

Golden Sand Bank

— Brand Book



Logotype

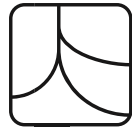
Logotype colours

Basic



Golden Sand Bank
金沙数字银行

Monochrome



Golden Sand Bank
金沙数字银行

White on Red



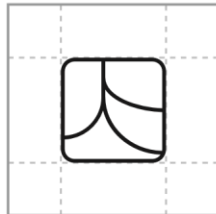
Golden Sand Bank
金沙数字银行

Black on Yellow












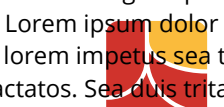


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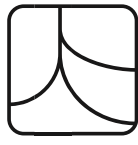
Logotype - protective field



Logotype - examples of misuse

removing components	scaling components	changing typography
 <p>Golden Sand Bank</p>	 <p>Golden Sand Bank 金沙数字银行</p>	 <p>Golden Sand Bank 金沙数字银行</p>
 <p>Golden Sand Bank 金沙数字银行</p>	 <p>Golden Sand Bank 金沙数字银行</p>	 <p>Golden Sand Bank 金沙数字银行</p>
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 <p>Golden Sand Bank 金沙数字银行</p>	 <p>Golden Sand Bank 金沙数字银行</p>	<p>disturbing the protective field</p> <p> Lorem ipsum dolor sit amet, stet lorem impetus sea te, cu his dico tractatos. Sea duis tritani bonorum ex. No eam vero dicant probatus, amet erat ea ius. Vel et solum dicit eirmod, ex unum expetenda vel, ei epicuri inciderint sit. </p>  <p>Golden Sand Bank 金沙数字银行</p>

Brandmark



Colors



DEEP YELLOW

The color of emperors

More useful than gold, used in China instead of gold with the same meaning

HEX: fcbf10
RGB: 252, 191, 16
CMYK: 0, 28, 93, 0
PANTONE: 1235 C



DEEP RED

The color of luck, growth & prosperity

Almost „must have“ colour in effective visual creation

HEX: d20a11
RGB: 210, 10, 17
CMYK: 10, 100, 100, 0
PANTONE: 2035 C



BLACK

The colour of elegance

Black and White are basic colours in any communication process

HEX: 000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
PANTONE: Black 6 C

20 %

40 %

60 %

80 %

100 %

Photography

In our communication we mostly use photos of places that are either focused on Gibraltar (or other big open, peaceful areas) or commercial/financial centres of the world.

In our photo selection we use people only when using modern technology – our focus then is on technology, never on people.

When selecting a photo we search for mild colours. We rather choose calm and clear photo frames.



Views of Gibraltar or other peaceful views



Commercial/Financial areas of the world



Modern technology