

Logo Variations & Usage Guide

White Space

Make sure the area surrounding the logo is free from other graphics or typography. The minimum clear space on all 4 sides of the brand logo is equal to the height of the "K" in the word BANK.



Minimum Size

The smallest recommended height for the horizontal logo with FANO lockup is .5" to make sure that "A member of" remains readable.



The smallest recommended height for the horizontal logo with tagline and FANO lockup is 5/8" (.625) to make sure that the tagline remains readable.



Graphic Suggestions

Generally use the full-color logo in all communications. Choose either the horizontal or the vertical version, depending on which fits best.

NEVER DISTORT THE LOGO. Always resize smaller and never resize larger as it will cause the logo to look fuzzy.

When resizing smaller, always drag from a corner point and hold the Shift key. This usually preserves the aspect ratio.

Use the icon-only or text-only version when there is not room for the entire visual logo or when the logo gets reduced to icon size.

Never let text or graphic elements overlap the logo.

Make sure to use the proper file type and color mode for the appropriate application or your logo colors may become distorted.

Provided File Types

There are various file types included for each of your logo layout variations. The following describes each file and its usage:

EPS

Many printers will ask for the EPS file when printing your logo, especially for large scale print jobs, as an EPS retains its quality and clarity at any size. It can also hold the Pantone color information for offset printing.

High Resolution (CMYK) TIFF and (RGB) JPEG

You should be able to view this file in most picture-viewing software. These files are widely used for printing. They can also be inserted into Word and Publisher for your own document and projects.

Low Resolution (RGB) JPEG and Transparent PNG

These files are not the best quality for printing, but are minimal in file size so they can be easily emailed or used for website design. The colors in these files may look more accurate on your computer monitor than the CMYK TIFF files. They should be used for PowerPoint presentations.

PDF

This is a PDF document of your logo that simply shows what each version of your logos look like. This may be easily emailed and may be accepted by some printers.

Original Illustrator File

Your logo is created in Adobe Illustrator, a vector-based software best suited for logo creation. This file includes all your logos as separate pages and may be used for future editing by a professional.