Basic guidelines

Cater Allen Private Bank

In this guideline you will find the necessary visual resources to work with the Cater Allen brand. Also, we're sharing existing artwork designs, to guide you throughout the brand implementation.

1. Logotype

1. Logotype

The Cater Allen corporate logotype
has evolved to reflect our prosperity
purpose and represents present
and future technological progress.

1. Logotype

Versions

Main version: this version should be prioritised in all communications, from large formats to debit cards.

Secondary version: this version is only used when there are size limitations and the main version does not provide enough visual clarity. This is the case in some sponsorship applications.

Main Version
Positive

Secondary Version

High impact

Negative

1. Logotype

Black and white

A black or white logo has been provided for those instances where it's not possible to print the logo in blue.

Main Version
Positive

Secondary Version

High impact

Negative

1. Logotype

Clear space

It is important to keep sufficient clear space around the logo. The minimum safe area of space around the logo is detailed to the right, using the height of the flame icon.

Minimum size

To provide legibility and clarity of the Cater Allen logo a minimum size has been established for each version:

Main version: 25px / 3mm
Secondary version: 50px / 5mm
High Impact: 16px / 3mm

Extended (Preferred version)
Positive

Compact

High impact

- - - - - -   **Preferred clear space**

———————   **Minimum clear space**

Minimum size

25px / 3mm

50px / 5mm

16px / 3mm

1. Logotype

Cobranding

In cases of cobranding it is possible to create a lockup with the Cater Allen logo and the partner brand logo. The size ratio between them must be proportional and for this reason we use a grid.

The distance between both logos is four modules. In the center of this space, we add a 1pt thick line. The height of this break line varies depending on the height of the chosen lockup version.

Lockup main version

Proportions secondary version

1. Logotype

Incorrect logo usage

Examples of incorrect logo usage.

Do not alter the colour

Do not use a keyline

Do not alter the colour

Do not use a keyline

Do not outline

Do not angle the logo

Do not alter the typography of the logo

Do not stretch the logo

Do not remove the flame

Do not break up the logo

Do not alter the size of the flame

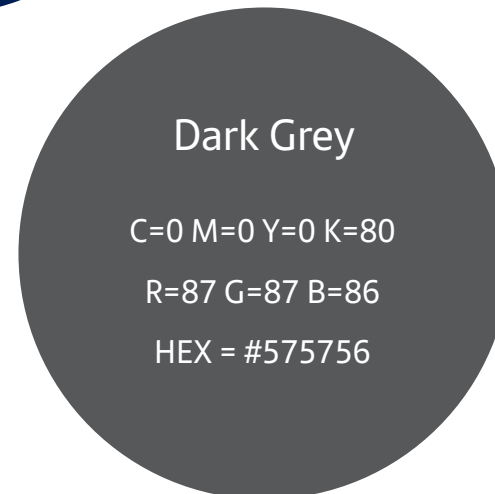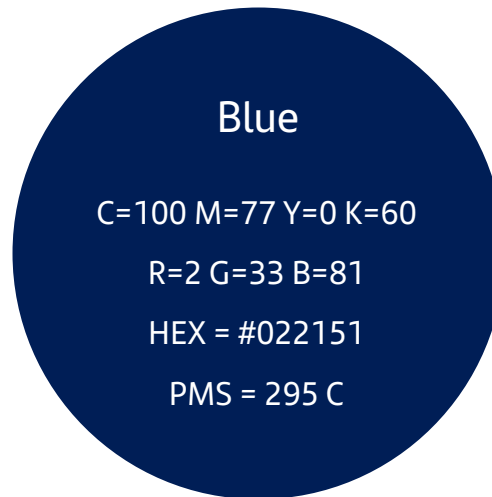Do not add a drop shadow or any effects

2. Colour palette

Colour is an essential resource for the Cater Allen brand. That is why we have defined and adjusted every colour, so they are properly implemented in every touch point.

Please make sure you follow these guidelines and use the references we provide you with.

2. Colour palette

Primary colours

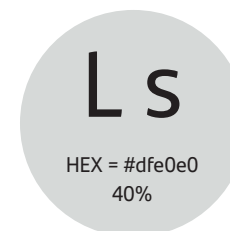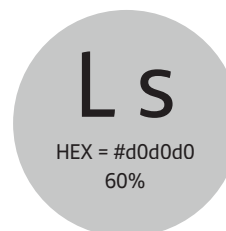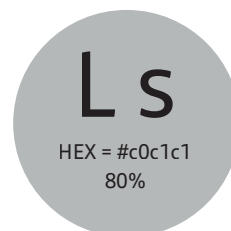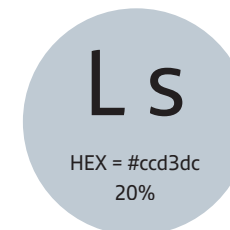These should be used throughout all Cater Allen branding and are our core colours.

Blue

C=100 M=77 Y=0 K=60

R=2 G=33 B=81

HEX = #022151

PMS = 295 C

Silver

C=0 M=0 Y=0 K=40

R=175 G=177 B=177

HEX = #b0b1b1

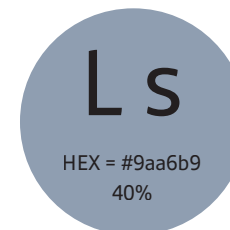PMS = 877 C

Dark Grey

C=0 M=0 Y=0 K=80

R=87 G=87 B=86

HEX = #575756
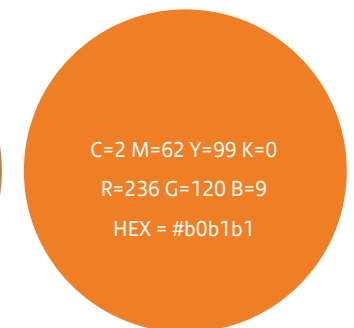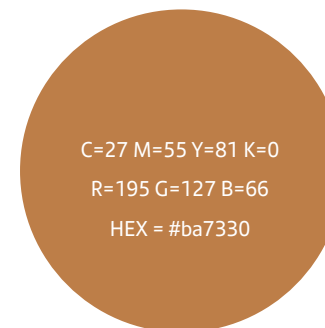
2. Colour palette

Online contrast checker

Primary colours

L= Large text pass
s = Small text pass

Blue

L s

HEX = #022151

L s

HEX = #354d74
80%

L L s

HEX = #677a97
60%

L s

HEX = #9aa6b9
40%

L s

HEX = #ccd3dc
20%

Silver

L s

HEX = #b0b1b1

L s

HEX = #c0c1c1
80%

L s

HEX = #d0d0d0
60%

L s

HEX = #dfe0e0
40%

L s

HEX = #efefef
20%

Dark Grey

L L s

HEX = #575756

L L s

HEX = #797978
80%

2. Colour palette

Secondary colours

These are used alongside the primary colours when a larger range of colours are required. For example, when producing charts. Care should be taken when using secondary colours, no more than two should be used in conjunction with primary colours. White 'space' is also made use of within corporate literature.

C=37 M=38 Y=98 K=0
R=178 G=150 B=36
HEX = #a19e06

C=3 M=31 Y=98 K=0
R=245 G=182 B=0
HEX = #18b100

C=65 M=47 Y=47 K=6
R=111 G=126 B=129
HEX = #598687

C=43 M=82 Y=92 K=0
R=161 G=71 B=47
HEX = #922f15

C=62 M=47 Y=76 K=0
R=121 G=124 B=84
HEX = #797c54

C=79 M=68 Y=58 K=0
R=84 G=89 B=99
HEX = #355168

C=27 M=55 Y=81 K=0
R=195 G=127 B=66
HEX = #ba7330

C=2 M=62 Y=99 K=0
R=236 G=120 B=9
HEX = #b0b1b1
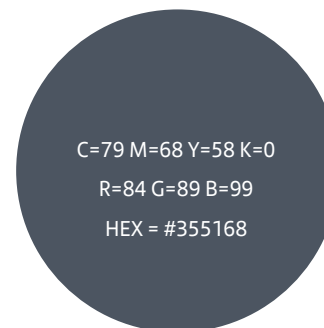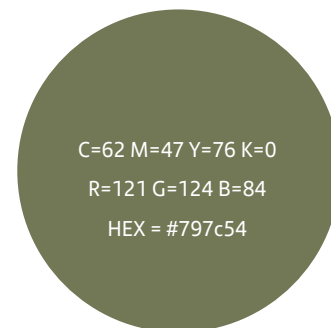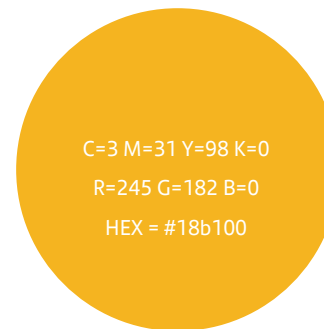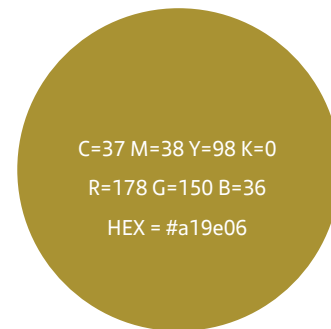
2. Colour palette

Online contrast checker

Secondary colours

L= Large text pass
s = Small text pass

Ls
C=37 M=38 Y=98 K=0
R=178 G=150 B=36
HEX = #a19e06

Ls
C=3 M=31 Y=98 K=0
R=245 G=182 B=0
HEX = #8b100

LLs
C=65 M=47 Y=47 K=6
R=111 G=126 B=129
HEX = #598687

Ls
C=43 M=82 Y=92 K=0
R=161 G=71 B=47
HEX = #922f15

LLs
C=62 M=47 Y=76 K=0
R=121 G=124 B=84
HEX = #797c54

Ls
C=79 M=68 Y=58 K=0
R=84 G=89 B=99
HEX = #355168

LLs
C=27 M=55 Y=81 K=0
R=195 G=127 B=66
HEX = #ba7330

LLs
C=2 M=62 Y=99 K=0
R=236 G=120 B=9
HEX = #b0b1b1

3. Typography

3. Typography

Font

We've created our own unique typographic family that reflects our culture and way of doing things: simple, personal and fair. We feel the typography allows us to evolve our communication in both physical and digital environments.

Usage license

The typography **Santander** has been created for the Bank, allowing us unlimited usage rights across all markets and channels.

Santander Headline Regular
Santander Headline Italic
Santander Headline Bold
Santander Headline Bold Italic

Aa

Santander Text Light
Santander Text Light Italic
Santander Text Regular
Santander Text Italic
Santander Text Bold
Santander Text Bold Italic

Aa

Santander Micro Text Light
Santander Micro Text Light Italic
Santander Micro Text Regular
Santander Micro Text Italic
Santander Micro Text Bold
Santander Micro Text Bold Italic

Aa

3. Typography

Typography for headers:

Santander Headline

The typography **Santander Headline** has been designed for headers, highlights, numbers, and words in isolation.

It's a typography that's been inspired by the Santander Logo typography: it has distinctive elements like the curved shape of the letters "n", the "a", and narrower spacing. On the other hand, the weight is slightly lighter and the typography more condensed.

Santander Headline

Santander Headline: 4 weights available

Regular
Bold
Italic
Bold Italic

3. Typography

Typography for text:

Santander Text

The **Santander Text** typography has been designed for text bodies and text elements of reduced sizes.

This typography, made up of six weights, has been made to ensure legibility, which is why changes have been made to the weight and spacing, in addition to other smaller adjustments. The "a" has been replaced with a more classic variant of the letter, in addition to the upper part of the letters "m" and "n".

Santander Text

Santander Headline: 6 weights available

Light   *Light Italic*

Regular   *Italic*

Bold   ***Bold Italic***

3. Typography

System typography

For compatibility reasons, it is necessary to have a system default typography that can be visualised on any computer. If the **Santander Text** typography is not installed on our device, we should use Arial. It is a sans serif easy to read.

Arial

Regular

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890/&-

Bold

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890/&-

3. Typography

Usage example

We show you the correct usage of typographies, where the hierarchy is shown in different levels.

Text hierarchy

Please follow the rules that will help you prioritise information in any piece.

Text hierarchy

Level 1
Santander Headline

Titular nivel 1 lorem ipsum dolor sit amet

Level 2
Santander Headline

Subtitular en lorem ipsum dolor sit amet aliquam

Level 3
Santander Text

Bodycopy lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te nulla

Level 4
Santander Text

Legal text lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te nulla facilisi. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mole enim ad minim

Proportions

Level 1	Level 2	Level 3	Level 4
4x in small caps	2x in small caps	1x in small caps	0,5x in small caps

Lorem ipsum   **Lorem ipsum**   Lorem ipsum   Lorem ipsum

4. Icons

4. Icons

Stroke icons

Icons match the Santander style icons but are placed inside a keyline circle container. This helps keep them a consistent size and shape and gives a feeling of lightness when applied.

Although the icons can be any size, groups of icons should be kept to a single colour to avoid making layouts feel busy or cluttered.
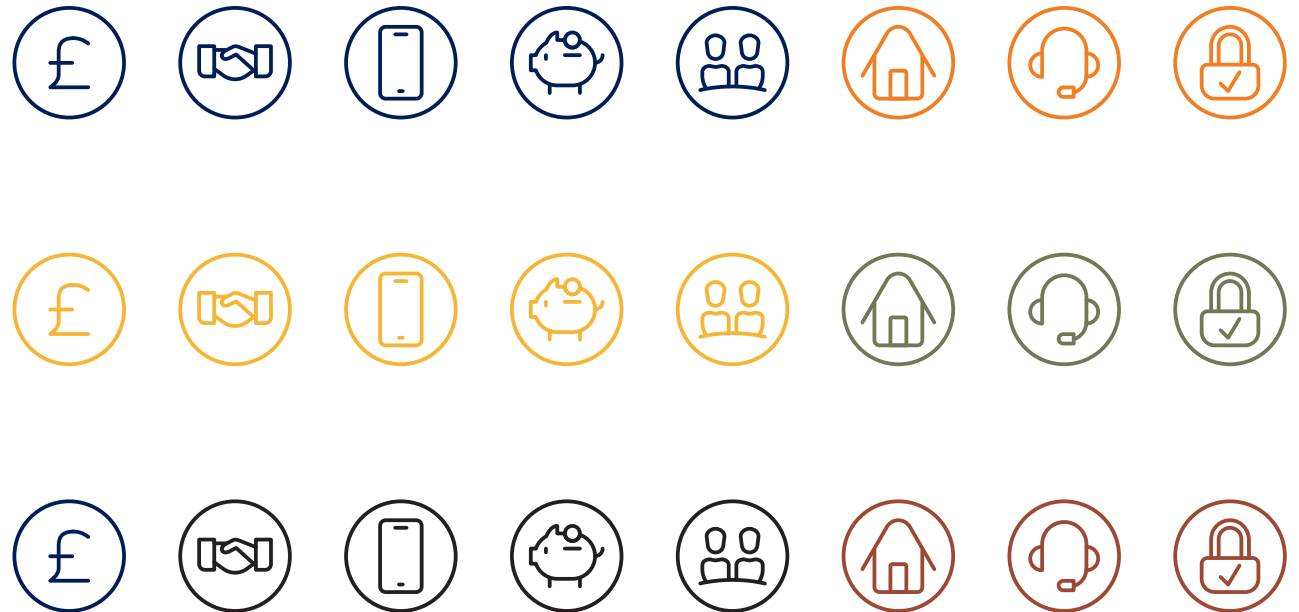
Dis aut earum ut que dolora quidunt pre et perem quas volum derum volut doluptas reriand empossunt alique nectoreicae pratem fuga. Ipic tem eliquas aut int volupta.

Andanda ndipidu cipsant haritasit aut as aut ut occumqui untur, omnimust aut molore volore consecum aut qupre nis molorem qui debitatum fugitem reicit vel illoresto cones rem. Nam reictus doloris ent.

Inctum dolore eaquam labo. Vendite pro occaborit ab invellest et quam elestio. Ame vollenis sus poreptur re santem si unt verferunt am re plaborest idelique ped

Nonseque cum andant rae porro temqui sit, volor arum dolorrum, si doluptaspic tem rem sequaer umquid unturion exces dolum quiam vollorestem sime dent aut haruntibus experia et, tem. Et aut pero que venimo maio. Igendamus ipsae.

Debis pro tecerisciam liasped quatibu sandele niandis paribus sim lam ut minvel ea nimi, sum fugitiatis dellab im veriscidem. Nullaborest qui ut preniam nonsequo tem voluptatus eum faccab ipietum vendae ni nonsedi gnihicil id quaspieniam, cus.

Nem ne dolupitem quibus vento et untiorepelit.

SMEs accounted for 99.9% of all private sector businesses

Cash held by SMEs totalled £170.4BN at the end of Q3 2016

The combined turnover of SMEs £1.8 trillion

SMEs accounted for 48% of private sector turnover in the UK

Cash held by SMEs grew by 5%

Simple solutions from market experts

Cater Allen's products and services are designed for Financial Advisers and Intermediaries. Our range of specialist bank accounts and deposit based products let you build uncomplicated cash management solutions for limited companies, businesses, trusts, pension schemes, charities and many other organisations – offering straightforward and cost-effective banking solutions to meet their everyday needs.

To find out more

Call our Customer Engagement Team on **0800 032 7095**

or visit **caterallen.co.uk**

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5. Tables

5. Tables

Tables

Colour and black and white tables

Colour
Keyline 0.25pt
Shading C=100, M=77, Y=0, K=60/5%

Lorem ipsum dolor sit amet	An wisi repudiandae per, duo id eros invidunt, fabulas delicata in duo
Monday	Tuesday
Tuesday	Wednesday
Wednesday	Thursday
Thursday	Friday
Friday	Monday

Black and White
Keyline 0.25pt
Shading C=0, M=0, Y=0, K=100/5%

Lorem ipsum dolor sit amet	An wisi repudiandae per, duo id eros invidunt, fabulas delicata in duo
Monday	Tuesday
Tuesday	Wednesday
Wednesday	Thursday
Thursday	Friday
Friday	Monday

Lorem ipsum	Dico definitionem cu cum
Nonumes iudicabit	
Lorem ipsum dolor sit amet	Sit consul denique ne, mea eu sonet ignota suavitate, oporteat disputando interpretaris ex mei.
Libris aperiam	Id aliquid detraxit molestiae mei. An wisi repudiandae per, duo id eros invidunt, fabulas delicata in duo. Vis scaevola recusabo id, cu quas graecis vix. Nec ne quem atqui equidem.

Lorem ipsum	Dico definitionem cu cum
Nonumes iudicabits	
Electronic transfer (excluding CHAPS)	Sit consul denique ne, mea eu sonet ignota suavitate, oporteat disputando interpretaris ex mei.
Libris aperiam	Id aliquid detraxit molestiae mei. An wisi repudiandae per, duo id eros invidunt, fabulas delicata in duo. Vis scaevola recusabo id, cu quas graecis vix. Nec ne quem atqui equidem.

Lorem ipsum dolor sit amet	Dico definitionem	Libris aperiam	Libris aperiam dissentiunt ad mea, in mentitum suscipiantur
Monday	Wednesday	Friday	Following Wednesday
Tuesday	Thursday	Monday*	Following Thursday
Wednesday	Friday	Tuesday	Following Friday
Thursday	Monday	Wednesday	Following Monday
Friday	Tuesday	Thursday	Following Tuesday

Lorem ipsum dolor sit amet	Dico definitionem	Libris aperiam	Libris aperiam dissentiunt ad mea, in mentitum suscipiantur
Monday	Wednesday	Friday	Following Wednesday
Tuesday	Thursday	Monday*	Following Thursday
Wednesday	Friday	Tuesday	Following Friday
Thursday	Monday	Wednesday	Following Monday
Friday	Tuesday	Thursday	Following Tuesday

6. Photography

6. Photography

Personal subjects

The choice of architectural forms and buildings are still retained to convey, and remain faithful to, the Cater Allen brand values of strength, simplicity and security. Photography should always contain people alongside the architecture.

This helps reinforce the human, personalised elements of Cater Allen's offering. The use of people is also used to show the importance of relationships between intermediaries and their clients, as well as Cater Allen and its customers.

From a B2B point of view, photography subjects should look like Intermediaries/accountants and diversity should always be considered. When choosing photography, it is also important to consider perspective. Perspective allows us to find interesting and dramatic forms and can also be used to create unexpected copy space and layouts.

6. Photography

Customers

From a B2C point of view, photography subjects can be doing a range of activities but the general theme should be active and upbeat. Again, diversity should always be considered.
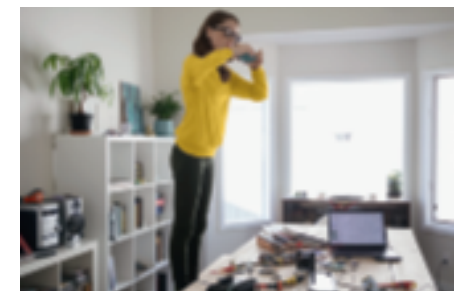
6. Photography

Colour tones

All photography has a silver/blue tint to reference Cater Allen's primary colour palette. Colour tones which are close to the secondary palette can also be tweaked to align them more closely.

6. Photography

Creating copy space with perspective

To help reinforce the ideas of strength and stability, we can start to use the perspective lines that come from the architectural forms in the photography. By extrapolating and joining the lines, we can use secondary colour fills to make usable copy space as well as bringing layouts to life.

Using the pillar as a perspective shape to place copy

6. Photography

Bad Examples

In all these examples the shape does not align with any perspective in the images.

7. Print examples

7. Print examples

Pull up banners

Within these guidelines, there are a variety of examples for how the brand can look and feel across multiple print formats. These guidelines should represent the flexibility of the brand, and not act as a fixed route of appearance.
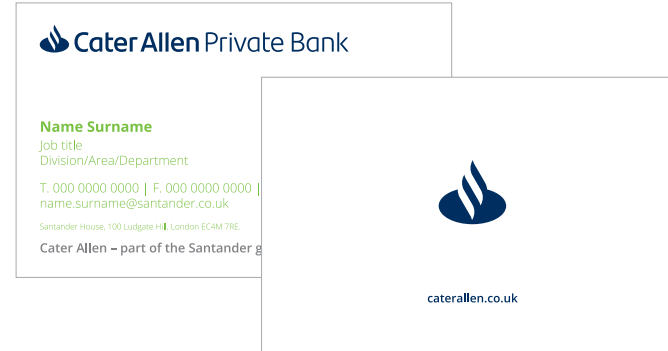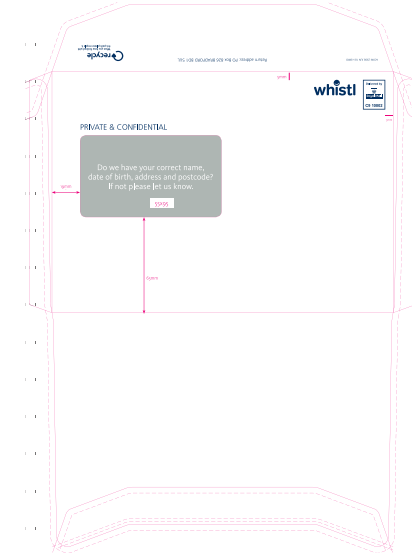
7. Print examples

Brochure covers

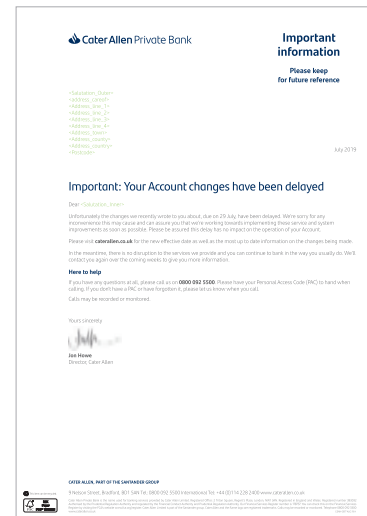## 7. Print examples

Stationery

Business card

Envelope

Letter 1pp

Letter 2pp

Cater Allen Private Bank