

Intro and campaign overview

Maine Bankers Association is excited to launch the “Find Yourself in Banking” campaign, a statewide recruitment effort encouraging younger audiences in Maine to consider a career in banking. The majority of assets will be used by Maine Bankers Association to promote this effort and we welcome member banks to share it on their own pages or co-brand graphics for individual posting.

We appreciate you, our member banks, and we know that you will share the responsibility to build a positive experience around the Maine Bankers Association brand.

PRIMARY HORIZONTAL LOGO



HORIZONTAL LOGO ALTERNATIVES



PRIMARY STACKED LOGOS



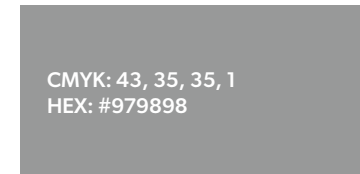
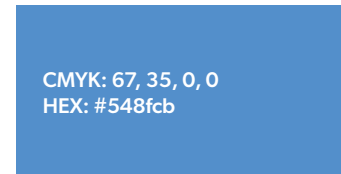
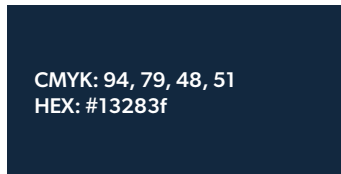
STACKED LOGO ALTERNATIVES



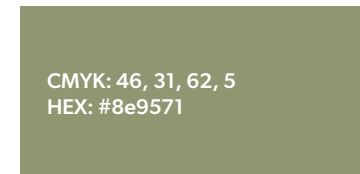
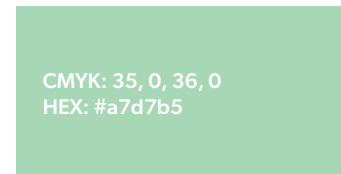
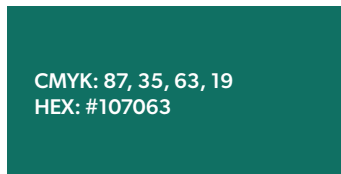
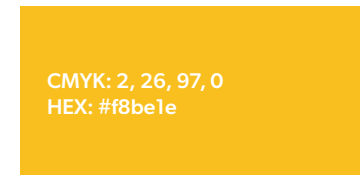
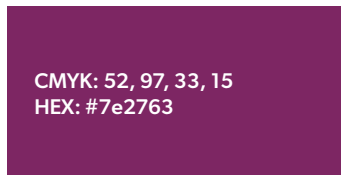
Intro and campaign overview

To the right is the color palette for the Find Yourself In Banking campaign as well as acceptable fonts to use within the campaign.

MAINE BANKERS COLOR PALETTE



SECONDARY COLORS



FONTS

Gibson

Primary font. All weights used. This font can be found at fonts.adobe.com.

PERMANENT MARKER

Secondary or accent font. This font can be found at fonts.adobe.com.

Accessing files

If you wish to co-brand any of our available social graphics for the “Find Yourself in Banking” campaign, the design files can be accessed at mainebankers.com/resources. You will be asked to enter your unique username and password that is assigned to you by MBA.

You will be able to download a .zip file containing Adobe Illustrator (.ai) files and links that you may need to re-link when opening the document for the first time. All fonts used are Adobe fonts and will need to be activated through fonts.adobe.com.

In order to edit these files, you will need access to Adobe Illustrator, which is an Adobe Creative Suite design program. More information can be found at adobe.com/illustrator.

Serving Maine's banks and bankers since 1893

MAINE BANKERS Association

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Member Resources

Maine Bankers Association is excited to launch the “Find Yourself in Banking” campaign, a statewide recruitment effort encouraging younger audiences in Maine to consider a career in banking. Below are resources available to member banks for download. Please review the brand guidelines for instructions on use.

[Brand Guidelines \(PDF\)](#)

Benefits

[Download all files](#)

- Benefits to a Career in Banking
- Banking Careers
- Always wanted to go back to school?
- HELP SOMEONE START A BUSINESS
- Did I hear holidays off?
- It's all about the work / life balance.

News

- NewsLink – October 21, 2021
- Affiliate Member Monday: The Hanover Insurance Group
- NewsLink – October 7, 2021

Follow Us On Twitter

Tweets by @Mainebankers

Maine Bankers @Mainebankers

Familiarize yourself with these #phishing tip offs in texts, emails, and phone calls, then prove your scam-spotting skills are up to snuff with this quiz: aba.social/3pYQz4 #BanksNeverAskThat

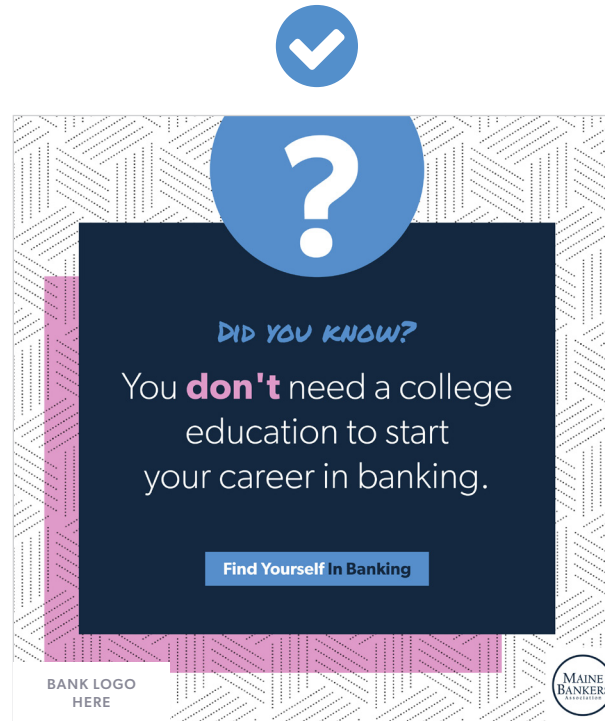
Watch for these tip offs. Banks would never ask for them.

Co-branding files

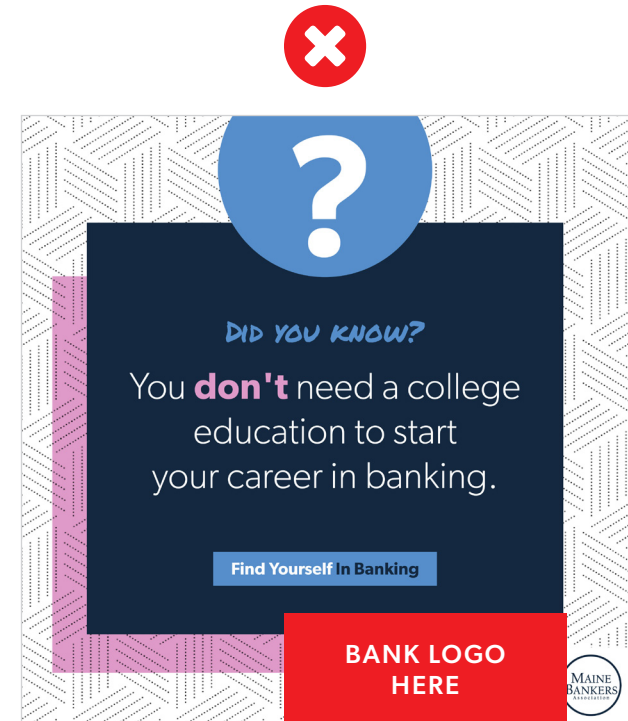
These co-branding guidelines illustrate the correct usage of the Maine Bankers Association identity as it appears in partnership relationships when producing materials.

If you use the design files to develop co-branded graphics to share as social posts, here are a few guidelines to follow:

- Place your institution logo into the file by going to File > Place. Select the logo file of your institution and resize as necessary.
- Do not move the placement of, scale, rotation, or colors of the MBA logo as set in the co-branding design files.
- Add your logo opposite of the MBA logo in the same orientation and scale so they are of equal size.
- Always leave .25" of clear space around the MBA logo as illustrated to the right.
- Match the color version of your bank's logo to the MBA's logo in any given asset (For example, use an all-white logo if the MBA logo is set in white. Use a color version if the MBA logo is used in color.)



- ✓ Logo sized equal to Maine Bankers Association logo
- ✓ Logo background set to white to match Maine Bankers Association logo
- ✓ Logo is spaced appropriately from the Maine Bankers Association logo



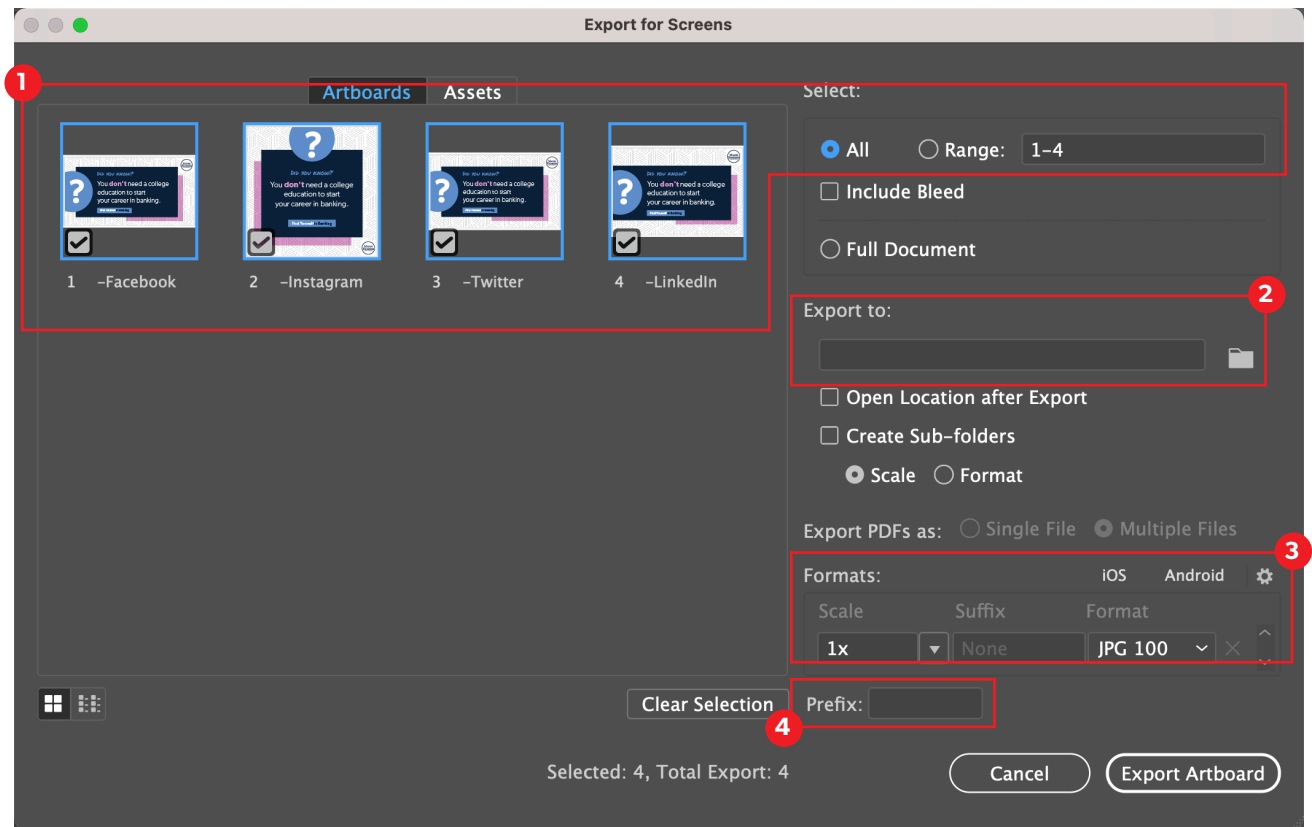
- ✗ Logo sized greater than Maine Bankers Association logo
- ✗ Logo background set to a color and does not match the Maine Bankers Association logo
- ✗ Logo too close to the Maine Bankers Association logo

Saving files

When saving your file, please use the following export method in Adobe Illustrator: File > Export > Export For Screens.

When that dialog box appears you will see the screen to your right.

1. Check off the boxes of the platforms you need this graphic for (ie. Facebook, Instagram, etc.)
2. Select the folder you would like these assets saved to. To do this, click the folder icon.
3. Make sure the scale is set to 1x and the format is JPG 100.
4. Add a prefix to the file name if you want to place text within the file name before "-Facebook.jpg". For example, if you type in the prefix box "MBA-HolidaysOff-Social", when the facebook file is exported, the file would be named "MBA-HolidaysOff-Social-Facebook.jpg"
5. Once these steps are completed, click Export Artboard.



Posting files

When posting, make sure that you post the appropriately sized graphic for the platform. For example, graphics sized for Facebook will have "Facebook" in the file name as an indicator.

Please tag Maine Bankers Association in all posts.

Suggested hashtags:

#mainebankers

#findyourselfinbanking

#bankjobs

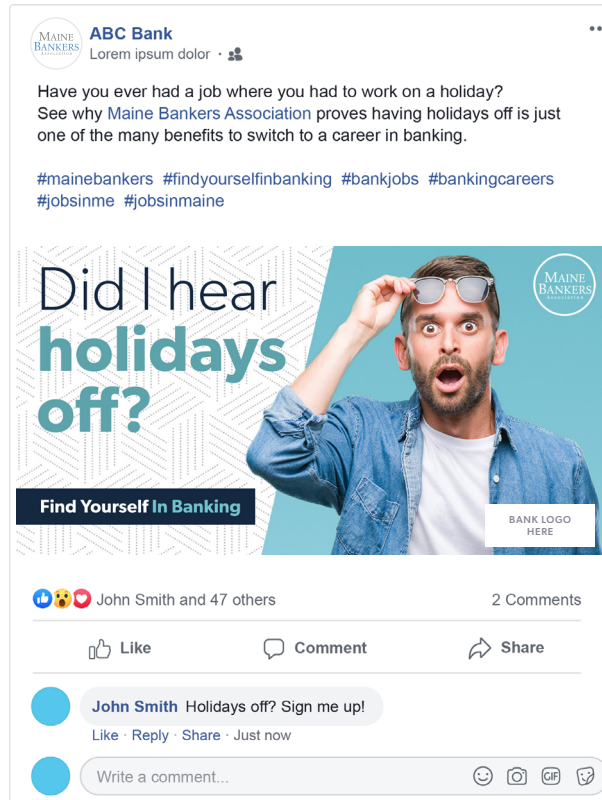
#bankingcareers

#jobsinme

#jobsinmaine

Questions?

Contact us at (207) 791-8400
mainebankers.com



- ✓ Correctly sized artwork
- ✓ Engaging copy
- ✓ Tagged Maine Bankers Association
- ✓ Appropriate hashtag use



- ✗ Incorrectly sized artwork
- ✗ No copy
- ✗ Did not tag Maine Bankers Association
- ✗ No hashtag use