

# Independence Bank *Logo Usage*

## Versions

There is a horizontal and vertical version of the Independence Bank logo. The logo should be chosen based on which version gives the logo the most weight within the context of your layout. The logo with tagline is primarily for banking location usage.



Vertical



With tagline



Horizontal

## Size

The logo must be no smaller than 1.25" wide for print or 90 pixels on screen.

1.25"/90 pixels



1.25"/90 pixels



## Clear Space

Clear space is based upon the letter "I" in the logo.



## Color

The Independence Bank logo is best displayed in one color. If not green, the logo should appear as black or white – never gray.



PMS 343



## Contrast

The Independence Bank logo should have a strong contrast on any textured background.



On light background

On dark background

## Unacceptable Applications

Never alter the logo artwork in proportion or color. Below are some additional examples of unacceptable logo presentation.



Do not use unapproved colors



Do not outline the logo



Do not stretch the logo



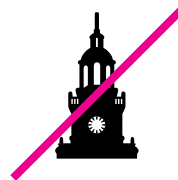
Do not use as part of a sentence



Do not layer content over the logo



Do not rotate the logo



Do not use the cupola on any materials that don't also show the full logo



Do not use the logo without the cupola or Member FDIC