

# **GRAPHIC STANDARDS**

## **VENDOR GUIDE**



# INTRODUCTION

## A Different Kind of Bank

From our mission to our markets, Southern Bancorp is a unique financial institution that was founded to help strengthen underserved communities through financial access and investment. By combining traditional banking and lending services with financial development tools ranging from credit counseling to public policy advocacy, Southern Bancorp helps underserved families and communities grow financially stronger – regardless of zip code.

Southern’s focus is on growing its impact and influence through responsive, responsible, and innovative product delivery to the un/underbanked, as well as developing strategic partnerships that help broaden its impact far beyond its physical market borders such as with the CDFI Fund and the Global Alliance for Banking on Values (GABV).

With such a unique mission, it is imperative that we tell our story in the most approachable, professional, and cohesive way. That’s why the Graphic Standards Guide is an important document for every vendor, partner, and staff member.

**For more information, questions, and media files please go to**

**[banksouthern.com/mediakits](https://banksouthern.com/mediakits)**

**or contact**

**[media@banksouthern.com](mailto:media@banksouthern.com)**

# STANDARDS



**Pantone 3005 PC 3**  
C 100 M 28 Y 0 K 0  
R 0 G 140 B 209  
Hex 008bd1



**Pantone 540 C**  
C 100 M 84 Y 39 K 33  
R 19 G 49 B 86  
Hex 133156



**Minimum Size: 1 inch**  
to maintain legibility.



**Pantone 3005 PC 3**  
C 100 M 28 Y 0 K 0  
R 0 G 140 B 209  
Hex 008bd1



**Pantone 425 C**  
C 65 M 56 Y 53 K 29  
R 85 G 87 B 87  
Hex 555759



**Pantone 423 C**  
C 48 M 39 Y 39 K 4  
R 138 G 140 B 140  
Hex 8a8b8c

**Safe Zone: width of the B**  
to allow for appropriate negative space.

## TYPOGRAPHY

Glober

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890?!@ \$%&

*Glober is a licensed font purchased by Southern Bancorp and the official brand font. No other font is authorized. Do **NOT** substitute for a similar font. If you need this font, please contact the Communications team at [media@banksouthern.com](mailto:media@banksouthern.com).*

# LOGO USAGE

## PRIMARY LOGO



## ALTERNATIVE LOGOS



### GRADIENT LOGOS

When creating black and white documents, an all-black or all-gradient logo can be used. The white logo can be used for any non-white backgrounds.

## NON-WHITE BACKGROUNDS



When using a background that isn't white, the all-white logo should be used on any color that competes with the Southern blues. Usually anything darker than a pastel is too dark to use the color logo.

# INCORRECT LOGO USAGE



**DO NOT** reverse the colors of the text.

**DO NOT** change the logo to unofficial colors.

**DO NOT** add gradient effect to river icon or other elements.

**DO NOT** use other fonts.

**DO NOT** add other text.

**DO NOT** add branch location or department name.

**DO NOT** stretch or warp logo.

**DO NOT** reconfigure logo elements.

# COMMON LOGO MISTAKES



White on dark background



Background competes with logo

**Quick Tip**  
 Are you seeing a box of white around your logo? You are probably using a **JPEG**. Use the logo in **PNG** format for transparent background.



White on mid background



Background competes with logo



Color logo with white box around it



Color on light background



Similar but not brand colors



Not brand color



Not brand colors



Logo reconfigured



Transposed colors



Wrong font



White river

# A WORD TO VENDORS, MEDIA PROFESSIONALS, AND PARTNERS

For quality photos and bios of Southern Bancorp or Southern Bancorp Community Partners executive leadership, please go to [banksouthern.com/mediakits](https://banksouthern.com/mediakits).

Our executive leadership is available for speaking engagements. For more information, please visit [banksouthern.com/mediakits](https://banksouthern.com/mediakits). Email requests to [media@banksouthern.com](mailto:media@banksouthern.com).

All other media requests should also be sent to [media@banksouthern.com](mailto:media@banksouthern.com).

Southern Bancorp is affiliated with a number of venerable organizations. For more information and press requests, please visit their websites.

B Corporation  
[www.bcorporation.net](http://www.bcorporation.net)

Global Alliance for Banking on Values (GABV)  
[www.gabv.org](http://www.gabv.org)

BankOn Arkansas+  
[www.bankonar.org](http://www.bankonar.org)

Community Development Financial Institutions Fund (CDFI)  
[www.cdfifund.gov](http://www.cdfifund.gov)

Federal Deposit Insurance Corporation (FDIC)  
[www.fdic.gov](http://www.fdic.gov)

# VENDOR CONTRACT

As a representative of the business or organization affiliated with Southern Bancorp and/or Southern Bancorp Community Partners, I, \_\_\_\_\_, agree to follow the rules stated in the Graphic Standards Guide. As an affiliate of Southern Bancorp, I agree to:

- Refrain from altering or omitting any colors, fonts, or content not already stated in the guidelines above.
- Ask for the appropriate files directly from [media@banksouthern.com](mailto:media@banksouthern.com) and use without altering.
- Ensure high quality of logos, colors, and content by making sure that nothing is stretched, altered, or pixellated.
- If unsure of the quality of the files or instructions, contact the Marketing Communications team directly via [media@banksouthern.com](mailto:media@banksouthern.com) to verify.
- Contact [media@banksouthern.com](mailto:media@banksouthern.com) if the Southern Bancorp representative is giving you a project that breaks graphic standards.

I have read the Graphic Standards Guide and agree to the terms.

Name\_\_\_\_\_

Business / Organization\_\_\_\_\_

Date\_\_\_\_\_

Electronic signing, or agreement via email is fine. Please send to [media@banksouthern.com](mailto:media@banksouthern.com).