SWANSEA
BUILDING SOCIETY

Brand Guidelines

The Brand

The Swansea Building Society brand is a fresh, adaptable visual language for a forward thinking business with solid foundations based on traditional values.

The brand works best when used in a consistent way regardless of the application and these brand guidelines should be adhered to in order to help achieve this.

The Logo

SBS Green - C100 M10 Y100 K10

SBS Grey - K85

CMYK

Mono

The fonts used in the logo are Gotham Bold and Gotham Book from the Hoefler & Frere-Jones Type Foundry, set in uppercase only.

The Logo sits on a flat green ground - SBS Green (C100 M10 Y100 K10). The mono version sits upon a SBS Grey (K85) ground.

The only other standard colour used in conjunction with the logo is SBS Lime (C50 M0 Y100 K10).

Where single colour only is available for SBS Green use Pantone 356, for SBS Lime use Pantone 382
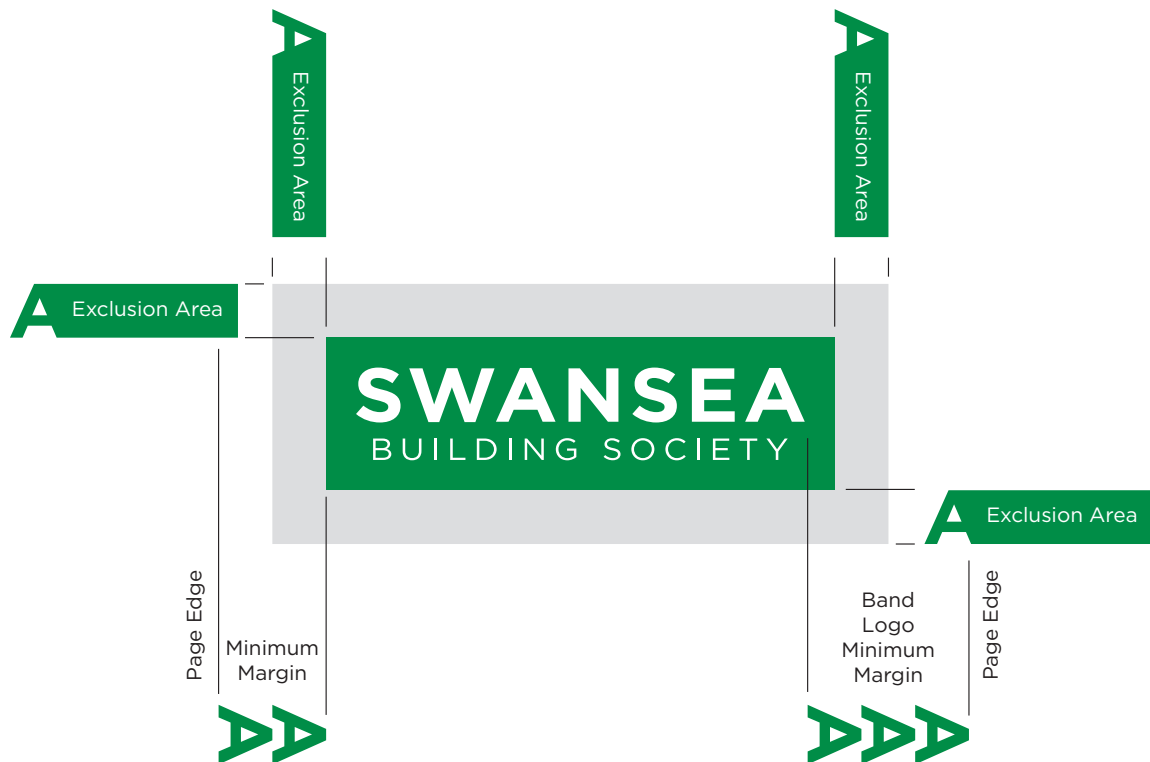
SBS Lime - C50 M0 Y100 K0

Alternative Versions

Left and Right Band versions are also available for application where the logo bleeds off one edge of the page

Exclusion Area

Exclusion Area

Exclusion Area

Exclusion Area

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Page Edge

Minimum
Margin

Band
Logo
Minimum
Margin

Page Edge

When positioning the Swansea Building Society logo an area equal to the height of the Letter **'A'** of **SWANSEA** should be left clear around the logo block extents. Double this amount is the minimum margin that should be allowed either side of the logo from a page edge.

If the band version of the logo is used to bleed, the the last **'A'** of **SWANSEA** should be a minimum of three times the height of the **'A'** away from the edge of the page.

The minimum height at which any version of the SBS logo should be used is 10mm.

Minimum
Height
10mm

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The logo should **never** be compressed or stretched out of it's natural proportion.

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Fonts

The fonts used in the logo set are **Gotham Bold** and Gotham Book from the Hoefler & Frere-Jones type foundry. And all text derives from the same family

Headings are in **Gotham Bold** and should be used with -5 units kerning and with leading set at 2 points over the type size.

Ideally text headings should be 50% larger than the point size of the body text - e.g. 10pt text, 14pt heading.

Body text is coloured black and set ranged left in Gotham Light with normal kerning as default and may be adjusted between -5 and +5 units. Leading should be 3pts above text size.

Emphasis within body text can be made by utilising **Gotham Medium**.

Bullets are set in **Gotham Black** and are typically 2pts larger than body text and set with a -1pt baseline shift to bring them centrally into the line height. Bullets should be coloured **SBS Green**, **SBS Grey** or **SBS Lime** depending on their environment.

Heading	**Sed ut perspiciatis**
Body Text	Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do **eiusmod** tempor incididunt ut labore et dolore magna aliqua.
Emphasis	
	Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
	Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Bullets	• Sit voluptatem accusantium doloremque laudantium • Porro quisquam est, qui dolorem ipsum quia dolor

Images

The images used in the Society's publications are of iconic landscapes and buildings.

They should be eyecatching, well lit and of a suitable size and resolution for the application.

Ideally they should not be scaled above 150% of their original dimensions @ 300dpi.

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