

Growing your wealth

# brand manual



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BOTSWANA SAVINGS BANK

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### the corporate signature



To be able to create this distinct and uniform look, The BSB Corporate signature has to be accurately reproduced at all times. The Corporate Signature is made up of three distinct elements, which must not be taken apart.

A digital copy of the logo is always provided in Adobe illustrator, EPS or Freehand format to anyone who has to reproduce the logo for various purposes.

The logo Type font is Copperplate, and the Brand promise is R Frutiger/PLAIN.



BOTSWANA SAVINGS BANK



 $\cap 1$ 



### the corporate signature

### COLOUR OPTIONS



It is often not possible to reproduce the BSB Corporate signature in full colour, for example where a colour has to be used or on a background.

The colour options indicated here should be used in these instances.



### area of isolation



For maximum impact, the BSB corporate signature has to have sufficient white space around it which will act as a hedge against the clutter that might be around it.

This hedge is determined using the height of two "B"'s right round the BSB corporate signature.



BOTSWANA SAVINGS BANK

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### minimum size



#### Growing your wealth



It is always important not to lose definition when reducing the BSB corporate identity. A minimum size cannot have an absolute definition as this largely depends on printing processes and the substrate the printing is being done on.

Pantone links are solid inks, therefore they will give the most detail than process inks.

For example when the logo is being embroidered, the size will depend mostly on technique and also on substrate.



### colour palette and usage





The BSB corporate identity colours need the same treatment and care as the other elements that make up the corporate identity.

It is essential therefore that the colour specifications are always adhered to at all times.

#### PLEASE NOTE

Where a spot colour is used it is recommended that the Pantone colour be used (T-shirts, Car Signage, and Stationery etc).

For full colour however, the process colours should be used to ensure that the colour consistence is maintained. (brochure, adverts etc)



05



## corporate stationery controls

0mm			7mm	
0mm <u>0mm</u>	Botswana SAVINGS BANK	PO Box 1150, Gaborone Botswana Tel = 267 365 9551/9558, Fax + 267 395 2608	14 mm	State         Borswick           Manager, Security         Estimates           BSB Tahomareb House   Kaglo Mall         Pobex 1150   Calcitorine   Botswana           11:-826 7391 2555   d + 267 319 1279   f + 267 319 1616         m           m + 267 73392 04 / + 267 72 339 051   e timatetela@babb         www.babbw           Conteg year weath         Conteg year weath
	February 2005			
	Representative Name Tride Company Name P O Box Number Town/Chry Postal Code			We Are The Nation's Preferred Bank Sove - As - You - Gom
	Dear Mrs Brown,			
	Graphic design which fulfills aesthetic needs, complies with the laws of form space; which speaks in semiotics, sams-serifs, and geometrics; which abstracts dilates, repeats, mirrors, groups and regroups, is not good design if it is irrele	, transforms, translates, rotates,		
	Graphic design which evolves the symmetria of Vitrovitas, the dynamic symm of Mondrian, which is good asystal, generated by immition or by computer, bu- centrates in one good design if the does not communicate. Graphic designs is cap- providing meaning to a mass of unrelated needs, ideas, words and pierures. I fit this material together and make it instreming. Technology is beddging the cultures, become expectations and idelogies.	y invention or by a system of co- scentially about visual relationships t is a designer's job to select and		
	Design plays an important role in 'humanizing' the technoophere, the man- gradually cover our planet Earth. Alongside its function as an aesthetic value determines the acceptability of new services and new products. Design solut local cultural values and ledoolgan perferences. In graphic, word and image more important than the other, but both being good only when used approp	or as a marketing tool, design ons chosen will of course reflect : share equal value, no one being		
	The articulation of those two elements will always provide ground for excited message, which, in the end, is indeed the only real reason for graphic design: advertising, promotional design was largely the province of the advertising a	When promotion just meant		
	Kind regards,			
	Cheri Baker			
	Growing your wealt	'n		
	Member of the World Savings Bank Institute, Belgium, 1			

#### Actual size 85 x 55 mm

Personal information is set in 11 point L Frutiger Light/Bold/Pantone 654. Title -7 point L Frutiger Light/Plain/Pantone 144.

Address details are point , P point leading L Frutiger Light/Plain/Plantone 654 with Tel/Fax/Cell/Email titles bolded.

#### Letterhead

Actual Size 210 x 297 mm The address line text should be L Frutiger light/Plain/8 point, with a 3 %em kerning.

#### WHENEVER POSSIBLE THE DIGITAL COPY SUPPLIED SHOULD BE USED INSTEAD OF TRYING TO RECONSTRUCT THE CORPORATE STATIONERY.

Letterheads, business cards, memorandum and facsimile are our primary communication tools, each one should adhere strictly to the specifications given here.





### corporate stationery controls

 $\cap 7$ 





## corporate stationery controls

20mm			
30mm	Botswana Savings Bank	PO Box 1150, Gaborone Botswana Tel +267 365 9551/9558, Fax +267 395 2608	
1 <u>0mm</u>			
	FASCIMILE TRANSMIS	SION	
	To		
	From		
	Number of Pages		
	Dear Mrs Brown,		
	dimensional space; which speaks in semiotics, san	bies with the laws of form and the exigencies of two- s-serifs, and geometrics; which abstracts, transforms, s and regroups, is not good design if it is irrelevant.	
	by a system of co-ordinates is not good design if i about visual relationships providing meaning to a	nerated by intuition or by computer, by invention or does not communicate. Graphic design is essentially mass of unrelated needs, ideas, words and pictures. gether and make it interesting. Technology is bridging	
	tool, design determines the acceptability of new s	de its function as an aesthetic value or as a marketing envices and new products. Design solutions chosen ogical preferences. In graphics, word and image share	
		provide ground for excitement to intelligently portray real reason for graphic design. When promotion just the province of the advertising agencies.	
	Kind regards,		
	Cheri Baker		
	Growing	your wealth	



Actual Size 210 x 297 mm

**"FACSIMILE TRANSMISSION"** heading is set in 14 point with 6 point leading.

The address line text should be L Frutiger light/Plain/8 point, with a leading of 11 point and a 3 % em kerning.

WHENEVER POSSIBLE THE DIGITAL COPY SUPPLIED SHOULD BE USED INSTEAD OF TRYING TO RECONSTRUCT THE CORPORATE STATIONERY.







## power point template







### email signatures





558 Tshomanio House | Plot 53796 | Kagiso Mail P 0 Box 1150 | Geborne | Botswana t: +267 391 2555 | d: +267 367 0050 | F +267 317 0557 mi +267 73 333 385 | e timoshabiginsb.bw | w. www.bsb.bw

## A Bank that has been with you since the beginning

This message (including any attachments) is intended for its original addressees only and may contain privileged or confidential information. If you have received this message in error, please notify the sender promptly, and delete the message without copying or divulging its contents to anyone. The recipient should check this email and any attachments for the presence of viruses. The bank accepts no liability for any damage caused by any virus transmitted by this email. Opinions, conclusions, and other information in this message that do not relate to the official business of the bank shall be understood as neither given nor endorsed by it.



### press advertising



This festive from 1st October 2014 To 31st January 2015

BOTSWANA SAVINGS BANK

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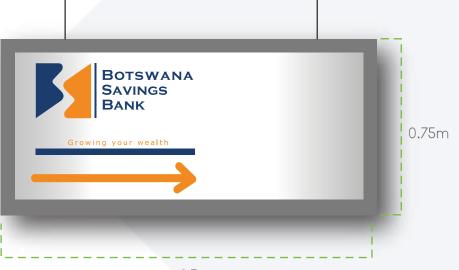


### branch signage

### ILLUMINATED EXTERNAL SIGN



4.5m



1.5m

### ILLUMINATED DOUBLE SIDED HANGING SIGN





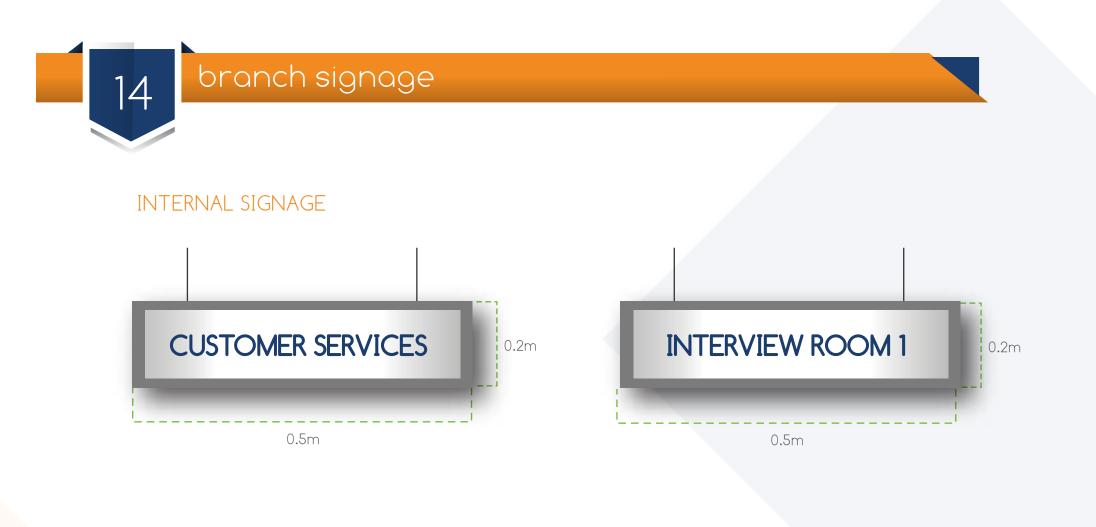
13

BOTSWANA SAVINGS BANK

### CONTRA VISION ON WINDOWS











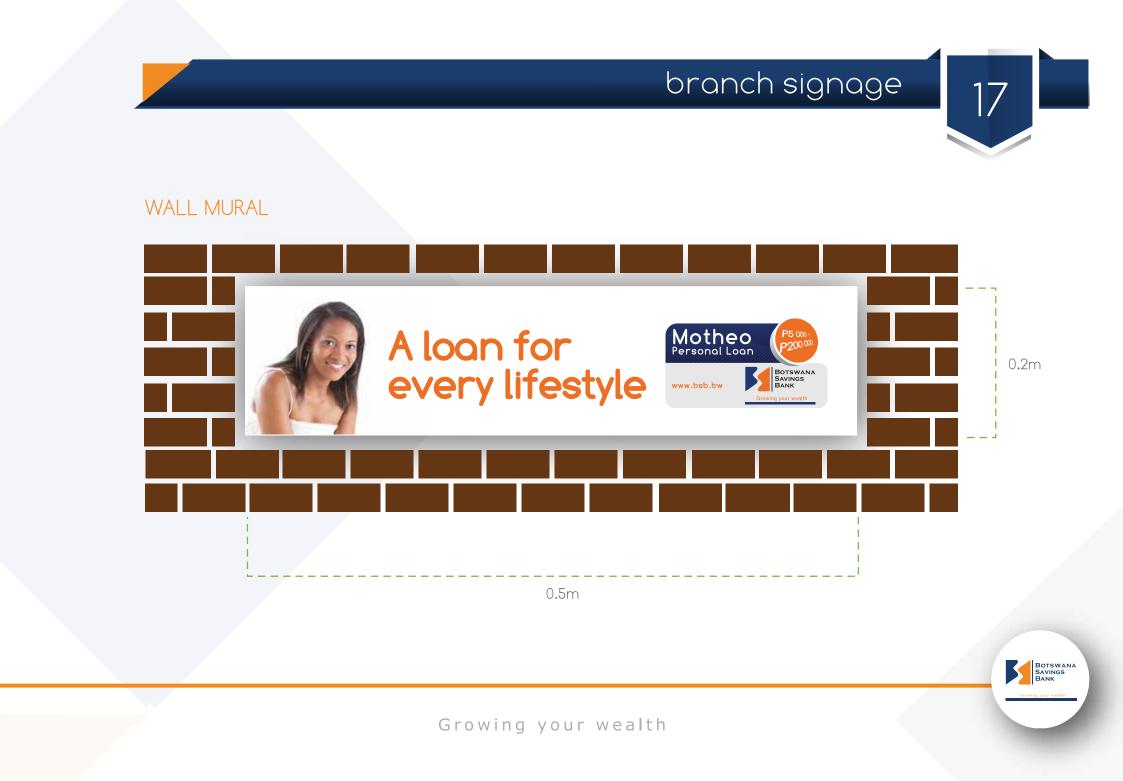


## branch signage

#### HANGING POSTERS BEHIND CONSULATATION CUBICLES







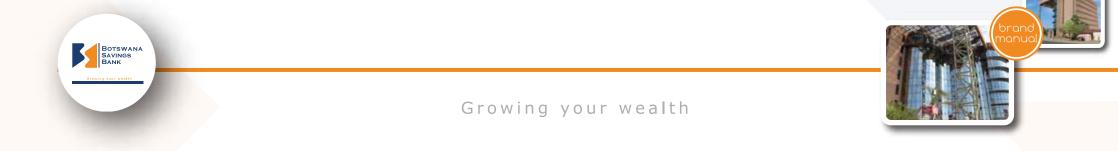


### inside wall/window treatment

#### TELLER WALLS

#### SAND BLASTING ON WINDOWS

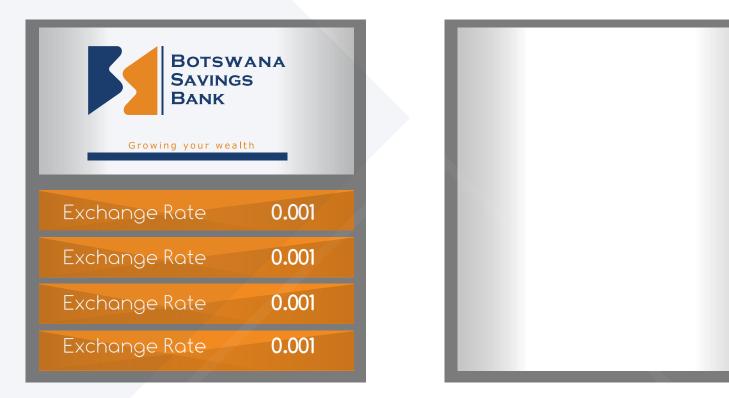




### electronic guide templates



### ELECTRONIC RATE GUIDE



### TARIFF GUIDE





### BSB ATM branding

#### ATM SHELTER DESIGN

#### ATM SCREENS



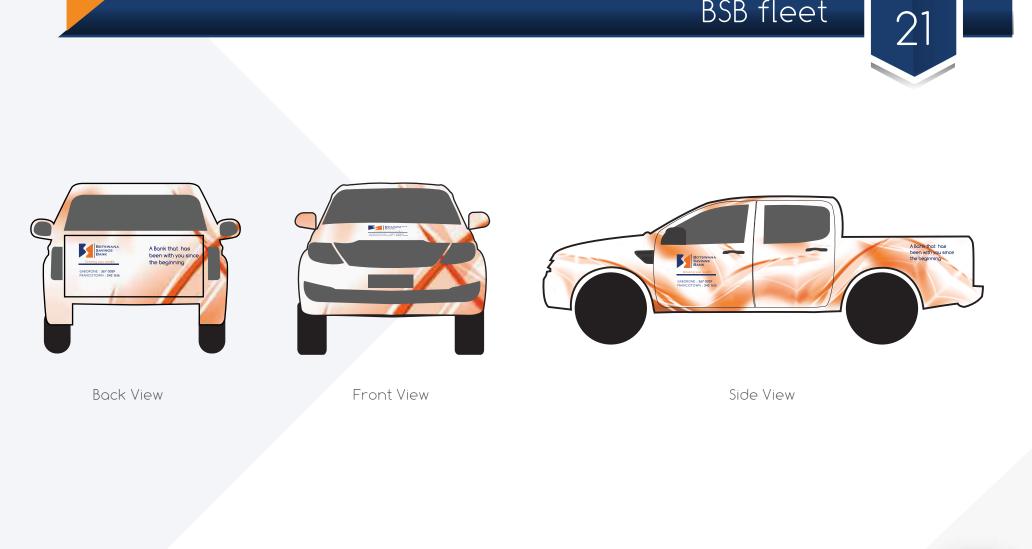
#### ATM CARDS





### BSB fleet

BOTSWANA SAVINGS BANK







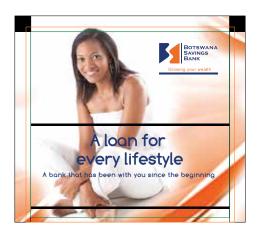
ABORONE : 367 0059 RANCISTOWN : 242 1616



Side View 1

BOTSWANA SAVINGS BANK

Side View 2







Back View



### editorial



#### MEDIA ADVERTORIAL



Marketing Manager Pr TENABLE IN GABORION	
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Number of Street

VACANCY AD.

#### TENDER AD.



with them provided internation ment dant of the laborat











BOTSWANA SAVINGS BANK

#### CONTACT US ON:

 BSB TSHOMARELO HOUSE, BROADHURST MALL, GABORONE:

 TEL: 391 2555
 367 0084
 367 0085
 | FAX: 395 2608

 FRANCISTOWN BRANCH:

 TEL: 242 1616
 | FAX: 242 1621

