53

**fifth
third
bank**

graphic standards manual

To understand the function and value of the Fifth Third Bank identity, it is important to recognize that every organization has a specific public identity—an identity partly formed by the look of its printed materials, stationery, website, etc. Each element of communication contributes to the overall impression people have of the organization.

When an organization's identification program is a coordinated one, it projects a unified character which works effectively to reinforce all of its activities. In many cases, it also helps the organization to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

The purpose of this manual is to explain the components of the Fifth Third Bank visual identity program, to define its graphic design standards, and to illustrate how these standards are applied.

Many of the standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent identity for Fifth Third Bank.

basic elements

The merged 5/3 mark represents the merger of two major banks that created the uniquely-named Fifth Third Bank as well as those that continue to expand the bank.

Fifth Third's history is rich in growth and innovation, so the logo leans forward, just as Fifth Third does in creating the standard for the banking industry.

5 **3** *fifth third bank*

The primary logo (top left), consisting of the 5/3 mark and the bank's name, should be used in most situations. However, each part can stand alone.

When using just the type, the stacked "fifth third bank" from the primary logo is preferred, but when necessary, the bank's name can be set in one line (bottom right).
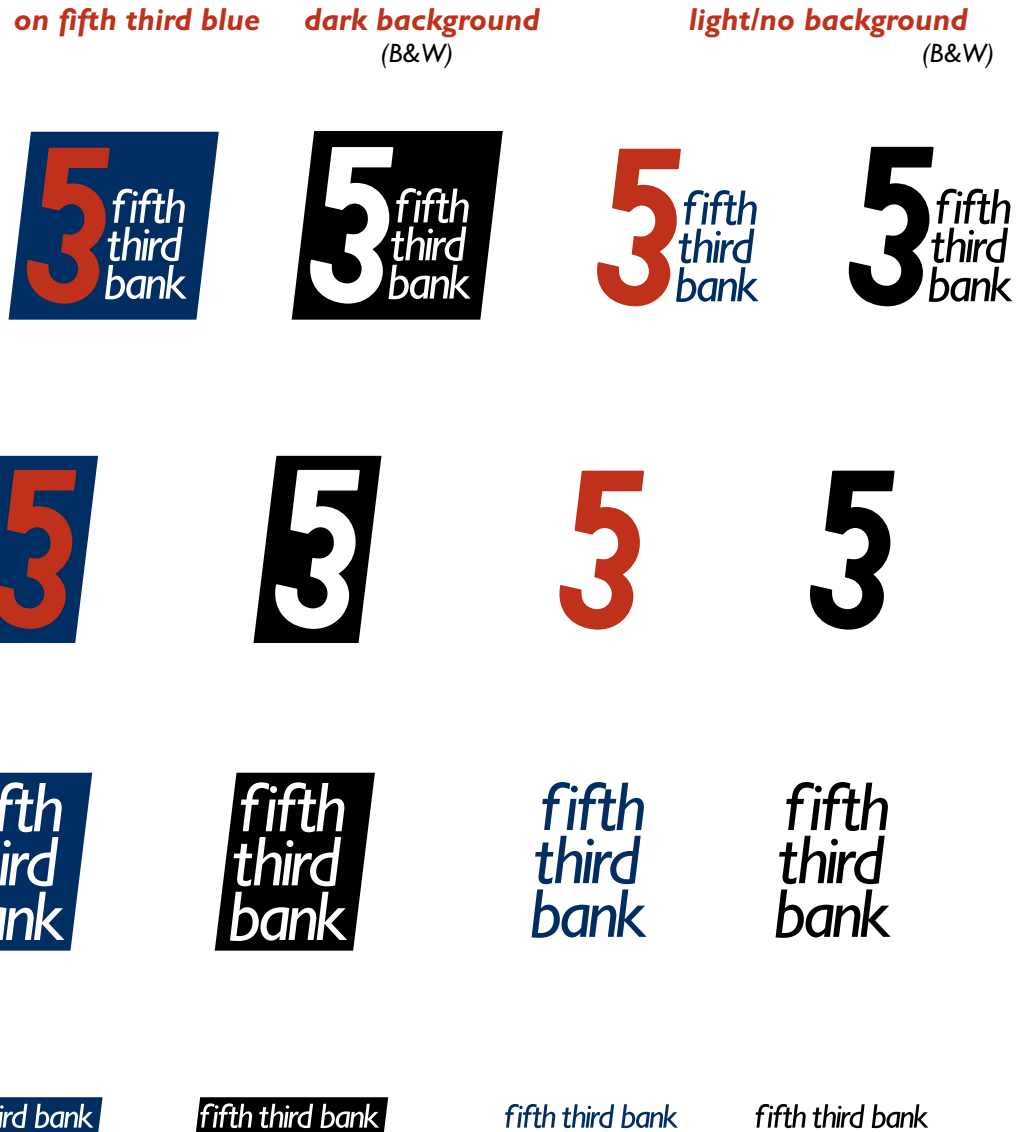
5 fifth third bank

5

fifth third bank

fifth third bank

When on screen or printing in color, the logo should remain its original colors. The only exception is when it is used on a background of "Fifth Third blue" (see next page). In this case, the "fifth third bank" text is displayed in white. The 5/3 mark will never change its color.

When used in black and white, the whole logo should be black if on a light background and white if on a dark one.

on fifth third blue   *dark background*   *light/no background*
                                    (B&W)   (B&W)

7 *colors*

Red and blue represent Fifth Third's history, originating in Ohio, whose flag bears the colors. Red and blue have also been used in previous Fifth Third Bank logos. They were chosen in part, as more traditional colors, to balance the progressive Fifth Third logo.

When on screen or printing in color, the 5/3 mark should always be "Fifth Third red."

The text, "fifth third bank," should be "Fifth Third blue" unless that is the color of the background, in which case the text should be white.

PMS 1805

Process color for 4-color printing (CMYK):
C: 0
M: 91
Y: 100
K: 23

RGB color for screen applications:
R: 191
G: 49
B: 26

RGB color for web applications:
#BF311A

PMS 282

Process color for 4-color printing (CMYK):
C: 100
M: 68
Y: 0
K: 54

RGB color for screen applications:
R: 0
G: 45
B: 98

RGB color for web applications:
#002D62

An important factor of brand identity is the consistent use of predetermined typefaces.

Gill Sans is the typeface used in the logo as well as on the stationery system. It should be used as the primary typeface in all communications.

Gills Sans Italic should be used for titles (all lowercase), and Regular, Bold, and Light versions (and combinations of all four) are available for use as well.

gill sans italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&()_+<>?*

gill sans regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+<>?

gill sans bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+<>?

gill sans light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+<>?

When using numbers separately from other text, such as the section divider pages in this manual, Century Gothic Bold Italic should be used. These are the same numbers used in the 5/3 logo mark.

When used as graphic elements, again like the section dividers, the numbers should have a rounded stroke around them.

A second typeface is available for use when a serif font is appropriate. Janson Text has Roman, Italic, and Bold versions.

century gothic bold italic
1234567890

janson text roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+<>?

janson text italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&()_+<>?*

janson text bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
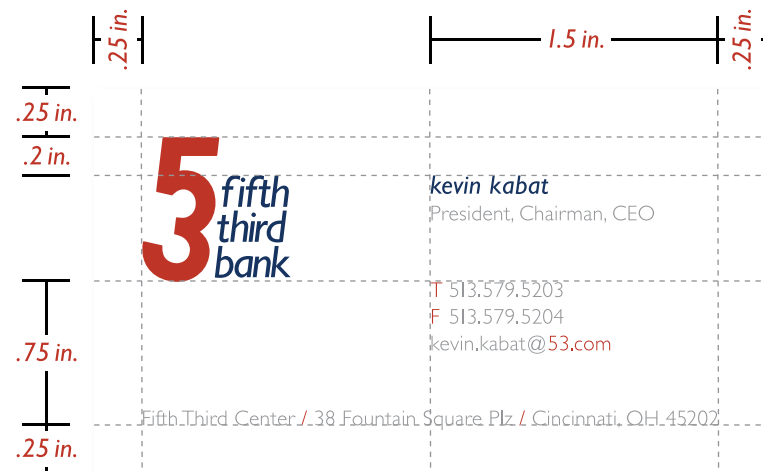**0123456789!@#$%^&*()_+<>?**

stationery

2

3.5" x 2"

Colors:
PMS 1805, PMS 282, and 50% Black

Type:
Employee name is set in Gill Sans
Italic at 10 pt., all lowercase.
All other type is Gill Sans Light
8 pt. All type has 10 pt. leading.

Employee name is "Fifth Third blue"
and "T," "F," "53.com," and the
dashes separating the address are
"Fifth Third red." All other text is
50% black.

.25 in.   *1.5 in.*   *.25 in.*

.25 in.

.2 in.

5 *fifth*
third
bank

kevin kabat
President, Chairman, CEO

T 513.579.5203
F 513.579.5204
kevin.kabat@53.com

.75 in.

Fifth Third Center / 38 Fountain Square Plz / Cincinnati, OH 45202

.25 in.

8.5" x 11"

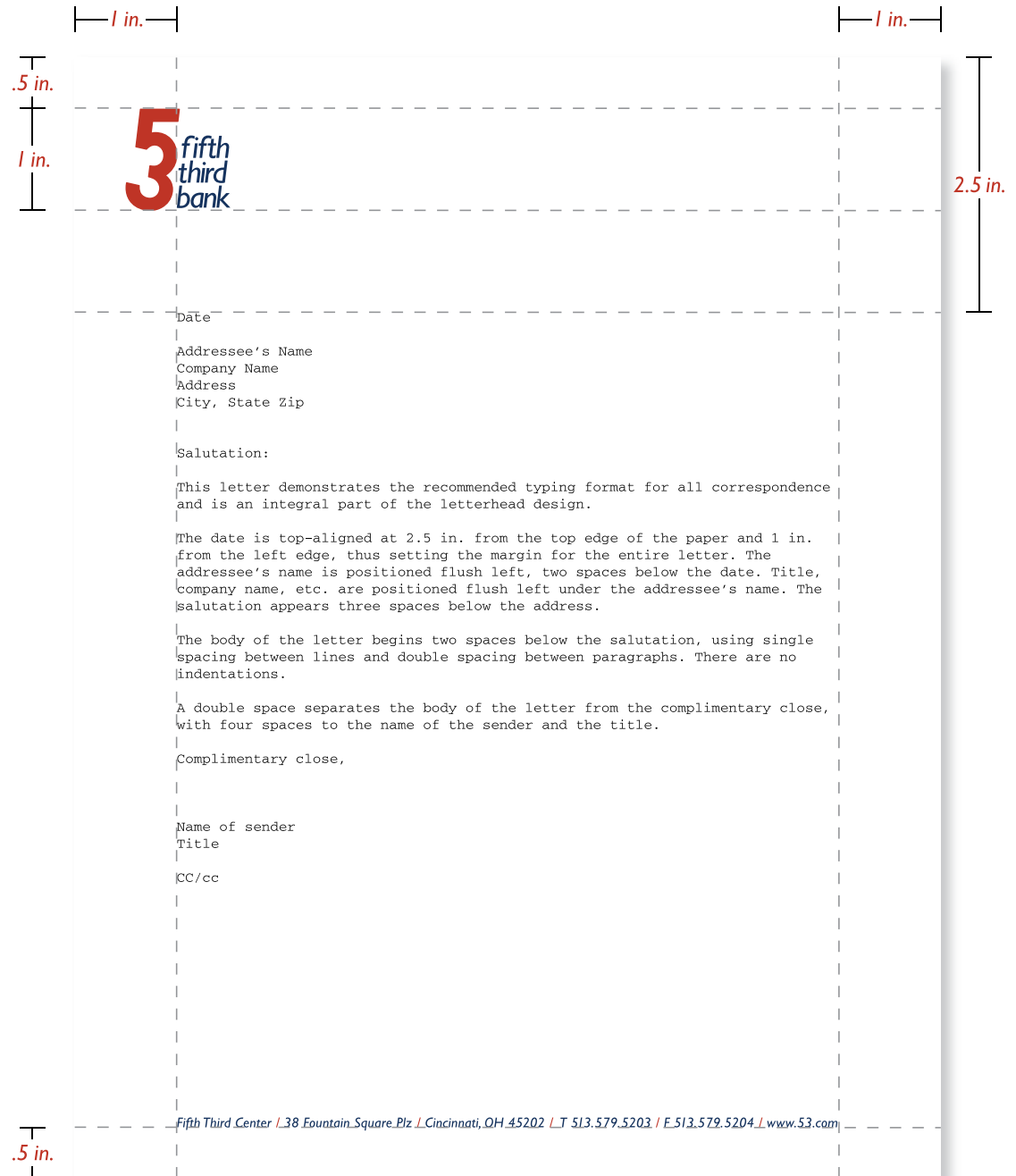**Colors:**
PMS 1805 and PMS 282

Type:
Contact information is set in Gill Sans Italic at 10 pt.

Text is "Fifth Third blue" and dashes are "Fifth Third red."

Format:
Letters should have one inch side margins, and the date should appear 2.5 inches from the top.

A Microsoft Word Template, with the logo and contact information embedded, is available for use when an emailable letter is necessary or when printing in-house.

1 in.   *1 in.*

.5 in.

1 in.

2.5 in.

5 fifth third bank

Date

Addressee's Name
Company Name
Address
City, State Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.

The date is top-aligned at 2.5 in. from the top edge of the paper and 1 in. from the left edge, thus setting the margin for the entire letter. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations.

A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

Fifth Third Center | 38 Fountain Square Plz | Cincinnati, OH 45202 | T 513.579.5203 | F 513.579.5204 | www.53.com

.5 in.

envelope

#10 Business Envelope
4.125" x 9.5"

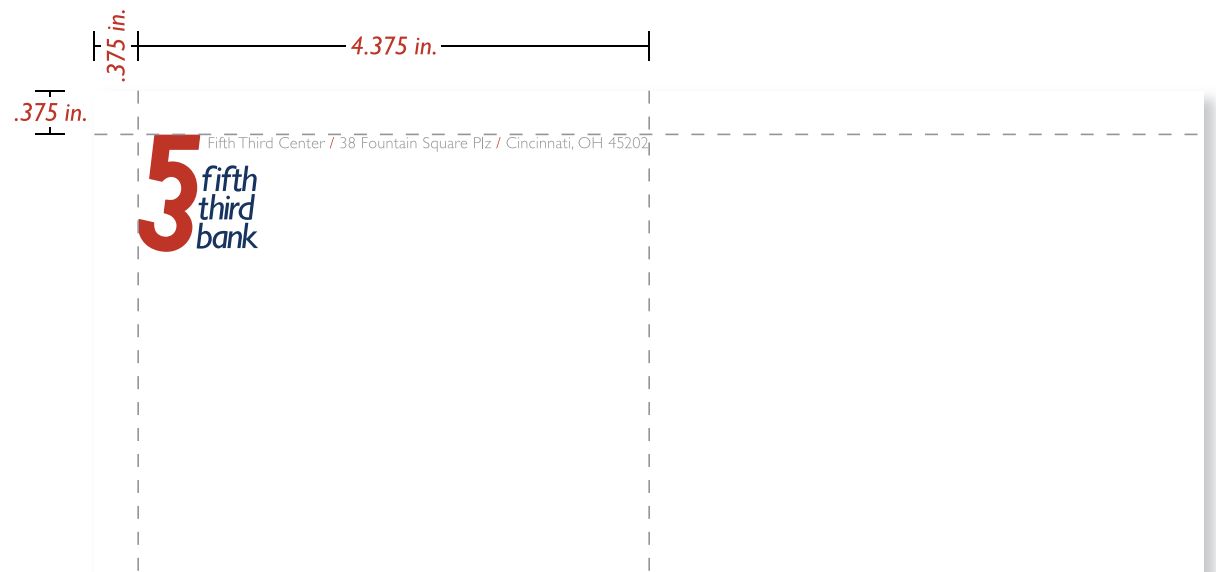Colors:
PMS 1805, PMS 282, and 50% Black

Type:
Address is set in Gill Sans Light at
10 pt.

Text is 50% black and dashes are
"Fifth Third red."

.375 in.

4.375 in.

.375 in.

Fifth Third Center / 38 Fountain Square Plz / Cincinnati, OH 45202

5 *fifth*
third
bank

A suggested format for Fifth Third employees' email signatures is shown to the right.

All information is set in Arial at 11pt., with the employee's name in Arial Bold 11 pt.

All text is 50% black, with RGB color values of 147, 149, 152. Dashes are "Fifth Third red," which has RGB values of 191, 49, 26.

All outgoing mail should be set in Arial at 11pt.

The logo is the 61 x 63 pixel .gif version supplied, and it is set one line break after the text.

Kevin Kabat
President, Chairman, CEO

kevin.kabat@53.com
T 513.579.5203 / F 513.579.5204
Fifth Third Center / 38 Fountain Square Plz / Cincinnati, OH 45202

3

other applications

The Fifth Third Bank checks are a good example of how the logo can be used. The 5/3 mark and the bank's name are separated, but adhere to the graphic standards.

The 5/3 mark in this case is not at 100% opacity. This is allowed, but only recommended when necessary, such as in this case to allow the check number to be seen.
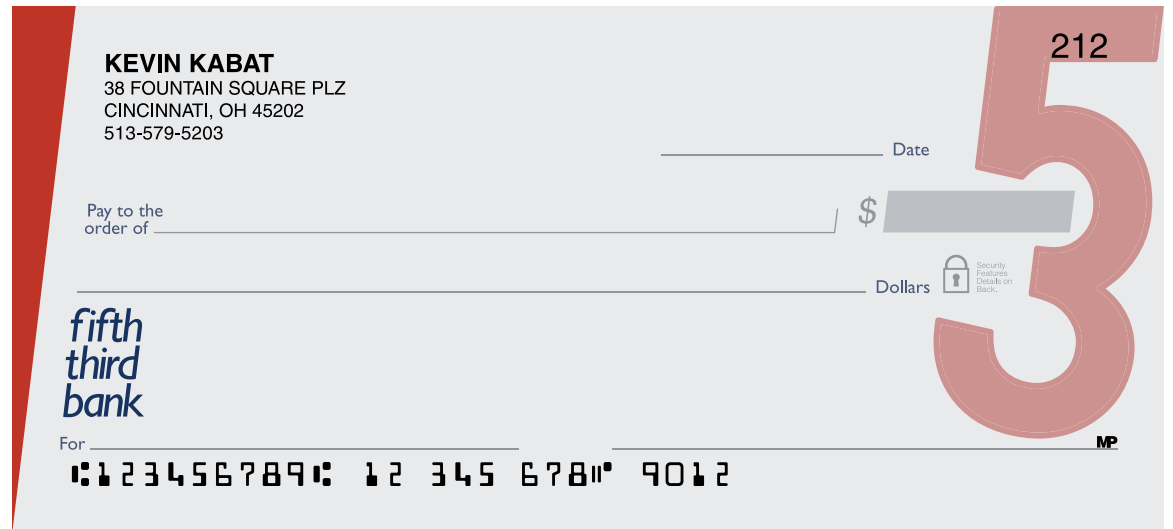
Separation of the 5/3 mark and the bank's name is used in check and check cards, platforms viewed by current bank customers.

When creating materials that will primarily be seen by the public, such as advertisements or gift cards, it is best to keep the primary logo intact.

As shown on the short-sleeved shirt to the right, when the logo is placed on a "Fifth Third blue" background, the bank's name should be white.

In all other cases, it should remain its true colors.