



OCONEE  
STATE BANK

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V

### Our Vision

*What are we trying to accomplish?*

To be **essential** to the lives, businesses and communities we serve.

M

### Our Mission

*How will we accomplish our vision?*

Create **remarkable** experiences that significantly mark the lives of others.

V

### Our Values

*What is most important to us as we strive to accomplish our vision?*

We value . . . **SUCCESS**

**Steewardship** – The privilege of wisely shepherding the resources entrusted to us

**Unity** – Believing the best in, Expecting the best from, Seeking the best for, and Telling the best about each other

**Collaboration** – A culture of teamwork

**Community** – Investing in the communities we serve through active engagement and local decision-making

**Excellence** – Exceptional performance with a long-term perspective

**Service** – Consistently creating remarkable experiences for our customers

**Solutions** – Empowering our team members to deliver results

PRIMARY



cmyk: 92 / 72 / 0 / 0  
rgb: 36 / 89 / 169  
hex: #0056b8

Oconee Blue is used for the cupola and the wording.



cmyk: 85 / 17 / 82 / 4  
rgb: 0 / 148 / 94  
hex: #00945f

Oconee Green is used for the circle and the line.

SECONDARY



cmyk: 0 / 0 / 0 / 0  
rgb: 255 / 255 / 255  
hex: #ffffff



cmyk: 0 / 0 / 0 / 100  
rgb: 0 / 0 / 0  
hex: #000000



STACKED/VERTICAL VERSION



HORIZONTAL VERSION



The logo can be enlarged as much as necessary *but it must remain in proper scale.*



Proper clearance around the logo equals the height of the stacked wording of Oconee State Bank.

Smallest Size  
is .5" High



Smallest Size is .25" High





**DON'T:** rotate the logo / wrongly scale the logo / change the colors of the logo / add a drop shadow to the logo / place the color logo on a busy background.

The same design principles apply to the horizontal logo.



**DO:** maintain the proper color scheme of the logo / use a white version of the logo on a solid background or photo / use the logo in black and white when necessary / use a tinted version of the logo as a watermark / crop the watermark if desired without cropping the cupola.

The same design principles apply to the horizontal logo.

# Optima LT Standard (primary font)

(purchase the OTF version of this font family at [www.myfonts.com](http://www.myfonts.com))

Optima Roman  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

*Optima Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

Optima Demi
 (Italic also available)  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

Optima Bold
 (Demi Bold Italic also available)  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

# Open Sans (web font)

(available for free download at [fonts.google.com](http://fonts.google.com))

Open Sans Regular  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

*Open Sans Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

Open Sans Semibold
 (Italic also available)  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

Open Sans Bold
 (Bold Italic also available)  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

Calibri Font Family  
 is to be used in  
*email body text.*



For questions concerning  
the Oconee State Bank brand style guide,  
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