

# TRAILWEST BANK



**BRAND USAGE GUIDELINES**

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## USAGE GUIDELINES

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### **USING OUR LOGO ON FLYERS, POSTERS, WEBSITES, AND/OR OTHER ADVERTISEMENTS**

TrailWest Bank provides this media guide and several different versions of our logo on its website for use by partners in promoting the brand. The logos provided may not be cropped or distorted as doing so is not only prohibited by the guidelines in this document, but cropping may violate federal regulations the Bank must adhere to. If the logos available here do not fit your purpose, please reach out via our Contact Us page. The Bank's Marketing Team would be happy to build a custom version that better fits your purpose, while satisfying federal compliance requirements.

TrailWest Bank also understands that the nature of search engines encourages cross-linking relationships between websites, especially in related professions. While TrailWest Bank has no control over others' websites, any developers seeking to cross link TrailWest Bank's website are encouraged to reach out to the Marketing Team prior to placing links. This is especially important if TrailWest's logo will be used on the developer's site in conjunction with the link. Lastly, if TrailWest's name and logo are used in conjunction with any Home Loan advertising, the logos available on the Media Guide webpage are not suitable. Please contact us for a compliant logo in these cases.

# USAGE GUIDELINES

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## LOGO CONFIGURATION

The TrailWest Bank (TWB) logo consists of a symbol and wordmark (referred to in these guidelines as logo elements), and can only be used in the following configurations. It must include “Member FDIC”.

### Stacked Version (Preferred):

The stacked version is the primary and preferred configuration of the TWB logo and should be used as a first choice



### Horizontal Version (Allowed):

The horizontal version is allowed only in cases where the stacked version is not appropriate to use — where the height of the available space would cause the stacked logo to be too small and not as prominent. Refer to the specs as outlined in this document.

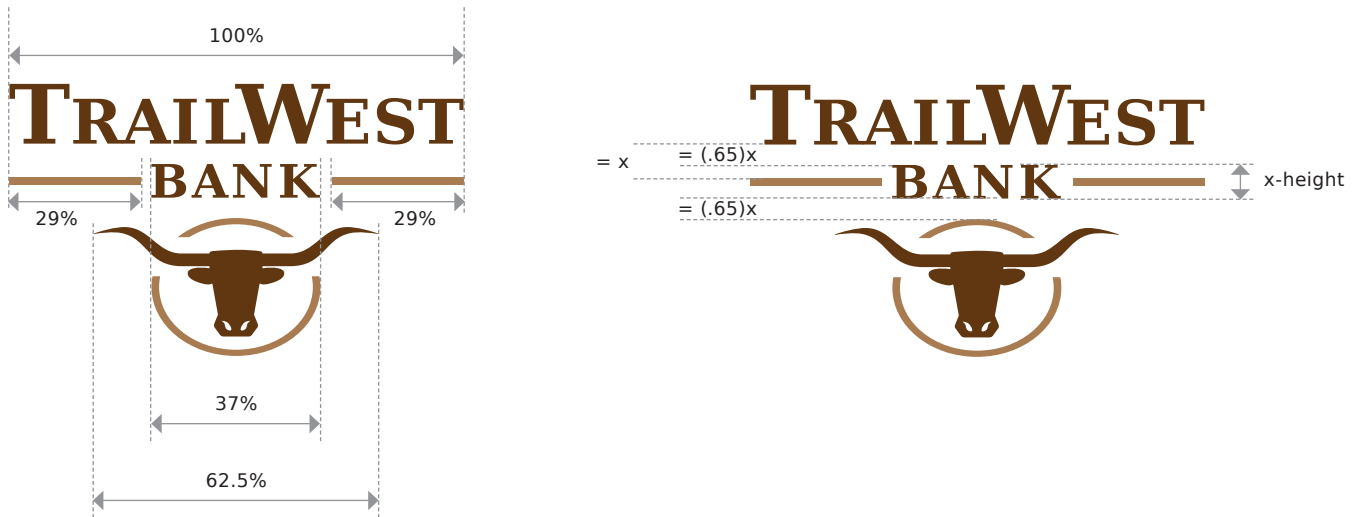


# USAGE GUIDELINES

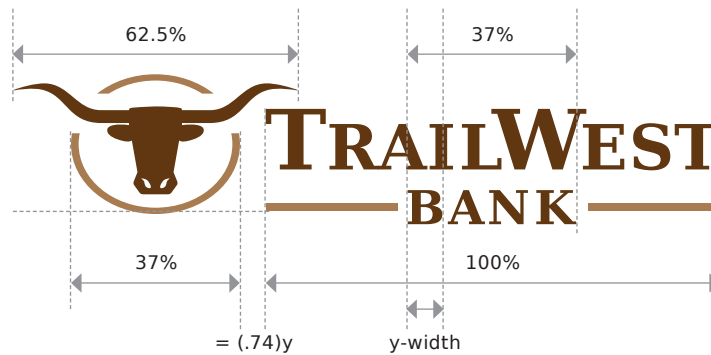
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## LOGO ELEMENTS: SIZE / PLACEMENT

The size and placement of the logo elements in relationship to each other are specific. You are not allowed to separate, reposition, or re-size the individual elements. They must be sized as a unit, scaled proportionately.



The center of the icon's oval bar lines up with the baseline of the word mark horizontal bars.

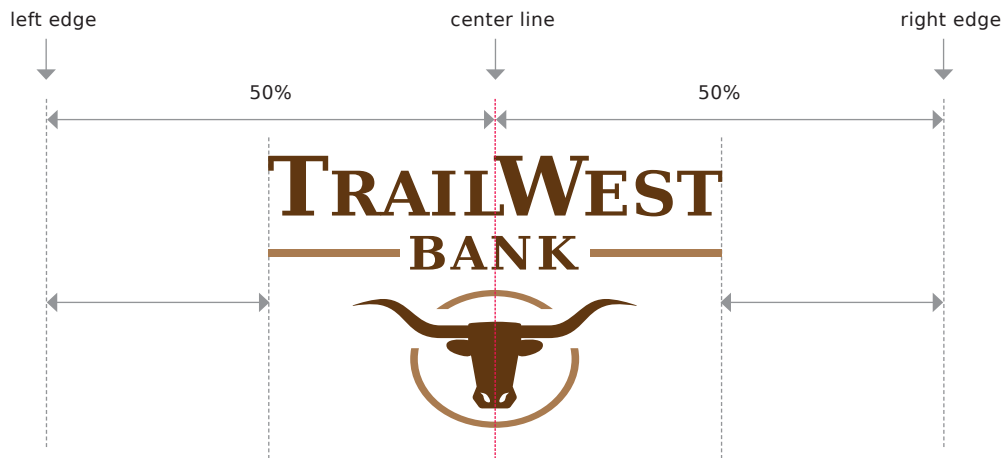


# USAGE GUIDELINES

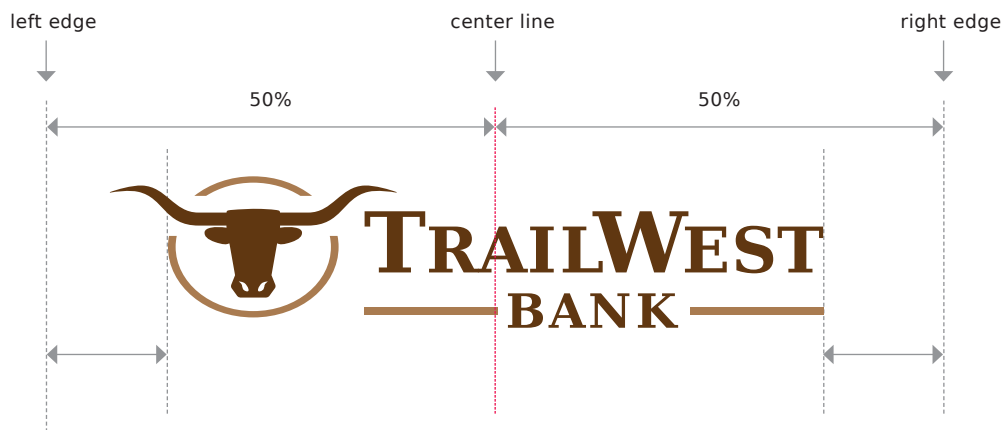
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## LOGO ELEMENTS: SIZE / PLACEMENT

Centering the Logo / Horizontally:



Center the stacked version of the logo from edge to edge in relationship to it's bounding border, whether it is the edge of a printed or digital page, swag, banner, sign, wall, etc.



Center the horizontal version of the logo from the edge of the symbol's oval to right edge of the wordmark in relationship to it's bounding border, whether it is the edge of a printed or digital page, swag, banner, sign, wall, etc.

# USAGE GUIDELINES

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## LOGO ELEMENTS: SIZE / PLACEMENT

Centering the Logo / Vertically:



The center line of the stacked logo runs across the top edge of the symbol.



The center line of the horizontal logo runs through the bar of the capital "A".

# USAGE GUIDELINES

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## LOGO USAGE: POSITIVE

The full-color version of the logo is always preferred for all communications (digital and print). However, there are times when the logo may be used in a 1-color application. The following are the accepted uses on a white or light-colored background.

Full Color: Pantone or CMYK



1-Color: PMS 4625



Solid brown is allowable when the logo is sized small and the use of screens compromises legibility.



1-Color: Black



Solid black is allowable when the logo is sized small and the use of screens compromises legibility.



## USAGE GUIDELINES

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### LOGO USAGE: MISUSES

The TWB logo cannot be manipulated or distorted in any way. Resist the temptation to resize the logo in a program such as Microsoft Word by selecting it on a corner and dragging it to a different size, unless it is in "locked aspect ratio." This will ensure that the logo is resized in the correct proportion.

**Unacceptable:**



Use of Separate Logo Elements:

The logo elements are intended to display together as a single unit. You are NOT allowed to use the wordmark separated from the symbol, or to move the elements from their allowed configurations

**Unacceptable:**





# USAGE GUIDELINES

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## COLOR PALETTE:



**Logo Dark Brown:**

CMYK: 40c/70m/100y/50k

RGB: 96r/57g/19b

Lab: 28/16/30

Hex: 603913

Pantone: 4625



**Logo Light Brown:**

CMYK: 30c/50m/75y/10k

RGB: 169r/124g/80b

Lab: 56/14/3

Hex: a97c50

Pantone: 730