Vast.bank

BRAND GUIDE

LOGOS

Primary Logo

Designed to read as a URL. Used on marketing materials that would be introducing the new brand to a potential consumer. i.e. exterior signage, billboards, digital advertisements, website.

Accent "V."

Separate design element in a lettermark form for supporting a primary or secondary logo mark.

LOGO USE

Clear Space and Sizing

Minimum size
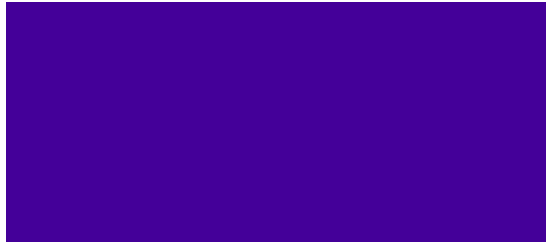.75 inches or 55 px for Vast.bank
.5 inches or 35.5 px for Vast.

Vast.bank

Clear space
Leave clear space of at least 'X' around logo.

Logo Block

When putting the logo on a color or background keep to these main color options.

Vast.bank   **Vast.bank**   **Vast.bank**

COLORS

Vast Violet
HEX #440099 RGB 68, 0, 153
CMYK 90, 99, 0, 0 PMS Violet C

Vast Navy
HEX #041E42 RGB 4, 30, 66
CMYK 100, 90, 13, 68 PMS 282 C

Muted Purple
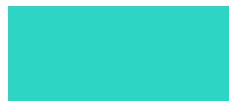HEX #C2C1D4 RGB 194, 193, 212
CMYK 23,20,7, 0

Mid Gray
HEX #EEEDF2 RGB 238, 237, 242
CMYK 5, 5, 2, 0

Royal Blue
HEX #0047BB
RGB 0, 71, 187
CMYK 90, 68, 0, 0
PMS 2728 C

Shamrock
HEX #26D07C
RGB 38, 208, 124
CMYK 56, 0, 58, 0
PMS 7475 C

Turquoise
HEX #2CD5C4
RGB 44, 213, 196
CMYK 48, 0, 25, 0
PMS 3255 C

Sky Blue
HEX #59CBE8
RGB 89, 203, 232
CMYK 54, 0, 6, 0
PMS 305 C

Vast Violet to Vast Navy Gradient

Vast Violet to Royal Blue Gradient

TYPOGRAPHY

Headers

Georgia Bold

Subheads

AVENIR BLACK (ALL CAPS)

Copy

Avenir Regular 11/16

Call Outs

"Georgia Bold for quotations and call outs"

NAME USAGE

As the Vast name is an abstract word and not immediately recognizable as a bank, we will be launching with the new name as **Vast Bank**. Over time, as people gain familiarity with the brand, and it becomes a prominent part of the landscape, the **Bank** can drop from the name, leaving communication efforts to **Vast**. Below are different applications on how to use the Vast naming system. In general, the audience's first encounter with the name should be **Vast Bank**.

Verbal

When introducing the company say '**Vast Bank**' to encourage brand messaging. Once the brand has been established it will be a natural transition to drop **bank** and just say **Vast**. The 'dot' is avoided when said out loud in the **Vast Bank** name.

Written

In any written correspondence where it might be the audience's first or second encounter with recommend using the full name, **Vast Bank**. This is to be sure that people recognize the brand as a bank and are clear about who this messages comes from.

Again, the period is never used in written communications. This alleviates the problems of incorrect punctuation when including the name in a sentence.

Other Technical Details

When writing for an external audience, double-check that your content fits the following considerations for spelling, grammar, font, and capitalization.

Use American English

Use our corporate fonts

Use sentence case

External Publications: Vast Bank

Especially important at the initial brand launch, but maintained after, media should always refer to the name as **Vast Bank**.

Email Communications: Vast Or Vast Bank

This is an area where best judgment should be used.

If it is a cold email, an email to media, or an intro-duction—any time that it could be the receivers early awareness of the brand—the full name **Vast Bank** should be used.

Digital www.vastbank.com

The **.bank** of the **vast.bank** logo lends itself to a simple, clear, and modern domain name and social handles. On written materials, include **www** so that users know this is a URL. In digital documents **vast.bank** can be directly hyper-linked.

Business card: **www.vast.bank**

Email signature: **vast.bank**

Social handles and usernames: **@vastbank**