



BRAND GUIDELINE



Prime Bank

PUTTING YOU FIRST

ABOUT THIS GUIDE

The following pages provide an overview of the Prime Bank visual identity system, applicable to both print and online uses. Use it as your tool to determine what to do and not to do as you present Prime Bank material internally or externally.

No logos or brand identities that carry the name of the Prime Bank or its member institutions may be created without adhering to the system outlined in this guide.

These guidelines were created to build consistent design language for Prime Bank.
Not all examples and instances will be represented in this guide. If any questions contact Prime Bank Marketing

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Primebank Main Logo

Position, size, and colors, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

Prime logo should always be clearly displayed and should be placed on a carefully selected background
The Prime Bank Logo should always be used as one single unit and never seperated unless specific scenarios to be applied are advised.



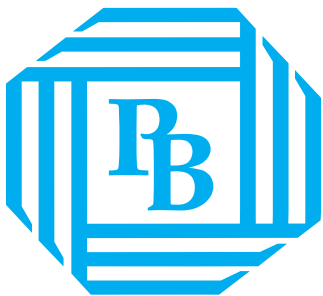
Logo without Tagline



Logo with Tagline



The Emblem



Corporate Colours

The Prime Bank colours consist of both of a brighter range of colors offset against a limited range of secondary ones, giving a balanced vibrance in the visual appearance of the brand

Panesar Blue is the primary corporate colour. It always should appear on all communications.



Pantone Blue 801 C
CYMK: 77.76%, 25.13%, 3.83%, 0%
RGB: 0, 152, 206
HEX: #0098CE



CMYK Cyan
CYMK: 100%, 0%, 0%, 0%
RGB: 0, 174, 239
HEX: #00AEEF



Pantone Cool Grey 8
CYMK: 100%, 0%, 0%, 0%
RGB: 0, 174, 239
HEX: #00AEEF



Prime Green
CYMK: 75%, 0%, 100%, 0%
RGB: 57, 181, 74
HEX: #38B449



Prime Orange
CYMK: 0%, 50%, 100%, 0%
RGB: 247, 148, 30
HEX: #F7931D



**Prime Gradient
Colour Swatch**

Primebank Typography

Our primary Communication fonts family is Optima and Avenir. This sans serif font is available in various weights. For all our communication purposes.

Avenir Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? / { } + = . , ~ ` ! @ % & * £ () _ -

Avenir Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? / { } + = . , ~ ` ! @ % & * £ () _ -

Optima Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? / { } + = . , ~ ` ! @ % & * £ () _ -

Optima Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? / { } + = . , ~ ` ! @ % & * £ () _ -

Available Weights

Avenir Light
Avenir Light Oblique
Avenir Book
Avenir Roman
Avenir
Book Oblique
Avenir Oblique
Avenir Medium
Avenir Medium Oblique

Avenir Black
Avenir Black Oblique
Avenir Heavy
Avenir Heavy Oblique
Optima Regular
Optima Italic
Optima Bold
Optima Bold Italic
Optima Extra Black

Bank Product Logos

They comprise of various product models working to achieve the bank’s single strategy of building and effectively delivering banking services that speaks to the customer and institutions needs.

Each product logo has a distinct visual identity which separates it from other products but have one similar voice with regards to the overall identity of Prime Bank

PRODUCT LOGO STRUCTURE SAMPLE



EXAMPLE OF PRODUCT LOGO WITHOUT A LEAF



- 1 The green leaf should always appear on the logo structure it may be omitted on certain scenarios where the leaf is not used
- 2 The symbol icons vary however colour combination may range from the Prime primary colours and their gradients

Bank Product Logos

Our bank product logos :



Print Application



Brochure Style

The layout of the brochures vary in relation to the size and bank product used. Below are examples of the brochure styles available

SIZES
A4, A5, A6 & DL SIZE



DL SIZE



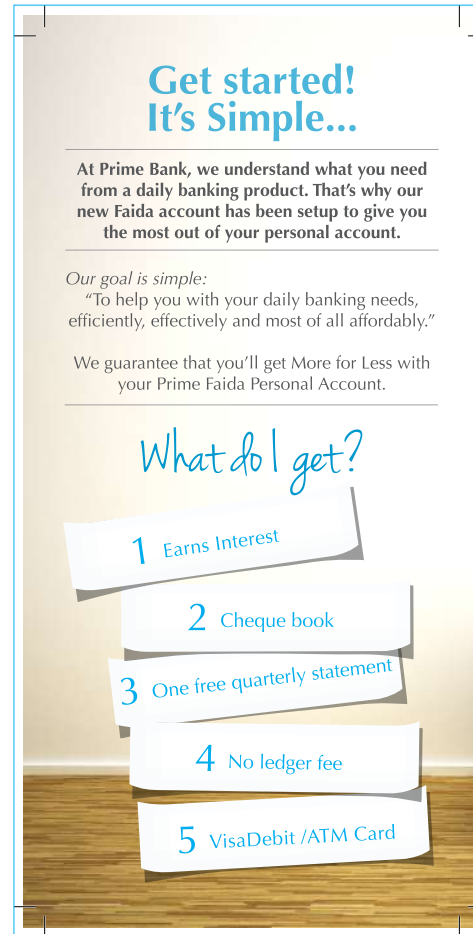
DL SIZE



A5 SIZE

Product Flyer

The layout of the flyer changes in relation to the size and bank product used. Below are examples of the flyer available



SIZES:
A4, A5, A6 & DL SIZE

The layout is created to intergrate the product in a manner to engage and inspire the consumer

Forms Style

These refer to the application forms style to be adapted when designing. The fonts used is Optima only

FRONT COVER APPLICATION FORM

PRIME LOGO HERE

APPLICATION FORM
COVER FORMAT

PDT
Logo
Here

IMAGE AREA
PASTE IT HERE

PRODUCT APPLICATION
FORM HERE

INSIDE PAGE APPLICATION FORM

LOCKER NO:

TITLE FONTS:
OPTIMA

BRANCH:

ACCOUNT TITLE:

DATE:

DETAILS OF AUTHORISED SIGNATORIES

DETAILS OF SIGNATORIES:

AUTHORIZED SIGNATORY
(Please sign only within the boundary of this box)

Attach coloured passport size photograph

Name:

ID/PP No:

Mobile No:

Mode of Operation:

AUTHORIZED SIGNATORY
(Please sign only within the boundary of this box)

Attach coloured passport size photograph

Name:

ID/PP No:

Mobile No:

Mode of Operation:

c15m10y0 k0
NO TRANSPARENCY

WHITE FILL
BOX WITH
BLUE COLOUR

AUTHORIZED SIGNATORY
(Please sign only within the boundary of this box)

Attach coloured passport size photograph

Name:

ID/PP No:

Mobile No:

Mode of Operation:

AUTHORIZED SIGNATOR
(Please sign only within the boundary of this box)

Attach coloured passport size photograph

Name:

ID/PP No:

Mobile No:

Mode of Operation:

Forms Style

These refer to the application forms one needs to sign up for the banks product or service. Each product form varies from the other but have a similar design frame work to them.

**SIZES
A4, A5,**

EXAMPLES OF APPLICATION FORM




CREDIT CARD ACTIVATION FORM

Date: _____

Dear _____

We are pleased to enclose your credit card. The PIN has been dispatched to you earlier. We request that you activate the Card before using it. Please sign the card activation form given below, to activate your card.

Please Note:

- The card cannot be delivered to a third party without an authority letter from the cardholder.
- The authority letter should contain the name of the person authorized to collect the card along with his ID number.
- Copy of ID of the authorized person should be kept along with the activation form.

Yours Sincerely,

For Cardholder Use Only

I hereby request the bank to activate my credit Card No: _____

Name of Cardholder: _____

Name of person collecting the card: _____ ID No: _____

Signature: _____ Date: _____ Time: _____

For Bank Use Only

Signature Verified by:	Activated by:
Name: _____	Name: _____
Signature: _____	Signature: _____
Date: _____	Date: _____





APPLICATION FORM

Supporting the




VISA GOLD GOLF APPLICATION FORM

Before you sign the application form please read the agreement very carefully. If in doubt contact the nearest Prime Bank branch. By signing the application form you formally agree to the terms and conditions of this agreement. The issuance of the card and your acceptance and use of it will be governed by the Terms and Conditions in force at the time of use. This agreement binds all Bank cardholders.

Credit Limit* _____

*The Bank in its sole and absolute discretion will determine the Credit Limit, including form and amount of any security to be provided. You will be advised of such security requirement prior to issuing any Card.

PERSONAL DETAILS

Title _____ Surname _____ First Name _____ Middle Name _____

Date of birth _____ Nationality _____ Country of Residence _____

ID/Passport No. _____ Place of Issue _____ R No. _____

Marital Status _____

Married ☐ Single ☐ Divorced ☐ Separated ☐ Widowed ☐

Mother's Maiden Name _____ No of Dependents, including spouse _____

Postal Address _____

P.O. Box _____ Post Code _____ City/Town _____

Residential Address _____

Hse. No. _____ Estate _____ Street: _____

Email _____ Phone No. _____ Mobile No. _____

Nearest Landmark _____

Permanent Address, if different from Residential Address _____

Residential Status

Own house ☐ Since _____ Tenant ☐ Since _____ Rent per month _____

Company house ☐ Since _____ Live with Parents ☐

If property is owned, please state form of ownership

Freehold ☐ Leasehold _____ Other, Please Specify _____

LR No. _____ Estimated Value _____ Outstanding Mortgage _____

If less than 1 year at the residential address stated, please state previous address and length of stay _____

Magazine Ads

The template below applies to the style guide of our general communication to all posters

The layout is created to intergrate the product in a manner to engage and inspire the consumer

THE ANGLED SLOPE SHOULD BE SLANTED. A BOX GUIDE CAN BE SPLIT DIAGONALLY TO SHOW THE ANGLE

SIZES VARY WITH MAGAZINE
FULL PG, HALF PG,QUARTER
PG AND STRIP

The layout is created to integrate the product in a manner to engage and inspire the consumer

3 TIER BOX

HEADER HERE

SUB HEADER

Lorem ipsum BODY TEXT HERE

IMAGE HERE USE: PASTE INTO COMMAND

TO CHANGE THE FOOTER OR ADJUST THE IMAGE FRAME OR ADJUST TO A NEW SIZE PICK ANY ELEMENTS ACCESS THE MASTER PAGE

STEEP FOOTER

PDF LOGO HERE

Prime Bank
Branch Details here
Tel: (020) 00 0000 / 000
Cell: 000 000 000
Email: address@primebank.co.ke

Prime Bank

PUTTING YOU FIRST

customer@primebank.co.ke | www.primebank.co.ke

ACHIEVING MILESTONES

Congratulations to Shree Sanatan Dharma Sabha (SSDS) on Celebrating 100 Years in Kenya.

25 YEARS

Prime Bank

PUTTING YOU FIRST

est. 1992

Head Office - Riverside Drive, Nairobi
Plot Line: (020) 420 3000 / 0719 000 000
Fax: (020) 443 1247
Email: customer@primebank.co.ke

Prime Bank

PUTTING YOU FIRST

www.primebank.co.ke

LANDSCAPE FORMAT

HEADER HERE

SUB HEADER

Lorem ipsum BODY TEXT HERE

IMAGE HERE USE: PASTE INTO COMMAND

TO CHANGE THE FOOTER OR ADJUST THE IMAGE FRAME OR ADJUST TO A NEW SIZE PICK ANY ELEMENTS ACCESS THE MASTER PAGE

PDF LOGO HERE

Prime Bank
Branch Details here
Tel: (020) 00 0000 / 000
Cell: 000 000 000
Email: address@primebank.co.ke

Prime Bank

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www.primebank.co.ke

MAKING A DIFFERENCE TOGETHER

Congratulations to the Rotary Clubs, Lions Clubs, Jain Social Group and Sunrise Walkers on the successful conclusion of the Famine Relief Activity.

25 YEARS

Prime Bank

PUTTING YOU FIRST

est. 1992

Head Office - Riverside Drive, Nairobi
Plot Line: (020) 420 3000 / 0719 000 000
Fax: (020) 443 1247
Email: customer@primebank.co.ke

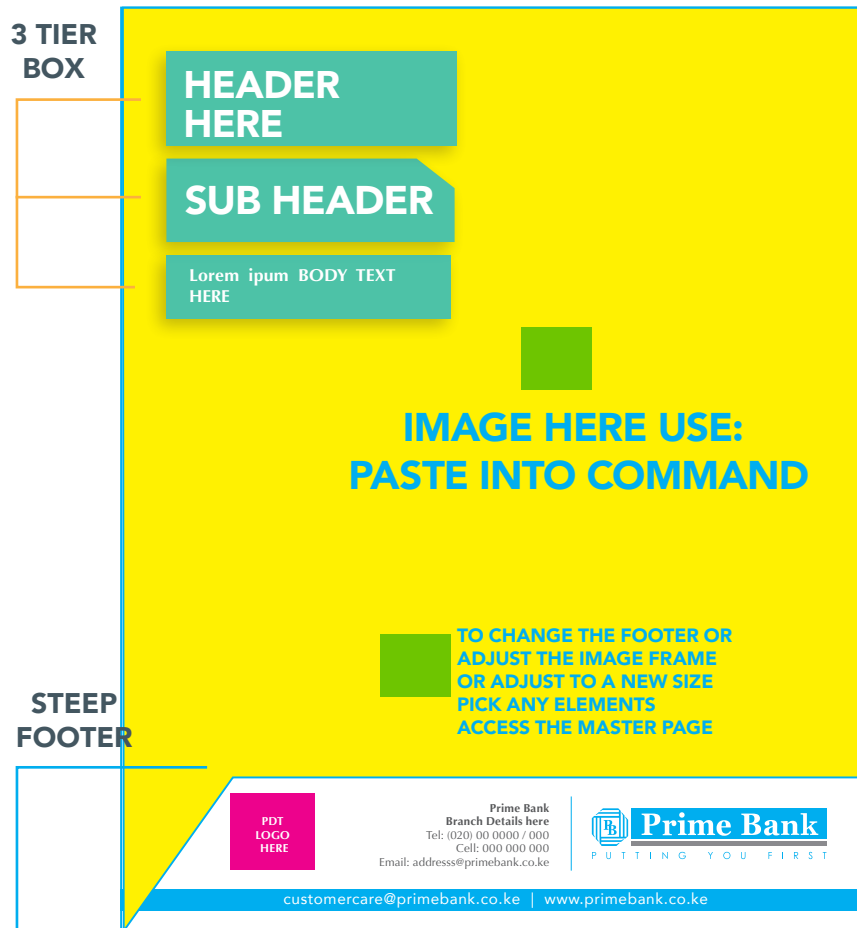
Prime Bank

PUTTING YOU FIRST

www.primebank.co.ke

Newspaper Ads

The template below applies to the style guide of our general communication to all posters



THE ANGLED SLOPE SHOULD BE SLANTED. A BOX GUIDE CAN BE SPLIT DIAGONALLY TO SHOW THE ANGLE

SIZES VARY WITH NEWSPAPER FULL PG, HALF PG, QUARTER PG AND STRIP

The layout is created to intergrate the product in a manner to engage and inspire the consumer

FEATURES

The layout is created to intergrate the product in a manner to engage and inspire the consumer

The **Steep footer** is a constant on our template to hold the **logo, Branch address and product logo**

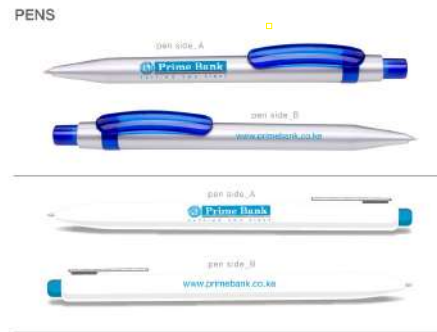
The three tier copy box should always be on the left side of the artwork with the main headline, sub headline and copy template respectively the layout is adaptive

Corporate Merchandise

Below are samples of Prime Bank corporate merchandise materials



MARATHON T-SHIRT



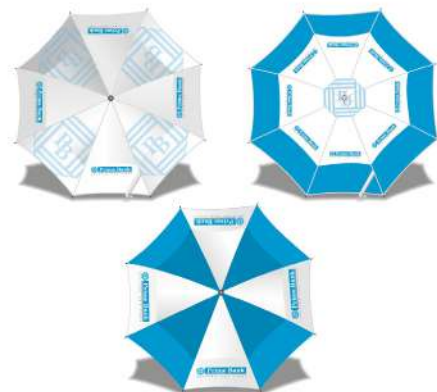
PENS



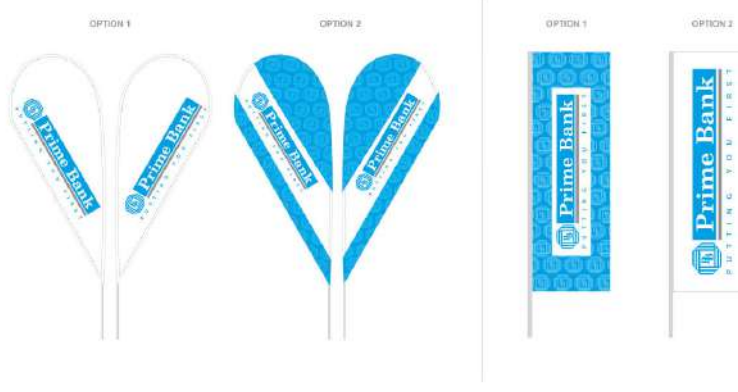
BUTTERFLY BANNER



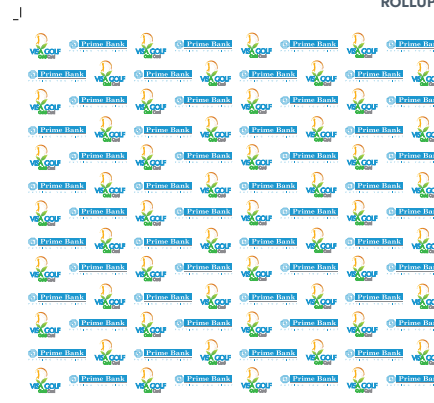
ROLLUP BANNER



UMBRELLA



TEARDROP BANNER



MEDIA BANNER



BAG

*Outdoor
Application*



Office Branding

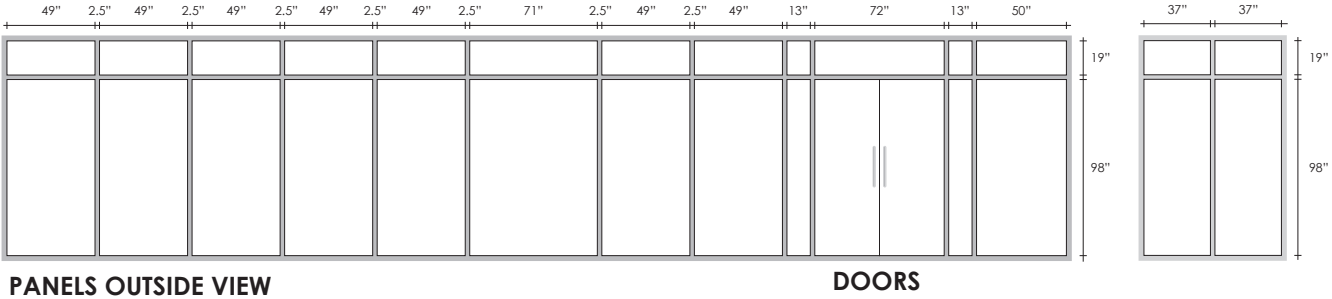
Below are Prime Bank examples of which are adopted to the office window branding

FEATURES

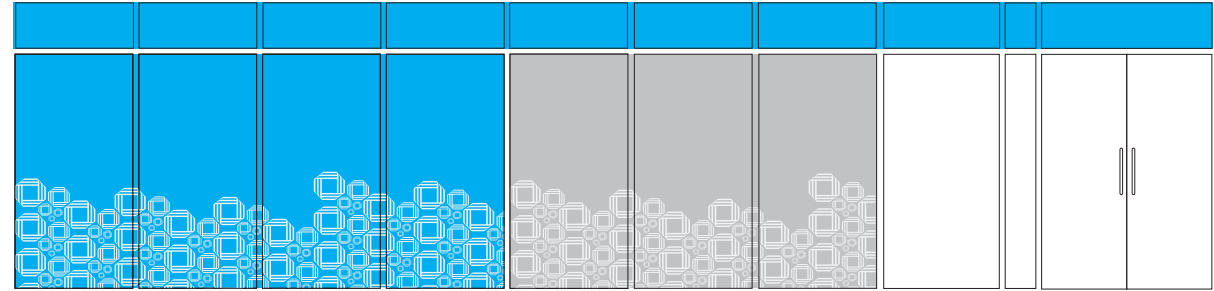
When branding the exterior office space the abstract element should always be adapted either to a Prime blue or on a frosted window. The pattern may be adopted as shown below

EXTERIOR OFFICE BRANDING ELEMENT OPTION

AREAS TO BRAND
WINDOW PANELS
OFFICE DOORS



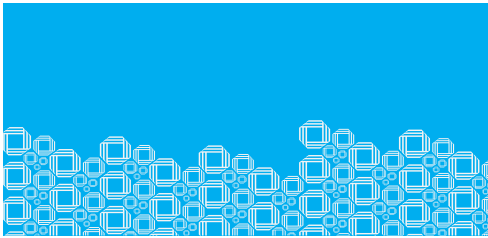
WINDOW BRANDING TEMPLATE
BRANDED AREAS



ABSTRACT ELEMENTS



ABSTRACT PRIME BANK ELEMENT
WITH BLUE BACKGROUND



ABSTRACT PRIME BANK ELEMENT
ON A FROSTED BACKGROUND

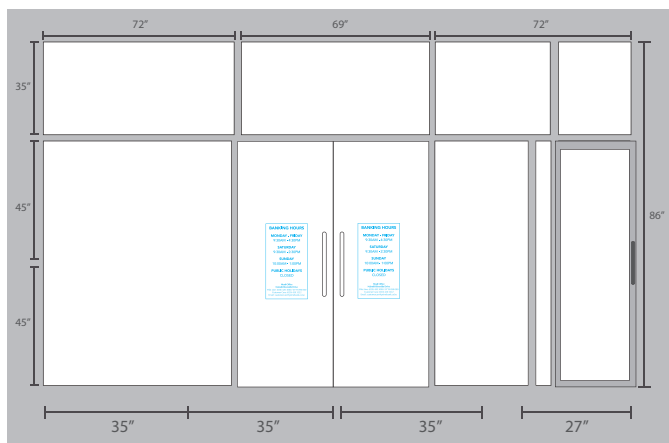


Office Branding

Below are Prime Bank examples of which are adopted to the office window branding

EXTERIOR OFFICE BRANDING WITH IMAGE OPTIONS

AREAS TO BRAND WINDOW PANELS OFFICE DOORS

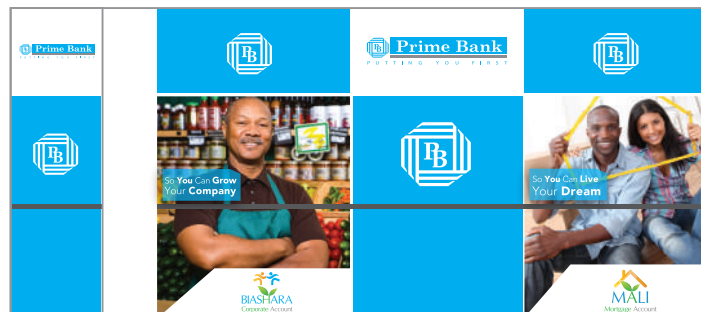


PANELS OUTSIDE VIEW DOORS DOOR

WINDOW BRANDING TEMPLATE BRANDED AREAS



PANELS OUTSIDE VIEW DOORS DOOR



FEATURES

When branding the exterior office space the use of images pdt communication The branding may be as shown below

EXTERIOR OFFICE BRANDING

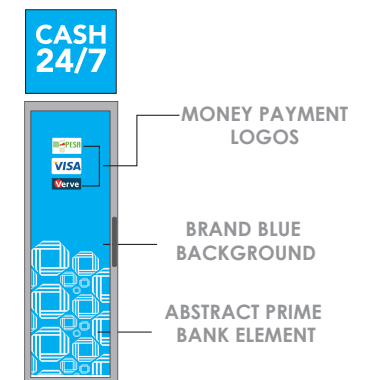
AREAS TO BRAND WINDOW PANELS BRANDING ELEMENTS



PDT LOGO PLACEMENT

PDT LOGO PLACEMENT

ATM DOOR



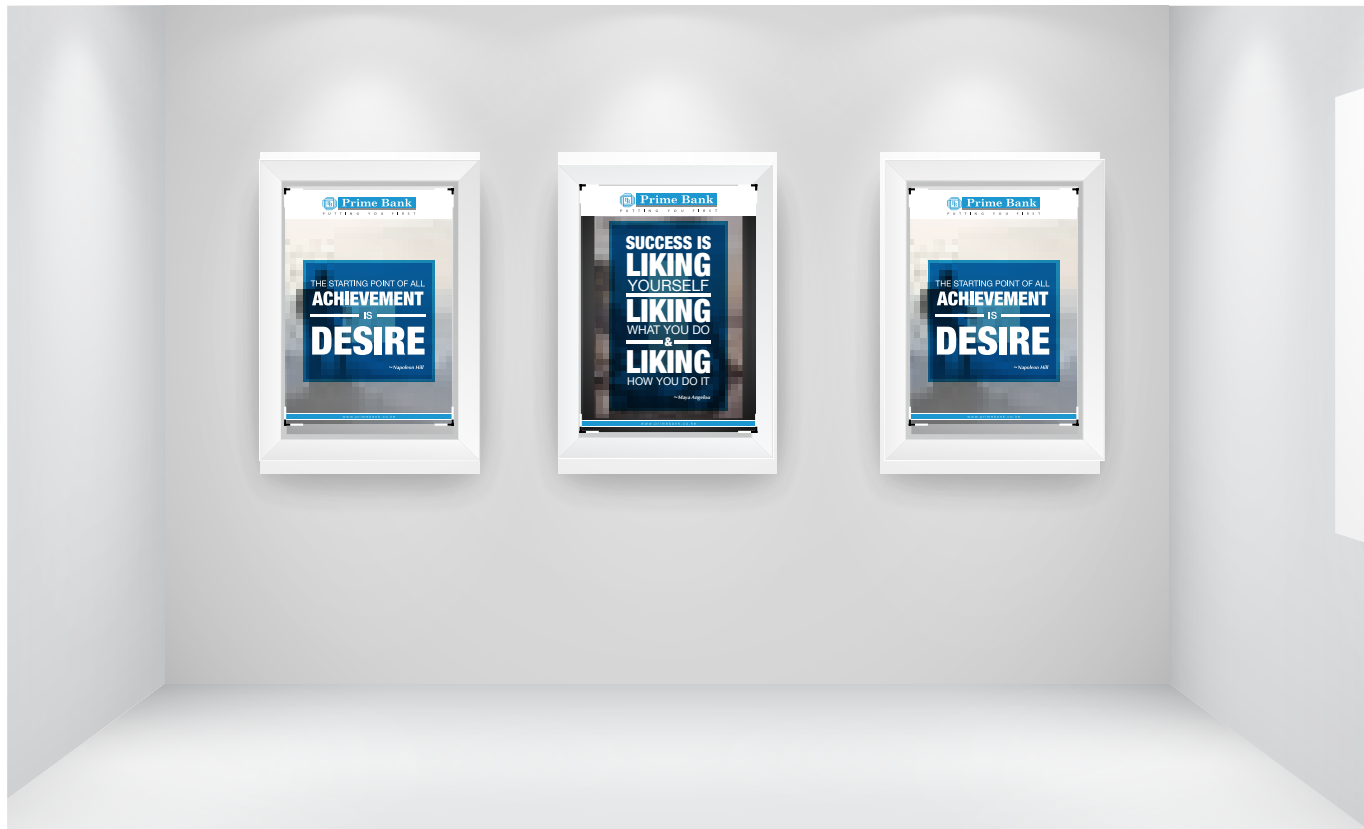
MONEY PAYMENT LOGOS

BRAND BLUE BACKGROUND

ABSTRACT PRIME BANK ELEMENT

Interior Office Branding

Below are Prime Bank examples of poster panel which are adopted to the interior office window branding



FEATURES

When branding the interior office space the use of poster panels is to be used to create a good ambience to the office



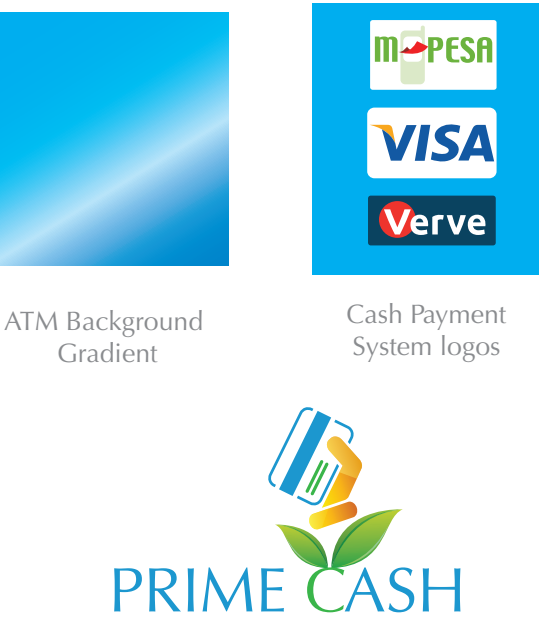
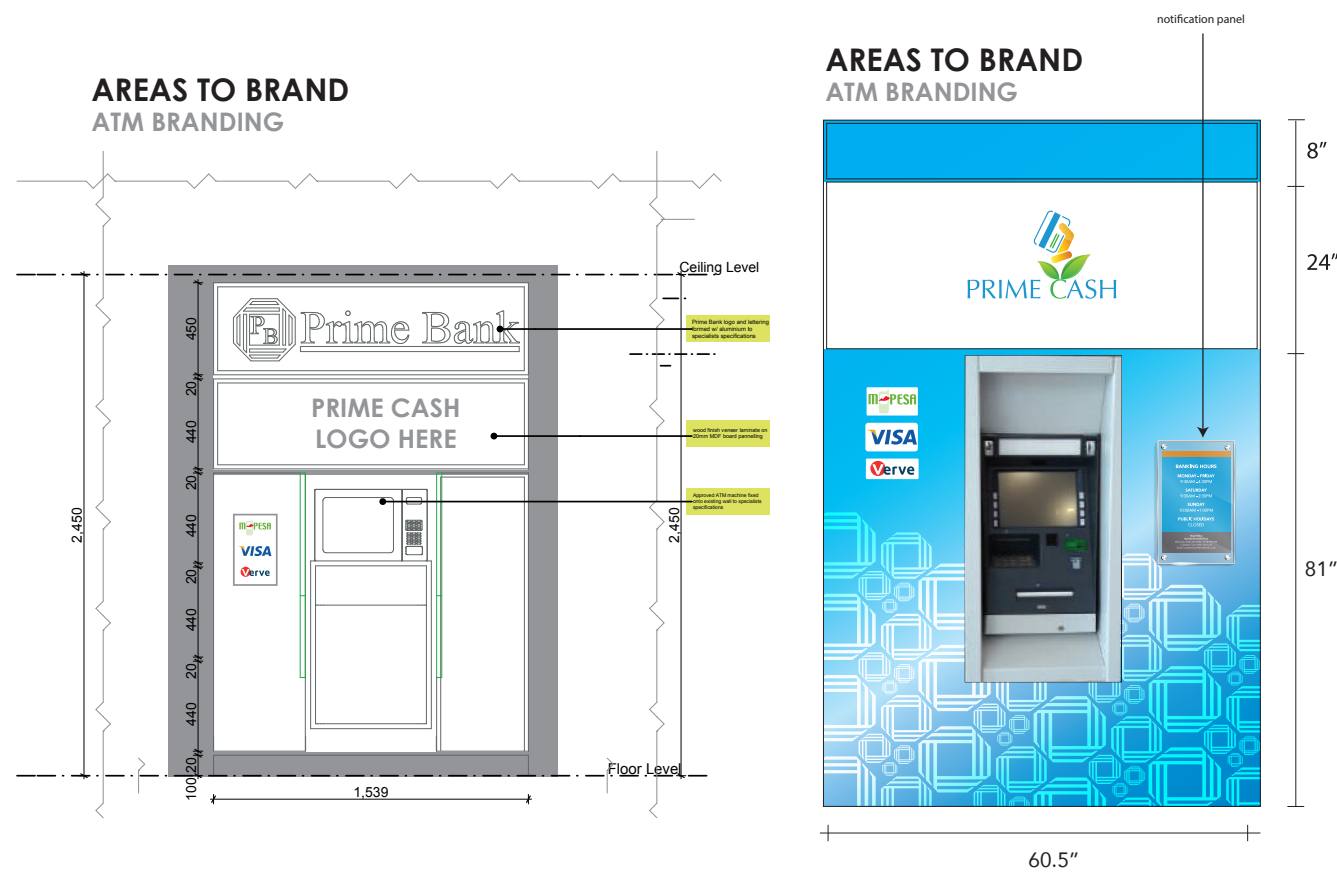
ATM Branding

All Prime Bank ATM's on various locations are to be designed to be consistent with its overall design should display all the graphics, and Customer care details to be visible for the customers to see.

FEATURES

When branding the ATM the attached elements are to be adapted to the accordingly

ATM BRANDING WITH IMAGE OPTIONS



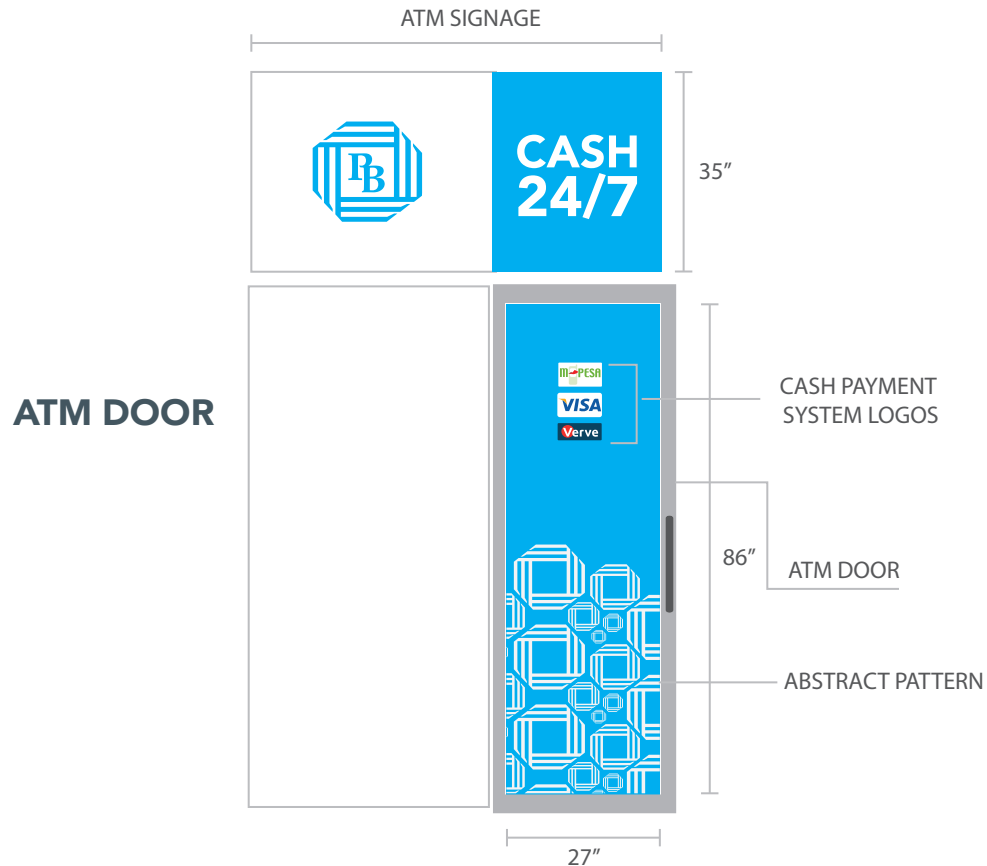
ATM Branding

All Prime Bank ATM's on various locations are to be designed to be consistent with its overall design should display all the graphics, and Customer care details to be visible for the customers to see.

FEATURES

When branding the ATM the attached elements are to be adapted to the accordingly

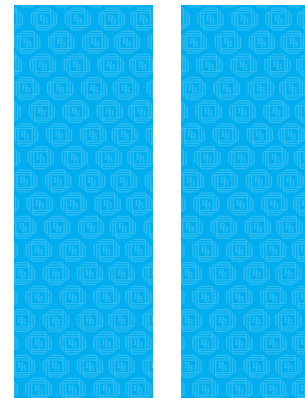
AREAS TO BRAND ATM BRANDING



Flaps

FRONT

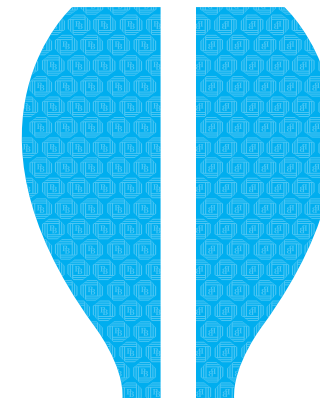
BACK



Flaps

FRONT

BACK



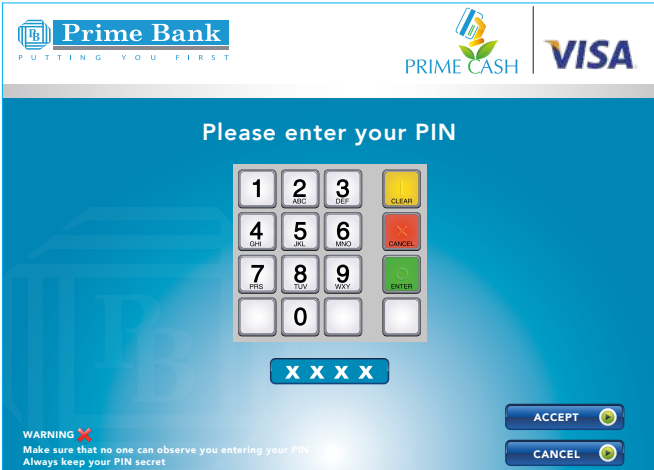
20%

Key - Opacity of Prime Bank emblem on flaps to be: 20%

ATM BRANDING ELEMENTS

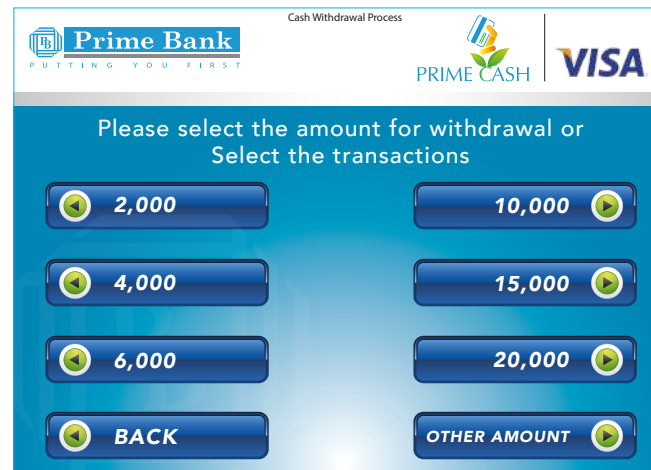
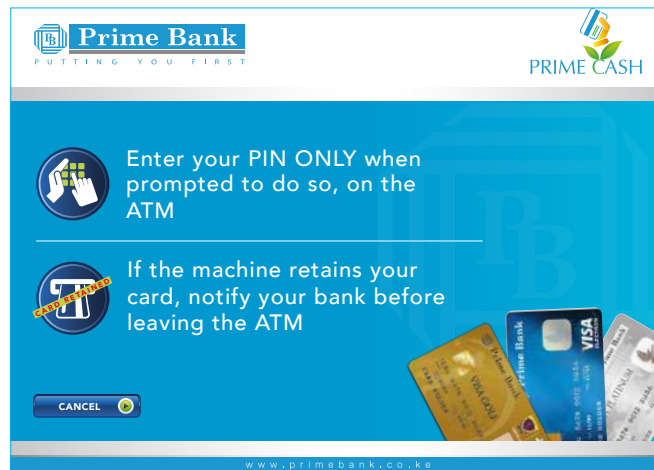
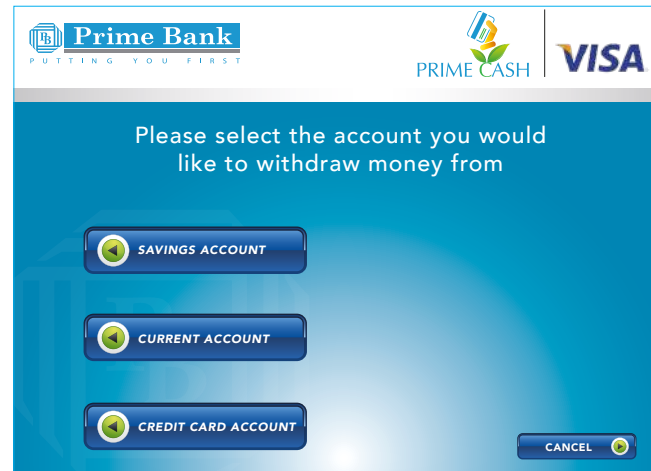
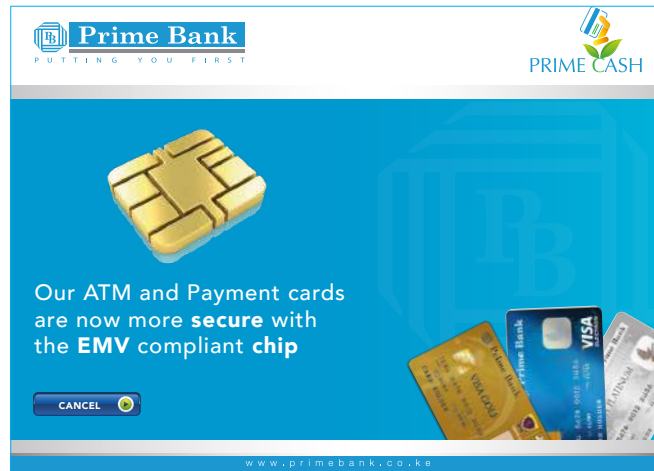
ATM Screens

Below are Prime Bank design layout of Prime Bank ATM screens



ATM Screens

Below are Prime Bank design layout of Prime Bank ATM screens





*Outdoor
Application*

**BILLBOARD
STREET SIGNS**

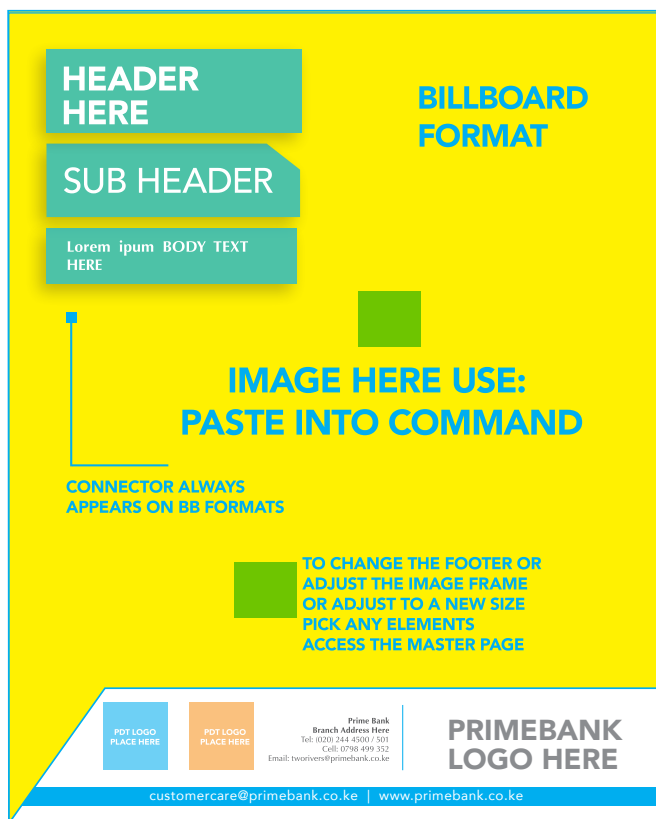
BILLBOARD STYLE

The template below applies to the style guide of our general communication to all posters

The layout is created to intergrate the product in a manner to engage and inspire the consumer

SIZES VARY WITH BILLBOARD SIZE & STRUCTURE

THE ANGLED SLOPE SHOULD BE SLANTED. A BOX GUIDE CAN BE SPLIT DIAGONALLY TO SHOW THE ANGLE



FEATURES

The layout is created to intergrate the product in a manner to engage and inspire the consumer

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The three tier copy box should always be on the left side of the artwork with the main headline, sub headline and copy template respectively the layout is adaptive

STREET POLE SIGNS

Below are Prime Bank examples of street pole signs



FEATURES

Important to note the light pole spaces may vary in size

STREET POLE SIGNS

Below are Prime Bank examples of street pole signs



FEATURES

Important to note the light pole spaces may vary in size

An abstract graphic in the bottom-left corner consisting of several white, parallel, slanted rectangular bars of varying lengths, creating a sense of depth and movement.

Digital Application

Eshots

Below are Prime Bank examples of internal and external e-shots

SIZES: A5,

The layout is created to integrate the product in a manner to engage and inspire the consumer



THE ANGLED SLOPE SHOULD BE SLANTED. A BOX GUIDE CAN BE SPLIT DIAGONALLY TO SHOW THE ANGLE



FEATURES

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E-NEWSLETTER

Below are Prime Bank examples of prime bank newsletter

APRIL 2015 | ISSUE NO 22

PRIMENEWS

HOLE IN ONE

INTRODUCING
PRIME BANK'S
VISA GOLF CARD

2014 REPORT

BANK POSTS
IMPRESSIVE RESULTS

GET INSURED

WELCOME TO
PRIME BANCASSURANCE

 Prime Bank

PUTTING YOU FIRST

WELCOME
MD'S NOTE

PRIMENEWS



The Year Ahead

W

elcome to the 22nd issue of Prime News Magazine and the first of 2015. It is that time again: A new year which means new beginnings and the utmost attempts to bring you up to speed on the developments of our bank and the banking industry.

I am very pleased because at a personal level, I have always held the belief that 'communication' is the most important key behind the success of any organization and Prime News has always provided the platform to interact with our customers and partners.

2014 was quite a successful year for the bank. Despite prevailing economic environment, Prime Bank had an outstanding year in terms of growth and profitability. Through teamwork we made our dream work as we incorporated technology in our major operations; we unveiled internet and mobile banking system; we partnered with PROPARCO, the French Development Financial institution to provide long term funding to our customers.

To end the year, as a family we gathered to say thank you to our customers at the annual retreat and to celebrate good performance and recognize exemplary service. Prime Bank staff put their best foot forward in celebrating our end year party.

Going forward, technology will of course play a significant part in our operations, and the new year will give us more

time to re-work and re-develop our online presence both through our main www.primebank.co.ke website, as well as through social media footprints.

Plans are underway to widen our network of Automated Teller Machines (ATMs). We have already opened one at our Eldoret Branch.

We have also adopted a personalized approach with instant response to all our customers' queries at all levels. Our customer care desk is there for you to ensure a smooth banking process. Please write to us on customercare@primebank.co.ke

In this edition, read about our exciting partnership with Kenya Golf Union, Junior Golf Foundation and Visa to unveil a Golf Card- first of its kind in Kenya. Take time to go through news making headlines in the banking industry and more about the fall on oil prices.

We have improved our mix of story lengths and styles: You will get longer reads when a story needs to be told, briefer pieces when the point can be made quickly.

Your views on the magazine will always be welcomed and appreciated. Please write to us on marketing@primebank.co.ke if you want to share your thoughts and comments. Enjoy going through this edition of Prime News. I wish you all the very best. ☺

Bharat Jani
Managing Director

PRIMENEWS CONTENT

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APRIL 2015 | Issue No 22 | PRIMENEWS |

UPDATES
NEW PRODUCT

Prime Bank Launches Golf Card

By Victor Mukele

Prime Bank in partnership with Kenya Golf Union (JGF), Junior Golf Foundation (JGF) and Visa Inc. have launched Prime Visa Golf Card – the first ever golf card in Kenya.

Prime Visa Golf Gold Card is a co-branded Visa Golf Card specifically designed to enable the bank's customers enjoy a wide range of benefits on and off the course.

The Prime Visa Golf Gold Card will be offered exclusively to golfers. The cardholder will enjoy a no joining fee and a fully paid for annual subscription by the bank.

Speaking during the launch of the card, Vijay Kantaria - Director, Business Development said the new venture is geared towards promoting golf and developing talent amongst the youth,

promotion of sports. Our products have always added value to our customer's everyday life. We strive to give our customers the best products with highest quality," added Kantaria.

The partnership with KGU will effectively allow golfers privileged access to prestigious golf clubs in the country and discounted green fees.

Cardholders will also access all core Visa card services globally such as card replacement, cash disbursement, lost/ stolen card reporting and many more benefits that come with Visa gold Card. Visa General Manager for East and Southern Africa Mr. Jabu Basopo, said the global payments technology company is focussed on building deeper and more valuable relationships with financial institutions to offer variety of Visa products to their customers.

"We are proud to be part of yet another first in the industry with the launch of the Prime Visa Golf Card in Kenya. As a



Mr. Michael Luxmi, Head of Marketing, holds a dummy of the Visa Golf Card while Ms. Jackie Oyuga, Head of Card Centre, explains how it will work during the inauguration of a program to promote junior golf on 5th December 2014.

global payments technology company, we understand the role that innovation plays in growing the market and strive to work with our partners to create new and exciting products that enhance convenience, as well as provide secure and seamless payment options," added Mr.Basopo.

JGF Chairman Mr. Ashwin Gidoomal said the foundation has over the years provided junior golfers the opportunity of golfing competitively.

"The foundation has developed a wide range of golfers and we believe that through this partnership, the foundation will be able to place additional funds

KSHS.
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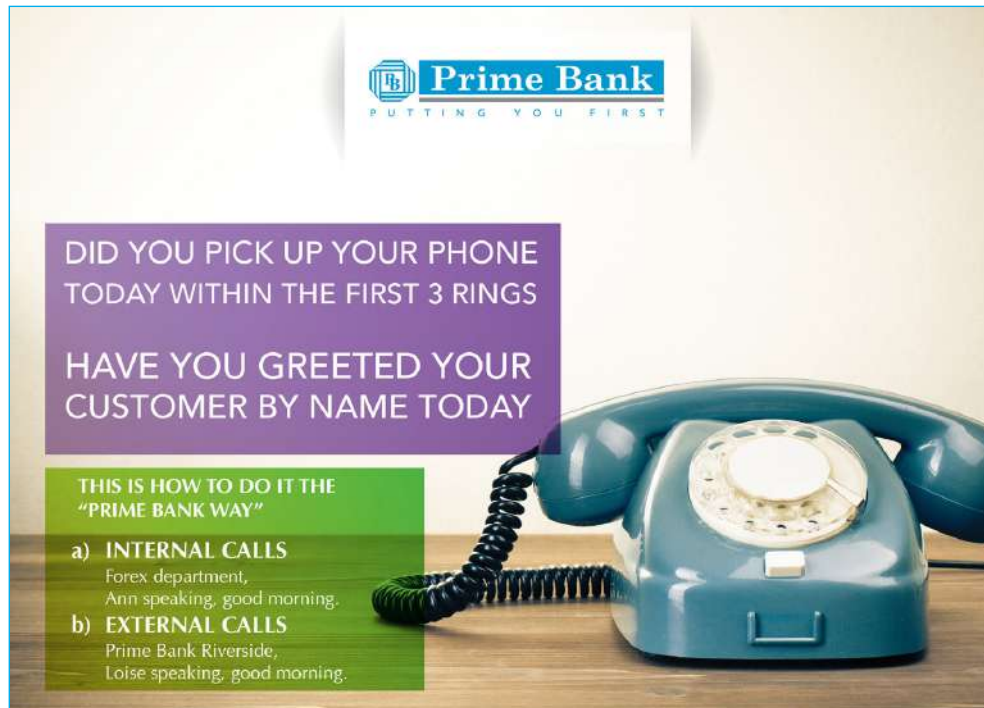
THE AMOUNT
PRIME BANK HAS
UNDERTAKEN TO
REMIT TO JGF AS
SUBSCRIPTION FEES
FOR CARD HOLDERS

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Newsletter Eshots

Below are Prime Bank examples of prime bank newsletter eshot



Prime Bank Cards



Prime Visa Cards

Below are Prime Bank examples of prime bank cards



Website

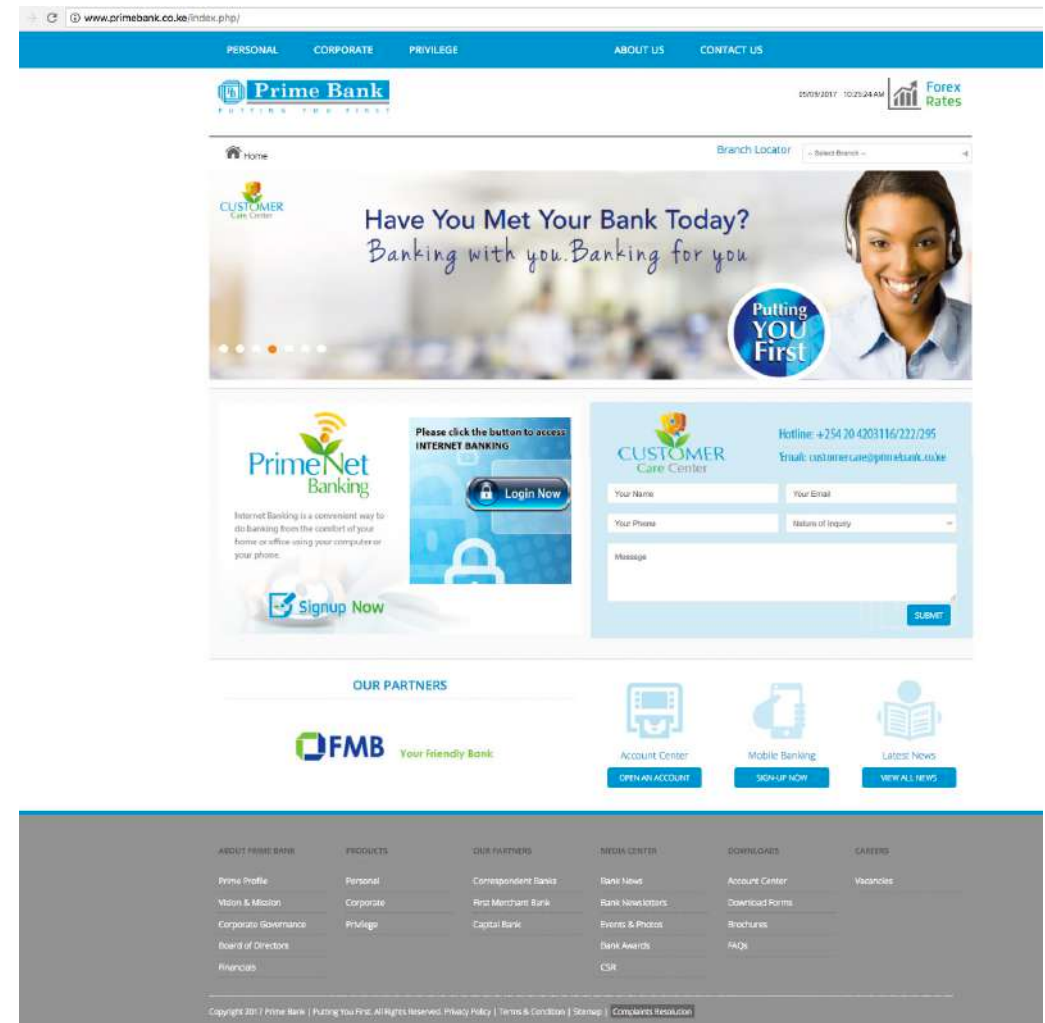
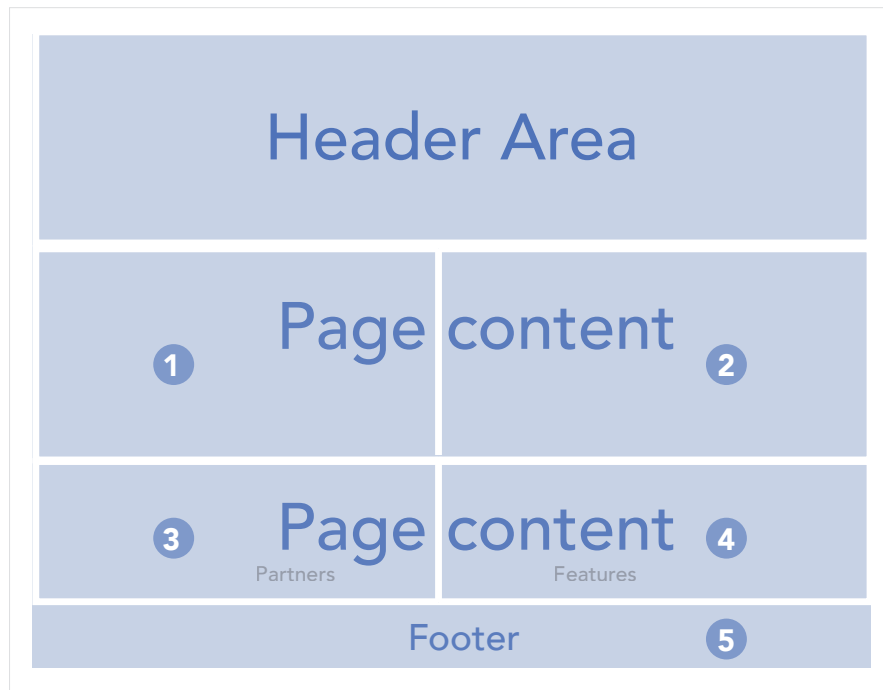


Prime Website: Homepage

The focus is emphasized on Prime Bank brand positioning. This is achieved on the header area in which web banners involve content such as campaign communication from the Corporate units or information on current events of the bank.

The page content contain the details of corporate units

Corporate Homepage Structure



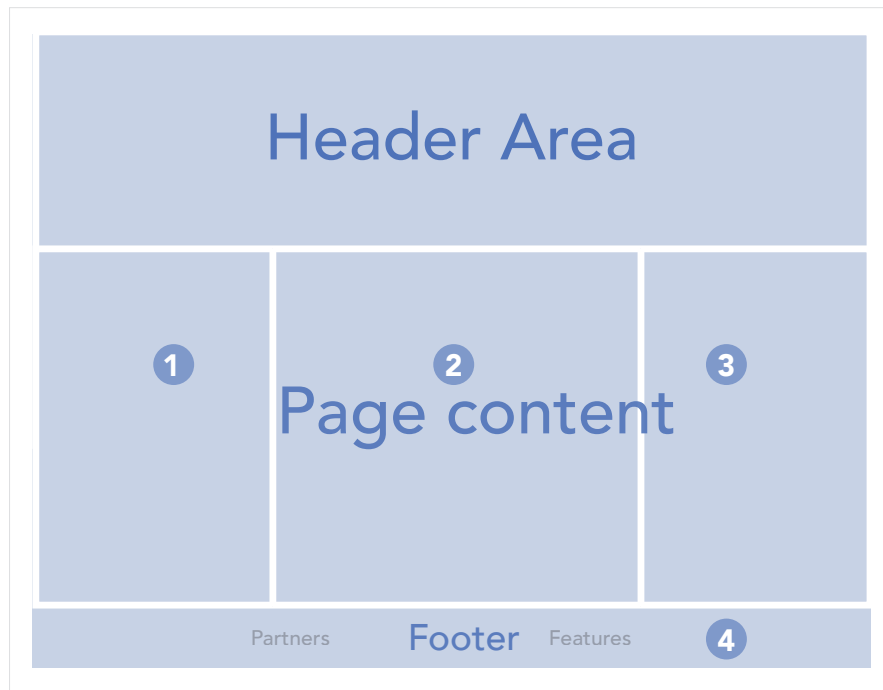
Prime Content Page Product Section

Prime Website: Content Page

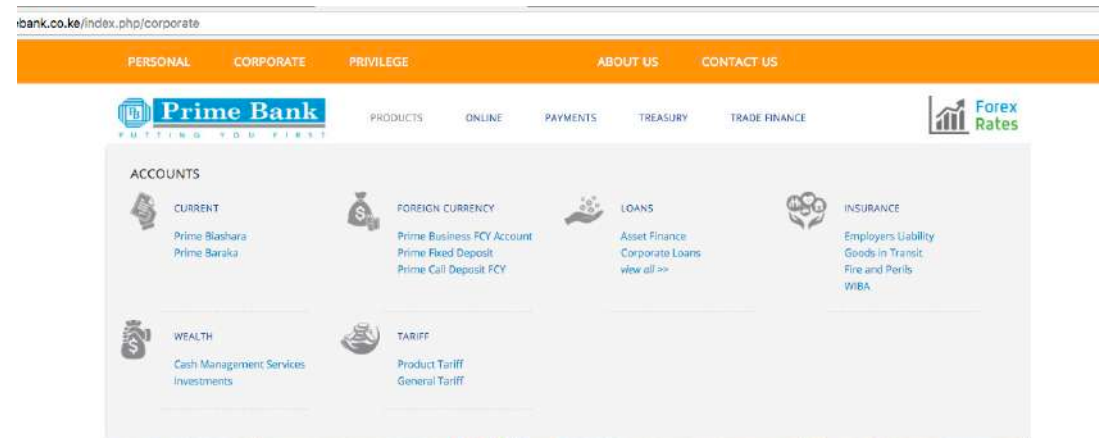
The focus is emphasized on Prime Bank Contents Corporate Unit section. The page content describes the details of corporate unit products content and all features of both primary and secondary importance

It's important to note each product section changes its colour in line to the Prime Bank Corporate colours

Content Page Structure



Prime Navigation Menu Bar





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