



# ICBA PSP Brand Guidelines

Visual identity standards and guidelines for use by ICBA Preferred Service Providers when using ICBA branding.

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## Using our PSP brand guidelines

The ICBA PSP Brand Guidelines helps create a unified identity and brand for ICBA and ensures that the ICBA PSP logo is always used correctly.

As a ICBA Preferred Service Provider, you have the unique opportunity to advertise and showcase your relationship with ICBA. This style guide provides guidance that allows us to preserve the strength and integrity of the ICBA brand and the PSP relationship. All PSPs should refer to the ICBA PSP Brand Guidelines, when using the ICBA PSP logo.

### Approval for use of the ICBA PSP logo

Please contact the Lauren White for approval for the use of the ICBA PSP logo or with any questions or concerns you might have at [lauren.white@icba.org](mailto:lauren.white@icba.org).

### Why it's important to use the PSP branding

As an ICBA Preferred Service Provider, your preferred solution(s) are the only products that ICBA officially recommends to member banks. By using the ICBA name and logo in your marketing efforts, you demonstrate a commitment to community banking and ICBA's efforts, which builds trust with ICBA members. The PSP logo alerts the member banks that ICBA has performed due diligence and negotiated a discount, dividend or rebate on behalf of them. In a perfect scenario, the discounts offered to ICBA members will significantly offset a portion of the bank's membership dues.

## Boilerplate

The Independent Community Bankers of America® creates and promotes an environment where community banks flourish. With more than 50,000 locations nationwide, community banks constitute 99 percent of all banks, employ nearly 750,000 Americans and are the only physical banking presence in one in three U.S. counties. Holding more than \$5 trillion in assets, more than \$4 trillion in deposits, and more than \$3.4 trillion in loans to consumers, small businesses and the agricultural community, community banks channel local deposits into the Main Streets and neighborhoods they serve, spurring job creation, fostering innovation and fueling their customers' dreams in communities throughout America.

For more information, visit ICBA's website at [www.icba.org](http://www.icba.org).

The most up to date version of this text can always be found here: [www.icba.org/about](http://www.icba.org/about).

### Mission

To create and promote an environment where community banks flourish.

### Vision

- > To be the nation's voice for community banks in creating an equal playing field, propelling bankers' growth, helping them stay competitive
- > To promote community banking by enabling community banks to tell their story.
- > To provide access to innovative products and services to help community banks stay competitive.

## ICBA PSP logo

The ICBA PSP logo is available for use by Preferred Service Providers. The full ICBA logo or the ICBA logo without the Preferred Service Provider text should never be used by PSPs.

The appearance of the logo must adhere to the logo usage guidelines. It is important that a complete and consistent logo is always used by PSPs.



## Minimum size

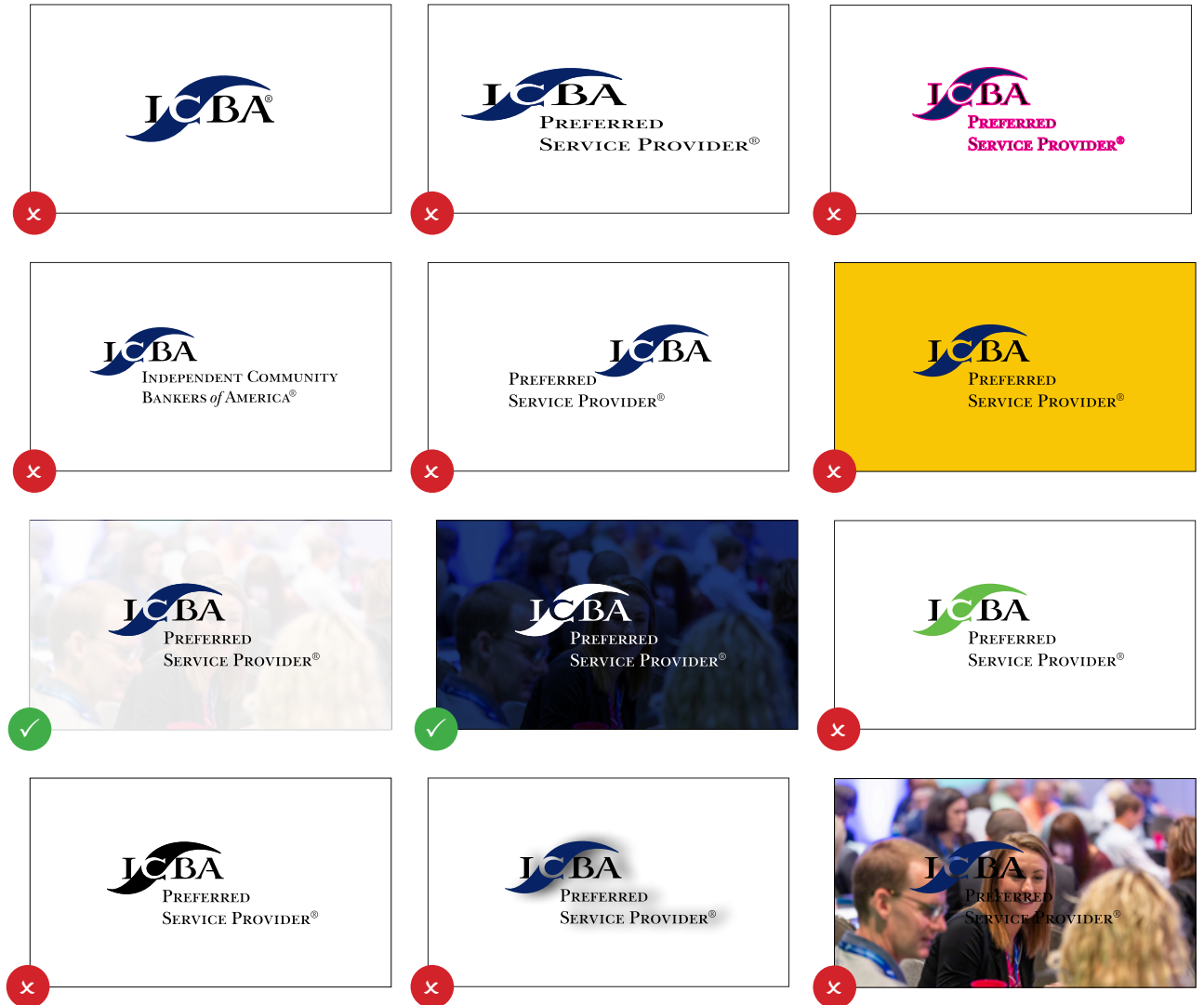
Always adhere to the logo's minimum size and clear space guidelines to maintain legibility and the integrity of the logo.

The logo should appear no smaller than 1.2" or 85px across.



## Correct usage

- > The full color logo can be used on white or any light background providing that the logo is always full legible.
- > The full white logo should be used on all dark backgrounds.
- > The full black logo should only be used where printing restrictions apply.
- > Never any version of the ICBA logo other than the ICBA Preferred Service Provider logo.
- > Never stretch, condense, skew or rotate the logo. The original logo proportions should always be maintained.
- > Never alter the placement of any of the logo elements.
- > Never recolor or add any visual elements like strokes or drop shadows to the logo.
- > Avoid using the logo on busy photography that alters the legibility of the logo.



# Placement

When using the ICBA PSP logo with a headline, always ensure that the copy is aligned with the left of the 'P' in the word 'Preferred' and the 'S' in the word 'Service' in the logo. Avoid using centered copy together with the logo.

Wherever possible, the ICBA PSP logo should not be placed together with a headline or paragraph of copy. The logo should be placed away from the headline as a separate visual element.



## Typeface: Proxima Nova

ICBA's official typeface is Proxima Nova. Proxima Nova is a modern typeface that works well across print and web. It's well-proportioned lettering and spacing makes it highly legible at various sizes and screen resolutions. The typeface is friendly yet strong which reflects the character of ICBA. The font is available in eight weights making it easy to use and scale. The weights most readily used at ICBA are Bold for headings and Regular for body copy.

Proxima Nova Thin

*Proxima Nova Thin Italic*

Proxima Nova Light

*Proxima Nova Light Italic*

Proxima Nova Regular

*Proxima Nova Italic*

Proxima Nova Medium

*Proxima Nova Medium Italic*

Proxima Nova Semibold

*Proxima Nova Semibold Italic*

Proxima Nova Bold

*Proxima Nova Bold Italic*

Proxima Nova Extrabold

*Proxima Nova Extrabold Italic*

Proxima Nova Black

*Proxima Nova Black Italic*

## **Typeface: Calibri**

In situations where Proxima Nova is not available i.e. Microsoft Office programs and emails, the use of the typeface Calibri is permitted. Calibri is a standard font and is available to all employees working across PC and Mac.

Calibri Regular

*Calibri Italic*

**Calibri Bold**

***Calibri Bold Italic***