

NAB LOGO REPRODUCTION – DIGITAL

This page is provided to ensure a consistent standard of reproduction for digital logo artwork. Don't manipulate, recolour, attempt to recreate our logo or separate the star device from the logo artwork. For further reproduction details, go to nabbrandhub.com.au.

Digital applications such as third party advertising, nab.com.au campaign landing pages and eDMs use the logo version and height size specified in the Digital guidelines.

Go to nabbrandhub.com.au for specific stylesheets.

For accessibility, the logo with Brand Promise shouldn't be reduced below the minimum size.

Always use RGB colour format artwork for digital applications.

Clear space

Surround our logo with ample clear space, so that other elements don't interfere with or distract attention from it. **Clear space is based on the height of the 'n' in the logo.**

Powerpoint presentations

Use the vertical logo with black tab **without Brand Promise**.

If you're unsure, please contact the Brand Team for assistance at brand@nab.com.au

The star and keyline

The star has graduations in the face of the star and highlights in the bevels. Make sure these features, along with the keyline, reproduce with as much accuracy and crispness as possible.

Minimum size



Clear space



Vertical logo with Brand Promise



Brand Promise, keyline and black tab

RO GO BO

Star

The face of the star contains a radial gradient overlay from R225 to R255 G120 B120.

The edge of the star has a blend of darker colour to create the effect of a bevel. Graduated highlights also appear on the outer edges of the star.

Wordmark

R255 G255 B255