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# ABOUT

For more than 25 years, Penn Valley Savings & Loan has had a set of Values that drive our behavior & reflect our priorities.

We hold all employees and managers accountable for demonstrating the Values with customers and with one another. No one Value is more important than another; rather, they — together — represent who we are at Penn Valley Savings & Loan. Our Values are critical to our success — and that of our customers and the communities we serve.

## GRAPHIC STANDARDS

The following corporate graphic standards are provided to ensure the proper usage of the graphic elements that comprise the Penn Valley Savings & Loan's corporate identity.

It is only through the correct and consistent implementation of such graphic standards that Penn Valley Savings & Loan's image will be established graphically and that the corporate branding process will be effective. The graphic guidelines set forth in this manual provide a set of rules to ensure the most effective use of the mark, typography, and color. While these guidelines are to be adhered to closely, in certain cases this may not be possible and appropriate modifications can be made with approval from the Business Development and Communications Department.

# CORE VALUES

## **Customer Focus**

*We offer products, services and experiences that fulfill our customers' financial needs and goals in a clear and transparent way, while delivering on the commitments we make to them.*

## **Diversity & Inclusion**

*We value our differences and work together to create a diverse and inclusive workplace where everyone can contribute to the success of our company.*

## **Integrity**

*We are honest, do the right thing, conduct business with the highest ethical standards and enable our colleagues to raise concerns.*

## **Performance**

*We expect excellence in all that we do.*

## **Quality of Life**

*We promote the personal, physical and financial well-being of our employees, customers and communities.*

## **Respect**

*We trust the capabilities, character and judgment of our colleagues, and treat each other with respect.*

## **Teamwork**

*We work together to achieve our goals and celebrate our successes.*

# CORPORATE MARK

**MARK** The mark has seven units to represent the seven core values of Penn Valley Savings & Loan. The mark is filled with PMS 338 C when appearing on a white background. If necessary for design unity, PMS 556 C or PMS 7475 C can be used instead. The mark can also be used as a graphic element, either in the standard colors or screened back to monochromatically. When it appears alone, the mark must be placed at least one mark's height away from any other imagery or text.

**LOGOTYPE** The logotype can be used in two forms, either linear or stacked. The logotype should be PMS 338 C when able, but can also be colored white or black. The logotype is to be used as a placed graphic, and not individually typeset, so that tracking and size proportion remains constant.

**LOCATION** All corporate logos for internal and external use are filed on the server for individual access. The original high-resolution files for both print and Web are saved in eps format and named as indicated to the right. This is the preferred version to be used and distributed when possible; however, tiff, gif, and jpeg versions also are there for use. Direct any questions on this matter to the Business Development and Communications Department.

**SIZE** The minimum point size for the logo is 10pt, or 1/8" from the baseline to the top ascender.

LOGOTYPE

PENN VALLEY  
SAVINGS & LOAN

MARK



LINEAR MARK  
WITH TYPE



STACKED MARK  
WITH TYPE



# COLORS

Cambridge Blue

#7BBFA5

PMS 338

C = 53

M = 5

Y = 42

K = 0

R = 123

G = 191

B = 165



Zomp

#69A794

PMS 556

C = 62

M = 18

Y = 47

K = 1

R = 105

G = 167

B = 148



Myrtle Green

#487A7B

PMS 7475

C = 74

M = 38

Y = 47

K = 11

R = 172

G = 122

B = 123



Black

#000000

PMS 6

C = 0

M = 0

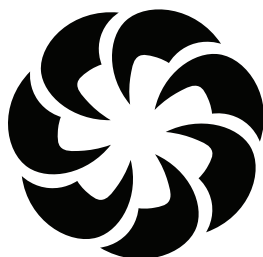
Y = 0

K = 0

R = 254

G = 254

B = 254



# **TYPOGRAPHY**

## **WEB FONTS**

On the Web, sans serif type is to be set in Myriad Pro for Macintosh and Windows. Serif type is to be set in STIX Two Text if able, or Times New Roman if a replacement is necessary.

## **CORRESPONDENCE FONTS**

Myriad Pro is to be used for all correspondences which are written on printed stationery. Myriad Pro Bold may be used as a bold highlight, when necessary.

## **STATIONERY AND LOGOTYPE FONTS**

The type face for all logos is STIX Two Text. The ampersand is a custom asset to be used in all logotypes.

## LOGOTYPE & STATIONERY FONTS

Myriad Pro Regular      ABCDEFGHIJKLM abcdefghijklm  
1234567890

**Myriad Pro  
SemiBold**      **ABCDEFGHIJKLM abcdefghijklm  
1234567890**

**Myriad Pro  
SemiBold**      **ABCDEFGHIJKLM abcdefghijklm  
1234567890**

STIX Two Text      ABCDEFGHIJKLM abcdefghijklm  
1234567890

**STIX Two Text**      **ABCDEFGHIJKLM abcdefghijklm  
1234567890**

Times New Roman      ABCDEFGHIJKLM abcdefghijklm  
1234567890