



## Community Investment Program

# Guide to using our Logos

for Sponsorship and Grant Recipients

# Welcome

## Congratulations on the approval of your Sponsorship or Grant application.

Community Bank Inner East is operated by Inner East Community Finance, a local company, owned by local people. We are part of the Bendigo Bank Community Bank network. We are part of the Bendigo Bank Community Bank network. Twenty-one years ago, we opened our first two branches in Surrey Hills and Canterbury, followed by branch openings in Ashburton and Balwyn. We have recently expanded into Kew, Hawthorn and surrounding areas with our acquisition of the Kew East and Swinburne Community Bank customers. Thus, we are now known as Community Bank Inner East.

We are much bigger than just a bank, with up to 60% of our profits directed into the local community through our Community Investment Program (grants and sponsorships). Our value proposition is simple, local people support us through banking and we return profits directly back into this community.

An obligation of sponsorship is for us to work together to build a strong partnership, to promote the Community Bank and encourage your members and supporters to bank with the Community Bank. This guide provides instructions on how to use the Community Bank logos. It is imperative your members and supporters understand it is our **Community Bank** who provides the sponsorship, not 'Bendigo Bank'.

We look forward to working with you and forming a long mutually beneficial partnership.



For further information on using our logos:

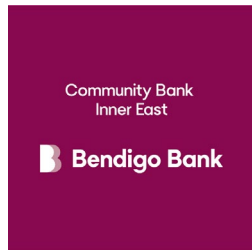
**ANNA GRATION** | Marketing Manager

**MOBILE** | 0411 326 908

**EMAIL** | [anna.gration@iecf.com.au](mailto:anna.gration@iecf.com.au)

# The Community Bank Logos

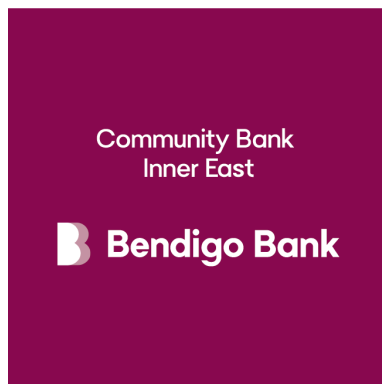
It is important when using the Community Bank logos that the following logos are used. The Bendigo Bank logo without the Community Bank name is not the correct logo. As we transition to Community Bank Inner East, we have logos that include all four branch names and logos with just the address of your local branch. Where your relationship is with a specific branch, the logo with the branch address should be used. There are some instances with large format outdoor signage where it is appropriate to use the logo with the four branch names. Please contact us if you are unsure which logo should be used. There are two size and three colour variations of each logo. Select the most appropriate size and colour for the application.



1 | SQUARE



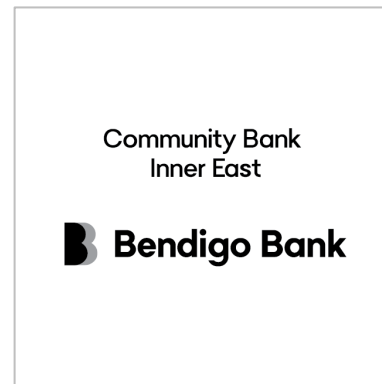
2 | RECTANGLE



1 | PLUM



2 | WHITE



3 | MONO

## Access to Logos

Our suite of logos can be accessed here:  
<https://bit.ly/IECFlogos>

## Clear space requirement

Clear space is the minimum amount of space required between the logo and any other object. Maintaining a clear space allows the logo maximum impact and ensures legibility.

The clear space is equal to the width and height of the 'o' in Bendigo, and no other object should enter into it. Clear space applies to all printed and digital applications.

# The Community Bank Logos

## Logo Colours

### Bendigo Plum

#### PRINT

OFFSET  
COATED  
STOCK CMYK 25 100 30 35

DIGITAL CMYK 25 100 30 35

SPOT  
COLOUR PMS 228C

#### WEB

RGB 135 14 64

#870E40

### Bendigo Coral

#### PRINT

OFFSET  
COATED  
STOCK CMYK 0 90 68 0

DIGITAL CMYK 0 85 60 0

SPOT  
COLOUR PMS 178

#### WEB

RGB 239 64 74

#EF404A

## Logo formats

### PNG

This format is most common for placement in documents, letters and flyers being done without a graphic designer.

### PDF

This is a high-resolution universal file type that can be used by graphic designers to extract the format they need for purpose.

### EPS/ Ai

This is a high-resolution version of the logo requested by printers and designers for print quality output.

# Use and placement of the Community Bank logo

To maintain brand consistency the Community Bank logo is not to be changed or altered in any form. You must not:

- Change the colour
- Create other versions
- Manipulate the clear space
- Add effects i.e. shadowing
- Distort
- Rotate
- Add a background colour
- Place on complex background images

The logo should be straight and no part is to be obscured by other artwork. Make sure the logo is clear, a fuzzy outline may indicate you are using the wrong size of file.

The ideal placement for the logo is top left corner or bottom right corner of any printed materials such as posters, flyers, postcards etc. However, we understand design will vary across different uses and invite you to contact us with your drafts or ideas for comment.



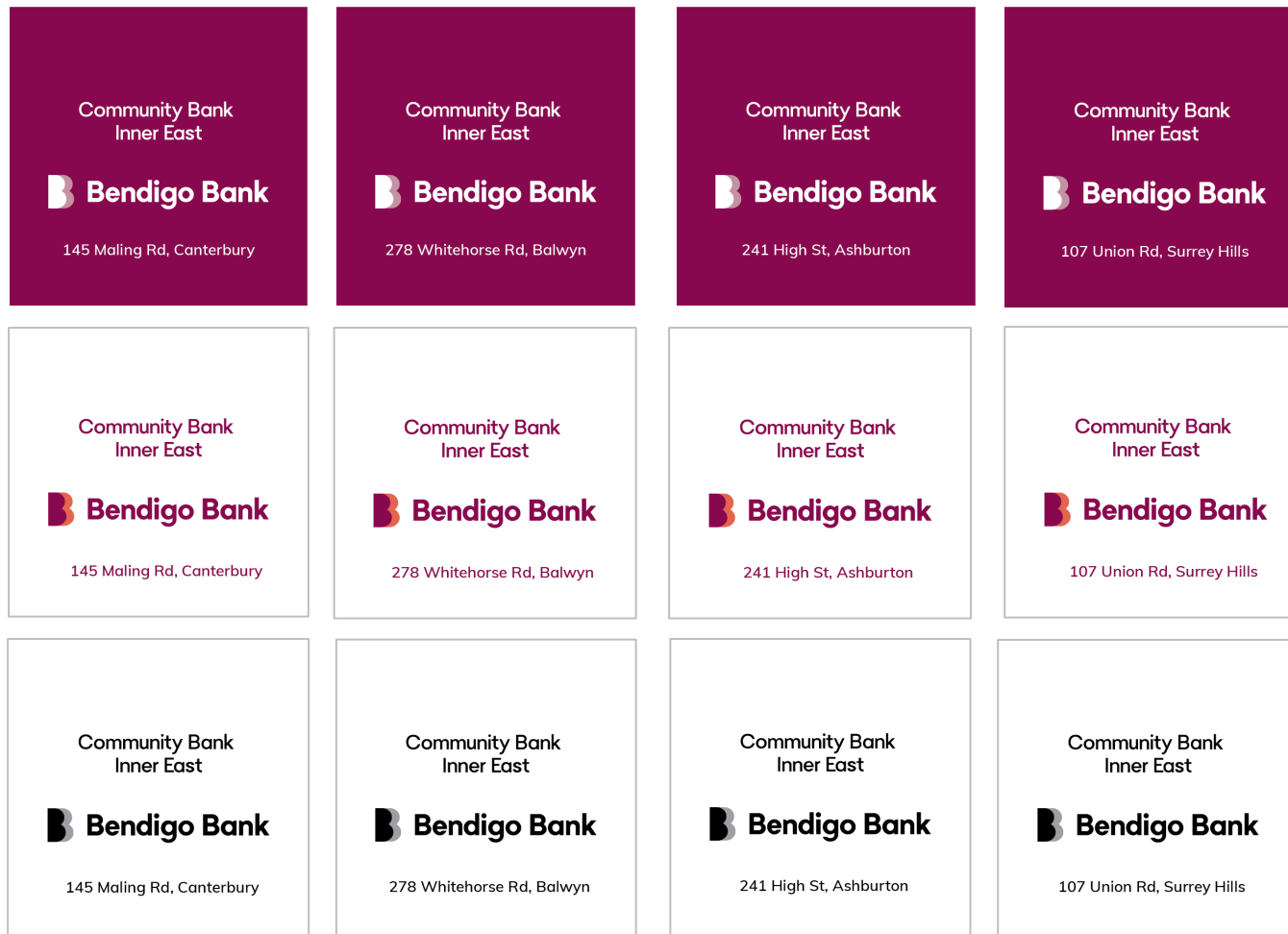
CORRECT USE OF LOGO



INCORRECT USE OF LOGO

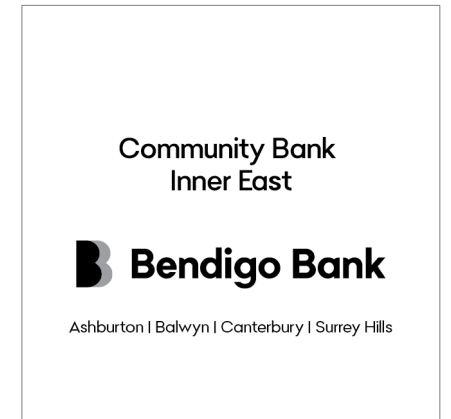
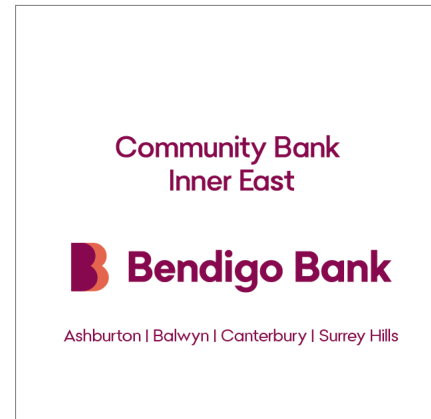
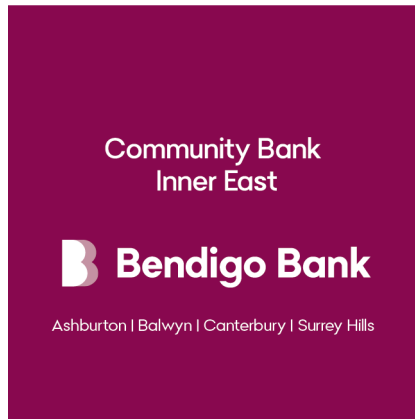
# Logos with Branch address

Logos are also available with individual branch addresses. These are available in the square and rectangle size in each of the three colour versions.



## Logos with all Branch locations

Logos are available with the four branch locations. These are available in the square and rectangle size in each of the three colour versions. These can be used when audience should be aware of the location of our physical branches.





## Logos with four branch locations- for large scale signage

For outdoor signage and large format, you can use the logo with all four branch locations.





## Other resources

### **Promoting our Partnership Guide.**

For information and ideas regarding the promotion of our partnership, please refer to the 'Promoting our Partnership' document. If you do not have a copy of this, please request it from our Marketing Manager: [anna.gration@iecf.com.au](mailto:anna.gration@iecf.com.au).



Inner East Community Finance Limited

Community Investment Program

# Promoting our Partnership

for Sponsorship and Grant Recipients

 **Bendigo Bank**      Community Bank Inner East      Ashburton | Balwyn | Canterbury | Surrey Hills

# Further information

We are very happy to assist you to promote our relationship. For any banking related enquiries, please contact your dedicated staff member. For any marketing or promotion enquiries, please contact our Marketing Manager:

Anna Gration

Marketing Manager

m | 0411 326 908

[anna.gration@iecf.com.au](mailto:anna.gration@iecf.com.au)

## BRANCH CONTACT DETAILS:

### Canterbury

145 Maling Road, Canterbury

T: 03 9836 9466

E: [canterbury@bendigoadelaide.com.au](mailto:canterbury@bendigoadelaide.com.au)

### Surrey Hills

107 Union Rd, Surrey Hills

T: 03 9890 7188

E: [surreyhills@bendigoadelaide.com.au](mailto:surreyhills@bendigoadelaide.com.au)

### Ashburton

241 High St, Ashburton

T: 03 9885 2666

E: [ashburton@bendigoadelaide.com.au](mailto:ashburton@bendigoadelaide.com.au)

### Balwyn

278 Whitehorse Rd, Balwyn

T: 03 9836 8029

E: [balwyn@bendigoadelaide.com.au](mailto:balwyn@bendigoadelaide.com.au)

<https://iecf.com.au>