BLUE RIDGE BANK

›› BRAND GUIDELINES

»» OUR HISTORY

Blue Ridge Bank, N.A., is the wholly owned banking subsidiary of Blue Ridge Bankshares, Inc., and was chartered and organized in 1893 as a state institution under the title "Page Valley Bank of Virginia." The bank officially opened for business on Monday, January 3, 1894 with paid in capital of $15,000 and a charter maximum of $25,000. At the time of its organization it was the only bank in Page County, Virginia. Since that time, the bank footprint has grown to cover the entire state with 26 branches in Virginia and one in North Carolina.

Through its subsidiaries and affiliates, the bank provides a wide range of financial services including retail and commercial banking, insurance, credit cards, retail mortgage lending, and government-guaranteed lending. Blue Ridge also provides investment and wealth management services and management services for personal and corporate trusts, including estate planning, and trust administration. Learn more here.

»» OUR LOGO

The Blue Ridge Bank logo can be used in the following configurations. Content volume, size of media and spacing should be considered when selecting the orientation.

Primary - Horizontal

BLUE RIDGE BANK

Primary - Stacked

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Secondary/Special use - Icon only

COLOR & FONTS

Color Palette

LOGO BLUE	LOGO GREEN
CMYK 100/90/10/0	CMYK 66/0/100/0
RGB 42/46/126	RGB 95/187/70
HEX #2A2E7E	HEX #5FBB46
Pantone 2738	Pantone 802

Fonts / Typography Hierarchy

Poppins Bold	Headlines and headers
Poppins Regular	Subheaders and bullets
Poppins Light	Pulled quotes and special use
Franklin Gothic Book Regular	Body copy
Franklin Gothic Demi Regular	Body copy headers

»LOGO USAGE

The Blue Ridge Bank logo must not be altered in any way.
Do not attempt to “enhance” or “spruce up” the logo under any circumstance.

Correct usage - Color

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Correct usage - Black and white

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Correct usage in full reverse white - Acceptable format for any dark or busy background

BLUE RIDGE BANK

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Safety zone

For maximum legibility and impact, the logo should maintain a safe distance from other content elements within a layout. The “safe zone” should be equal the ***width*** of the BRB icon at any given size. No other content elements should enter the safe zone.

»LOGO USAGE continued

Incorrect usage

It is extremely important that the BRB logo be displayed correctly.
Below are some common mistakes that can be made by our partners and vendors.
The logos on this page are just a few examples of unacceptable displays and is by no means an exhaustive list and does not give permission for any variations not included herein.

Compressed

Stretched

Font change

Poor choice for dark background

No icon

Reconfigured

Import/placing issue - possibly corrupt file
Please try another format

Accidental cropping

BLUE RIDGE
BANK

QUESTIONS? Please contact:

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