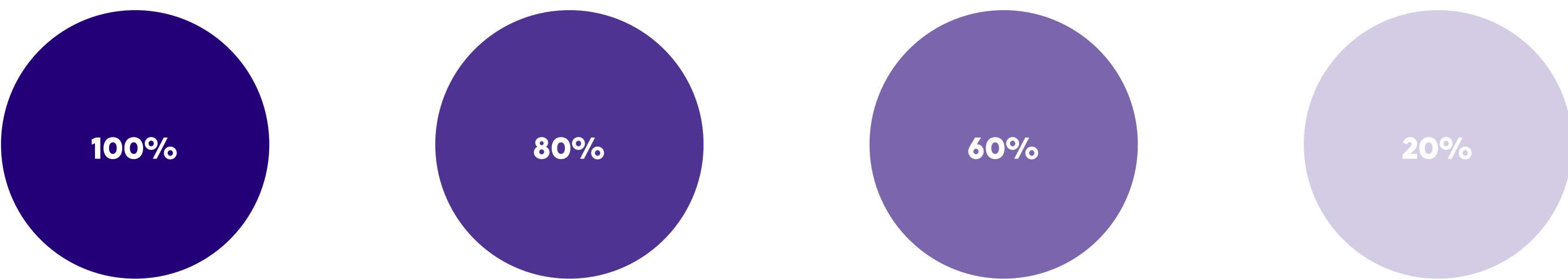
NLB Accent Orange is the color for CTA buttons in product advertising, for graphic elements in brochures, last but not least it is the **secondary color of the Employer branding**.

NLB Dark Gray for text setting in printed material such as brochures, for graphic elements and it is the **secondary color of the Corporate branding**.

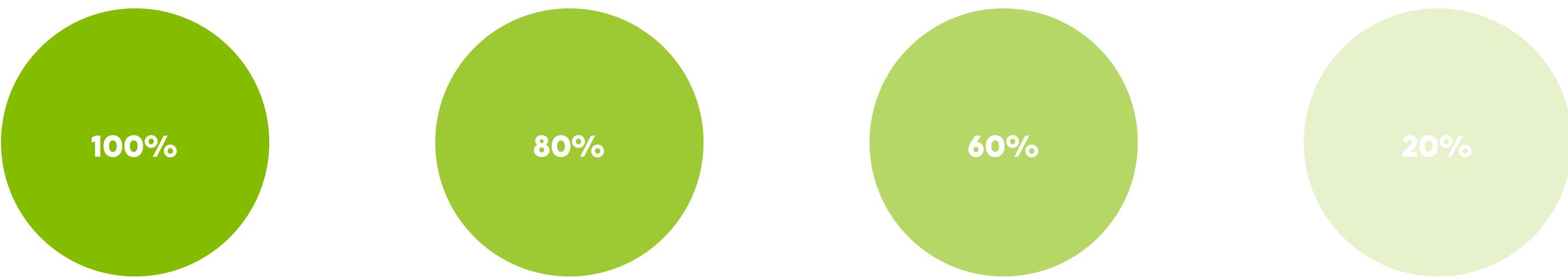
NLB Light Gray is used for graphic elements and is the **secondary color of the Corporate branding**.

B A S I C C O L O R R A S T E R S

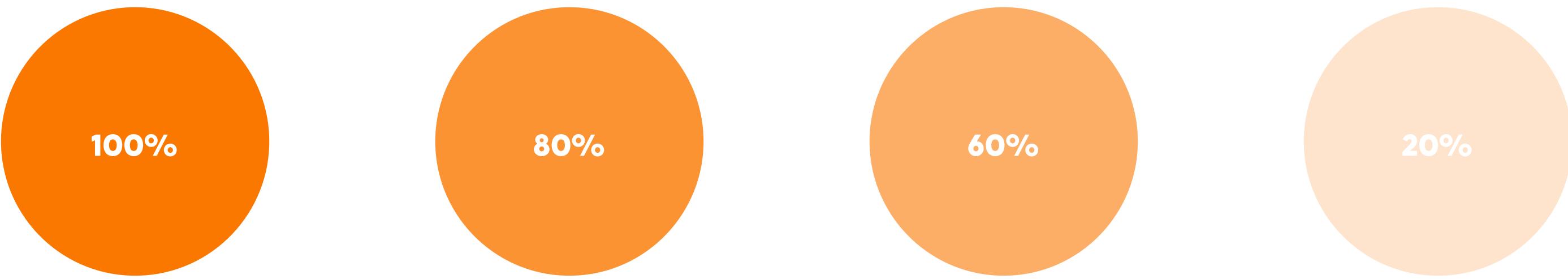
NLB INDIGO BLUE



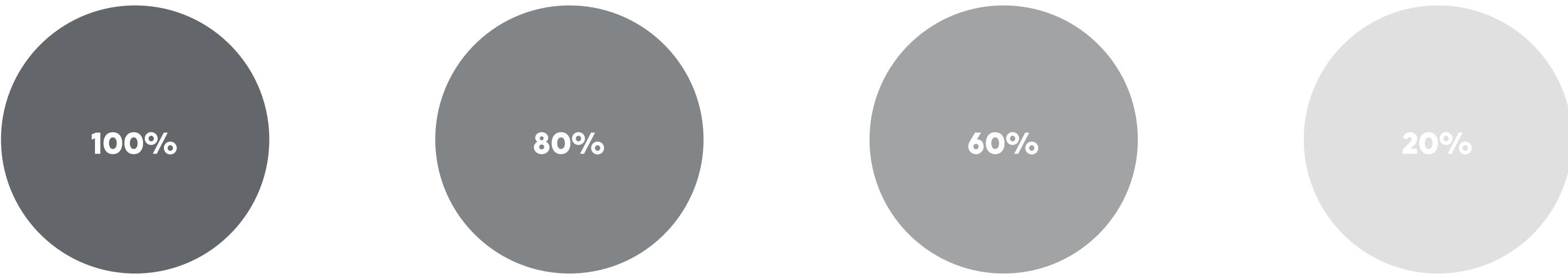
NLB WARM GREEN



NLB ACCENT ORANGE



NLB DARK GRAY



N L B I D E N T I T Y P I L L A R S

Look & feel of NLB Product, Corporate and Employer branding design.

NLB Product Branding

NLB Stanovanjski kredit
Tvoja priložnost za vselitveno žurko.

0 €
pol leta za nove stranke

Nekateri priložnosti se enostavno ponudijo same. Izkoristite ugodne obrestne mere in pridobite najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spletja.

Med vsemi, starimi do 40 let, ki boste med 2. 9. in 30. 11. 2021 sklenili stanovanjski kredit, pa bomo izzreboli 100 šrečnencev in jim podarili 3 mesečne obroke. Pravila in pogoje sodelovanja preverite na [nlb.si/mladi](#)

Za vse, kar sledi.

NLB

NLB Corporate Branding

VERJAMEMO v potencial te regije

**Tu je naš dom.
V regiji, polni priložnosti.**

Tu so naše družine, prijatelji, sodelavci, sosedje, športniki, za katere navajamo, gostitelji, ki veda, kakšno kavo imamo najprej ... Vse to je naš dom in vanj srčno verjamemo.

Zato lahko prepoznamo vaš potencial in razumemo vašo predanost, ko je ne razume nihče drug. Zato tudi vemo, da si zaslужite vsako priložnost.

Za svoj dom želimo poskrbeti po najboljših močeh ter omogočiti boljše življenje in lepšo prihodnost. Saj tam, kjer drugi vidijo zgolj točko na zemljovidu, mi vidimo regijo, polno priložnosti.

Za vse, kar sledi.

NLB Banka

NLB Employer Branding

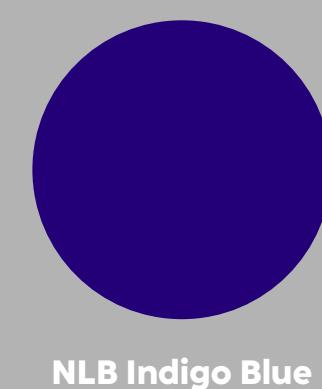
FLEKSIBILNA delovna lokacija

Neskončne priložnosti
Zdaj se vi odločite, kje bo vaša pisarna. Prijavite se na mesto IT SPECIALISTA.

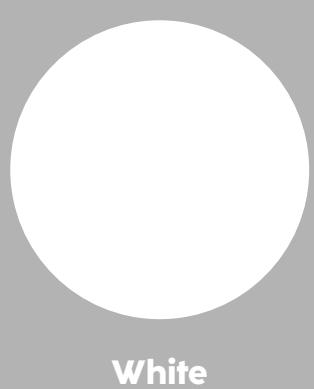
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

#priložnostZAzaposlitv

NLB Banka



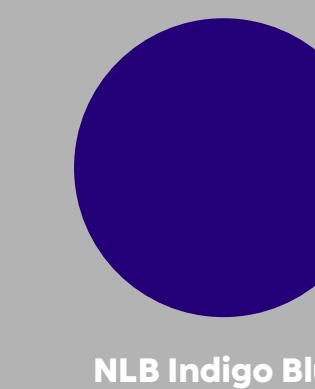
NLB Indigo Blue



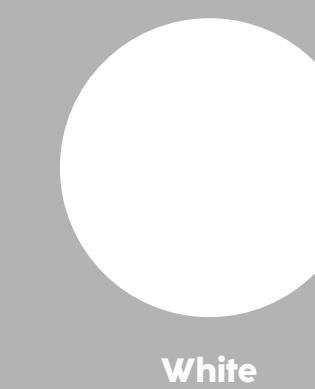
White



NLB Warm Green



NLB Indigo Blue



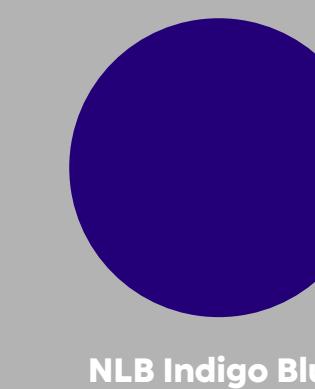
White



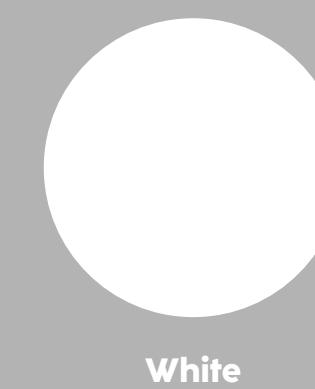
NLB Dark Gray



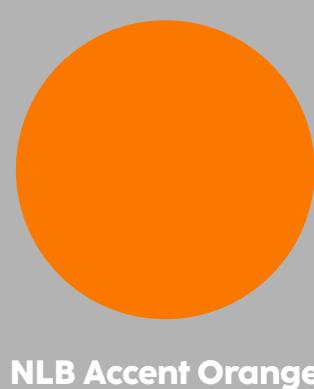
NLB Light Gray



NLB Indigo Blue



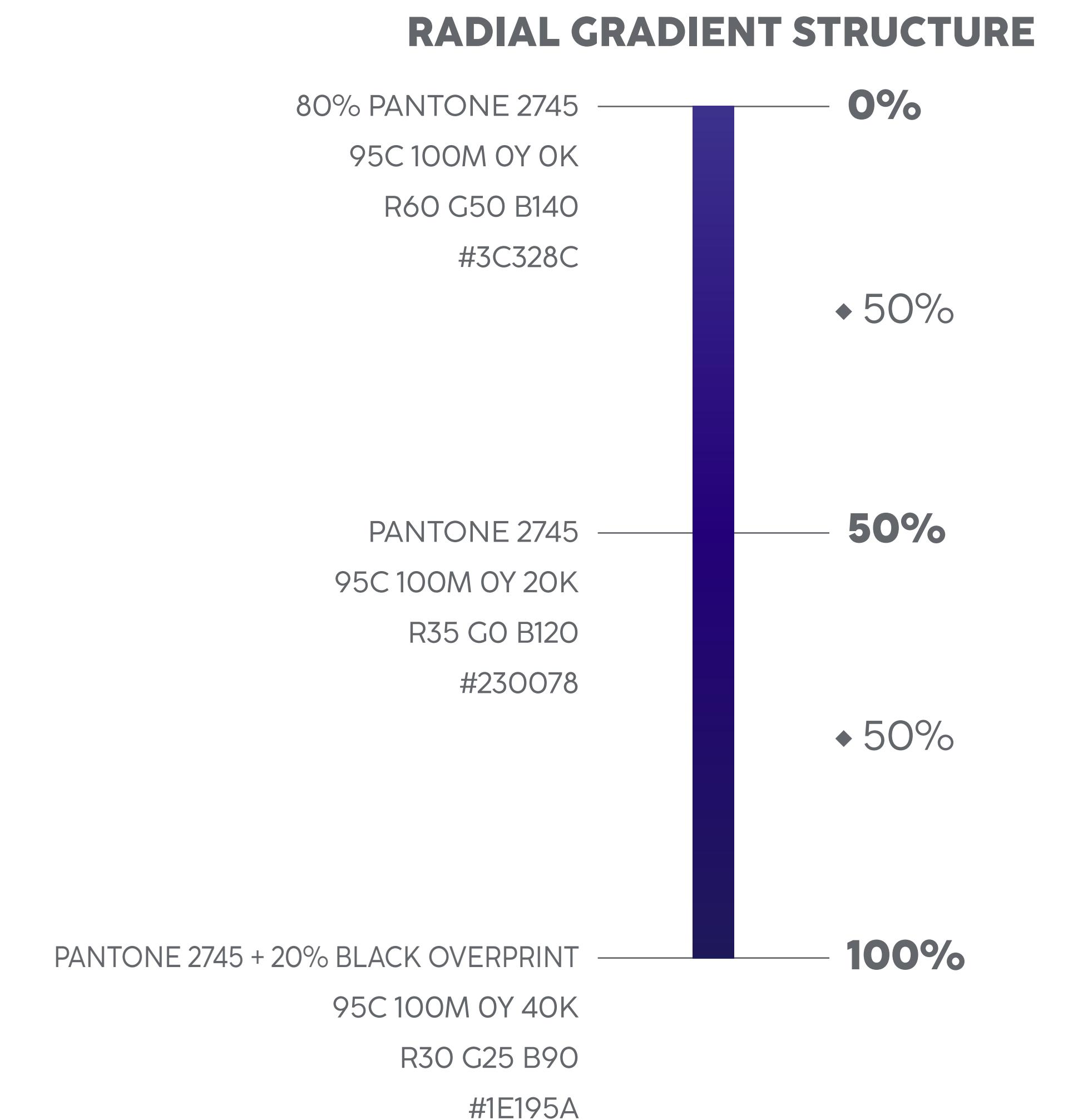
White



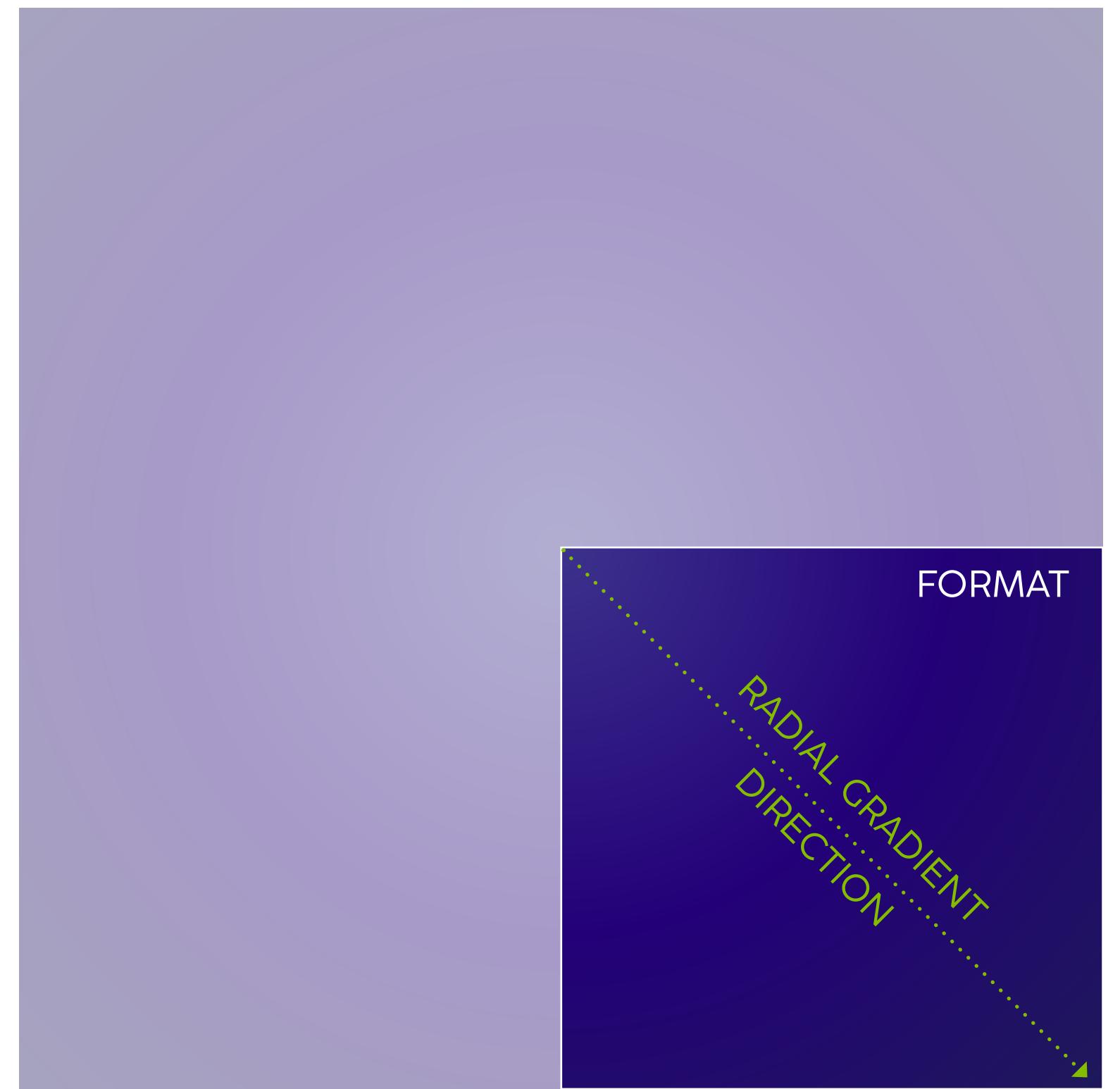
NLB Accent Orange

C O L O R G R A D I E N T

The aim of using the NLB color gradient is to set up the impression of the depth or space. The preferred use is in printed materials, with large indigo surfaces. It could be used on screen materials as well, but only when a distinction between overlapping graphic elements in indigo color is needed.



RADIAL GRADIENT ON FORMAT



**Inspired by the classy
aesthetics of fashion
icon Coco Chanel.**

Coco Sharp typeface is able to transform a simple word in a memorable wordmark. Drawn on a classic geometric sans skeleton, it brings the brand's heritage to the modern times.

NLB Product



NLB Product

NLB **Paket Moj svet**
NLB **Skladi**
NLB **Domače plačilne transakcije**
NLB **Pay**
NLB **Klik**
Klikin
NLB **Osebni kredit**
NLB **Depozit**
NLB **Trgovanje z vrednostnimi papirji**
NLB **Naložbeni par**
NLB **Prvi račun**
NLB **Privatno bančništvo**
NLB **Agro**

PHOTOGRAPHY

Real life is full of twists and turns

It's not all smiles and giggles

Real people caught in a real moment.
Warm tones and natural light with a dash of indigo.
Low contrast between highlights and shadows.
Ensuring the headline to be written in white.
Highlights allowed to appear on the edges.

DIGITAL SOLUTIONS & CASHLESS PAYMENTS



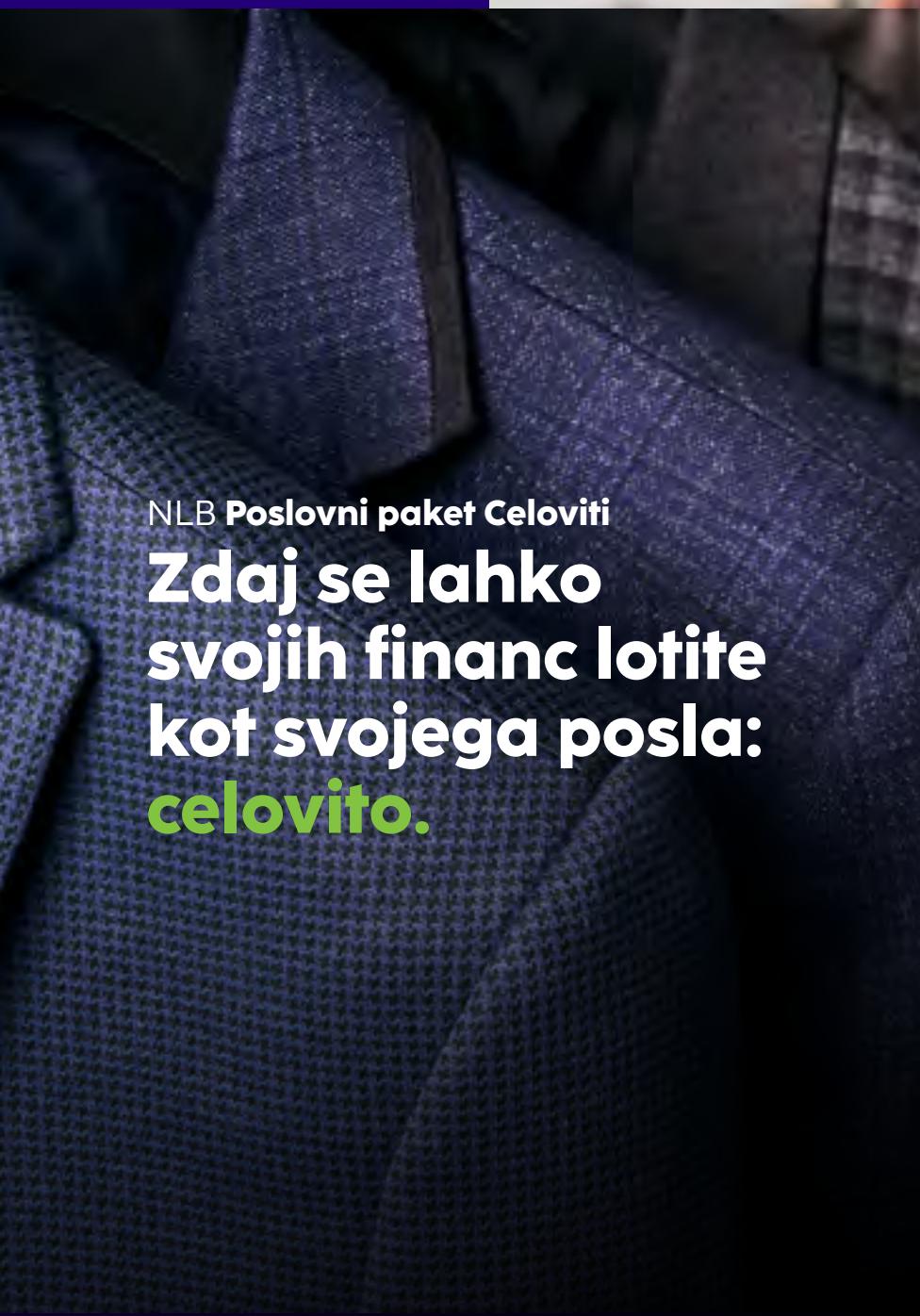
HOUSING & CONSUMER LOANS



BANKING PACKAGES



PHOTOGRAPHY COLOR GRADING



Desaturated, but with the exception of the key colorful costume elements of the lead character / subject

More contrast

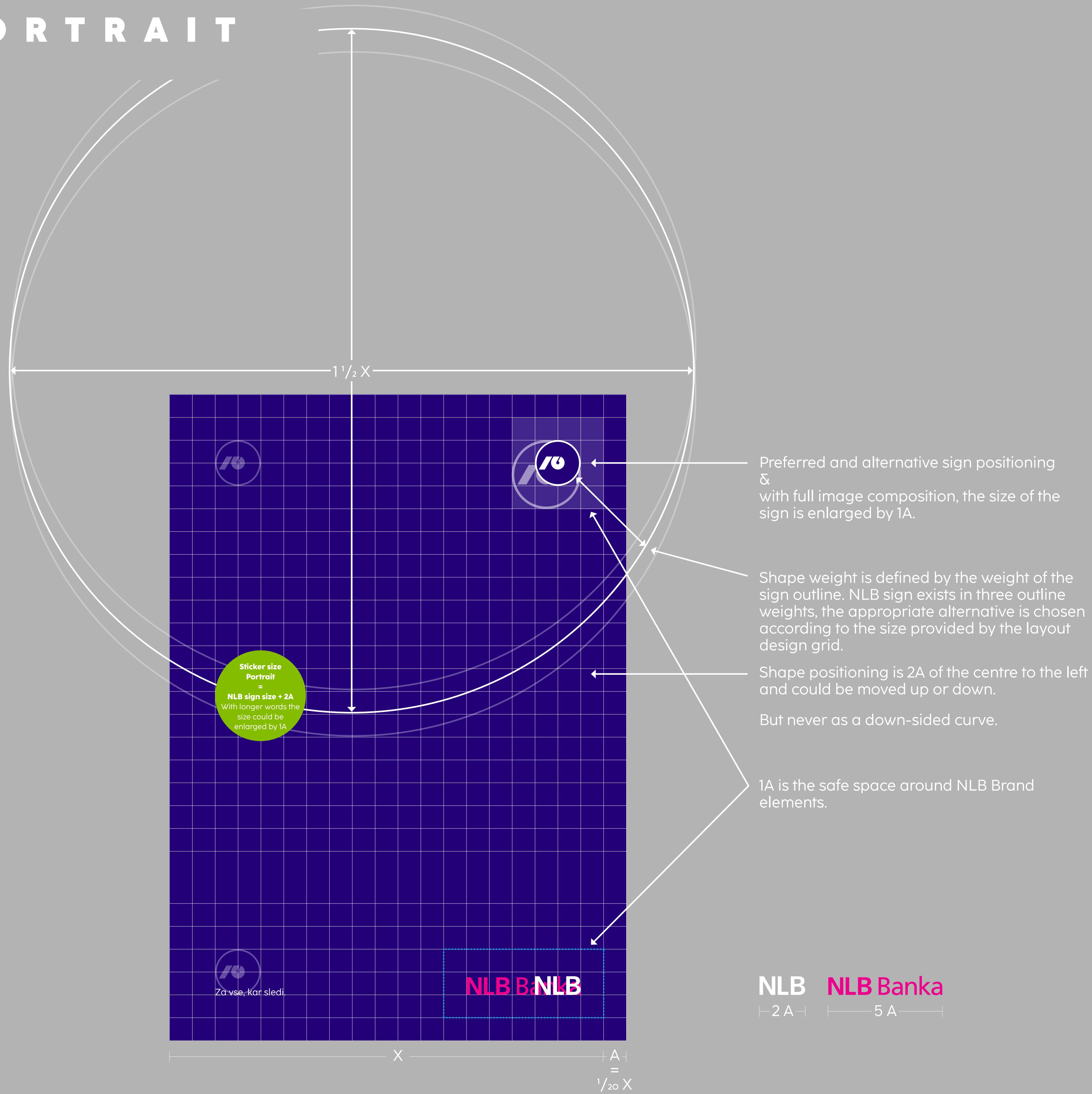
C O P Y S T R A T E G Y

Everything we do revolves around creating a world Full of Opportunities. It is a lot more than just a word we use. And it is not just part of the sentence we use when communicating with our target audiences. It is an overall impression we want to leave as a brand. It is our way of thinking and our way of acting.

It is not just a territory we own, it is a territory we actively create through our actions.

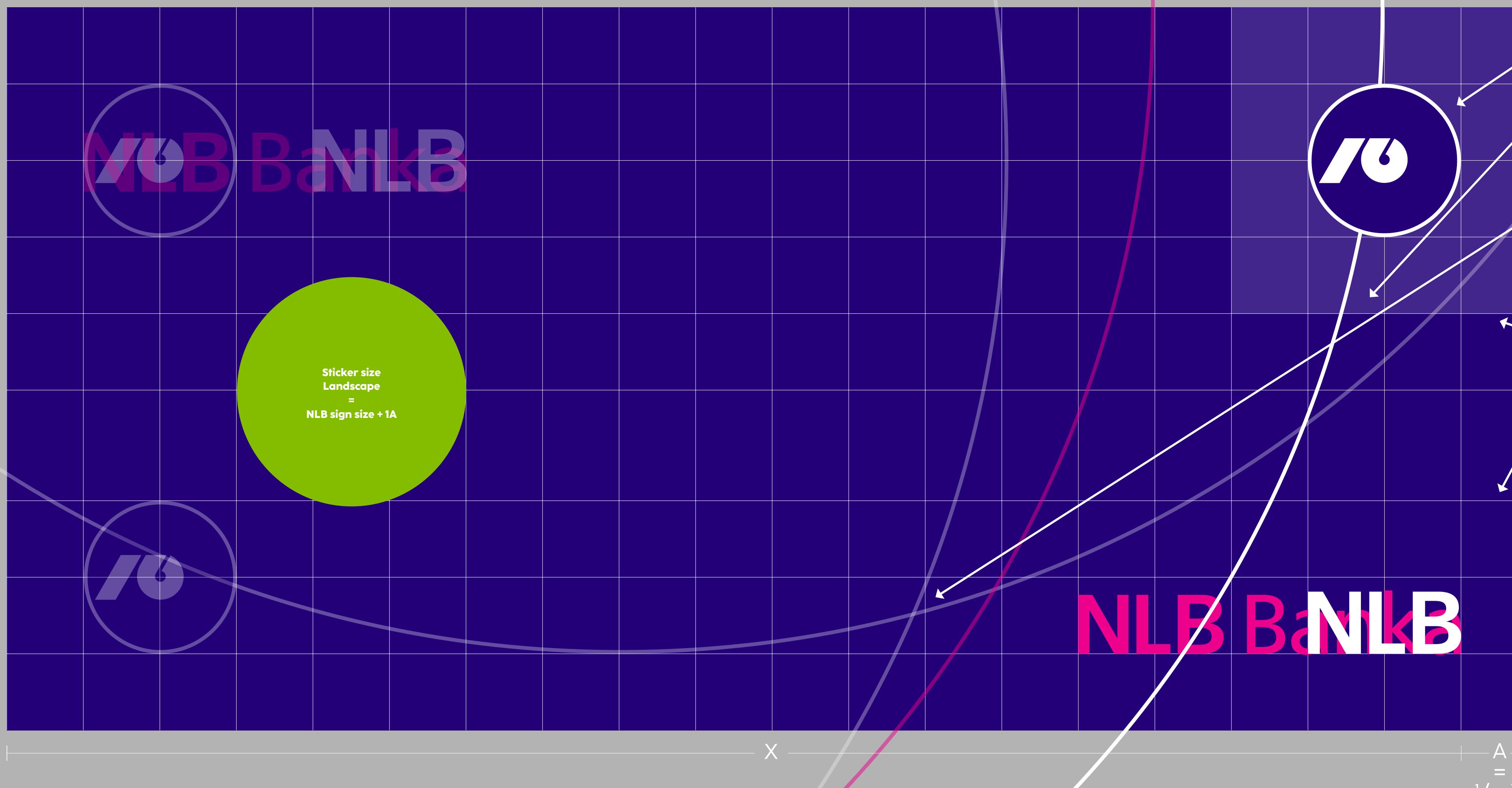
CONSTRUCTION PORTRAIT

Basic portrait format grid & sign and graphic element placements.



CONSTRUCTION LANDSCAPE

Basic landscape format grid & sign and graphic element placements.



Preferred and alternative sign typographic part positioning.

Shape weight is defined by the weight of the sign outline. NLB sign exists in three outline weights, the appropriate alternative is chosen according to the size provided by the layout design grid.

On landscape layouts, shape positioning could be vertical or horizontal depending on the visual's content, it could cross the NLB sign or could be positioned 2A of the centre from the bottom up and could be left or right.

But it should never appear as a down-sided curve.

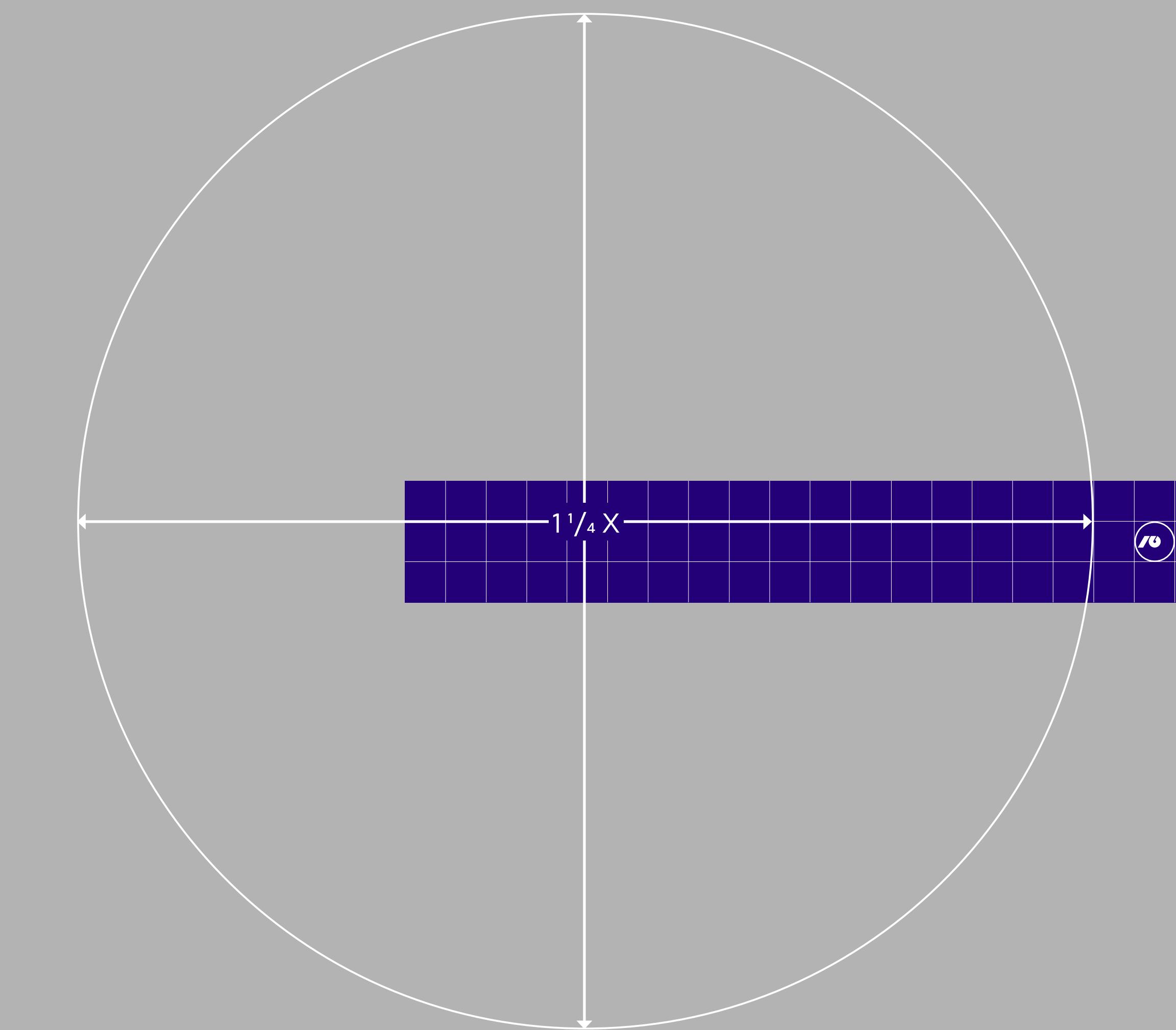
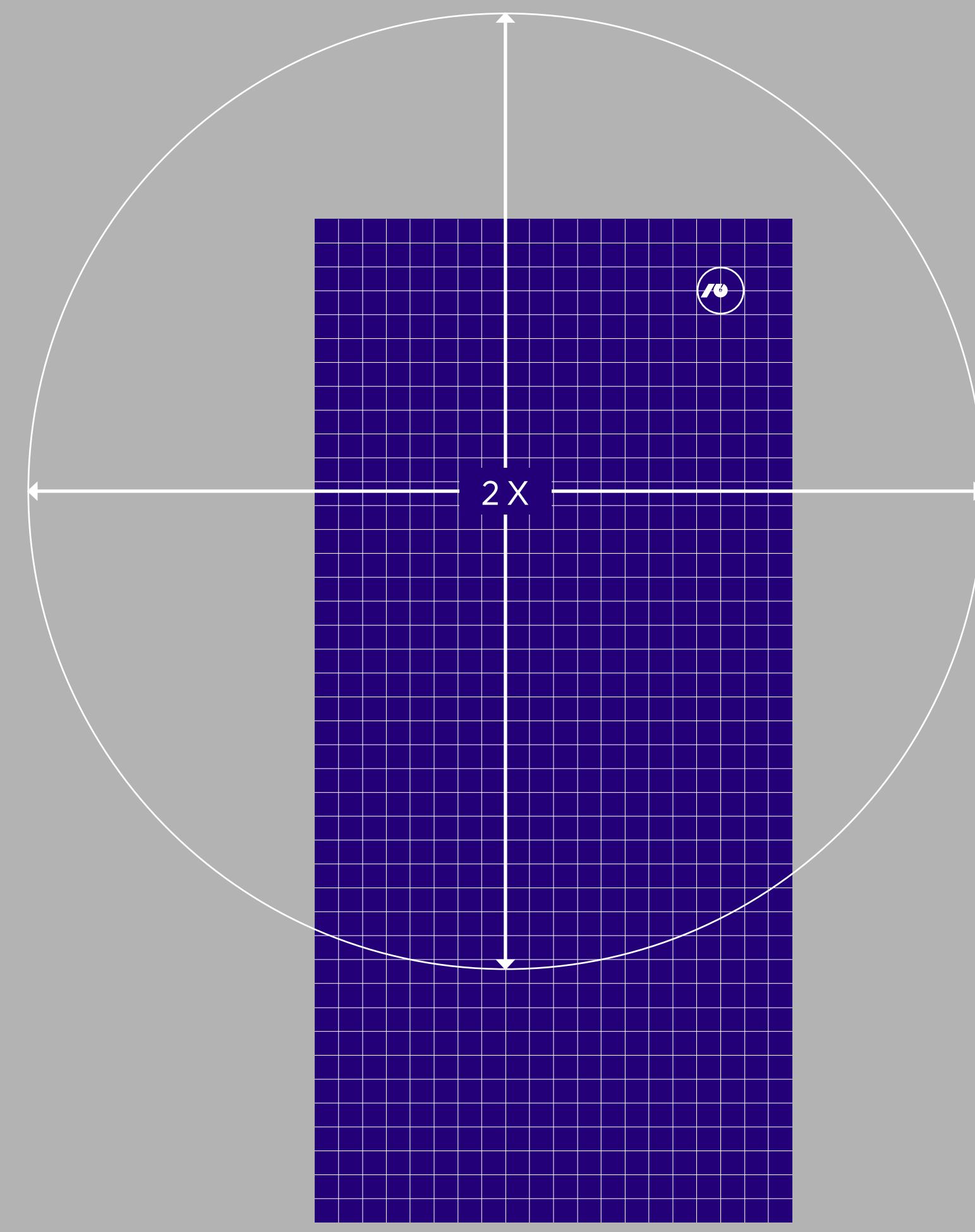
1A is the safe space around NLB Brand elements.

NLB NLB Banka
— 2A — 5A —

$$A = \frac{1}{20} X$$

C O N S T R U C T I O N P O R T R A I T & L A N D S C A P E N A R R O W

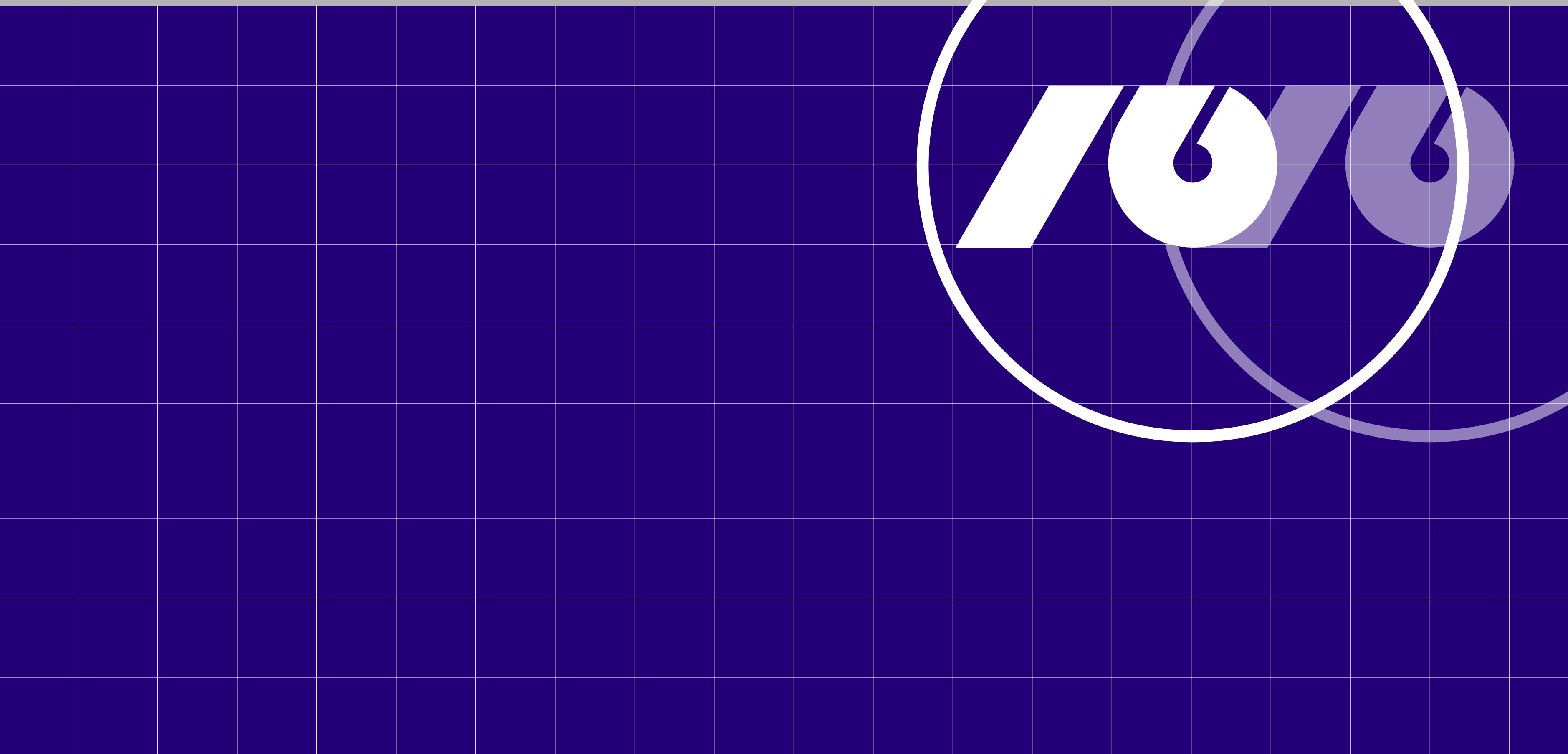
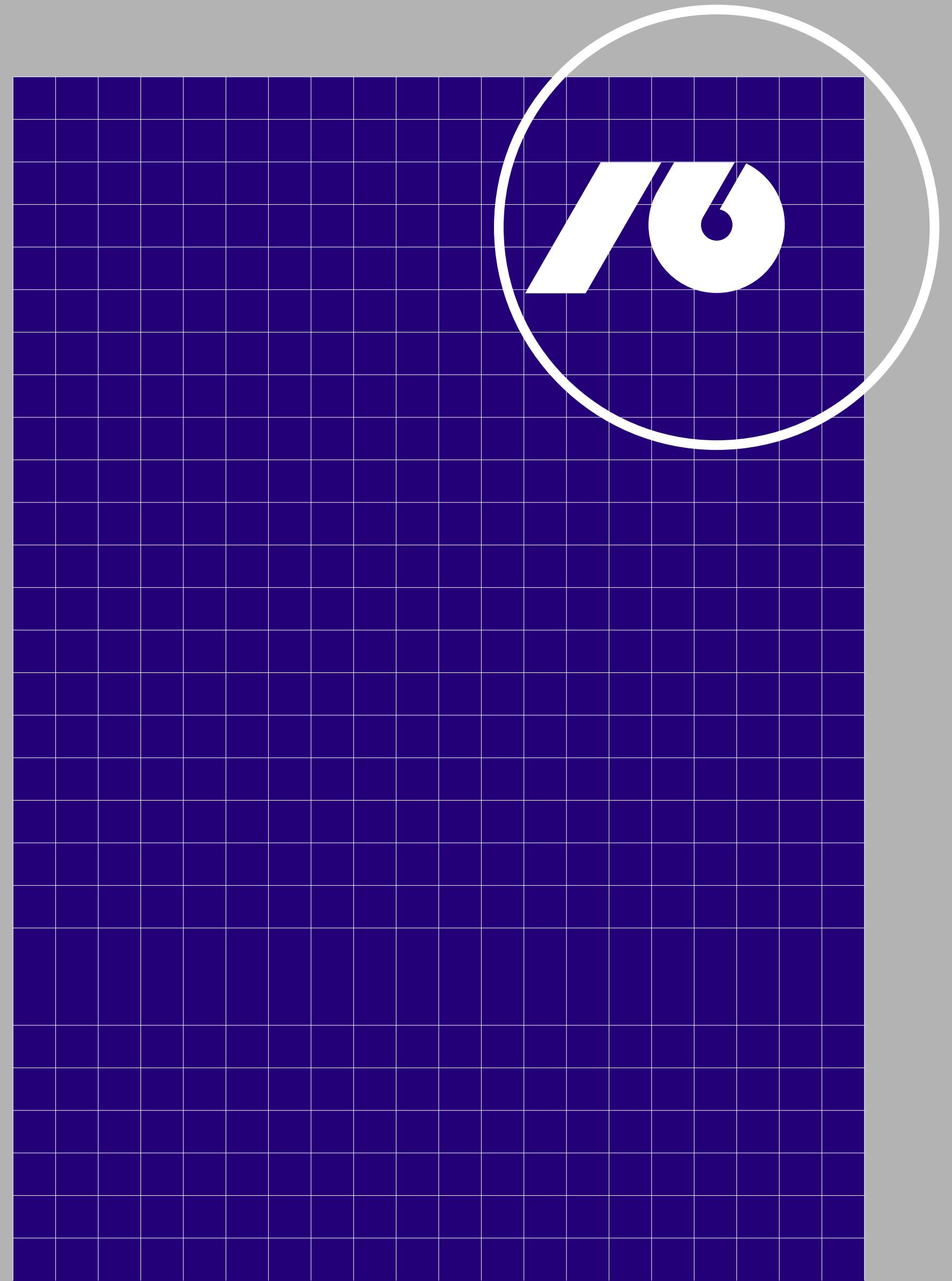
Basic narrow format grid & sign and shape construction.



CONSTRUCTION SUPERSIZE

Basic portrait and landscape format supersize positioning.

For supersize placement, only the large sign should be used (diameter bigger than **45 mm** or **300 px**).



TEXT SETTING

Headline

is always in Coco Sharp Extra Bold and in white color.
Its size and position are set to fit best its length, format
and/or image. It is styled as a sentence with a capital at the
beginning and a punctuation mark (full stop) at the end. But
never in capital letters.
Leading: Headline size x 1.1 pt
Kerning: 0 for print, 25 for TVC, online and video
Alignment: Left

Super- & subtitle

style is set according to the content:
product communication style
(NLB Product = Coco Sharp Regular + Coco Sharp Extra Bold)
or
non-product communication = Coco Sharp Regular
Super- & subtitle title size:
 $\frac{1}{2}$ of the headline size (preferred)
 $\frac{1}{3}$ of the headline size only in cases of supersized headline
 $\frac{2}{3}$ of the headline size for OOH (the decimal numbers should
be rounded up to the nearest whole number)
Leading: Headline size x 1.1 pt
Kerning: 0 for print, 25 for TVC, online and video
Alignment: Left

Bodycopy

Coco Sharp Regular 10/13 pt (preferred size for A4)
For smaller formats:

Leading: bodycopy size x 1.3 pt
Kerning: 0 for print, 25 for TVC, online and video
Text emphasize:
Level 1: Coco Sharp Bold
Level 2: Coco Sharp Bold + Warm Green
Alignment: Left

URL appearance: Coco Sharp Bold
Kerning: 50

Claim

Coco Sharp Regular
Type size: Bodycopy + 2 pt

$\frac{1}{2}$ HL size
Headline

$\frac{1}{2}$ HL size
Preferred

$\frac{1}{3}$ HL size
Headline

$\frac{1}{3}$ HL size
With supersized headlines

$\frac{2}{3}$ HL size
Headline

$\frac{2}{3}$ HL size
For OOH

NLB Stanovanjski kredit

**Tvoja priložnost veselju
dati nov naslov.**

Nekatere **priložnosti** se enostavno ponudijo same.

NLB Stanovanjski kredit

**Tvoja priložnost veselju
dati nov naslov.**

Nekatere **priložnosti** se enostavno ponudijo same.

NLB Stanovanjski kredit

**Tvoja priložnost veselju
dati nov naslov.**

Nekatere **priložnosti** se enostavno
ponudijo same.

TEXT SETTING STICKER

Only when sufficient indigo color space is provided, warm green is used to spotlight the message, offer or other key information.

Short sentence style setting in Coco Sharp Extra Bold without punctuation mark. It should be set in two letter cases and type sizes: the key information in capital letters in white and the additional text in lowercase letters NLB Indigo or NLB Warm Green, depending on the background color. The distinctive difference between the type sizes is necessary.

The space before any kind of special character such as €, %, ... should be set as "Thin space".

The sticker size is set according to the grid size of the sign, when longer words are used, it could be enlarged by 1A (1/2 of the size of the sign).

The sticker position is near the headline, the position close to the sign should be avoided.



TEXT SETTING STICKER

Examples.



STICKER

Applications.

BREZ
stroškov
odobritve



Takošnja
plačila
FLIK



0€

za nove stranke
od 18 do 27 let

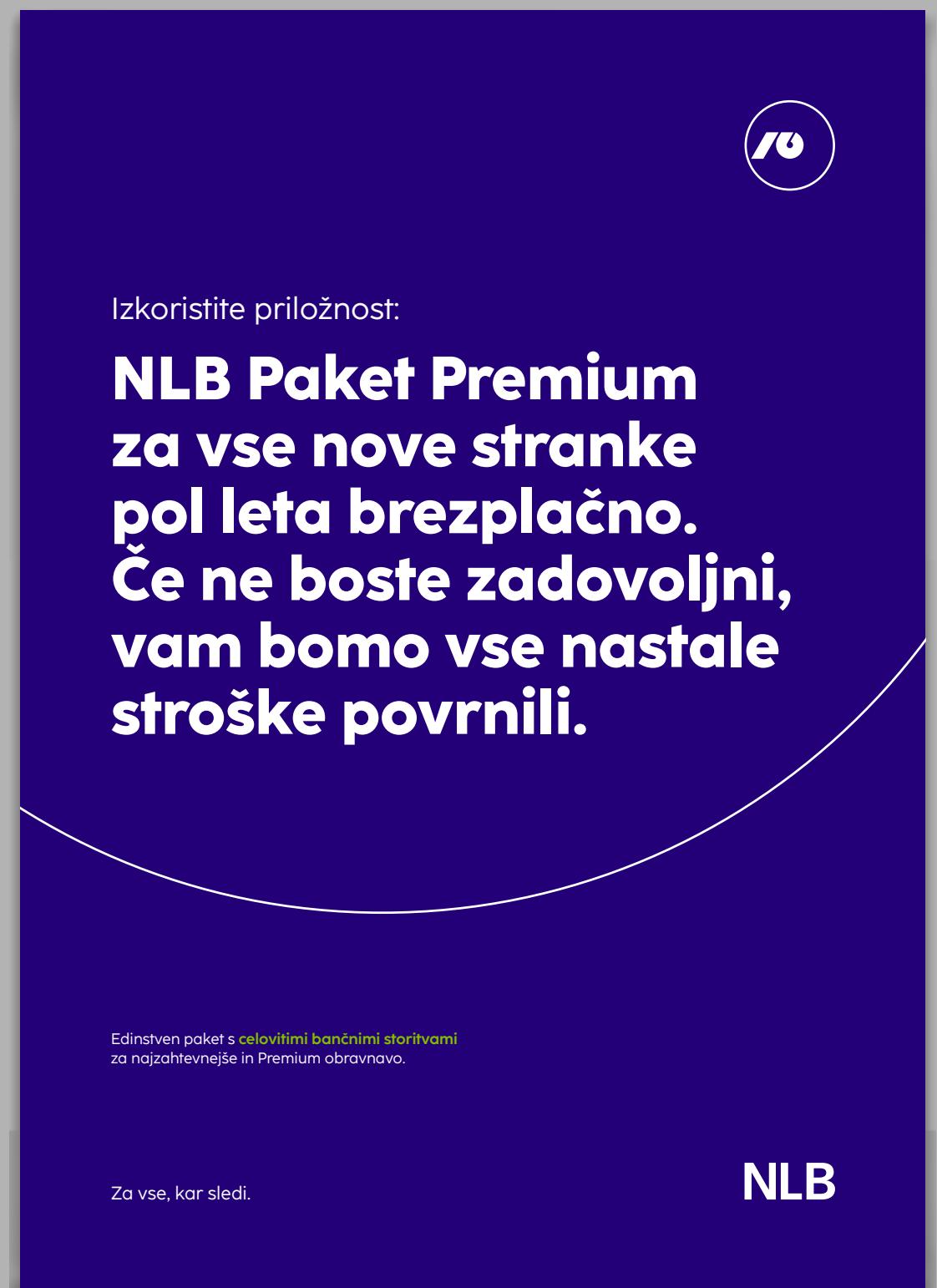
P R O D U C T B R A N D I N G

Layouts

PRINT ADVERTS

Functional & versatile layout design follows brand identity and enables targeted communication and identification.
For a better impact.

Full Indigo



Indigo shape



Indigo element



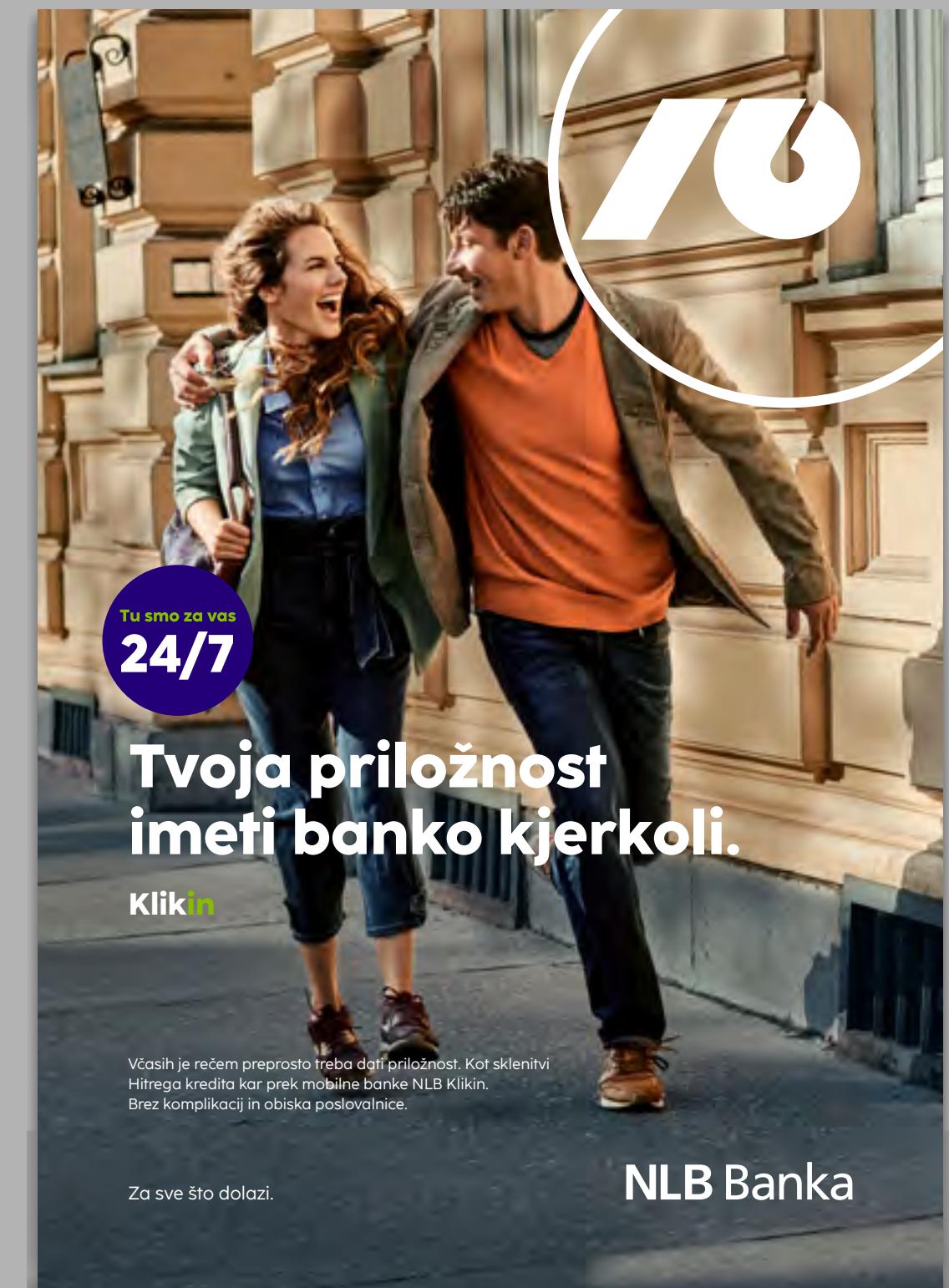
Indigo



Shape



Branding



White shape on indigo.

Indigo&white.

Photo&indigo brand identification.

Photography with shape.

Contemporary image-oriented layout.

PRINT ADVERTS STYling

An advertisement for NLB Stanovanjski kredit. The background features a large grey circle at the top transitioning into a dark blue base. In the upper right corner is a white circular logo with a stylized '16' inside. On the left side, a green circle contains the text '0 €' above 'pol leta za nove stranke'. Below this graphic, the text 'NLB Stanovanjski kredit' is followed by a large, bold, white headline: 'Tvoja priložnost za vselitveno žurko.' At the bottom left, the text 'Za vse, kar sledi.' is visible. The bottom right corner features the 'NLB' logo in white.

The image is a promotional poster for NLB Stanovanjski kredit. The background is a solid dark purple. At the top right is a circular logo with a stylized 'NL' monogram in white on a dark blue background. In the center, the text 'NLB Stanovanjski kredit' is written in a white sans-serif font. Below it, a large white headline reads 'Tvoja priložnost za vselitveno žurko.' To the left of the center, there is a green circular graphic containing a white '0€' symbol and the text 'pol leta za nove stranke' in white. At the bottom left, there is a block of text in white, and at the bottom right, the NLB logo is displayed.

NLB **Stanovanjski kredit**

Tvoja priložnost za vselitveno žurko.

Izkoristite ugodne obrestne mere in pridobite ponudbo NLB Stanovanjskega kredita kar prek spleta. Skenirajte QR kodo in izpolnite obrazec.

Za sve što dolazi.

Izkoristite ugodne obrestne mere in pridobite ponudbo NLB Stanovanjskega kredita kar prek spleta. Skenirajte QR kodo in izpolnite obrazec. Med vsemi, starimi do 40 let, ki boste med 2. 9. in 30. 11. 2021 sklenili stanovanjski kredit, pa bomo izžrebalili 100 srečnežev in jim podarili 3 mesečne obroke. Pravila sodelovanja preverite na [nlb.si/mladi](#)

NLB Banka

The image is a promotional advertisement for NLB Stanovanjski kredit. It features a dark grey background with a large white curved shape on the right side. In the top right corner is a blue circular logo with the number '76'. The central text reads 'NLB Stanovanjski kredit' and 'Tvoja priložnost za vselitveno žurko.' Below this, on the left, is a smartphone displaying text and a QR code. To the right is a green circle containing text. At the bottom, there is descriptive text and the NLB logo.

NLB **Stanovanjski kredit**

Tvoja priložnost za vselitveno žurko.

Nekatere priložnosti se enostavno ponudijo same. Nemudoma zkoristite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo NLB Stanovanjskega kredita kar prek spletne strani. Nemudoma zkoristite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo Med vsemi, starimi do 40 let, ki boste

Za sve što dolazi.

NLB Banka

An advertisement for NLB Stanovanjski kredit. The background features a large grey circle on the left and a blue curve on the right. In the top right corner is a purple circular logo with a white stylized '10'. Below it, the text 'NLB Stanovanjski kredit' is in bold black. The main title 'Tvoja priložnost za vselitveno žurko.' is in large white font. To the right is a green circle containing '0€' and 'pol leta za nove stranke'. At the bottom left are three credit card images, and at the bottom right is the NLB logo.

NLB **Stanovanjski kredit**

Twoja priložnost za vselitveno žurko.

Nekatere priložnosti se enostavno ponudijo same. Nemudoma zkoristite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo

NLB Stanovanjskega kredita kar prek spletnih strani. Nemudoma zkoristite ugodne obrestne mere in pridobite za vas najboljšo individualno ponudbo

Za sve što dolazi.

NLB Banka

A close-up photograph of a pair of blue denim jeans. The focus is on the front pocket area where two brass-colored snap buttons are visible. The jeans have yellowish-orange thread stitching. In the top right corner, there is a purple circle containing a white 'NLB' monogram. A thin white curved line starts from the bottom left and points towards a white credit card image. The credit card features the NLB logo, a purple and blue gradient background, and a red Mastercard logo.

Novi NLB Poslovni paketi

Prvo pravilo v poslu: imetи svoje finance vedno pri roki.

**50%
popusta
za podjetja**

24/7
NLB
Proklik
Klikpro
Video klic

Vaša priložnost upravljati poslovne finance kjerkoli in kadarkoli. Z novimi NLB Poslovnimi paketi smo vam tako na voljo prek mobilne banke **Klikpro**, elektronske banke **NLB Proklik** in **video klica** prav vsak dan - 24 ur na dan. Ob sodobnih digitalnih rešitvah, s katerimi poslujete hitreje, ceneje in enostavnejše, pa prejmete z vsakim paketom tudi novo **NLB Poslovno debetno kartico Mastercard**, ki vam odslej omogoča plačevanje tudi na spletu. Več na nlb.si/poslovni-paketi

Za vse, kar sledi.

NLB

The advertisement features a dark blue background with white text. At the top right is the NLB logo. Below it, the headline "Novi NLB Poslovni paketi" is followed by a large, bold title "Posel nikoli ne počiva." A smartphone on the left displays "24/7" services: "NLB Proklik", "Klikpro", and "Video klic". To the right, a green circle contains the text "50% popusta za podjetja". The bottom section contains descriptive text about the services and ends with the NLB Banka logo.

B I L L B O A R D

Functional & versatile layout design follows brand identity and enables targeted communication and identification.
For a better impact.

Full Indigo



White shape on indigo.

Indigo



Shape



NLB Banka

Photography with shape.

Branding



Contemporary image-oriented layout.



Photo&indigo brand identification.



B I L L B O A R D

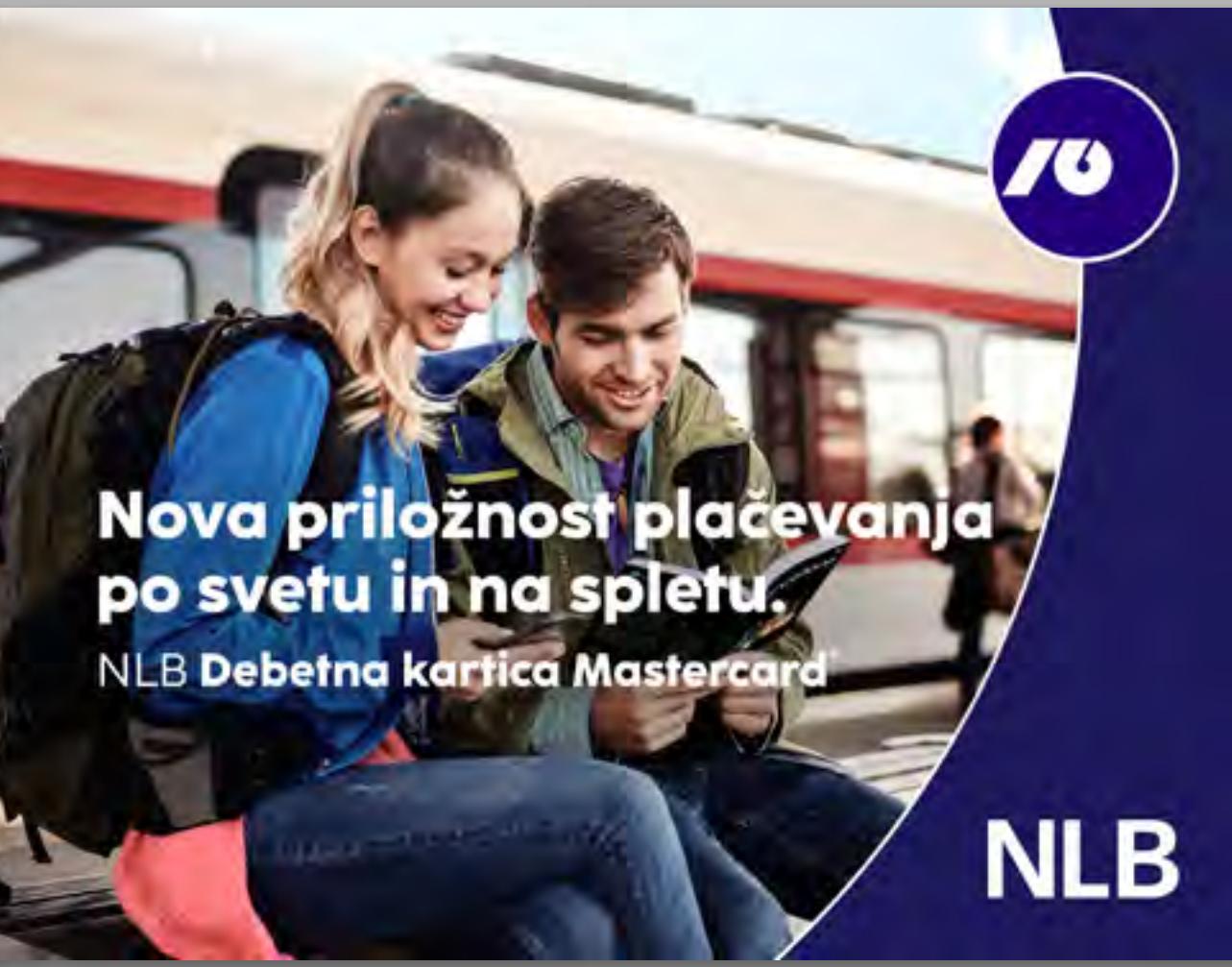
Functional & versatile layout design follows brand identity and enables targeted communication and identification.
For a better impact.

Full Indigo



White shape on indigo.

Indigo

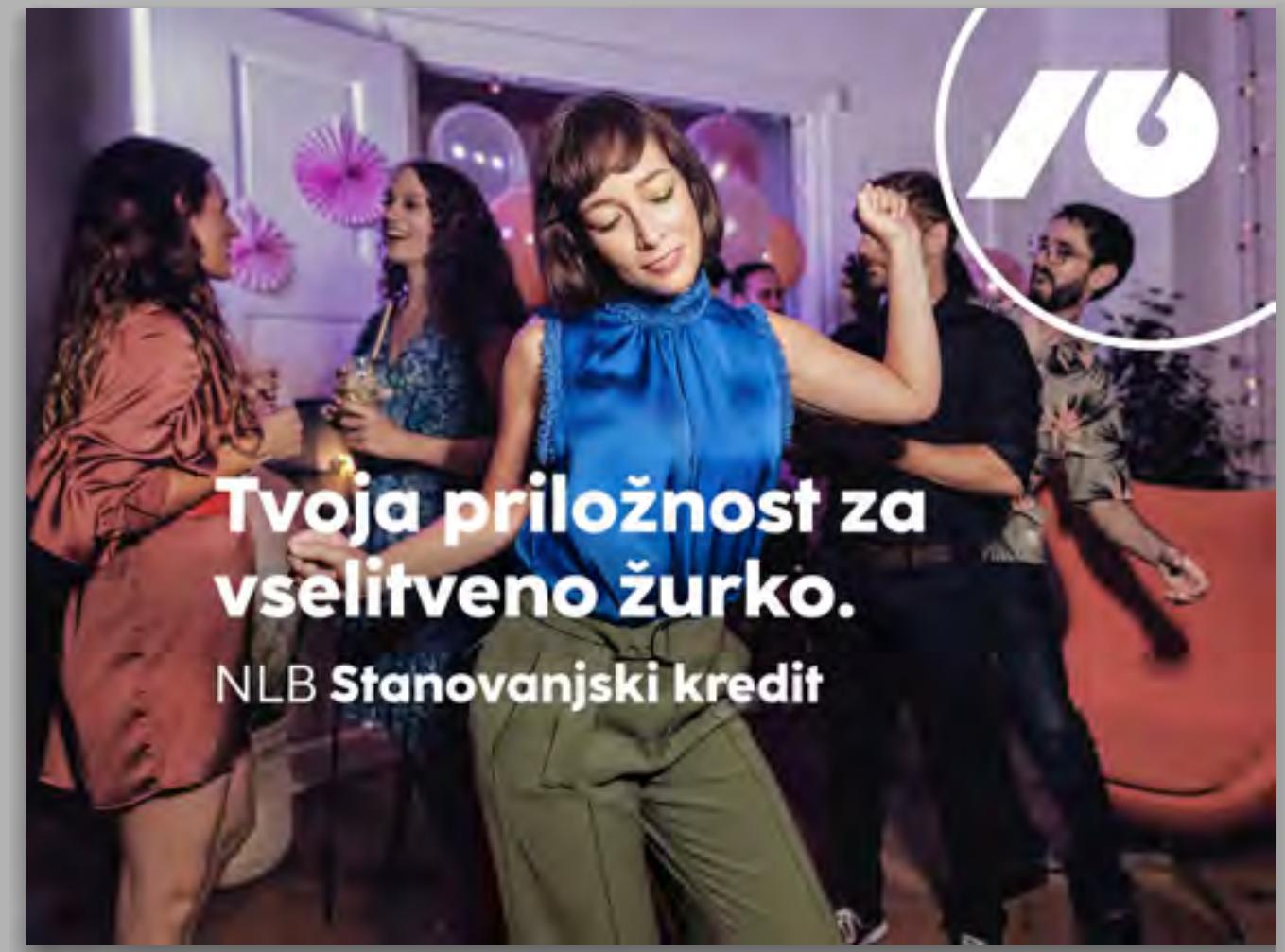


Shape



Photography with shape.

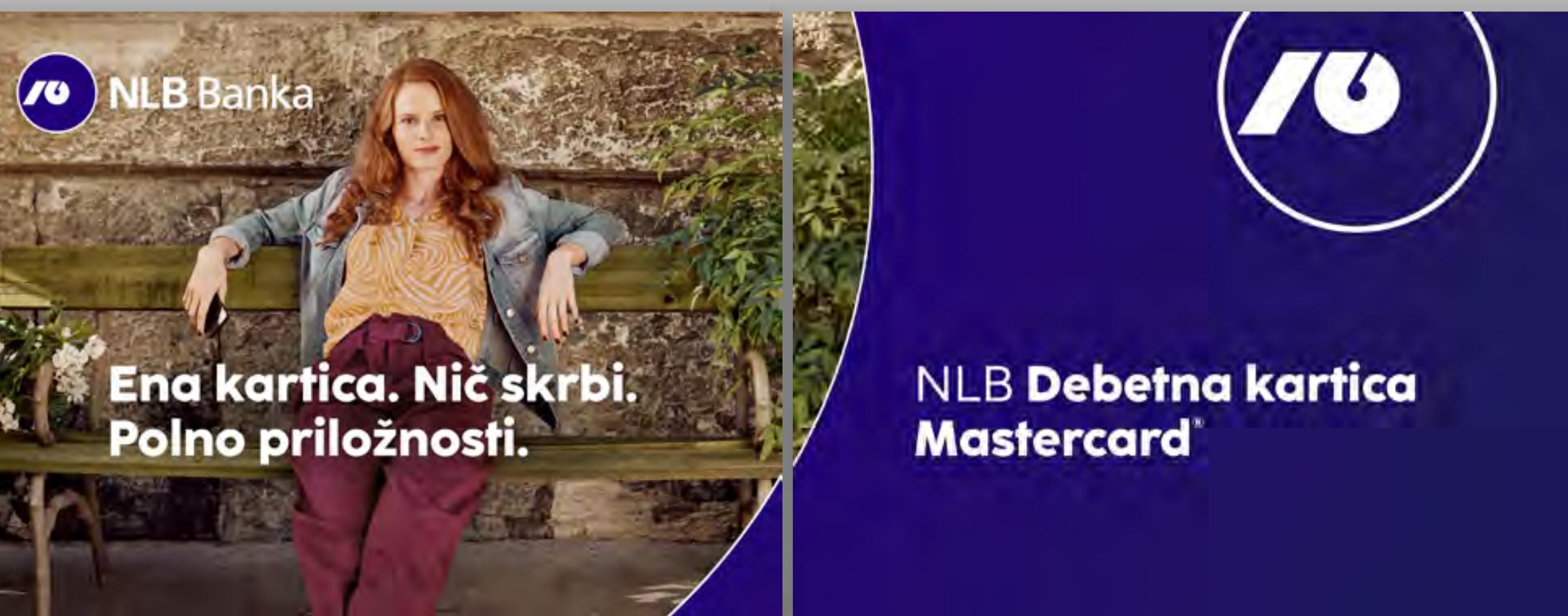
Branding



Contemporary image-oriented layout.



Photo&indigo brand identification.



C I T Y L I G H T



Vplačila
že od
40 €

NLB produkt

**Skupaj ustvarjamo
več priložnosti.**

Za vse, kar sledi.

NLB



Vplačila
že od
40 €

NLB produkt

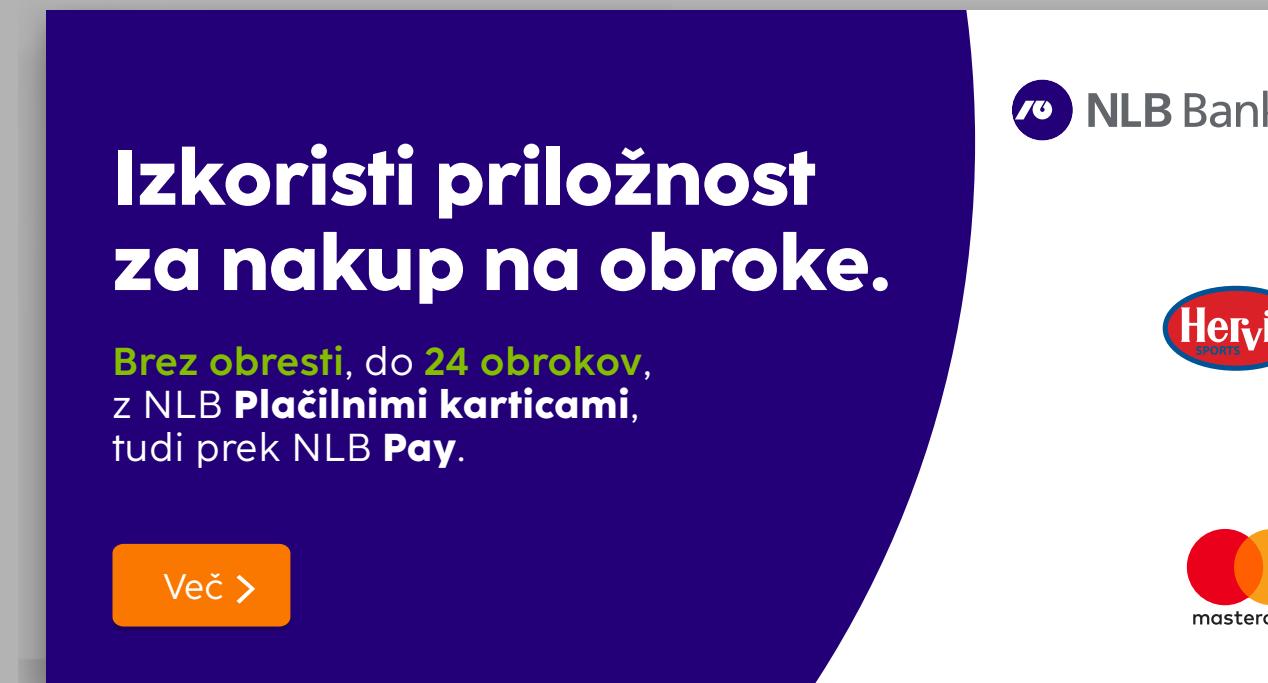
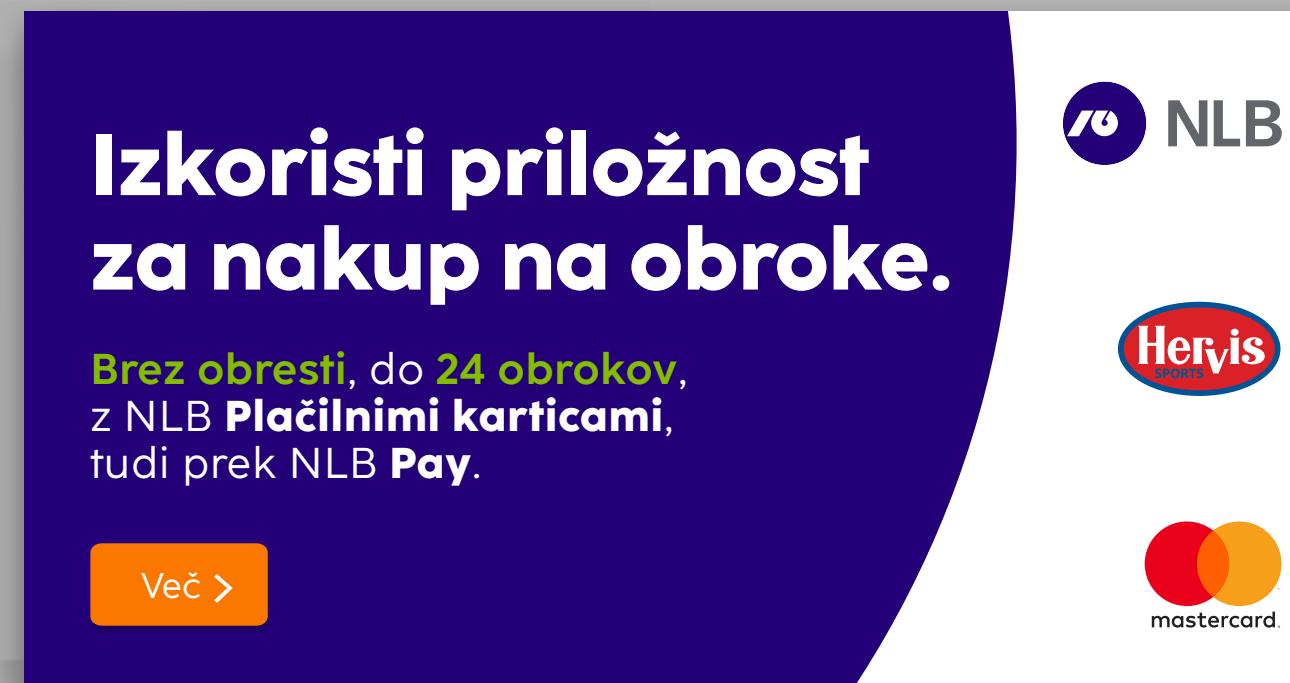
**Skupaj ustvarjamo
več priložnosti.**

Za vse, kar sledi.

NLB Banka

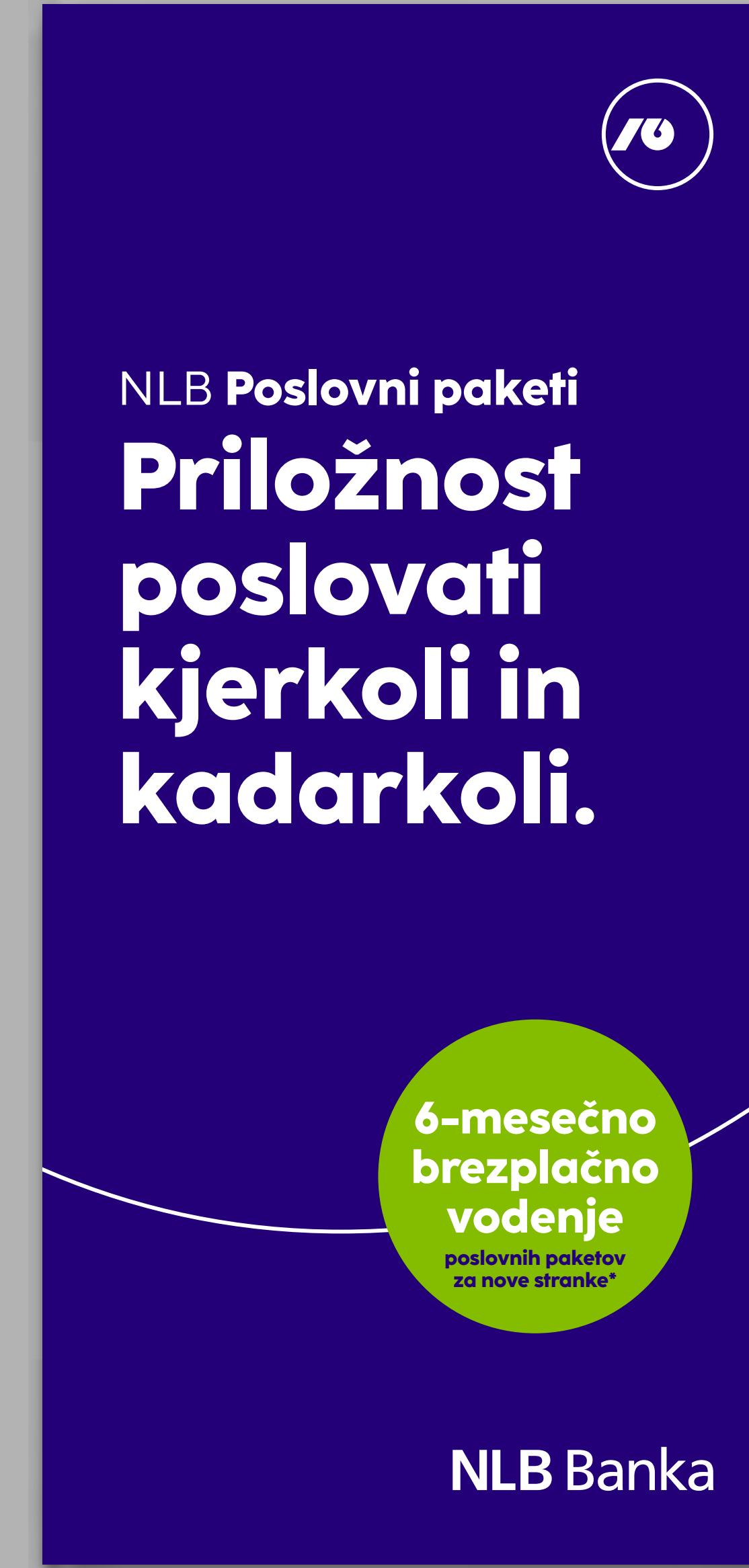
C O - B R A N D I N G

When applying on typographic layout, default partners logos, in the same visual size, against white background should be used. When using photography NLB symbol can be detached. The photography should consist of enough indigo surfaces, when this could not be achieved the indigo background sticker should be used.



LIBRARY OF FRONT COVERS

Page layouts & elements regarding the content.

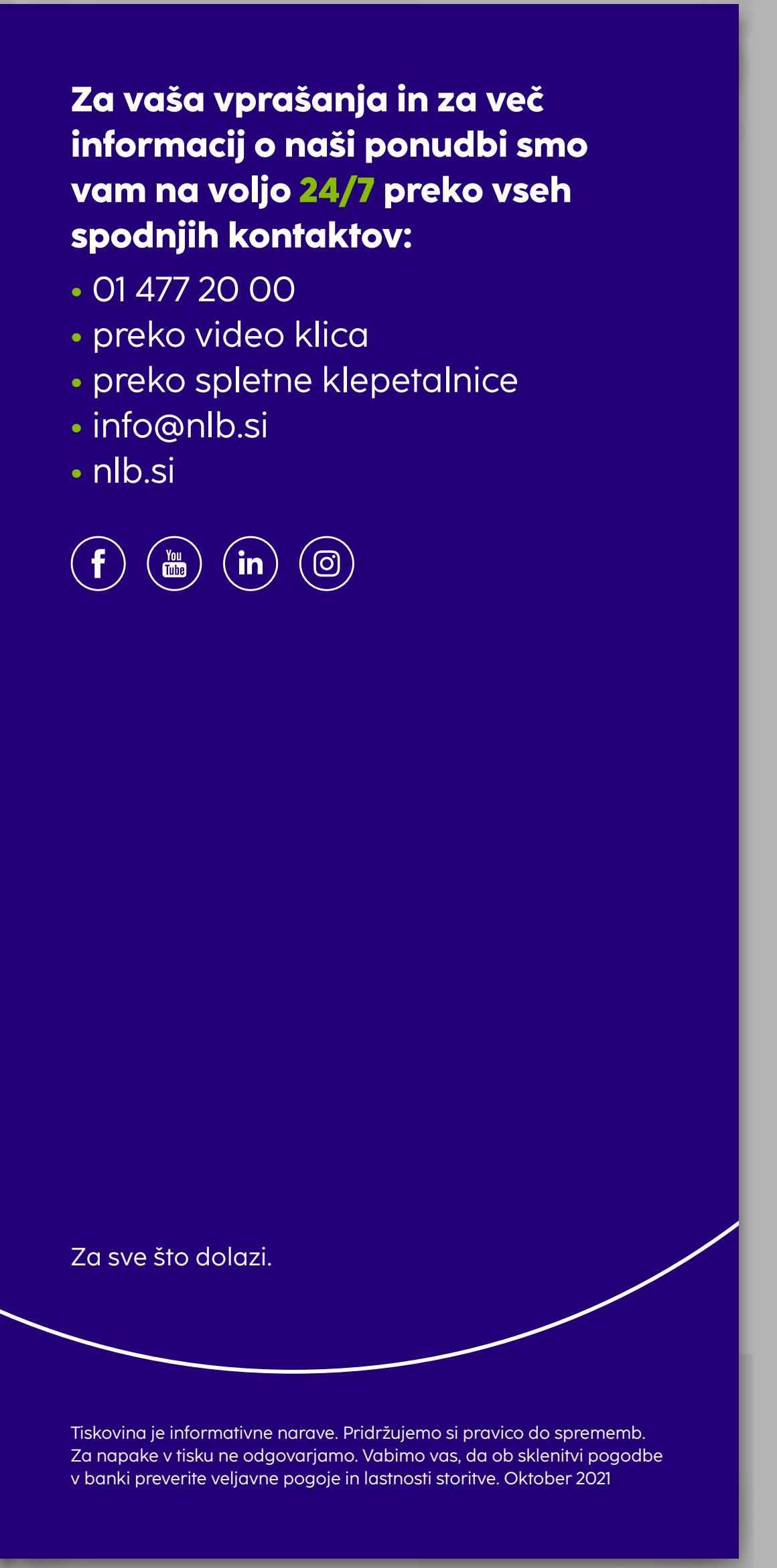
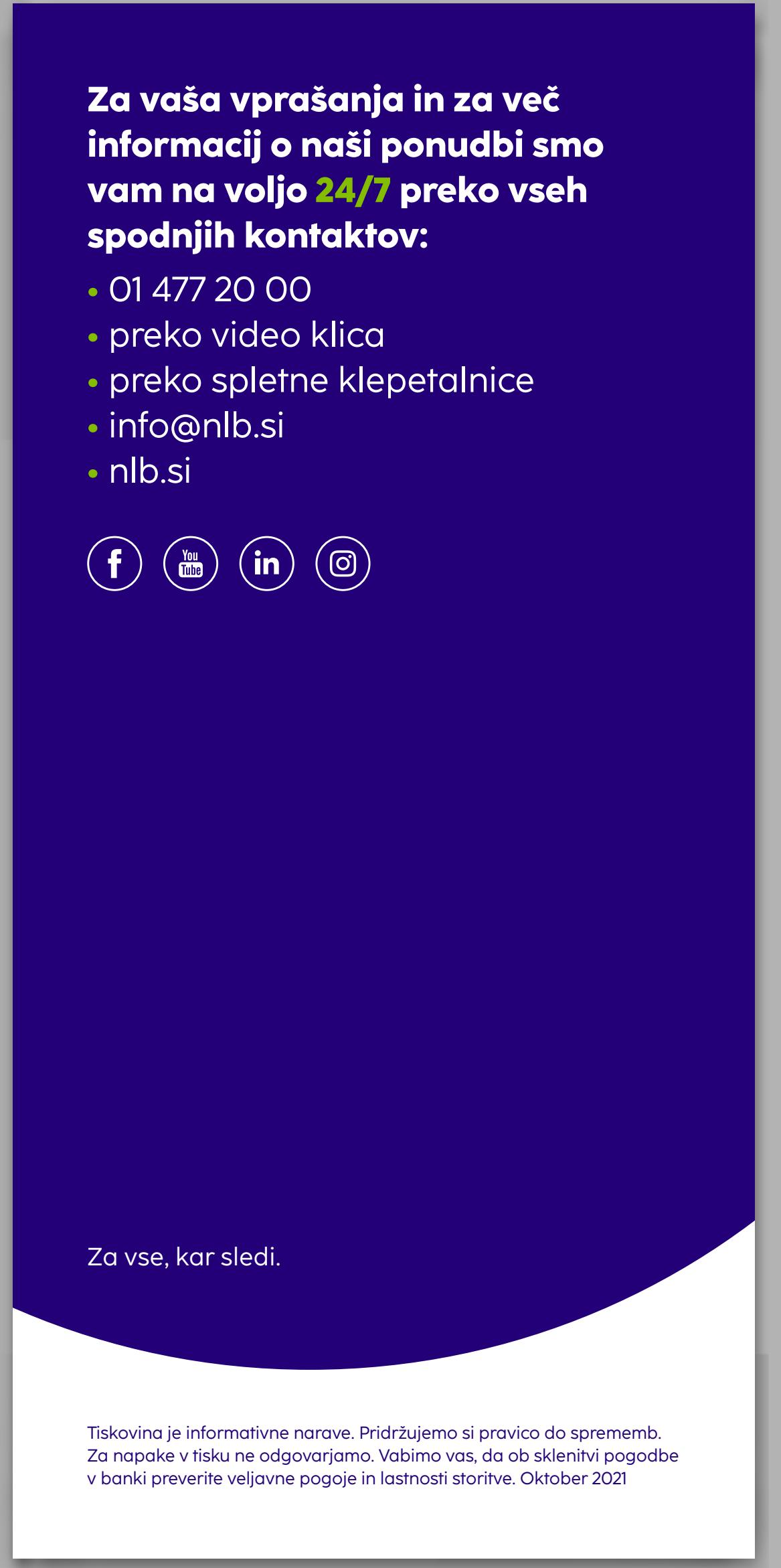


Headline
is always in Coco Sharp Extra Bold and in white color.
Size: 38 pt
Leading: Headline size x 1.1 pt
Kerning: 0
Alignment: Left

Super- & subtitle
style is set according to the product communication style (NLB Product = Coco Sharp Regular + Coco Sharp Extra Bold)
Super title size:
 $\frac{1}{2}$ of the headline size
Leading: Headline size x 11 pt
Kerning: 0
Alignment: Left

L I B R A R Y O F B A C K C O V E R S

Page layouts & elements regarding the content.



LIBRARY OF INNER SEGMENTS

Page layouts & elements regarding the content.

Product highlights page layout
Indigo shape

Naslov v dveh vrsticah na temo prednosti produkta

Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.

S pomočjo zaupanja vrednih strokovnjakov za kredite ter ugodnih, **dostopnih in raznolikih NLB Kreditov** boste na zanesljivi poti do uresničitve slehernega cilja. **To pa je zagotovo priložnost, ki se je ne spleča zamuditi.**

Za nasvet se obrnite na strokovnjake za kredite v poslovalnici, ki vam bodo pomagali na vsakem koraku: **pripravili vam bodo informativni izračun** kredita posebej za vas glede na vaše finančno stanje in pogoje najema kredita ter vam **pomagali izbrati najprimernejšo rešitev.** **Obrnite se nanje.**

Za nasvet se obrnite na strokovnjake za kredite v poslovalnici, ki vam bodo pomagali na vsakem koraku: **pripravili vam bodo informativni izračun** kredita posebej za vas glede na vaše finančno stanje in pogoje najema kredita ter vam **pomagali izbrati najprimernejšo rešitev.** **Obrnite se nanje.**

Product highlights page layout
Warm green shape

Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.

Za nasvet se obrnite na strokovnjake za kredite v poslovalnici, ki vam bodo pomagali na vsakem koraku: **pripravili vam bodo informativni izračun** kredita posebej za vas glede na vaše finančno stanje in pogoje najema kredita ter vam **pomagali izbrati najprimernejšo rešitev.** **Obrnite se nanje.**

Za nasvet se spremeni obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

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Product highlights page layout
Warm green shape outline

Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.

Za nasvet se obrnite na strokovnjake za kredite v poslovalnici, ki vam bodo pomagali na vsakem koraku: **pripravili vam bodo informativni izračun** kredita posebej za vas glede na vaše finančno stanje in pogoje najema kredita ter vam **pomagali izbrati najprimernejšo rešitev.** **Obrnite se nanje.**

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Product features page layout
Text only

Naslov v dveh vrsticah na temo prednosti produkta

Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.

S pomočjo zaupanja vrednih strokovnjakov za kredite ter ugodnih, **dostopnih in raznolikih NLB Kreditov** boste na zanesljivi poti do uresničitve slehernega cilja. **To pa je zagotovo priložnost, ki se je ne spleča zamuditi.**

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Product features page layout
Stickers

NLB Produkt

Brez stroškov vodenja

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

Kdaj

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

Višina

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

Odplačilo

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

Obresti

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

Kako do kredita

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala

Product features page layout
Stickers & bullets

NLB Produkt

13 €/mesec

6,5 €/mesec

9,9 €/mesec

Izkoristite priložnost za postavitev zanesljivih temeljev podjetništva ali za pospešen napredek s sodobnimi orodji in pridobite:

- vodenje poslovnega računa;
- poslovno debetno kartico Mastercard®;
- mobilno banko Klikpro in varnostni element (generator OTP);
- elektronsko banko NLB Proklik®;
- SMS-Alarm in uporabi poslovne debetne kartice;
- 20 plačil mesečno: 10 izvedenih plačil (domača nenujna plačila do 50.000 € v elektronski banki NLB Proklik ali mobilni banki Klikpro) in 10 prejetih plačil (domača plačila v €);
- limit na poslovnu računu*** s polovičnim nadomestilom za prvo odobritev/obnovo po sklenitvi paketa;
- poslovno kartico z odloženim plačilom Mastercard® z nakupi na obroke do 60 mesecev s polovično članarino za celotno obdobje sklenjenega paketa;
- brezplačno namestitev klasičnega POS-terminala z inštruktažo za uporabo;
- 12-mesečno brezplačno najemnino za virtualni POS-terminal;

Title
Coco Sharp Extra Bold
Size: 14 pt x 1.1 pt

Emphasized text
Coco Sharp Regular & Bold
Size: 14 pt x 1.3 pt

Emphasized text
Coco Sharp Extra Bold
Size: 14 pt x 1.1 pt

Bodycopy
Coco Sharp Regular & Bold
Size: 9 pt x 1.3 pt

Emphasized text
Coco Sharp Extra Bold
Size: 14 pt x 1.1 pt

Bodycopy
Coco Sharp Regular & Bold
Size: 9 pt x 1.3 pt

Title
Coco Sharp Extra Bold
Size: 14 pt x 1.1 pt

Emphasized text
Coco Sharp Extra Bold
Size: 14 pt x 1.1 pt

Text
Coco Sharp Regular & Bold
Size: 9 pt x 1.3 pt

Title
Coco Sharp Extra Bold
Size: 14 pt x 1.1 pt

Subtitle
Coco Sharp Extra Bold
Size: 11 pt x 1.1 pt

Text
Coco Sharp Regular & Bold
Size: 9 pt x 1.3 pt

LIBRARY OF INNER SEGMENTS

Pages layouts & elements regarding the content.

Product features page layout
Stickers, bullets & highlights

NLB Produkt

13
€/mesec

Izkoristite priložnost za postavitev zanesljivih temeljev podjetništva ali za pospešen napredek s sodobnimi orodji in pridobite:

- vodenje poslovnega računa;
- poslovno debetno kartico Mastercard®;
- mobilno banko Klikpro in varnostni element (generator OTP);
- elektronsko banko NLB Proklik®;
- SMS-Alarm o uporabi poslovne debetne kartice;
- 20 plačil mesečno: 10 izvedenih plačil (domača nenujna plačila do 50.000 € v elektronski banki NLB Proklik ali mobilni banki Klikpro) in 10 prejetih plačil (domača plačila v €);

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(domača nenujna plačila do 50.000 € v elektronski banki NLB Proklik ali mobilni banki Klikpro) in
10 prejetih plačil (domača plačila v €)

Product features page layout
Photography

Naslov v dveh vrsticah na temo prednosti produkta



Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala enaka.

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala enaka.

Product features page layout
Tables

Naslov v dveh vrsticah na temo prednosti produkta

Kdaj	nespremenljiva obrestna mera.
Višina	nespremenljivo
Odplačilo	celotno dobo
Obresti	nespremenljivo obrestno mero

Kdaj
Možna spremenljiva ali nespremenljiva obrestna mera.

Višina
Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka.

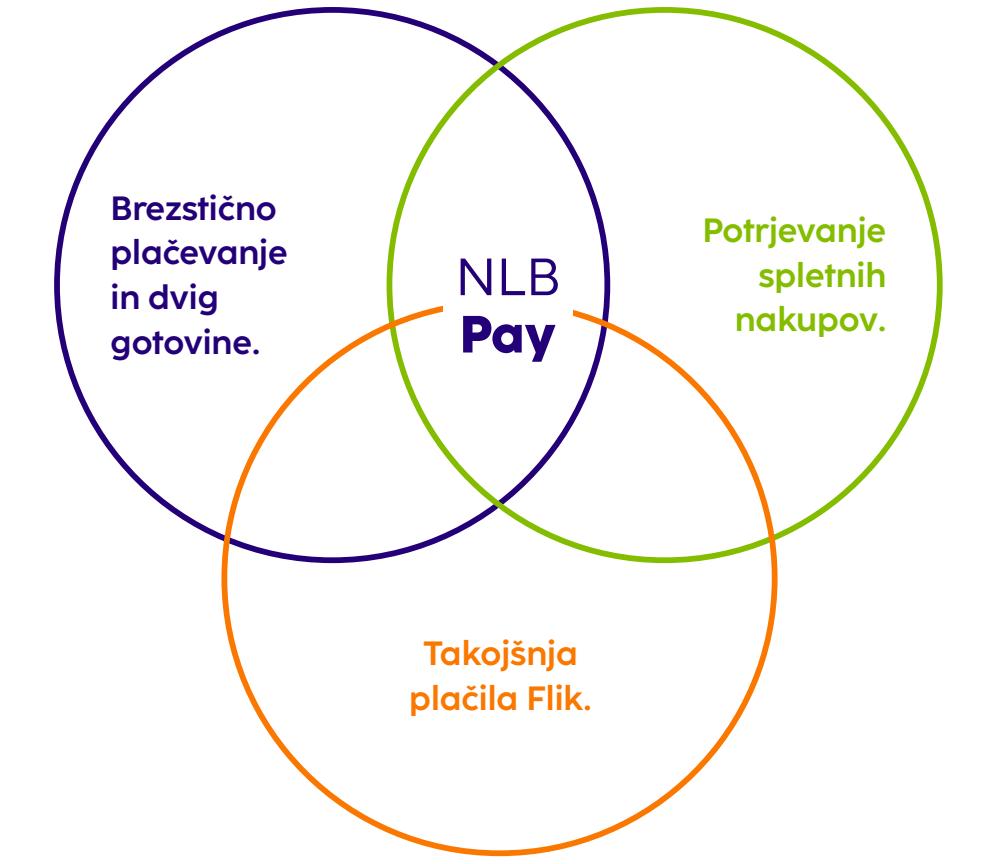
Odplačilo
Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala enaka.

Obresti
Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka.

Višina
Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja kredita ostala enaka.

Product features page layout
Informational graphics

Naslov v dveh vrsticah na temo prednosti produkta



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Additional features page layout

Naslov dodatne ponudbe

Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.

Življenjsko zavarovanje
NLB Vita Odgovorna

Možna spremenljiva ali nespremenljiva obrestna mera. Pri kreditu z nespremenljivo obrestno mero bo vaša mesečna obveznost celotno dobo odplačevanja vašega kredita ostala.

- **paket za osebni namen**... za obstoječe stranke – samostojne podjetnike in zasebnike: 15 % ugodnejše prvih šest mesecev;
- **paket za osebni namen**... za nove stranke: tri mesece od sklenitve paketa brezplačno.
- **paket za osebni namen**... za obstoječe stranke – samostojne podjetnike in zasebnike: 15 % ugodnejše prvih šest mesecev;
- **paket za osebni namen**... za nove stranke: tri mesece od sklenitve paketa brezplačno.

Življenjsko zavarovanje
NLB Vita Odgovorna

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- **paket za osebni namen**... za nove stranke: tri mesece od sklenitve paketa brezplačno.

Additional features page layout

Naslov dodatne ponudbe

Bančni krediti so pogosto najboljša možnost, da svoje življenjske sanje spremenite v resničnost.

Življenjsko zavarovanje
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- **paket za osebni namen**... za nove stranke: tri mesece od sklenitve paketa brezplačno.
- **paket za osebni namen**... za obstoječe stranke – samostojne podjetnike in zasebnike: 15 % ugodnejše prvih šest mesecev;

**20 plačil mesečno:
10 izvedenih plačil**
(domača nenujna plačila do 50.000 € v elektronski banki NLB Proklik ali mobilni banki Klikpro) in
10 prejetih plačil (domača plačila v €)

POSTERS

Headline
Coco Sharp Extra Bold
Size: 180 pt x 1.1 pt

NLB Osebni kredit
Priložnost za uresničitev želja takoj.

Kredit do 35.000€

Za vse, kar sledi. **NLB**

NLB Stanovanjski kredit
Priložnost veselju dati nov naslov.

UGODNE obrestne mere

Za sve što dolazi. **NLB Banka**

NLB Pay
Tvoj telefon je lahko denarnica.

Omogoča plačila FLIK

Za vse, kar sledi. **NLB**

NLB Paketi
Več storitev za več priložnosti.

Izberi in PRIHRANI

Za sve što dolazi. **NLB Banka**

24/7
NLB Proklik Klikpro Video klic

NLB Poslovni paketi
Nova priložnost za dober posel.

Za vse, kar sledi. **NLB**

BANNERS

Layouts for the most common banner ad sizes.

The content of the banner ad should be planned accordingly to its size. For small-sized banners less elements.



S M P O S T S

Functional & versatile layout design follows brand identity and enables targeted communication and identification.

Full Indigo (Typographic post, white shape on indigo)



Indigo shape (Typographic post, indigo shape)



Indigo (Image & indigo brand identification post)



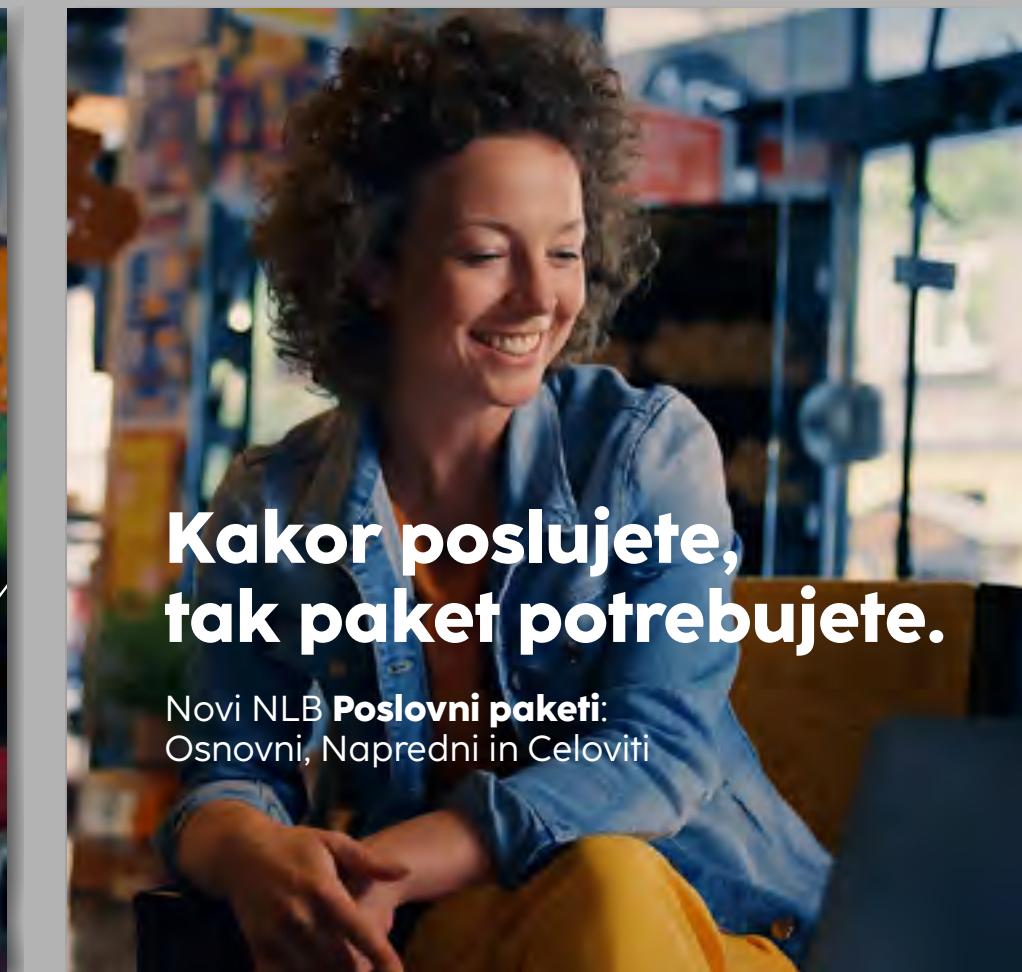
Shape & type (dash of indigo Image & shape)



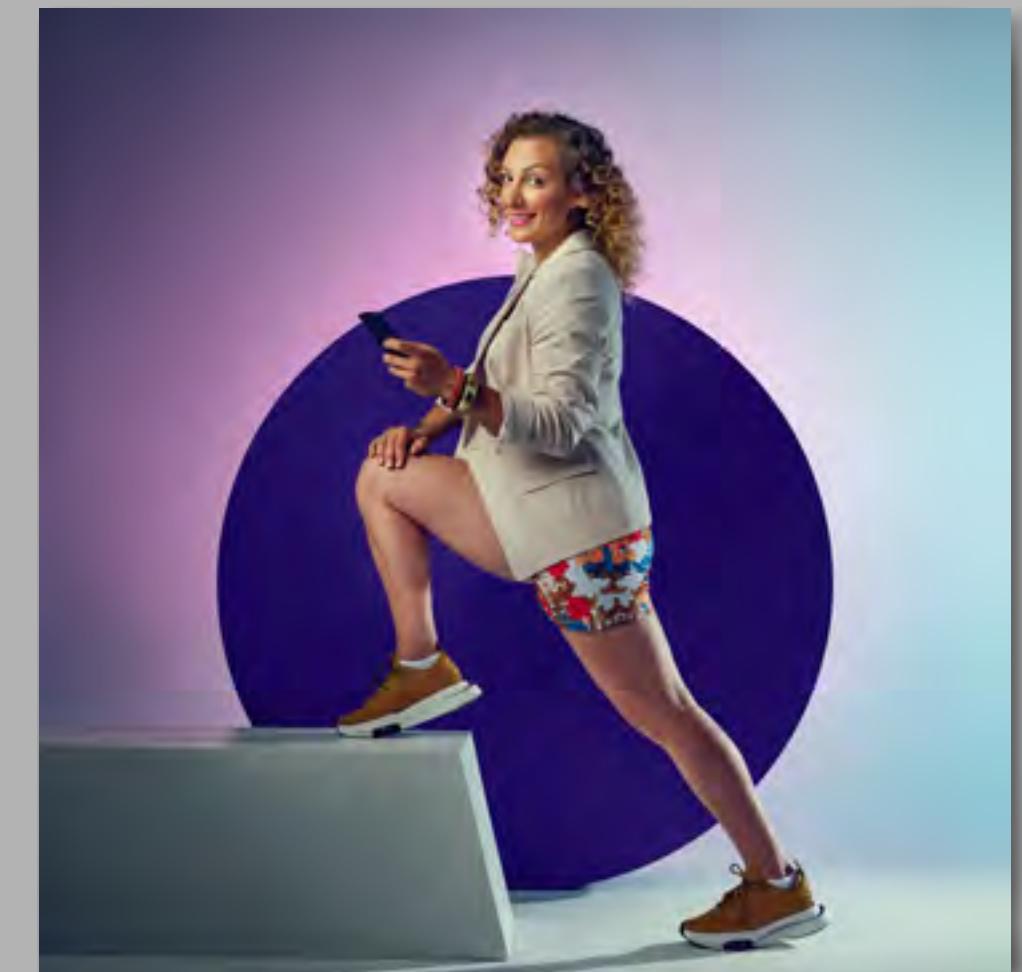
Shape (dash of indigo Image & shape)



Type (dash of indigo Image & shape)



Branded photography



Photography with shape.

Photography with shape.

Photography with type.



Co-branding.

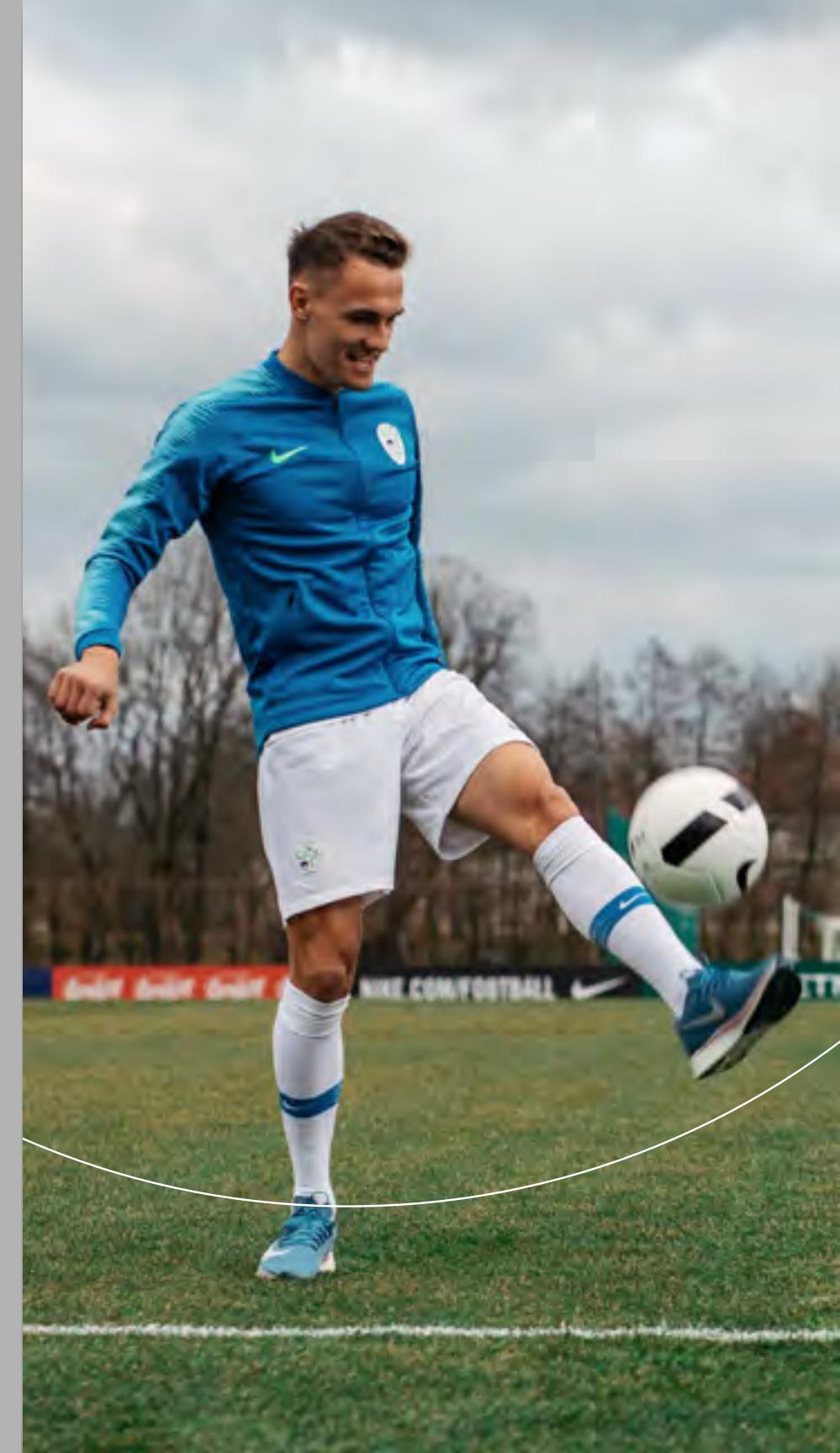
S M S T O R Y

We suggest the use of **2 letter types**.

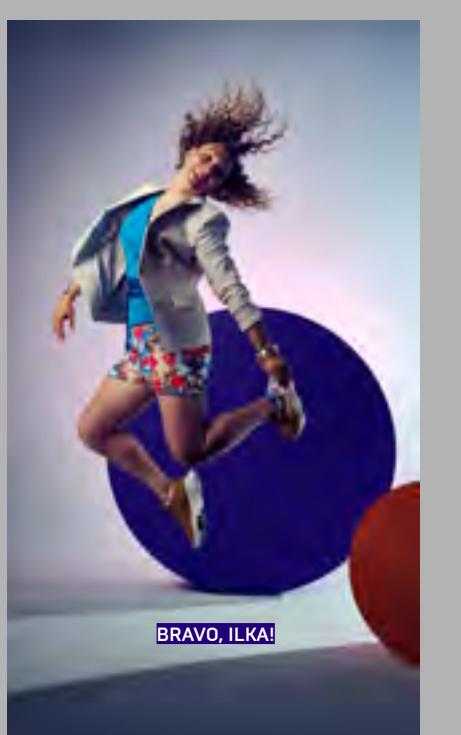
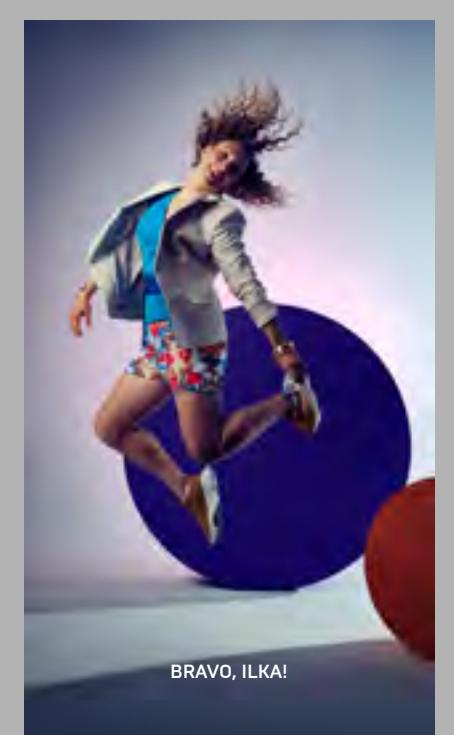
Instagram Story fonts, called: **Simple** and **Modern** regarding the content and message of the IG story.

Positions and colors are determined according to the motive or weight of the emphasis.

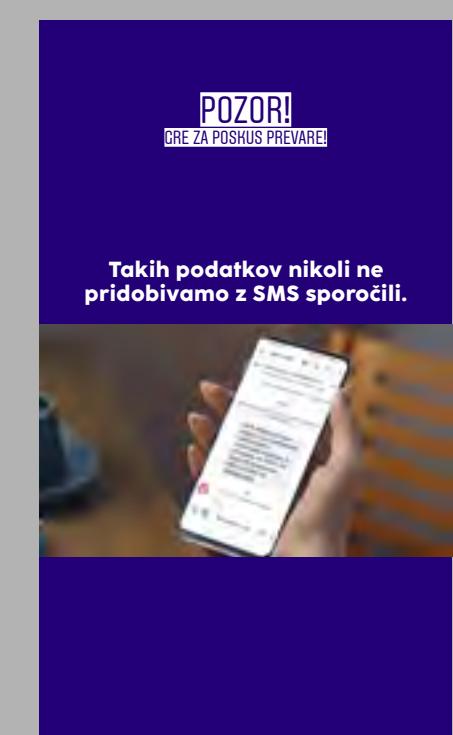
Color is a set within NLB colors (indigo, white, green and orange).



Use of Instagram story fonts:



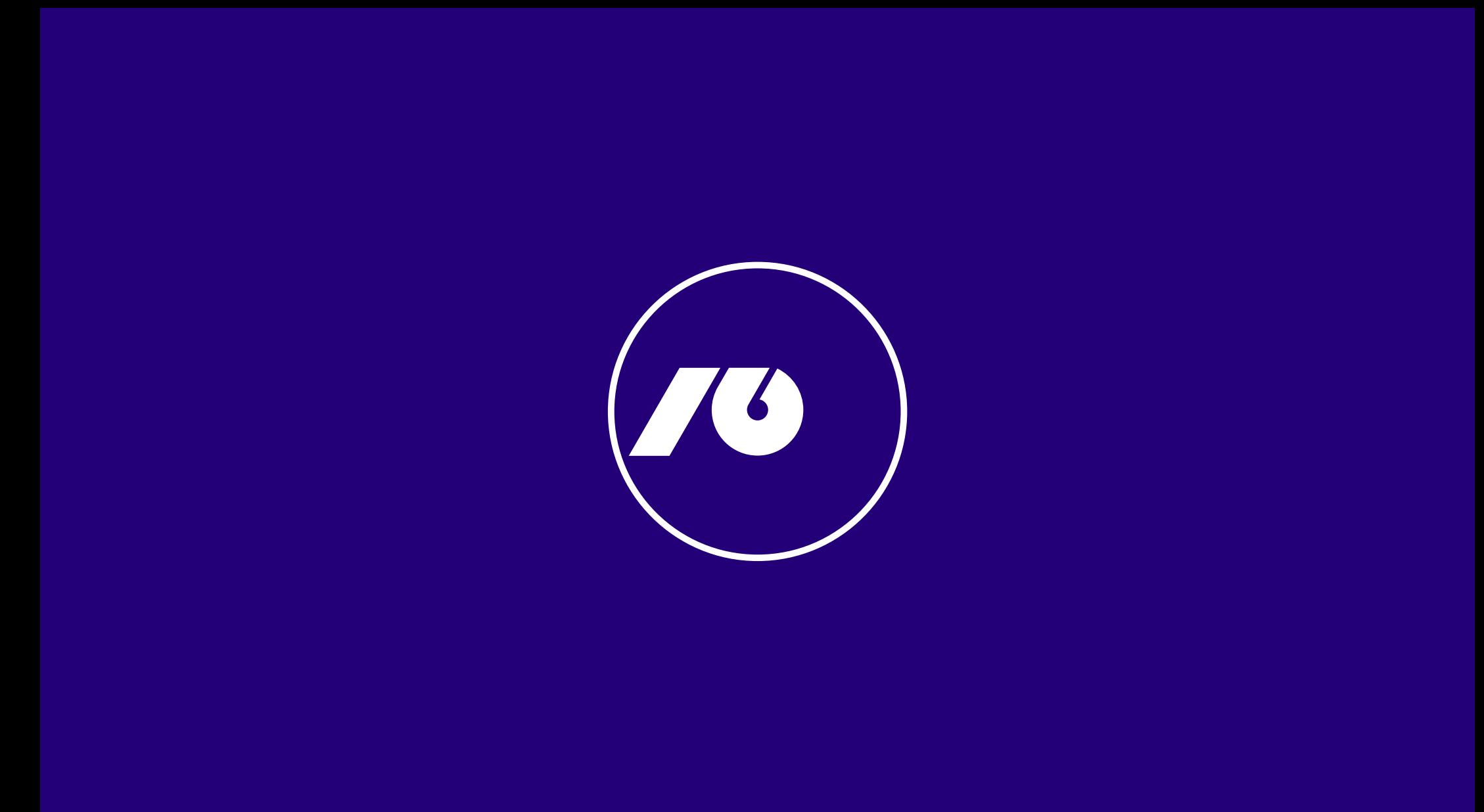
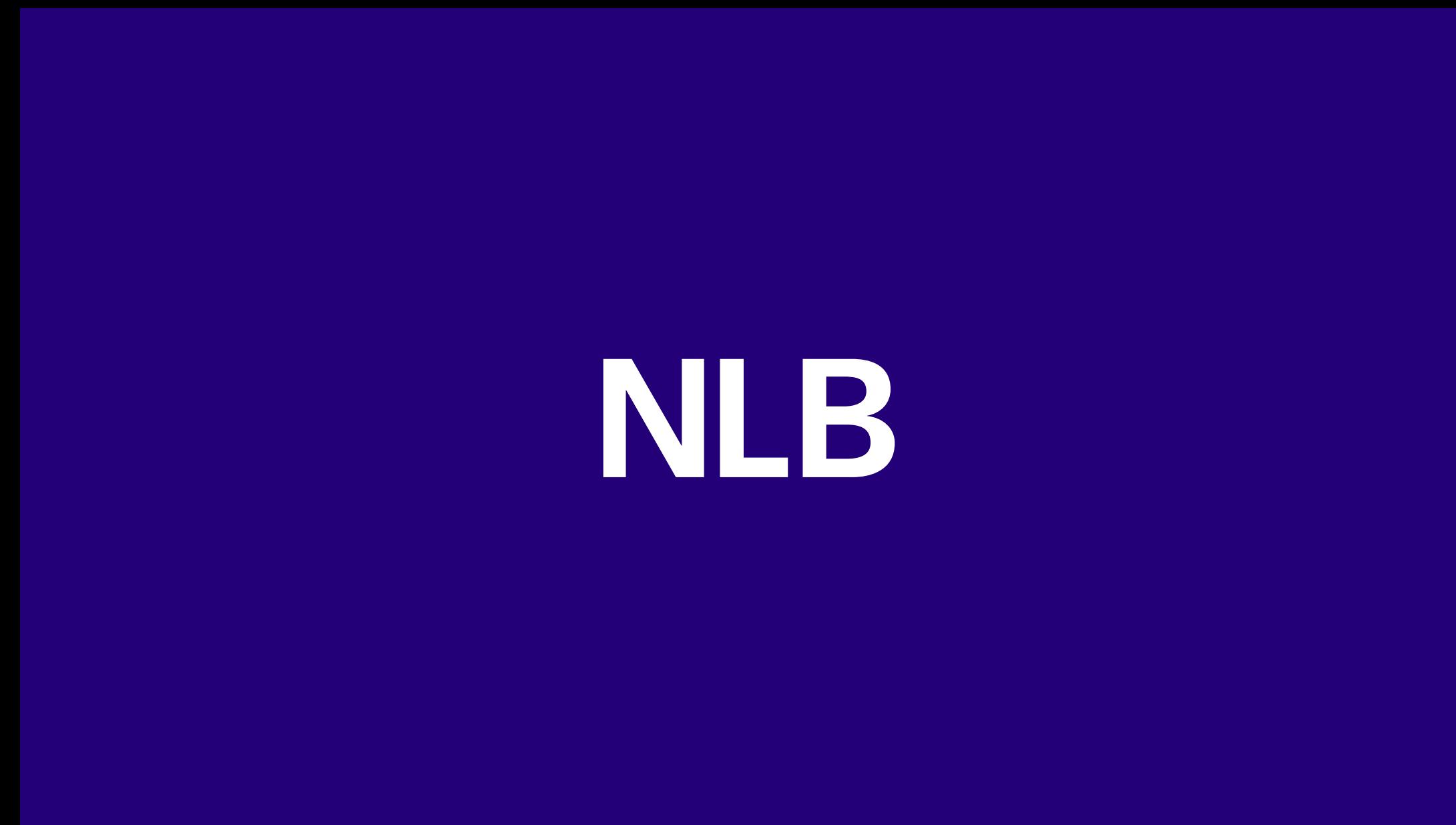
Simple
for stories with “lifestyle” content.



Modern
for informational stories.

OFFLINE SCREENS

T V C , D C L



This sequence is optional.

OFFLINE SCREENS

T V C , D C L



This sequence is optional.

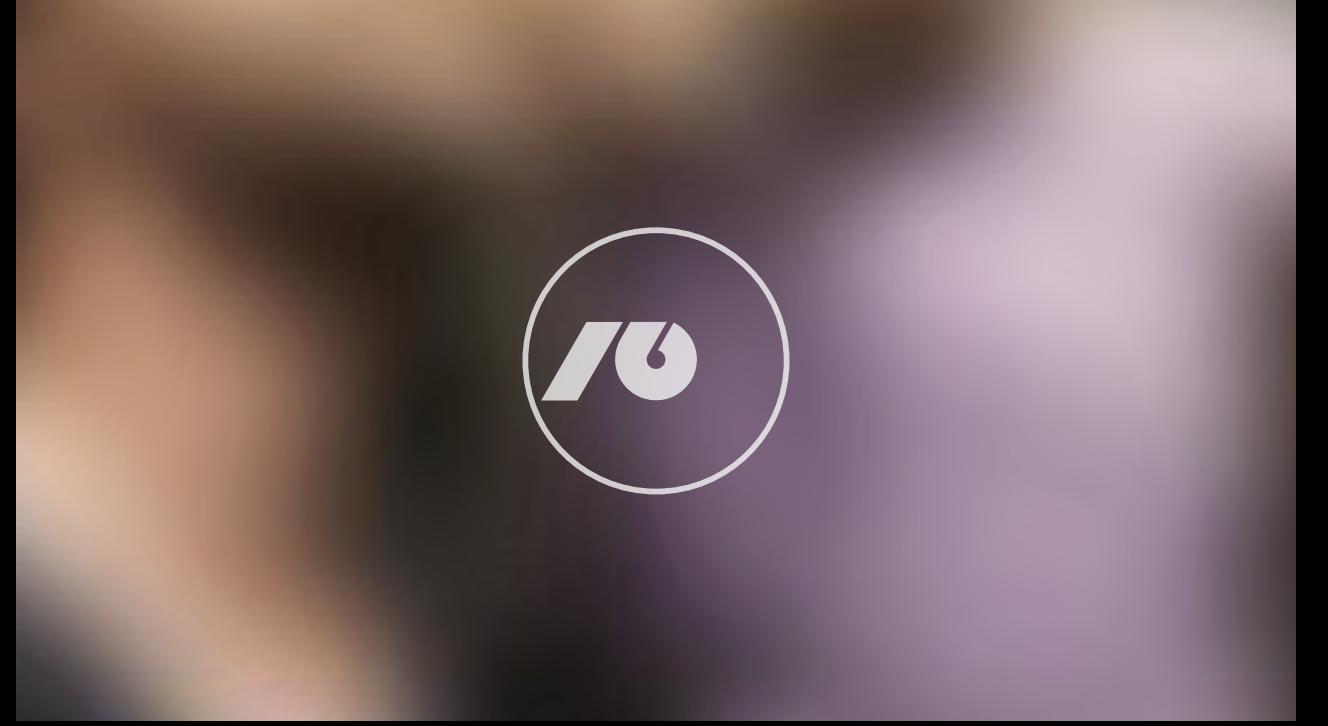
ONLINE SCREENS SCROLL DOWN

S M , P R E - R O L L

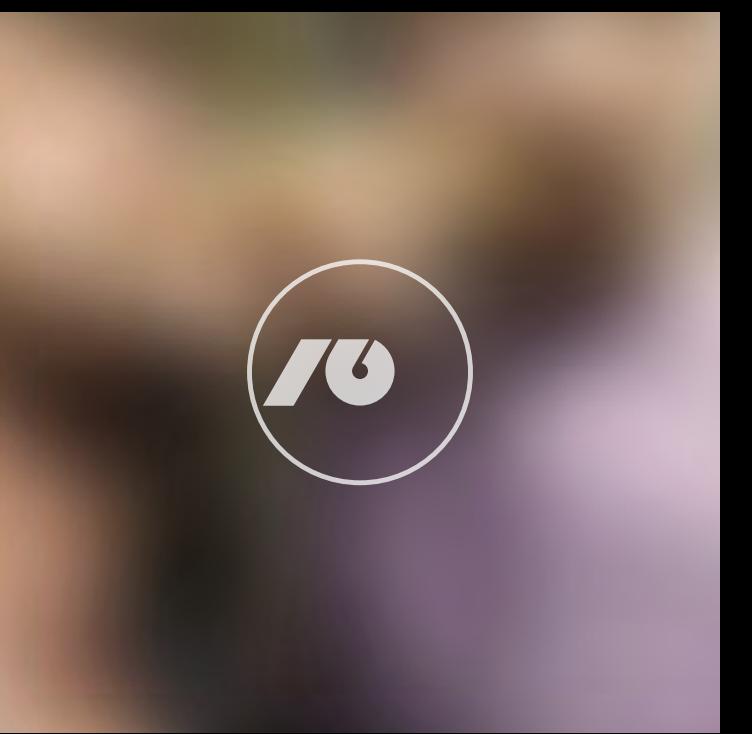
2 seconds (1,5 second rotation + 0,5 second fade)

Size & position: same as ending

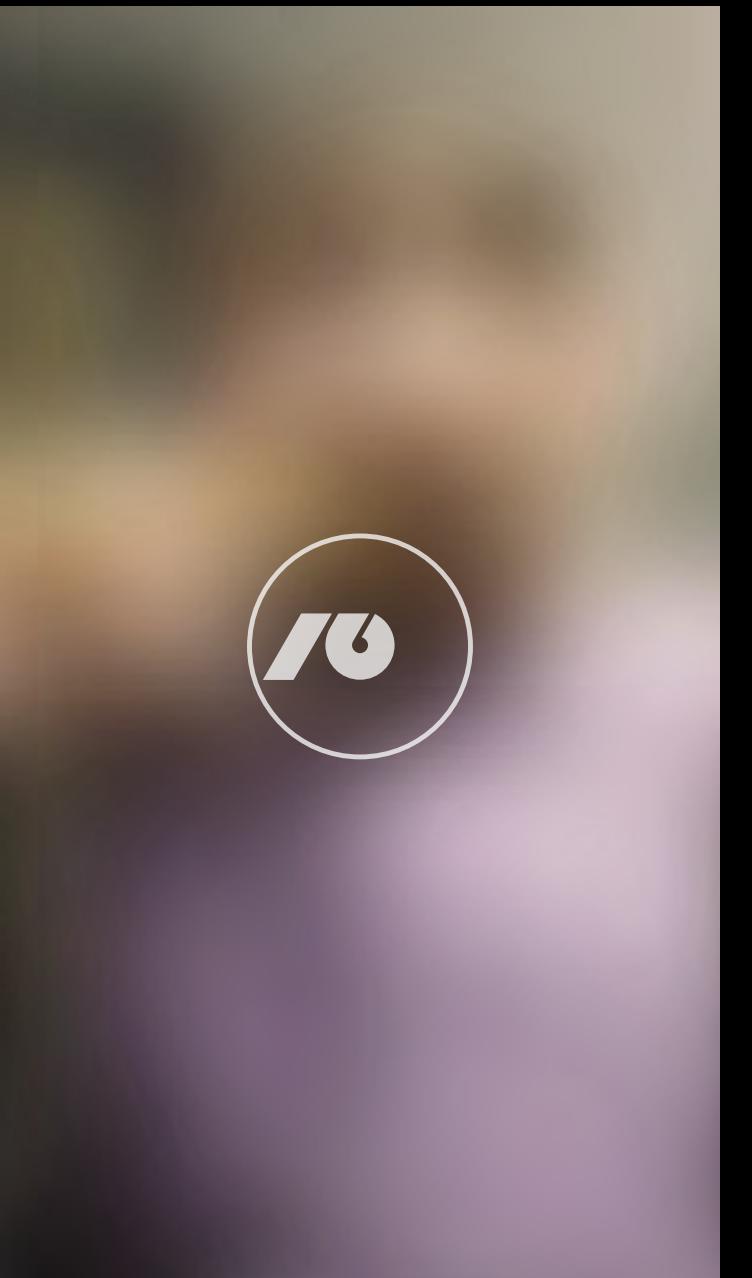
Appearance: 75% translucency



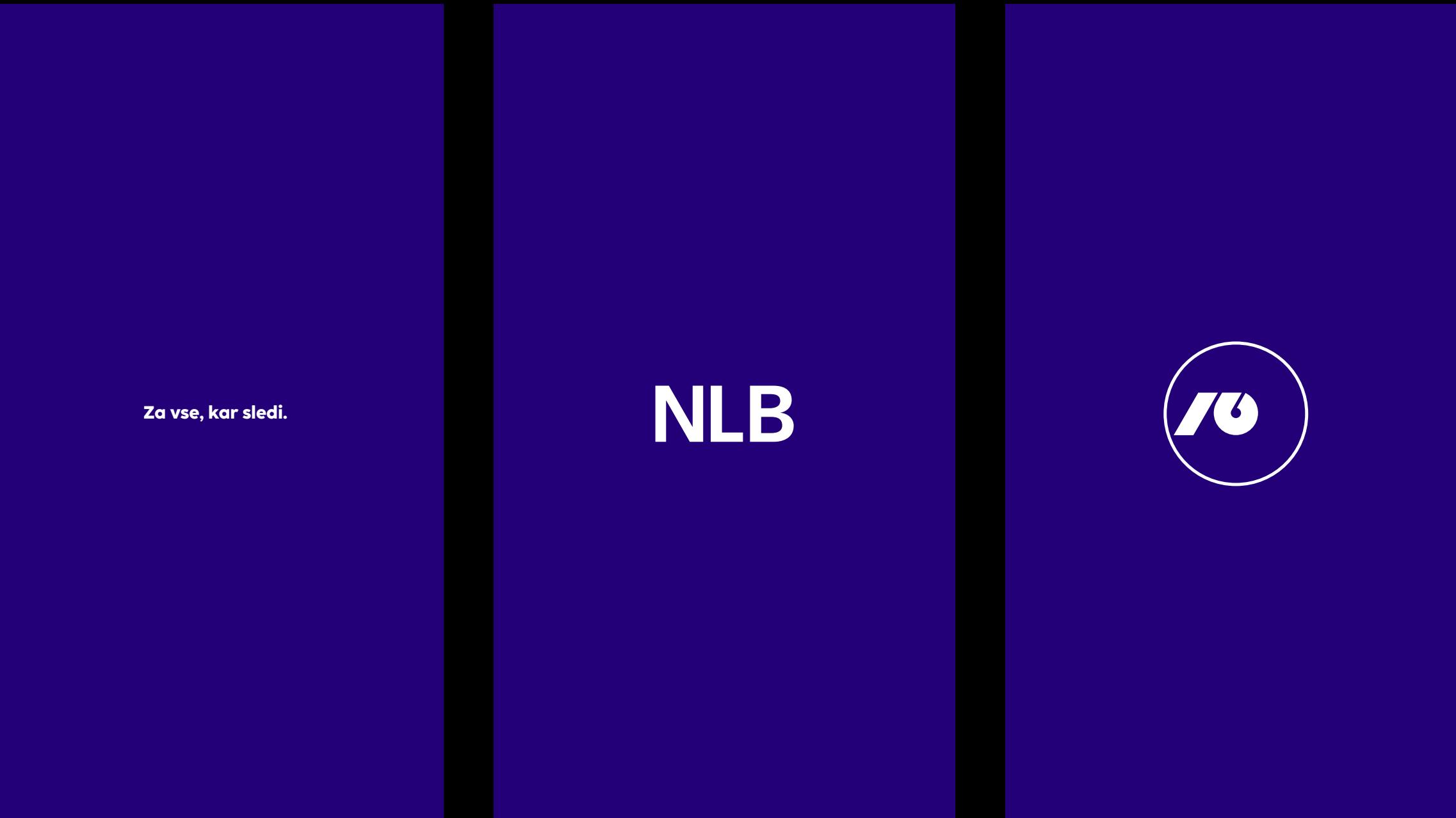
+ Video/animation +



+ Video/animation +



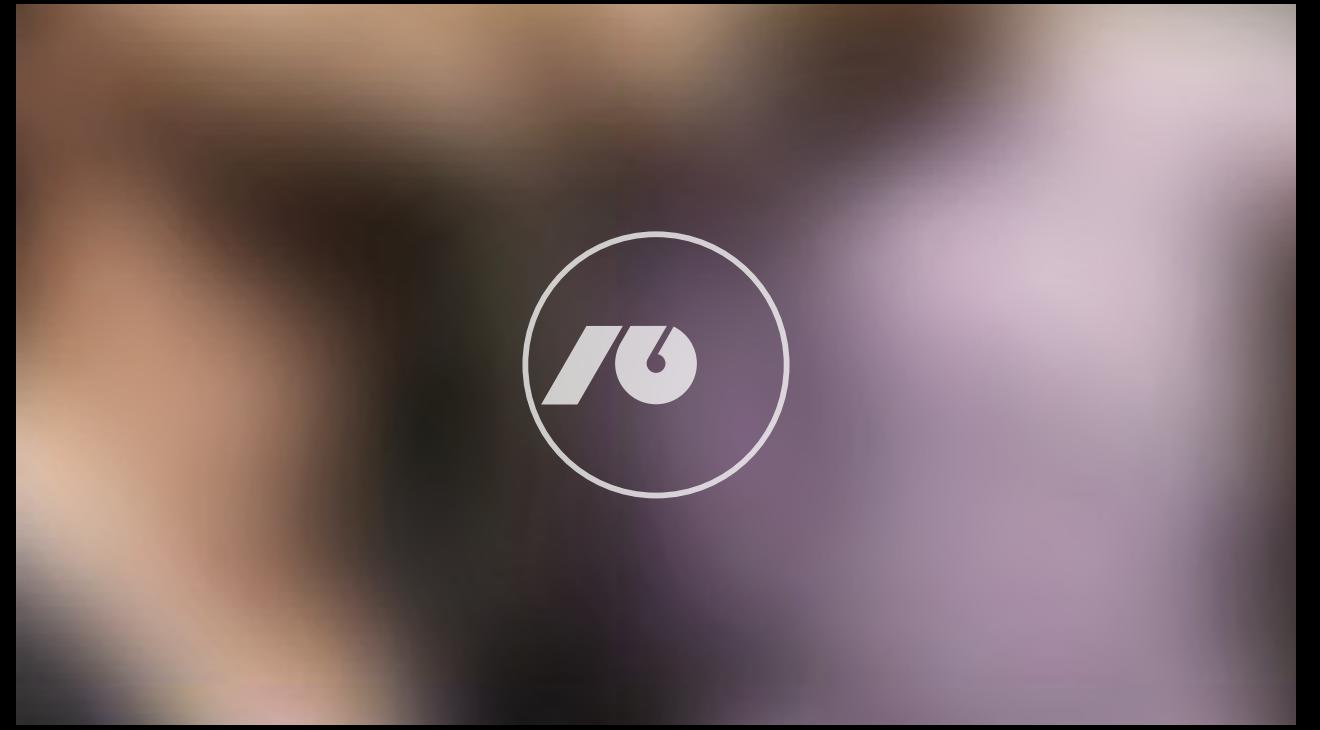
+ Video/animation +



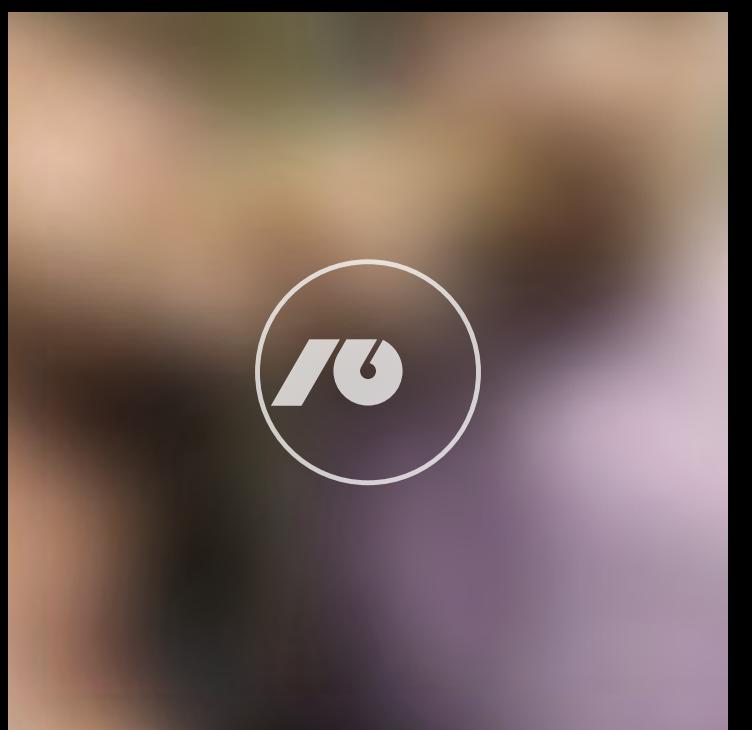
This sequence is optional.

ONLINE SCREENS SCROLL DOWN

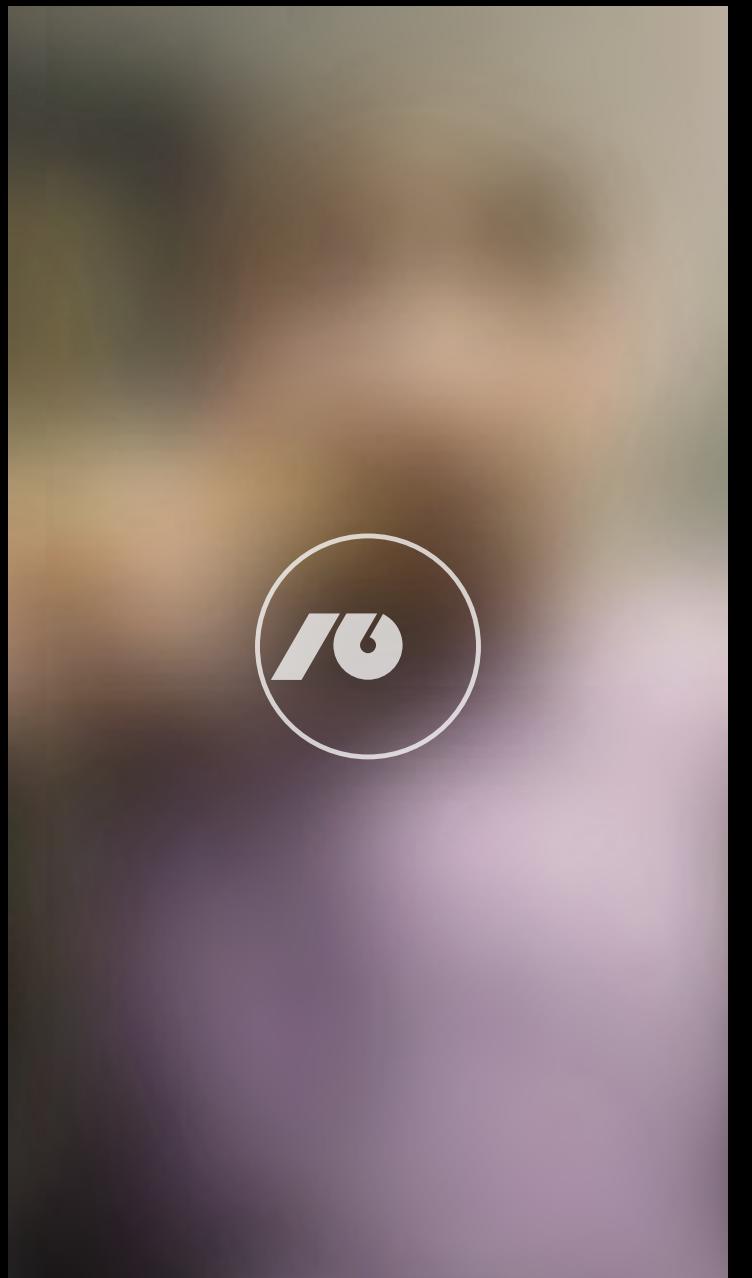
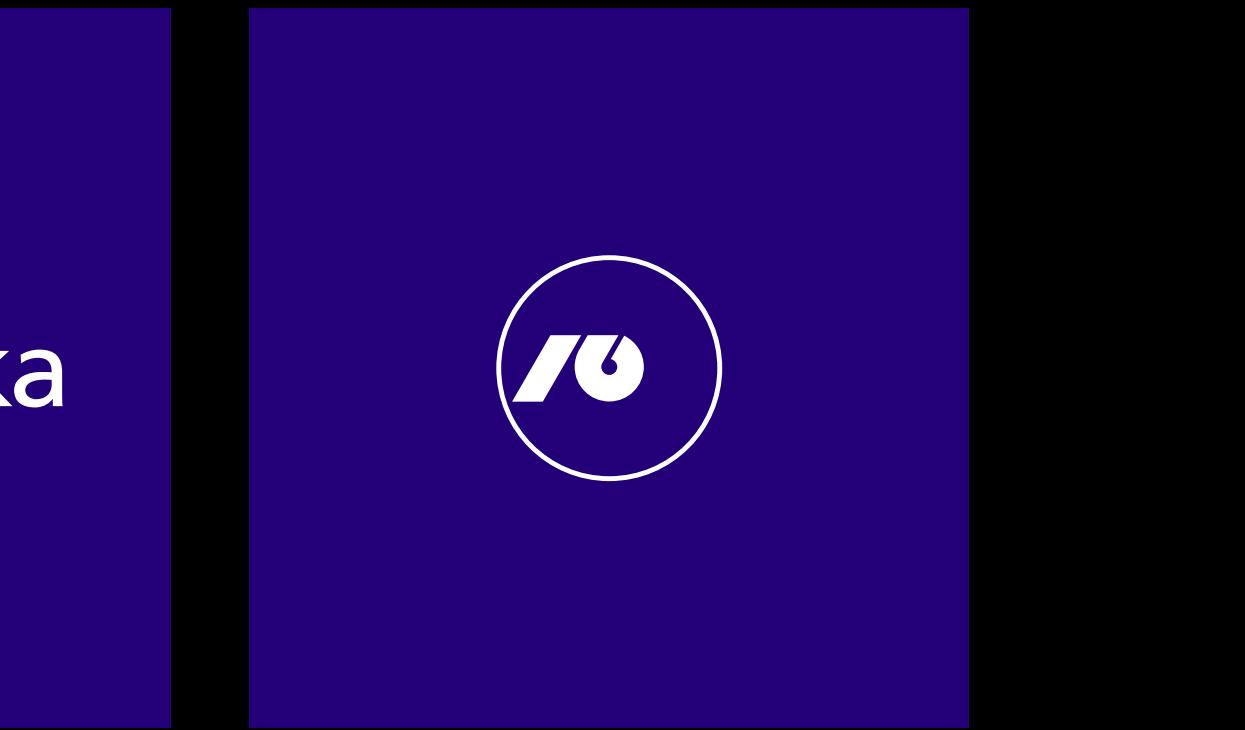
S M , P R E - R O L L
2 seconds (1,5 second rotation + 0,5 second fade)
Size & position: same as ending
Appearance: 75% translucency



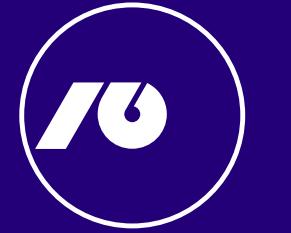
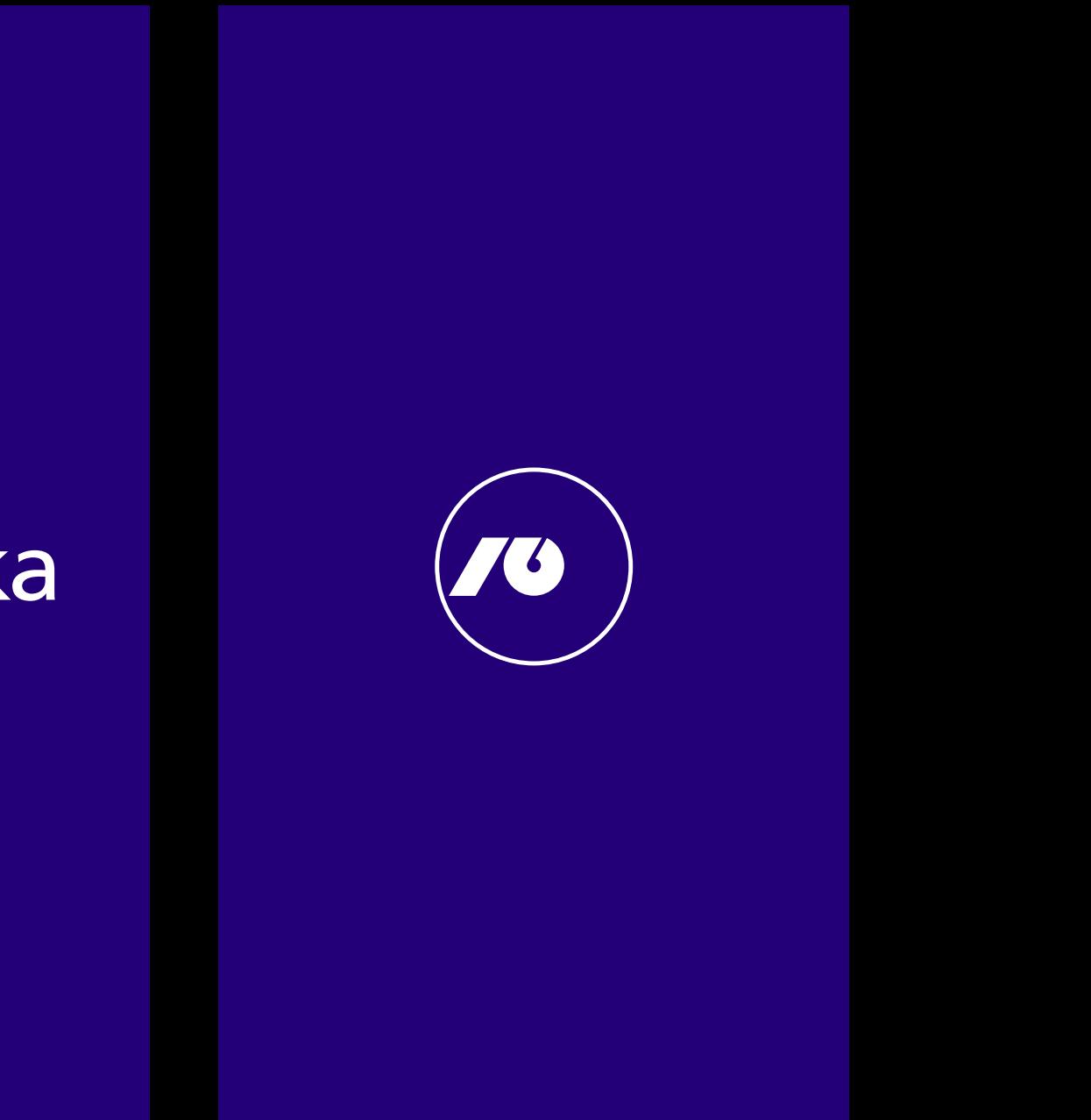
+ Video/animation +



+ Video/animation +



+ Video/animation +



This sequence is optional.

SONIC BRAND IDENTITY

SOUND LOGO AND MUSIC THEME

Reinforce brand's identity using sounds

Sound and voice are a crucial part of brand's identity, as they can be powerful tools to create an emotional and personal connection with customers.

Sound/Audio logo

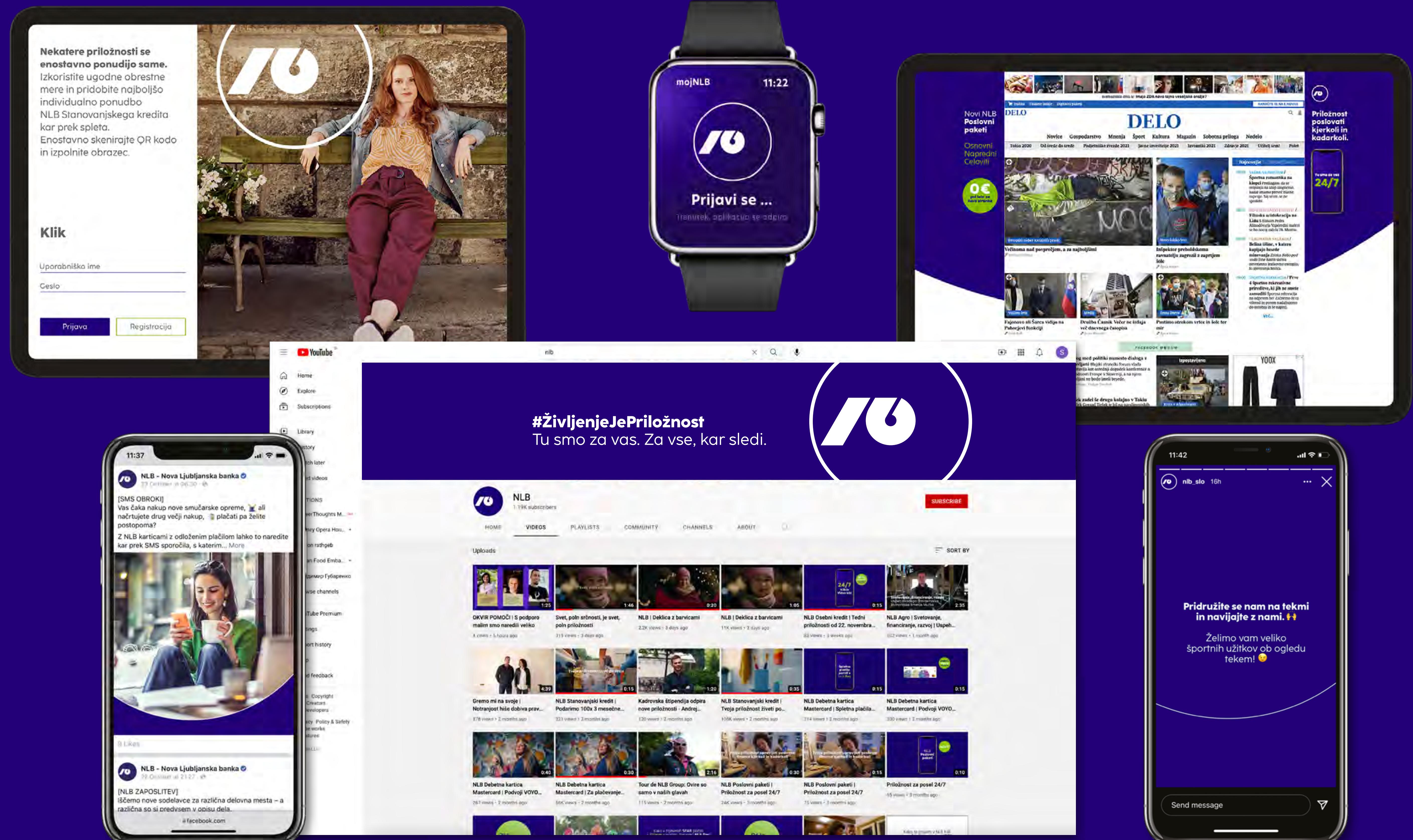
An audible version of visual logo so that people can easily identify those sounds with the brand. It accompanies visual logo in all audiovisual communication ads, strengthens brand overall recognition or substitutes for it at the end of audio-only media such as radio, podcast or apps.

Sonic brand identity

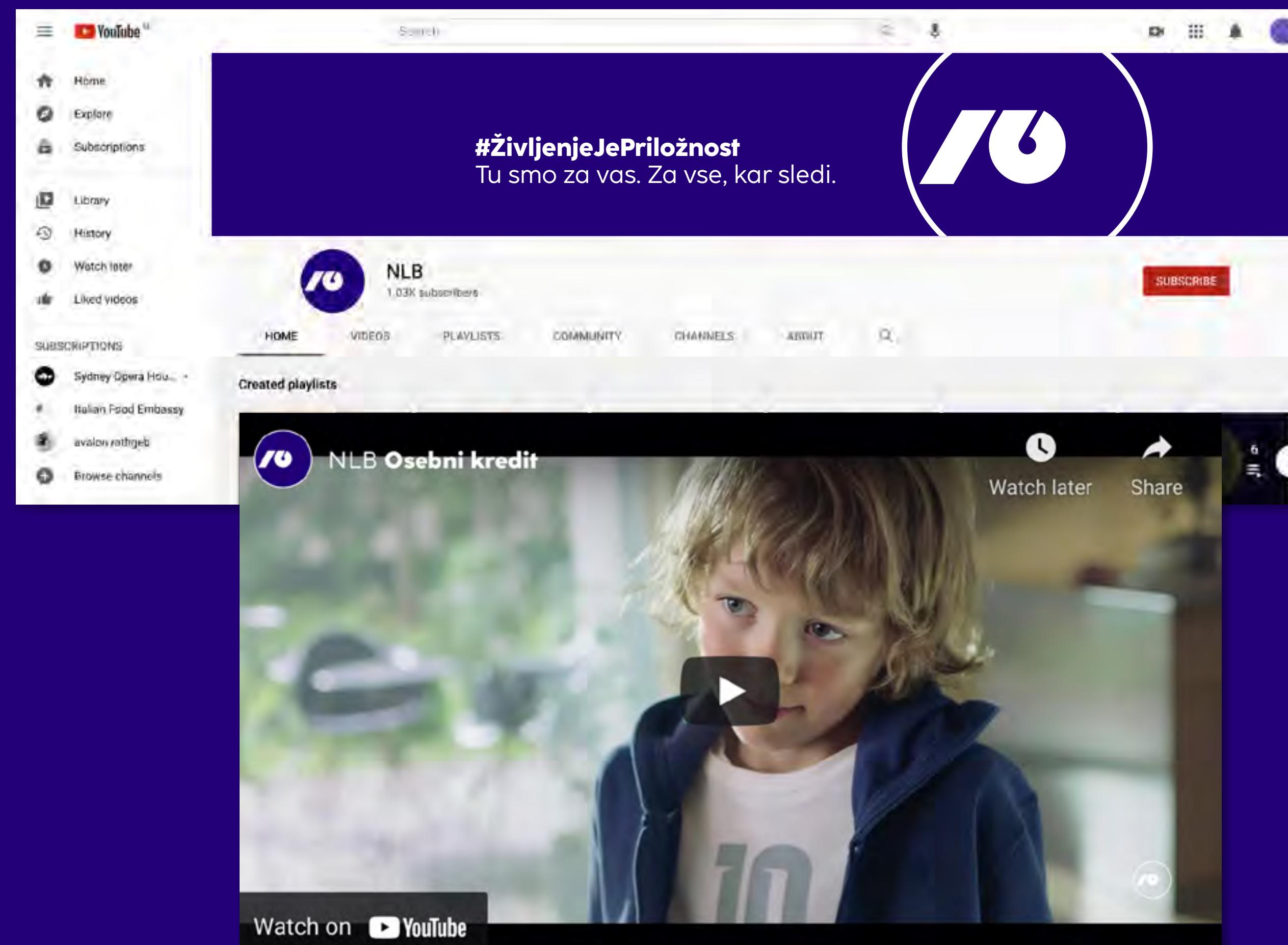
Sonic branding provides a coherent voice across multiple touch-points. It helps consumers build an association with the brand through emotion recall and reflects the overall brand DNA in the same way brand color reinforces all the visual ads. As a tool, it plays a crucial role in longer audio formats (like podcasts) and constantly reminds listeners of the brand.

NOTE: it is not a brand song/melody that appears in ads.

LOGO APPLICATION EXAMPLES

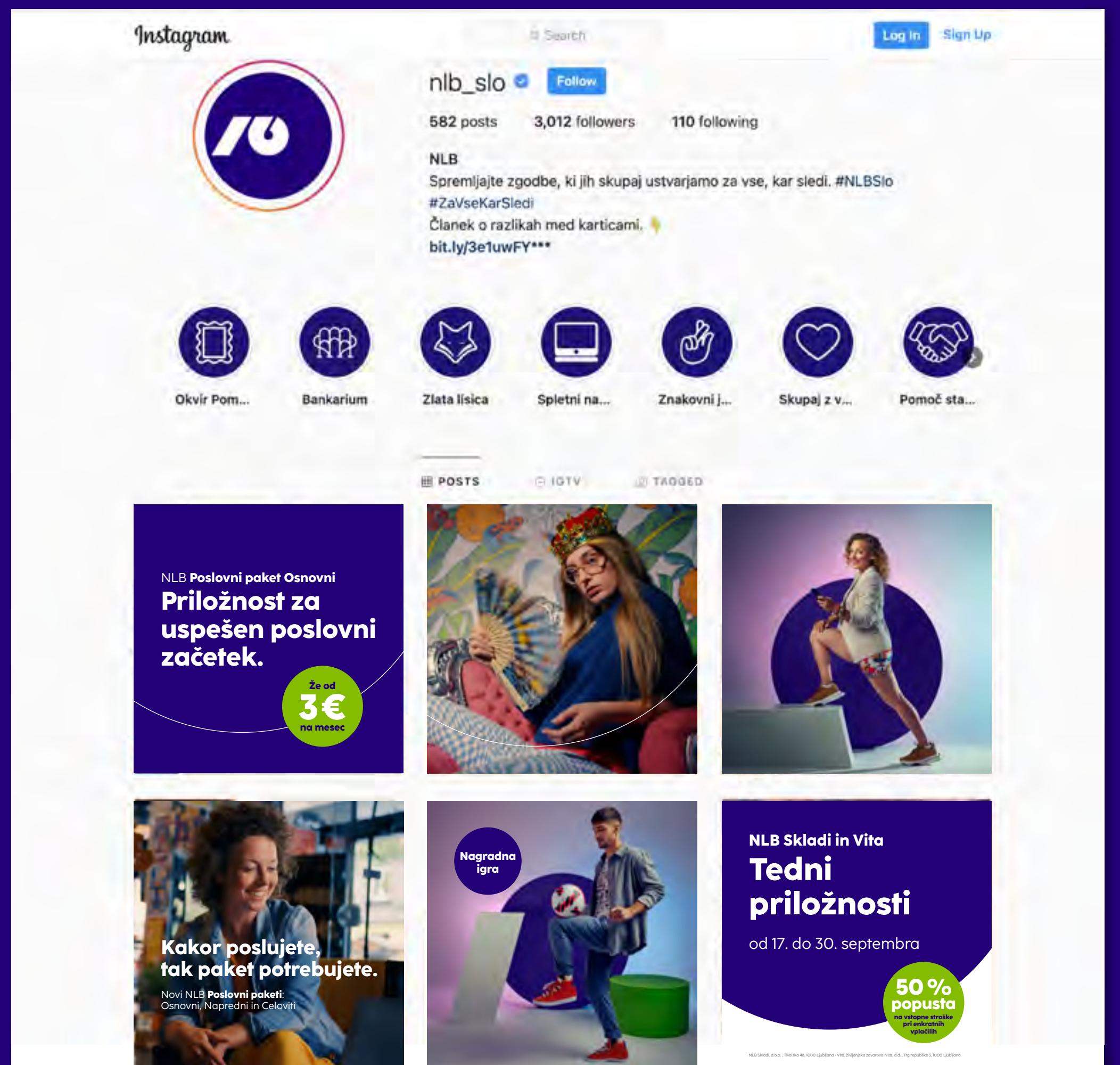


S M & V I D E O L O G O A P P L I C A T I O N E X A M P L E S



A collage of social media applications featuring the NLB logo. It includes:

- Facebook:** The NLB page header and a post from the page 'NLB - Nova Ljubljanska banka' with the same tagline and text as the YouTube banner.
- LinkedIn:** The NLB company profile page with the tagline 'The world is full of opportunities.' and the text 'We're here for whatever may come.'
- Mobile Site:** A screenshot of the NLB mobile website with the tagline 'The world is full of opportunities.' and the text 'We're here for whatever may come.'

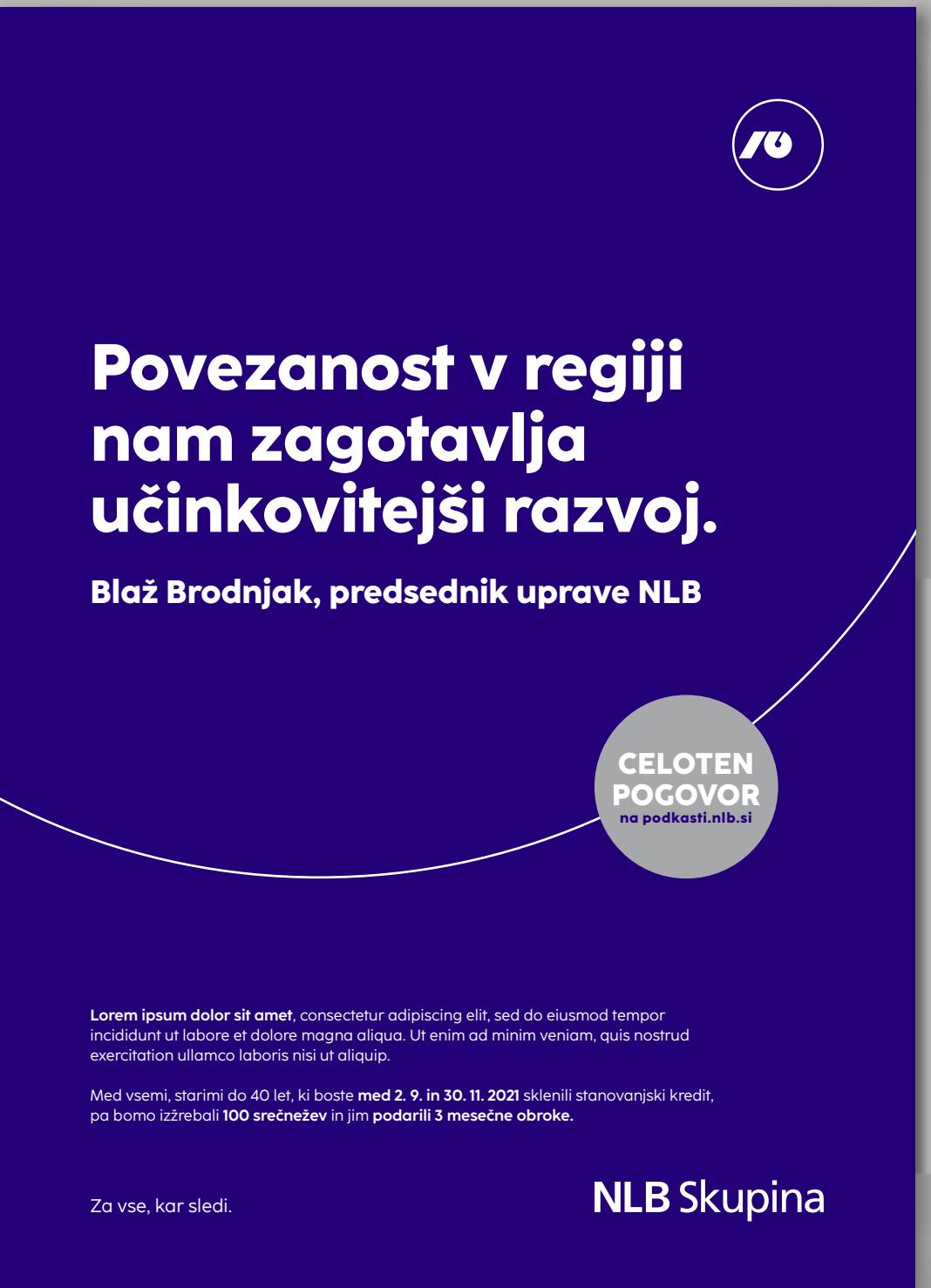


C O R P O R A T E B R A N D I N G

C O R P O R A T E B R A N D I N G

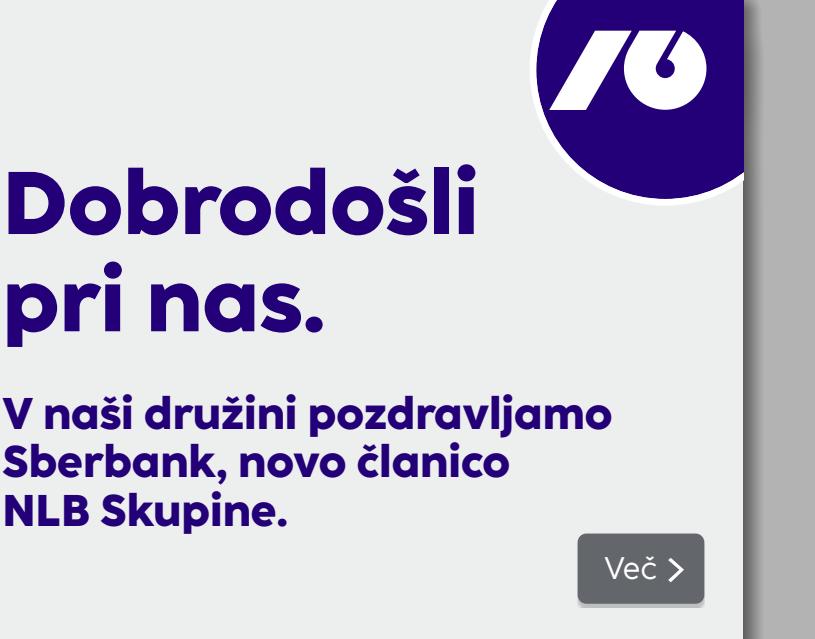
Basic layouts.

1/1 Print AD



NLB Skupina

Banner



SM



E M P L O Y E R B R A N D I N G /
A D V E R T I S I N G

EMPLOYER BRANDING

Basic layouts.

1/1 Print AD



Banner

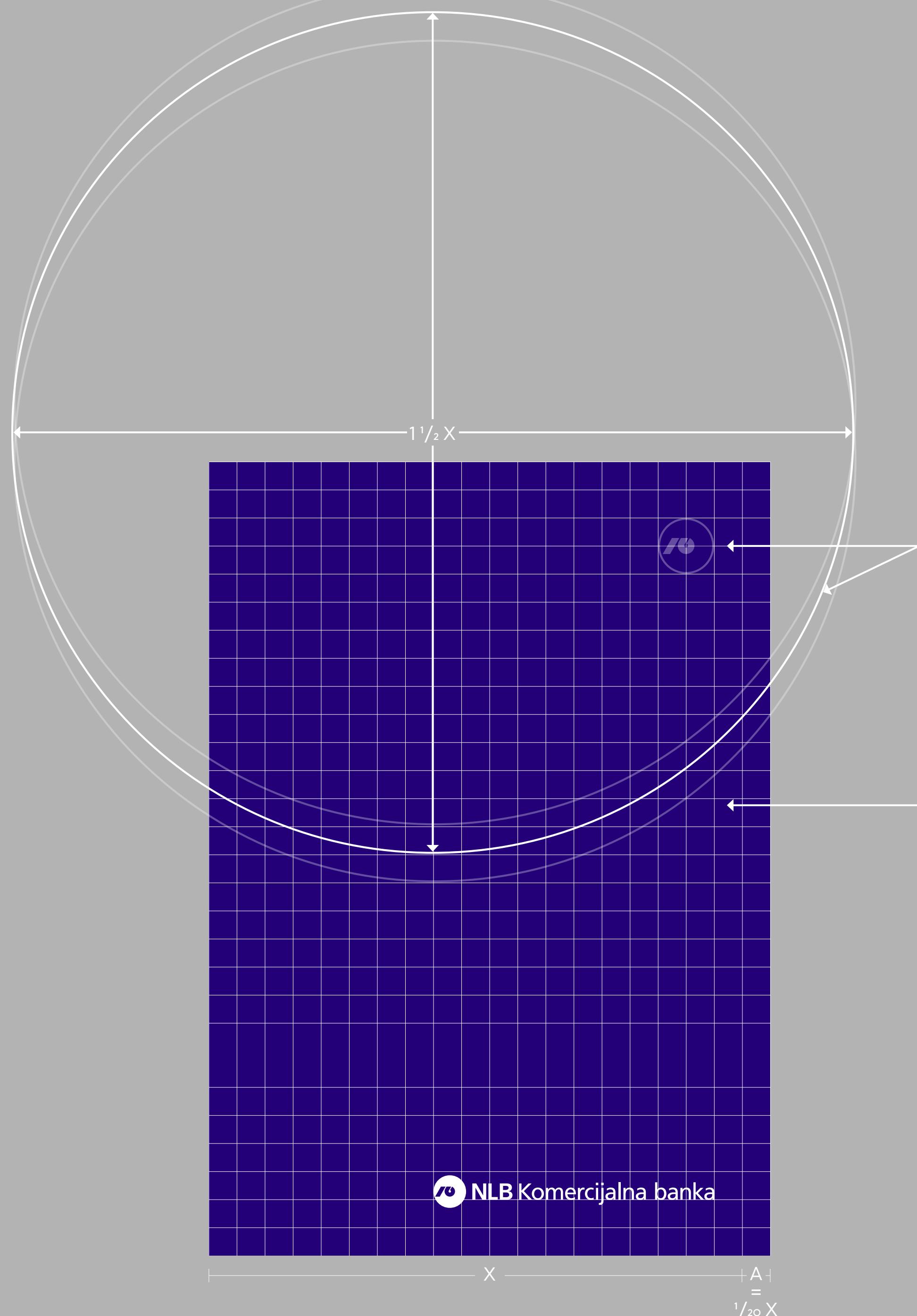


SM

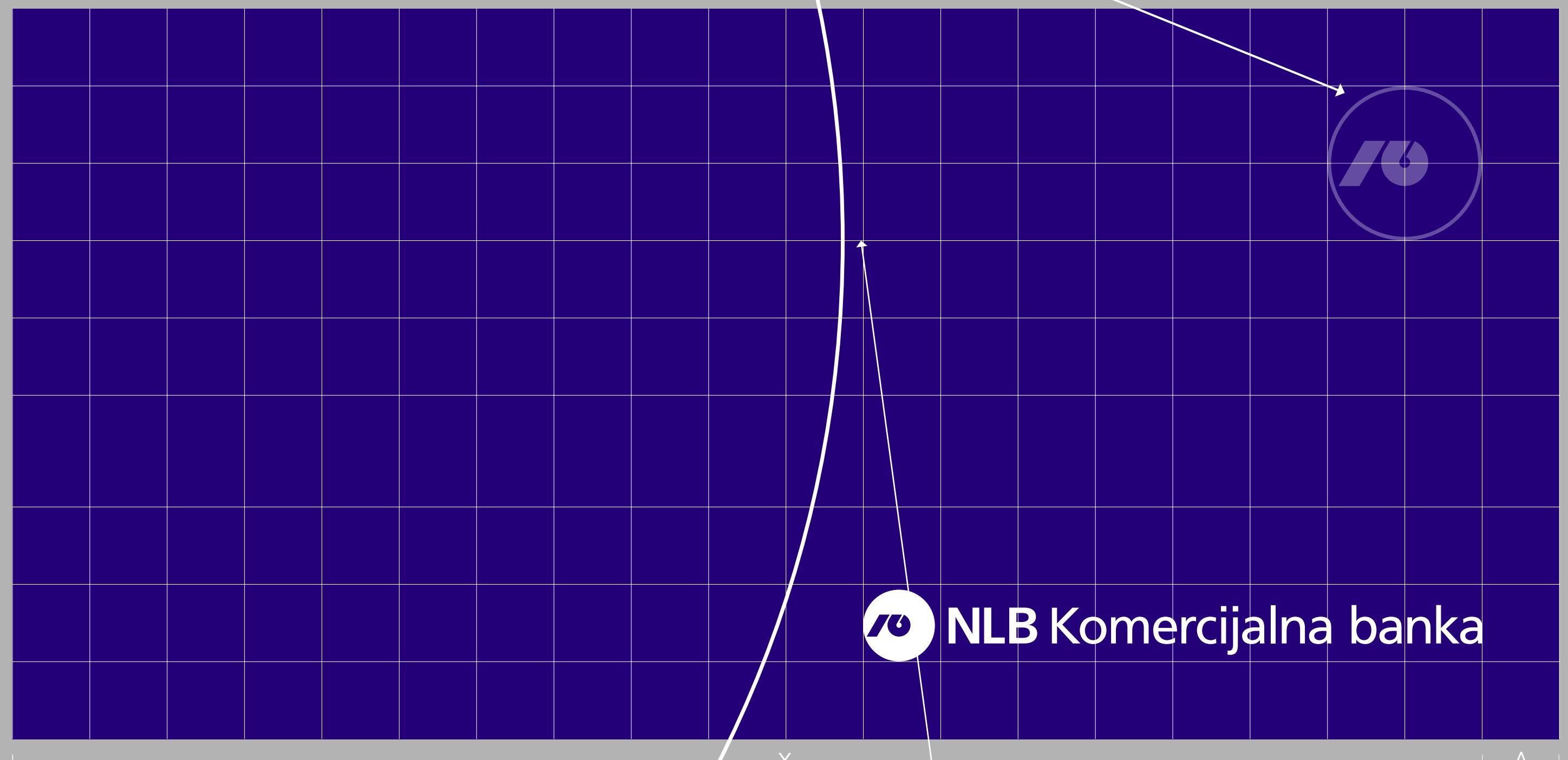


N L B
K O M E R C I J A L N A B A N K A

PRINT ADVERT

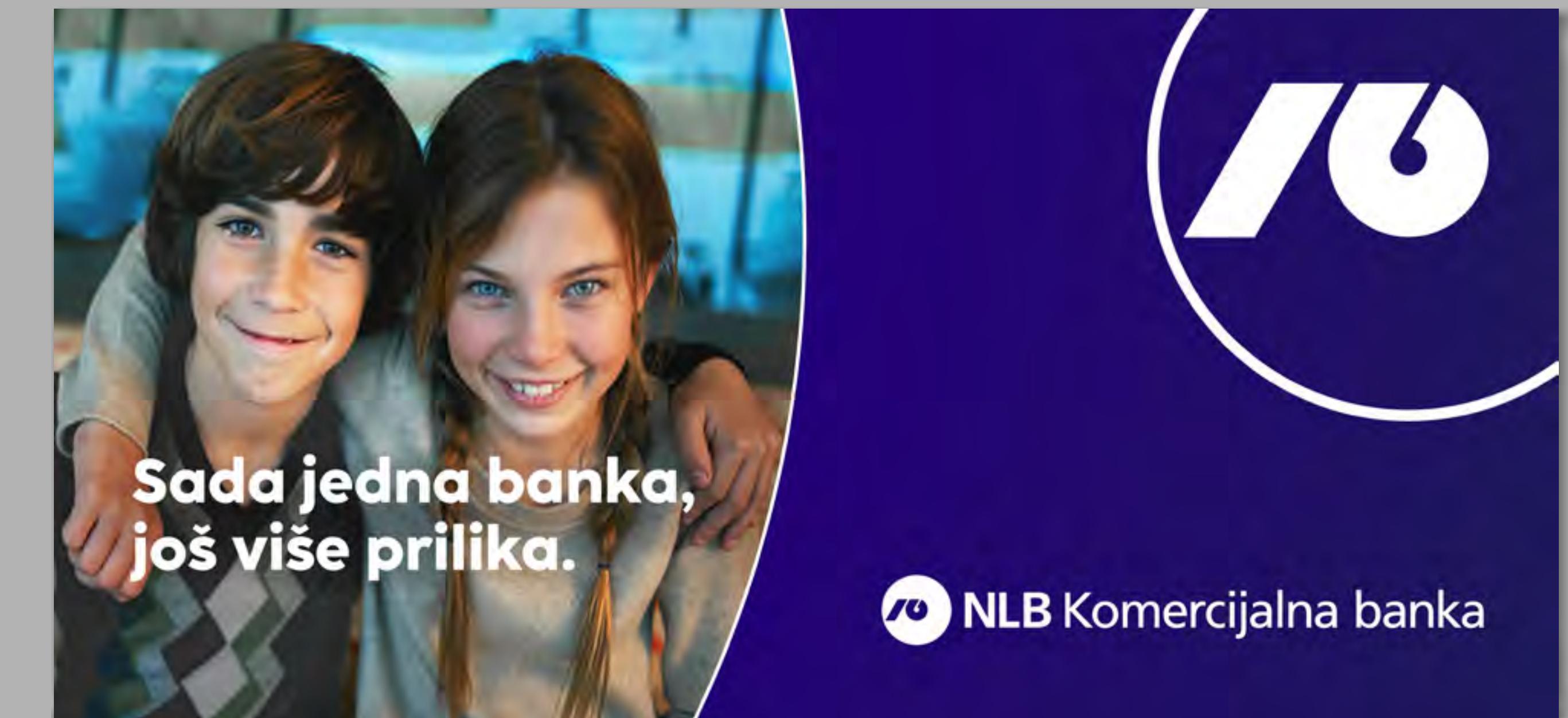


B I L L B O A R D



Basic rules for defining shape weight and positioning.

Shape weight is defined by the weight of the sign outline. NLB sign exists in three outline weights, the appropriate alternative is chosen according to the size provided by the layout design grid. The shape weight is not defined by supersize sign.



BANNERS

Layouts for the most common banner ad sizes.

The content of the banner ad should be planned accordingly to its size. For small-sized banners less elements.

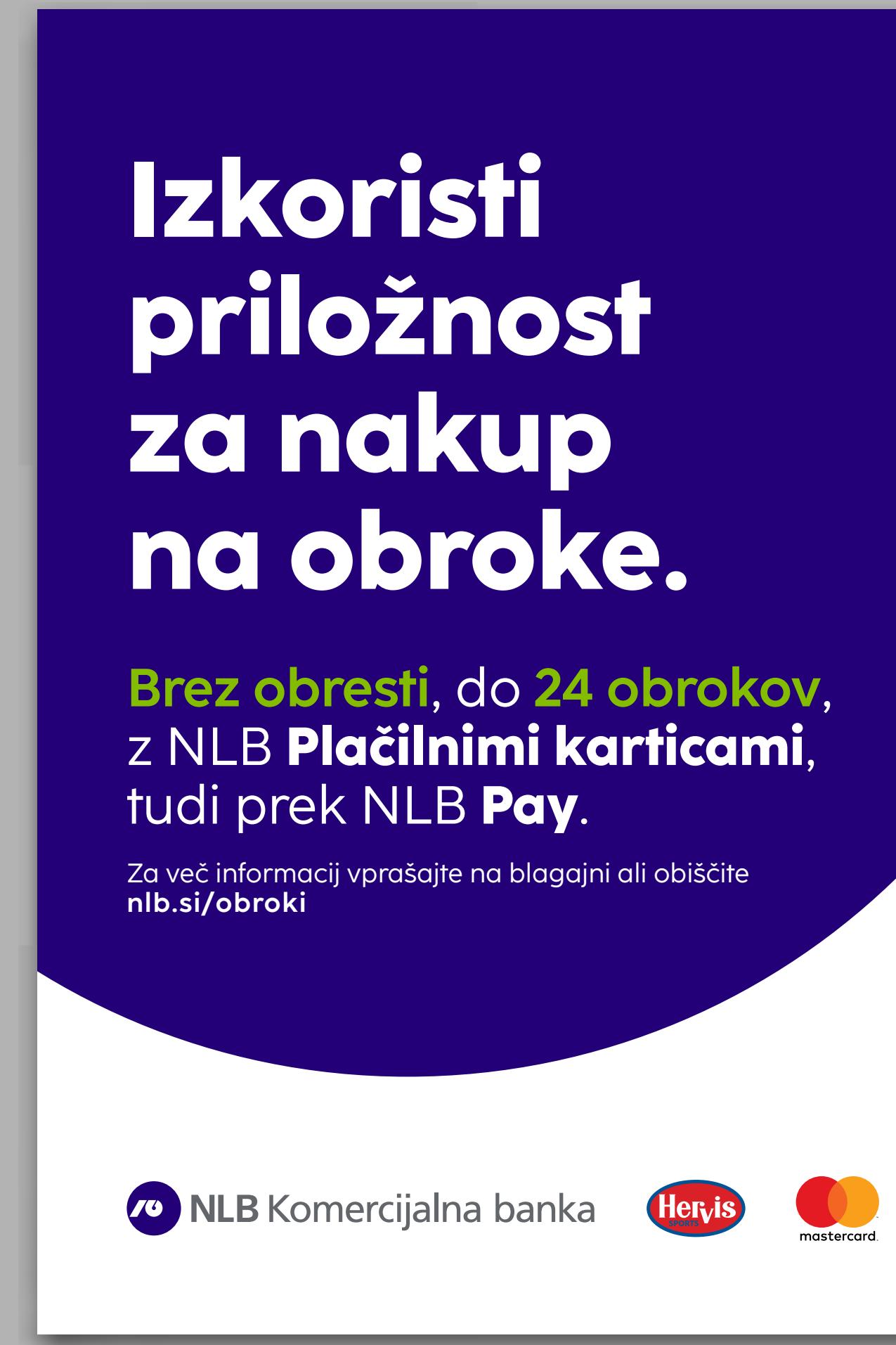


C I T Y L I G H T



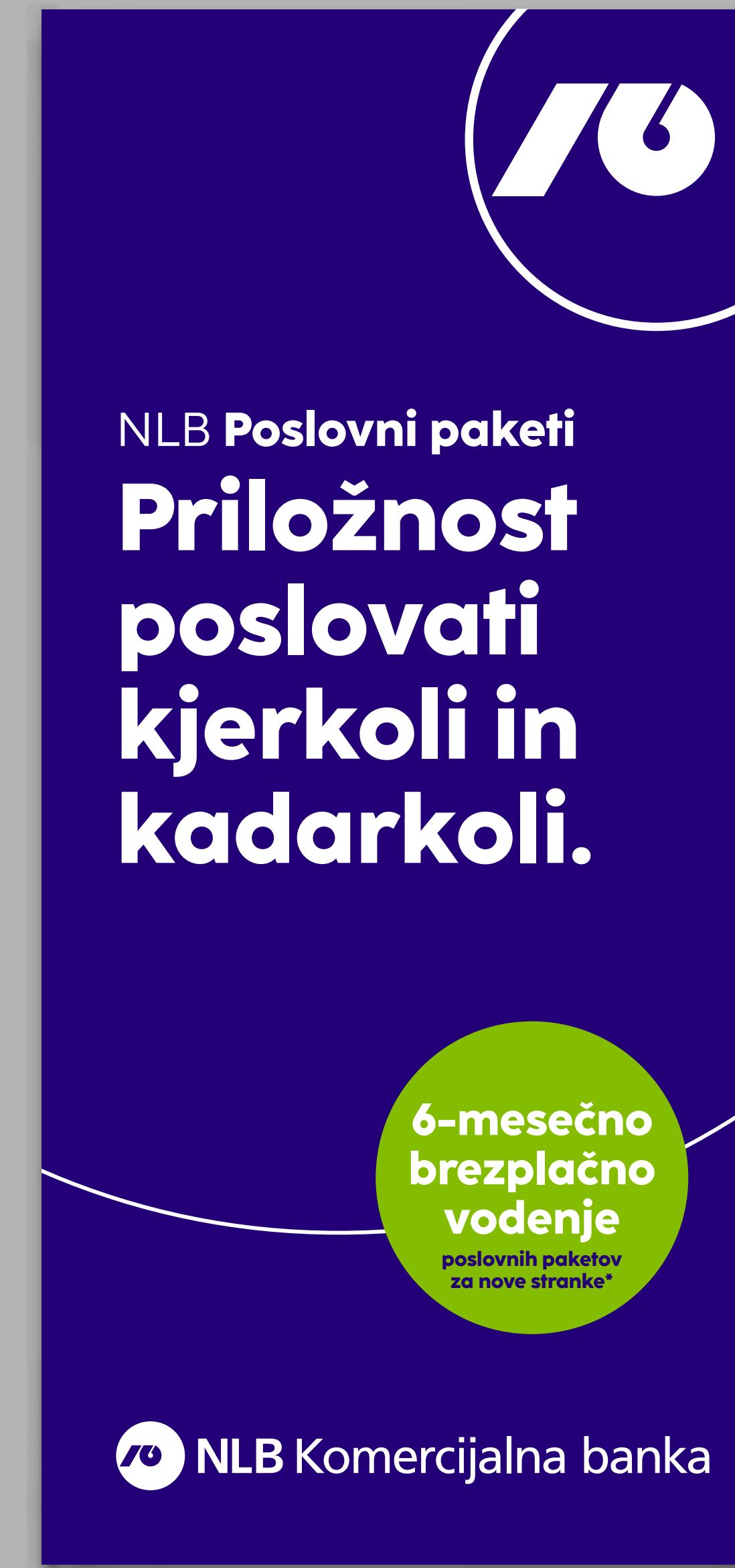
C O - B R A N D I N G

When applying on typographic layout, default partners logos, in the same visual size, against white background should be used. When using photography NLB symbol can be detached. The photography should consist of enough indigo surfaces, when this could not be achieved the indigo background sticker should be used.



L I B R A R Y O F F R O N T C O V E R S

Page layouts & elements regarding the content.

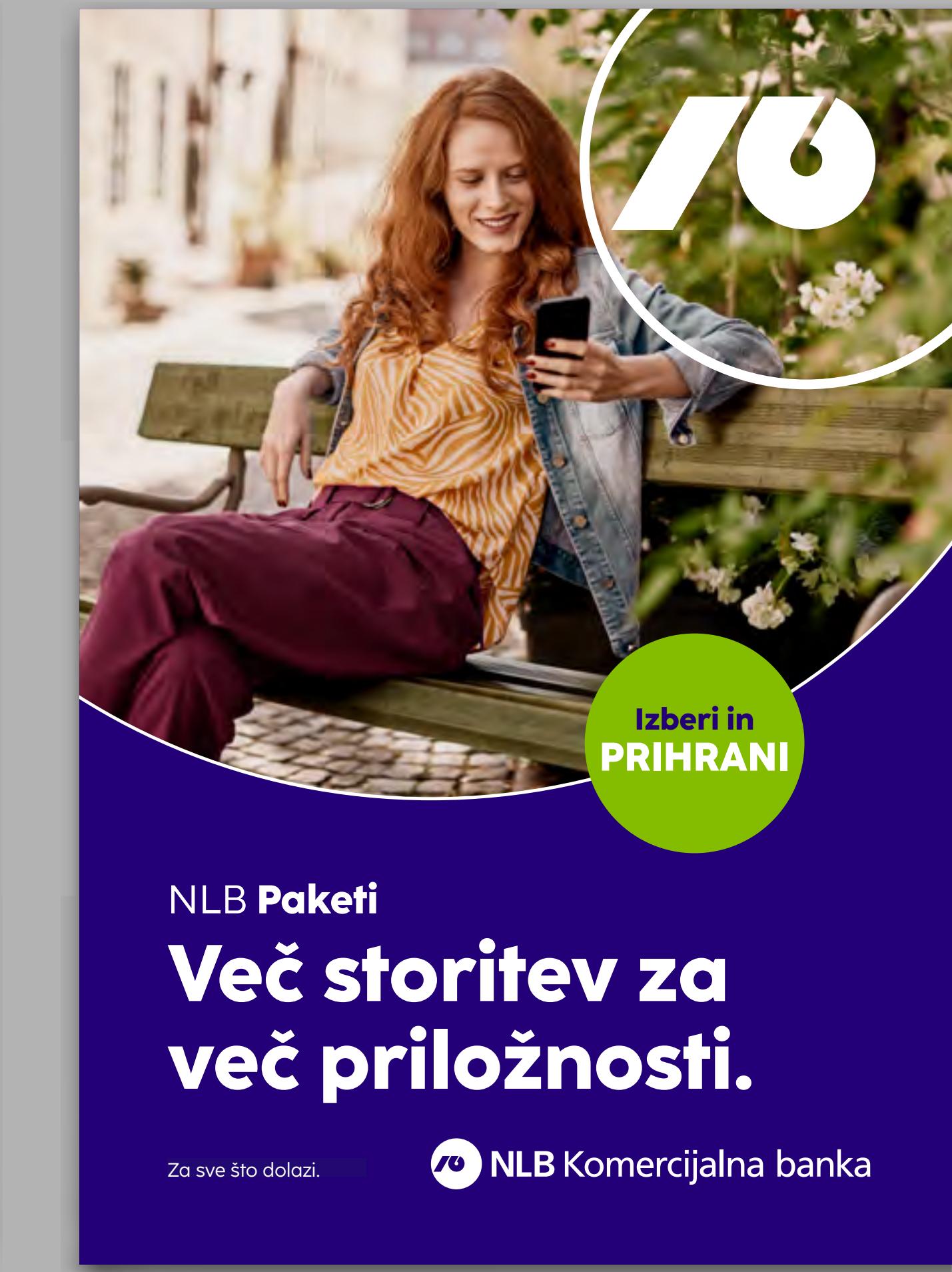


Headline
is always in Coco Sharp Extra Bold and
in white color.
Size: 38 pt
Leading: Headline size x 1.1 pt
Kerning: 0
Alignment: Left

Super- & subtitle
style is set according to the product
communication style (NLB Product =
Coco Sharp Regular + Coco Sharp Extra Bold)
Super title size:
 $\frac{1}{2}$ of the headline size
Leading: Headline size x 1.1 pt
Kerning: 0
Alignment: Left

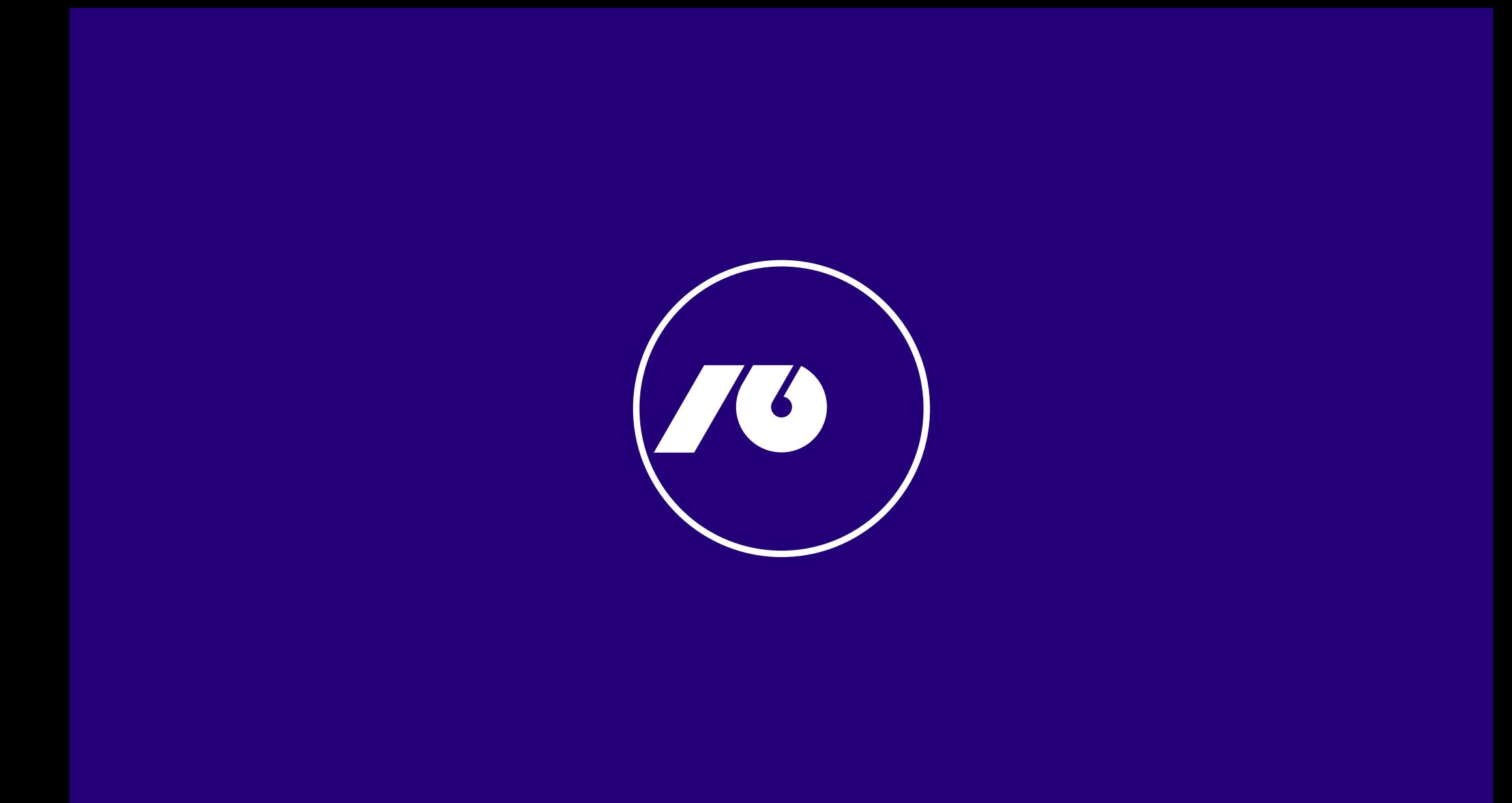
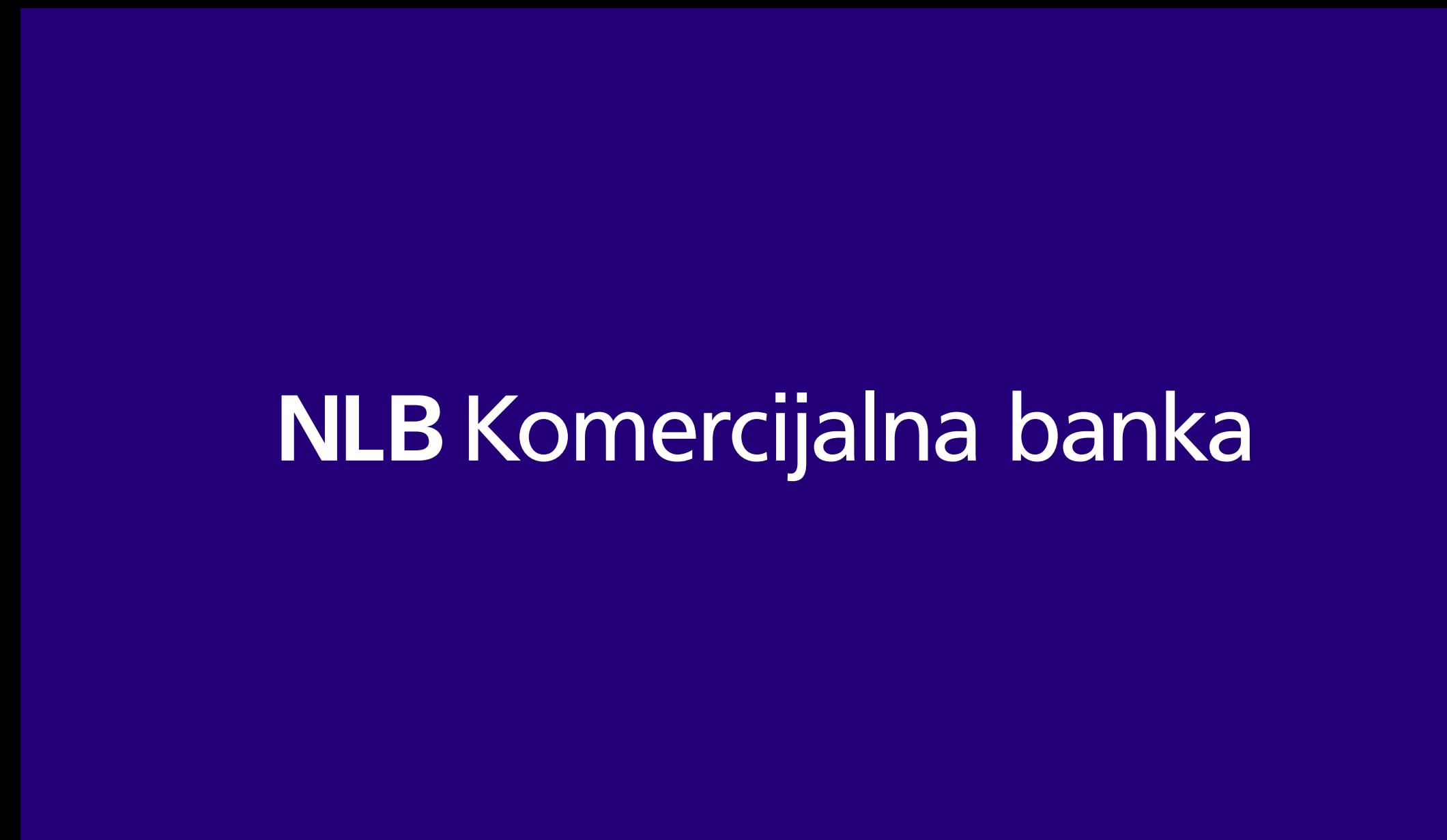
POSTERS

Headline
Coco Sharp Extra Bold
Size: 180 pt x 1.1 pt



OFFLINE SCREENS

T V C , D C L



This sequence is optional.

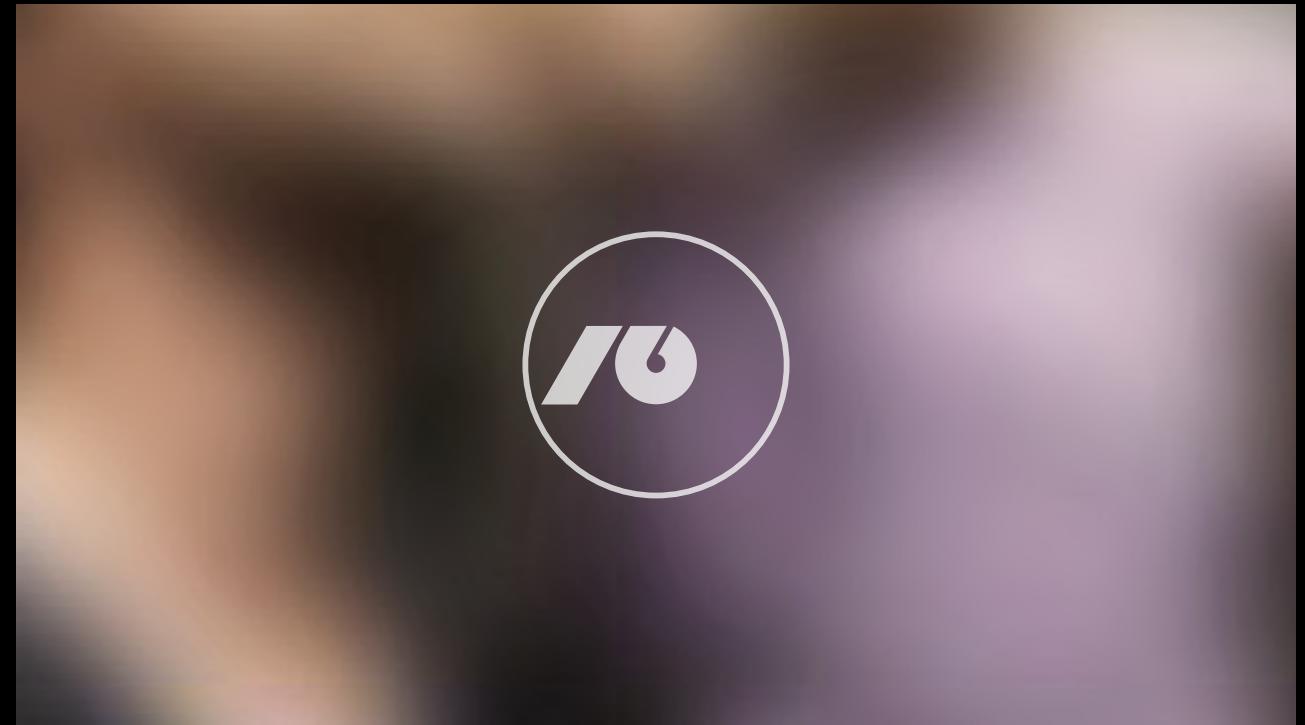
ONLINE SCREENS SCROLL DOWN

S M , P R E - R O L L

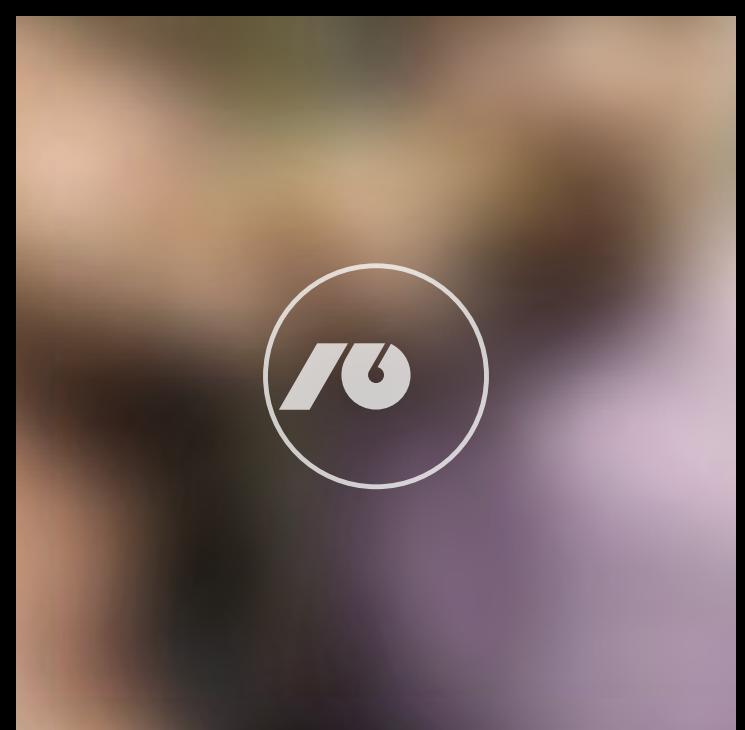
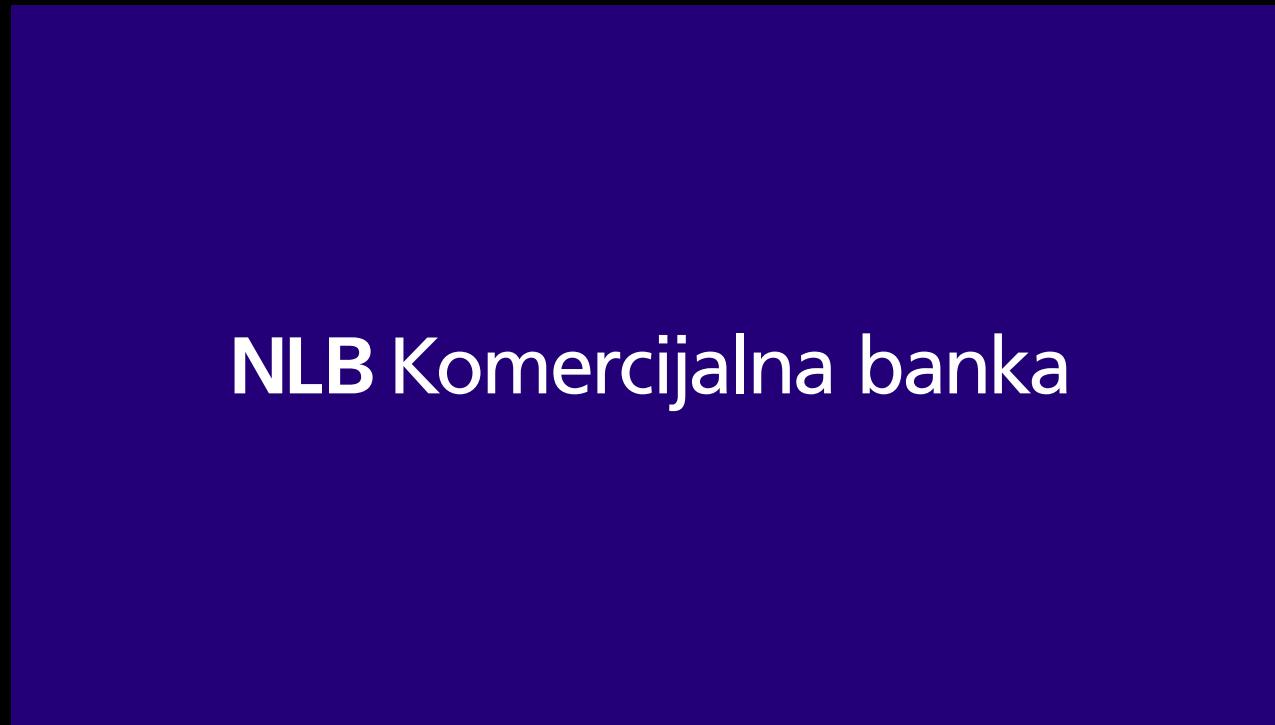
2 seconds (1,5 second rotation + 0,5 second fade)

Size & position: same as ending

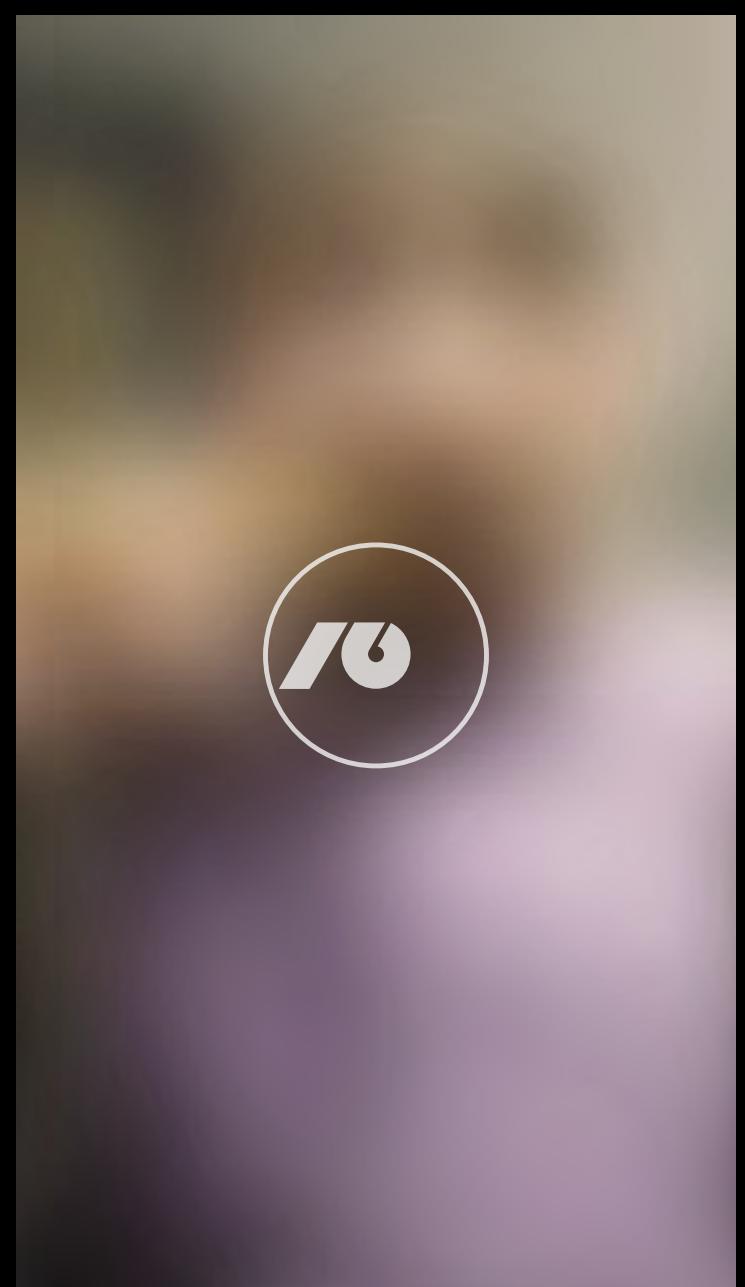
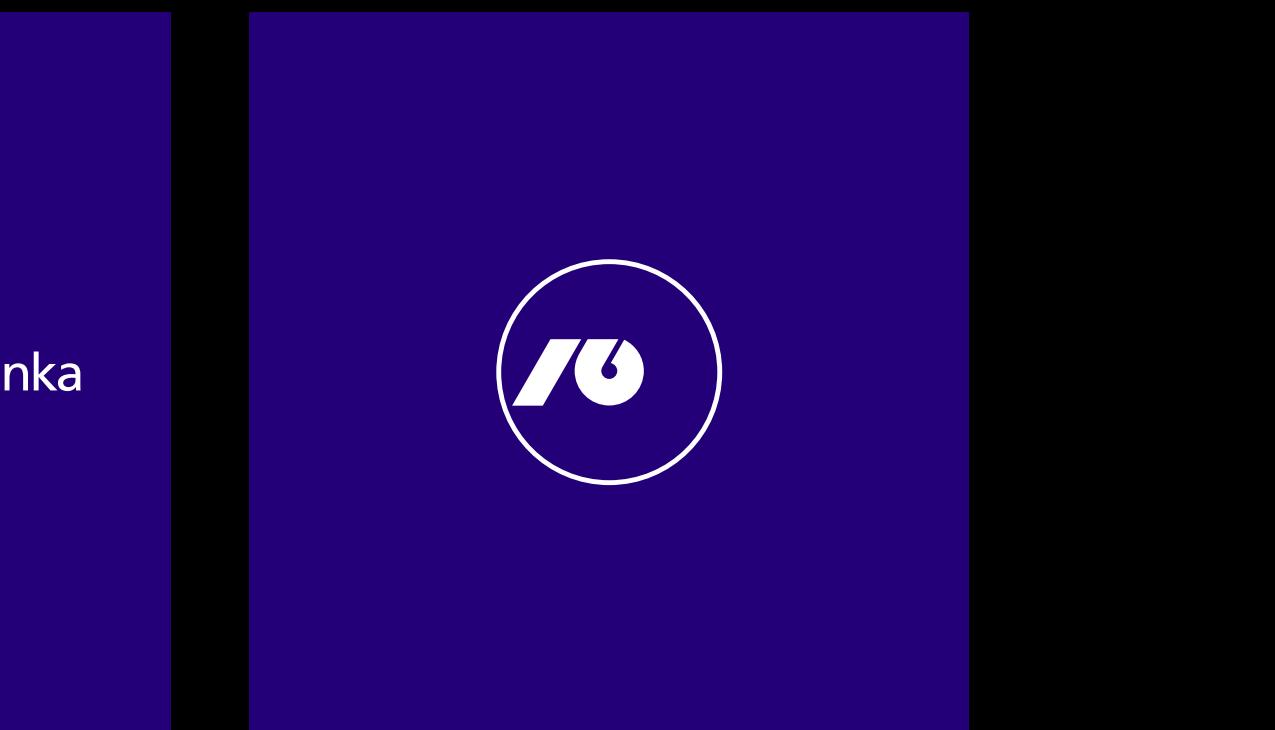
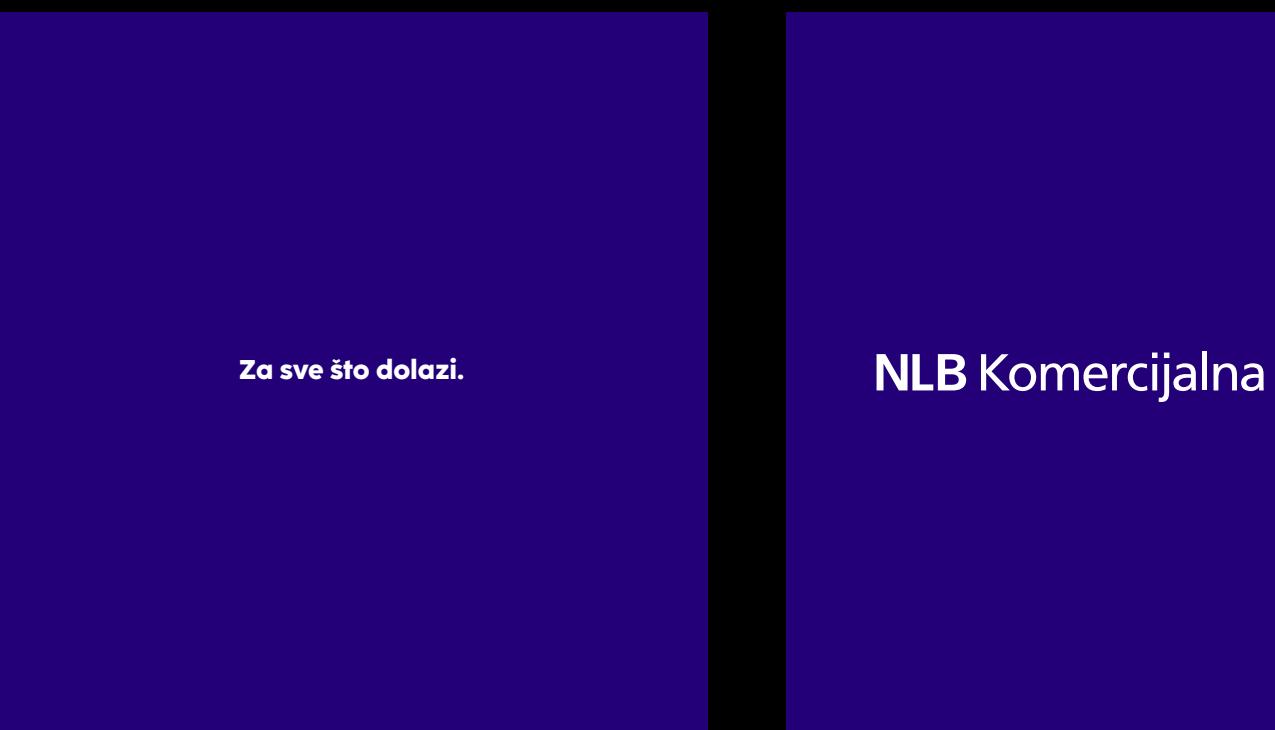
Appearance: 75% translucency



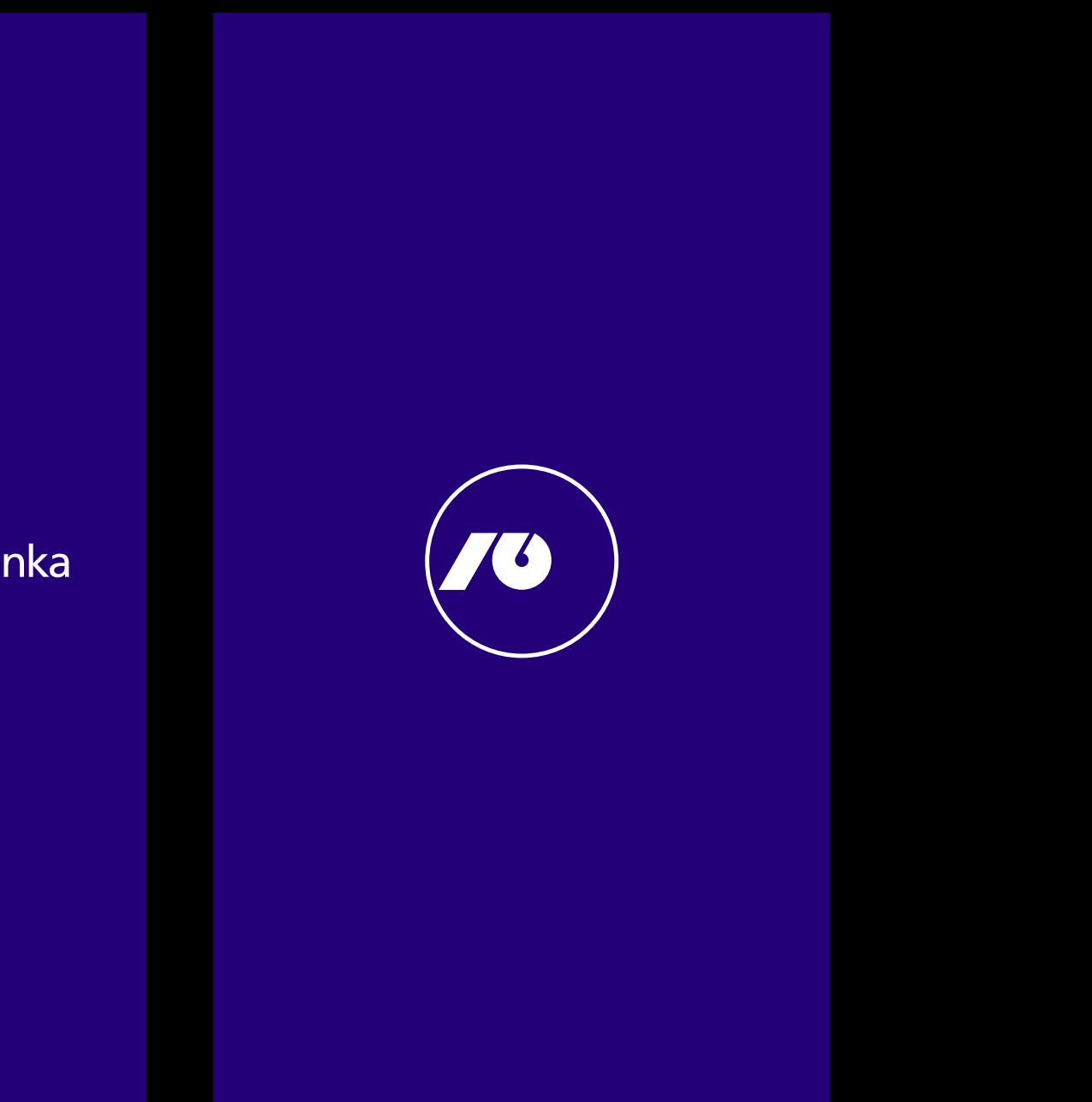
+ Video/animation +



+ Video/animation +



+ Video/animation +



This sequence is optional.

