Carroll Bank and Trust

CB&T

A Better Way to Bank

Carroll Bank & Trust Visual Identity and Trademark Guidelines

2025

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CONTACT INFORMATION

Should you have any questions about using the Carroll Bank & Trust logos that are not covered in our guidelines or if you need clarification on any uses not covered here — please contact:

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This Guideline Created by:

elliott design

We draw lots of things,,, But most of all we draw attention!

PROTECTING OUR CORPORATE BRANDING

Carroll Bank & Trust logos/trademarks symbolize more than just
the quality and heritage of our banking and financial services.
It represents our commitment to our customers as a symbol of trust and
community pride. We at CB&T provide this list of guidelines to help ensure
that our logo is always used and presented to the public in the correct manner.

All print and production service providers that we use should carefully read and
understand the accepted use of the CB&T name and are thus given these
guidelines to ensure they understand the proper use of our logo in the
placement within all advertisements and marketing materials.
Before final production of any materials, it is up to the production supervisor
to present our marketing director color proofs of layouts/designs that entail
any use of the CB&T logo/trademark for corporate approval.

This Guideline contains directives in how the CB&T name should be used
in relation to other graphic items on the same page. We also have a list
of acceptable fonts that may be used in our marketing materials. No fancy
or decorative font styles are allowed as substitutes or add-ons, the Swiss
family of fonts we recommend are clean and legible for body text and
headlines. The use of Helvetica in the same weights listed are the only
allowed substitutions.

The Goudy font should never be used for body text, it is reserved for
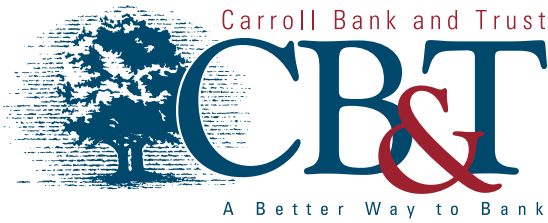accents and headlines only.

The Blacksword font should only be used for accents and never in any
circumstance be used in all caps or for body text.

Clear Space = 20% of logo height

No typography or other design element may be placed within this area.

Carroll Bank and Trust
CB&T
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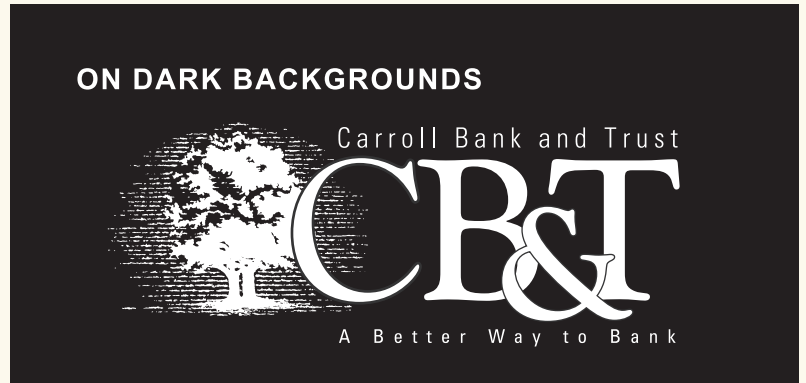**PLACEMENT IN RELATION TO OTHER ELEMENTS**

To protect design integrity, CB&T has established standards for a clear space around logos. This area of isolation, is based on the height of a minimum of 20% of the total height of the logo. This is to ensure a visual impact and not deter legibility of the logo.

COLORS FOR WHITE OR LIGHT BACKGROUNDS

Carroll Bank and Trust
CB&T
A Better Way to Bank

Carroll Bank and Trust
CB&T
A Better Way to Bank

The two official versions of the full corporate logo in color and black/white. Only variable to this when using the logo on a dark background.
This applies to all iterations of the CB&T logo/trademark

ON DARK BACKGROUNDS

Carroll Bank and Trust
CB&T
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Carroll Bank and Trust
CB&T
A Better Way to Bank

Carroll Bank and Trust
CB&T
A Better Way to Bank

When using the CB&T logo on any colored backgrounds the capital "C" and "&" should have an outline showing the background color around them to separate them from the other elements in the logo.

CORPORATE COLORS AND EQUIVALENTS
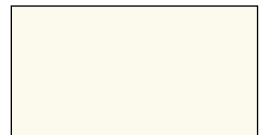
Pantone 302
RGB= r0/g71/b107
CMYK= c100/m75/y36/k30

Pantone 201
RGB= r156/g31/b46
CMYK= c24/m100/y100/k25

Pantone Black
RGB= r55/g55/b55
CMYK= c0/m0/y0/k100

White
RGB= r0/g0/b0
CMYK= c0/m0/y0/k0

Antique Creme White
RGB= r252/g249/b237
CMYK= c1/m1/y6/k0

PROPER and IMPROPER USE OF THE CB&T LOGO

The following examples are shown as IMPROPER use of the CB&T logo/trademark.
We strongly stand behind maintaining the integrity of the CB&T logo and trademark elements.
All companies who provide our visual marketing materials must strictly adhere to its use as
shown in these guidelines. Never should the logo be altered in any way to fill a certain space.

The logo should never be resized in any way except proportionately, any attempt to squeeze
or stretch the logo is not acceptable and will be rejected by our corporate office.

If the CB&T logo is to be used on an item with a colored background, it is still required to be in
a WHITE panel. Only our corporate office can grant exceptions to this regulation. A copy of the
intended layout/design must be submitted for approval — NO EXCEPTIONS.

These guidelines on proportional use are relevant to ALL VERSIONS of our CB&T logo.
Download and use the correct versions from:

https://www.elliott-design.net/cb-and-t-logos.htm

**ONLY THE ORIGINAL
ASPECT IS APPROVED**

**SLANTED OR TILTED,
NOT APPROVED**

**HORIZONTALLY
CONDENSED,
NOT APPROVED**

**HORIZONTALLY
STRETCHED,
NOT APPROVED**

TYPOGRAPHY & APPROVED TYPE STYLES

The appearance and effectiveness of printed communications relies greatly on typeface. Carroll Bank & Trust has FIVE options that provide versatility yet maintains visual appeal.
It is recommended that no more than TWO different typefaces per document be used.
Preferably only the Swiss family of fonts be used for text blocks and headlines. Swiss Black is reserved for headings only.

The Goudy type style is reserved for special accent text and/or headlines, it is not acceptable to be used in blocks of text.

The Blacksword font is for accent headings only and should always be used in title heading format. Never to be used as all caps.

Goudy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Swiss 721 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Swiss 721 BT Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Swiss 721 Light BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Swiss 721 BT Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Swiss 721 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Blacksword

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

LIST of LOGOS

These are the approved logos for CB&T and are downloadable from **https://www.elliott-design.net/cb-and-t-logos.htm**
in PDF and PNG format. The PDF files are scalable vectors and can be proportionately resized any amount, these PDF files can also be
de-constructed with the proper software that supports editing of PDF formats. The PNG files are bitmap or pixel based images and
cannot be scaled up without losing detail and becoming "pixilated".

CBT-color

CBT-blk-wht

CBT-color-with-slogan

CBT-blk-wht-with-slogan

CBT-colored-fdic

CBT-blk-wht-fdic

CBT-color-fdic-eqhl

CBT-blk-wht-fdic-eqhl

CBT-no-tree-colored

CBT-no-tree-blk-wht

CBT-no-tree-color-fdic-eqhl

CBT-no-tree-blk-wht-fdic-eqhl

CBT-logo-text-colored

CBT-logo-text-blk-wht

CBT-logo-text-color-fdic-eqhl

CBT-logo-text-blk-wht-fdic-eqhl

CBT-tree-logo-text-colored

CBT-tree-logo-text-blk-wht

CBT-tree-logo-text-color-fdic-eqhl

CBT-tree-logo-text-blk-wht-fdic-eqhl

LIST of SUPPORTING ELEMENTS

These approved supporting elements for CB&T are downloadable from **https://www.elliott-design.net/cb-and-t-logos.htm** in PDF and PNG format. The PDF files are scalable vectors and can be proportionately resized any amount, these PDF files can also be de-constructed with the proper software that supports the editing of PDF format. The PNG files are bitmap or pixel based images and cannot be scaled up without losing detail and becoming "pixilated".

CBT-double-tree-colored	CBT-double-tree-blk-wht	CBT-script-slogan (maroon, blue, blk-wht)	CBT-fdic	CBT-eqhl