

The main logo with tagline (Primary Use)

VERTICAL Our identity has two ways to align the p&n and bank –
& **HORIZONTAL** Landscape and Portrait.

When the logo is more than 25mm in length, the tagline of “WA’s member-owned bank” is to be used.

‘Member-owned’ should be bolded as shown below.



WA's **member-owned** bank



WA's **member-owned** bank

The exclusion zone & size of logo with tagline

The strength of our brand identity relies heavily on an absence of visual intrusion. It is critical to maintain space around the logo.

While the size of the identity will differ when applied to various applications, the proportion of exclusion zone should always stay the same – as indicated by the 'X' reference in the diagram.

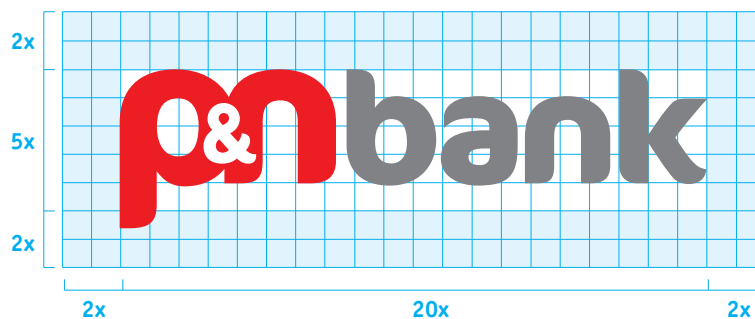
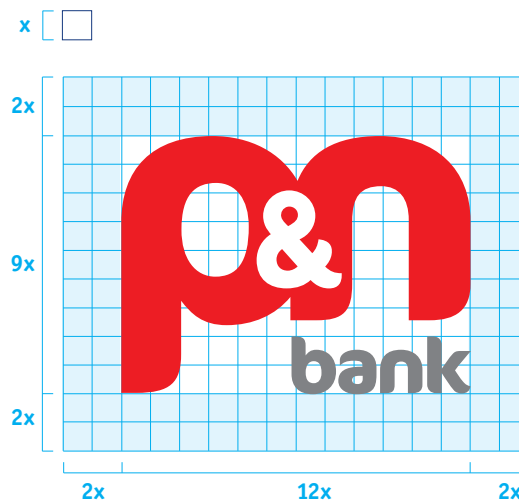


The main logo (Secondary Use)

- In some instance the logo will need to be used without the tagline.



The exclusion zone & size of logo with no tagline



Minimum size

When our logo is printed too small for the physical size of the application, it's not only hard for people to read, we risk having the logo not print correctly (letters join together, the checkerboard pattern fills in, etc).

Both instances compromise our brand integrity.

Vertical - never less than 15mm wide.

Horizontal - never less than 25mm wide.

At this size we drop the tagline depending on legibility.



Related logos

Throughout the business there are different sectors each with their own logo. When using these logos the same minimum sizing rules as the master logo will apply.



Identity colours

Using correct corporate colours is vital to maintaining a consistent visual identity. The two most important rules in this respect are:

1. The logo may be produced in either four colour or PMS.
2. The grey background is only allowable on outdoor signage and must be adjusted to Cool Grey 5 for legibility at distance.



PMS 485
C: 0 / M: 100 / Y: 100 / K: 0
PMS Cool Grey 9
Black: 60%



PMS 485
C: 0 / M: 100 / Y: 100 / K: 0
PMS Cool Grey 5

Identity Mono & Greyscale

Pictured below are the mono and greyscale reproductions of our identity. The greyscale has different values of black; each working with our two different identity colours.

p&nbank



PMS Black 100%
C: 0 / M: 0 / Y: 0 / K: 100

PMS Black 60%
C: 0 / M: 0 / Y: 0 / K: 60



p&nbank