

TSB brand identity – usage guidelines

If you wish to reproduce the TSB logo please adhere to the following brief principles, which will ensure the TSB logo is reproduced successfully in your media.

TSB brand mark

The TSB brand mark should not be altered or changed from the version supplied and shown opposite. Please ensure the mark is placed on a white background. Master artwork of the TSB brand has been supplied with these guidelines. If you require a copy of the master artwork please get in touch with the TSB brand team by contacting nicholas.lancaster@TSB.co.uk



Clear space area

Please ensure the TSB brand mark is placed on media with clear space around it. The example opposite shows the minimum clear space that should be left around the logo. Please do not reproduce the dotted line indicating clear space with the logo, this is for guidance only.



Minimum size

The minimum size of the TSB brand mark is 16mm width, as shown opposite.



Use of colour

Please ensure the TSB brand mark is reproduced in the correct colours. TSB brand marks suitable for use in print and online have been supplied with these guidelines. If you require a copy of either master artwork or a version suitable for mono versions please get in touch with the TSB brand team by contacting nicholas.lancaster@TSB.co.uk



If you require any further information please contact Nick Lancaster, TSB Brand Identity Manager nicholas.lancaster@TSB.co.uk