

Since 1883



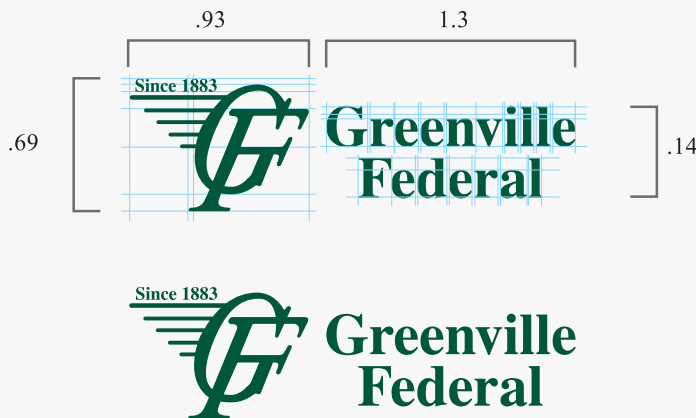
Greenville  
Federal

*Brand Identity Guide*

## THE LOGO

The Greenville Federal logo consists of Times New Roman typeface and the GF symbol. The typeface/symbol and their relationships must never be modified in any way. The logo must always be reproduced like this composition without any changes.

### GREENVILLE FEDERAL | GUIDE OF GREENVILLE FEDERAL LOGO ANATOMY



### Application

The Greenville Federal logo should always be reproduced in this form. The logotype has been created with specific letter and spacing. Always use approved logo format when reproducing the Greenville Federal logo.

## LOGO VARIATION

GREENVILLE FEDERAL | VARIATION OF GREENVILLE FEDERAL LOGO THAT IS ACCEPTABLE TO USE

### Colors

These are some alternative logos that can be used. The main logo still uses Pantone color 343C (1). If using a dark background or a picture, then there is an alternate logo that can be used (2).

### Black and White

For black and white production, make sure to use the greyscale logo (4). If not possible, the logo with one color (monotone) is also allowed (3).

1.



2.



3.



4.

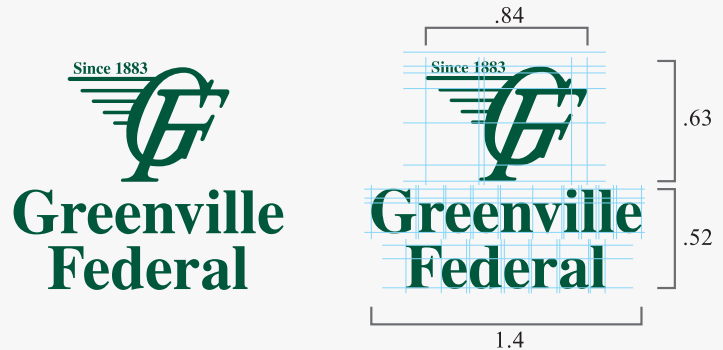


## SECONDARY LOGO

The Greenville Federal logo consists of Times New Roman typeface and the GF symbol. The typeface/symbol and their relationships must never be modified in any way. The logo must always be reproduced like this composition without any changes.

Only use this secondary logo when there is not possible to use the primary logo.

GREENVILLE FEDERAL | SECONDARY LOGO THAT IS ACCEPTABLE TO USE



### Application

The secondary Greenville Federal logo should always be reproduced in this form. The logotype has been created with specific letter and spacing. Always use approved logo format when reproducing the Greenville Federal logo.

## SECONDARY LOGO VARIATION

GREENVILLE FEDERAL | VARIATION OF SECONDARY LOGO THAT IS ACCEPTABLE TO USE

### Colors

These are some alternative logos that can be used. The main logo still uses one Pantone color 343C (1). If using a dark background or a picture, then there is an alternate logo that can be used (2).

### Black and White

For black and white production, make sure to use the greyscale logo (4). If not possible, the logo with one color (monotone) is also allowed (3).

1.



2.



3.



4.



## EXCEPTABLE LOGO USES

GREENVILLE FEDERAL | EXAMPLE OF CORRECT USE OF LOGO



**Correct**

font in one line



**Correct**

GF symbol by itself with Since 1883



**Correct**

font in one line with contact information



**Correct**

GF symbol with other Greenville Federal Applications



**Correct**

GF Symbol as an icon



**Correct**

GF Symbol Green w/ Black Type



Variations of the logo to use for reproducing Greenville Federal identity.

\* If none of the exceptable logos can be used, please check with Greenville Federal to see if there can be an exception.

## INCORRECT USE OF LOGO

GREENVILLE FEDERAL | EXAMPLE OF INCORRECT USE OF LOGO

**✘ Incorrect**  
use unacceptable color



**✘ Incorrect**  
No skewing of logo



**✘ Incorrect**  
using low resolution logo



**✘ Incorrect**  
use effect on logo (gradient, shadow, etc)



**✘ Incorrect**  
use logo as outline



**✘ Incorrect**  
replace typeface of the logo



Unacceptable variations of the logo to use for reproducing Greenville Federal identity.

# TYPEFACE AND FONT

GREENVILLE FEDERAL | TYPOGRAPHY USED FOR IDENTITY

## Logo Typeface

The typeface using Times New Roman (Bold)

## Font and Typography

Times New Roman (Bold) should be used for title in Greenville Federeal media applications. Make sure to use Times New Roman (Regular) for body text, and Times New Roman (Bold) for display text.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz1234567890\$%&(,.;:#!?)**

**Times New Roman, Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz1234567890\$%&(,.;:#!?)

Times New Roman, Regular

## COLORS

The main colors used in Greenville Federal's identity is the Pantone 343 C, and this continues to be used on the icon/symbol of the logo. Pantone Process Black & White can be used for text and symbol on Black and White applications such as Newspaper advertisements.

Not allowed to use another colors than the colors above to reproduce Identity logo and identity.

GREENVILLE FEDERAL | COLORS USED FOR IDENTITY

### Pantone 343 C



### Pantone Process Black



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