



Penrith
building society

Listening and Supporting, Since 1877

Primary Logo

Primary Logo

Exclusion zone



Service Logos

Mortgages

Savings

Junior Savers

Protection



Intermediaries/Broker Branding

Primary Logo



Exclusion zone



Colour Palette

Primary Red

Primary Gold

Intermediary/Broker Grey



Pantone **186c**
CMYK C 12 M 100 Y 81 K 3
Hex **#CE122D**
RGB R 206 G 18 B 45

Pantone **466c**
CMYK C 21 M 31 Y 56 K 7
Hex **#C7A877**
RGB R 199 G 168 B 119

Pantone **431c**
CMYK C 64 M 47 Y 40 K 27
Hex **#5A6771**
RGB R 90 G 103 B 113

Mortgages - Red

Savings - Teal

Young Savers - Yellow

Protection - Purple



Pantone **186c**
CMYK C 12 M 100 Y 81 K 3
Hex **#CE122D**
RGB R 206 G 18 B 45

Pantone **321c**
CMYK C 82 M 25 Y 37 K 7
Hex **#008996**
RGB R 0 G 137 B 150

Pantone **130c**
CMYK C 1 M 39 Y 95 K 0
Hex **#F5A706**
RGB R 245 G 167 B 6

Pantone **267c**
CMYK C 80 M 91 Y 0 K 0
Hex **#60269E**
RGB R 96 G 38 B 158

For GOLD on YELLOW
Add 10% Black to Gold CMYK

Logo - DO NOT!

Do not

Never, Change the positions of any logo element, do not change colours, rotate, separate, or stretch/compress any element of this logotype.



Making changes weakens the brand and its impact.

Font Family – **Roboto**

Roboto Reg
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @?/£&%.,-()

Roboto Reg Italic
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Roboto Bold
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Roboto Bold Italic
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Example

Heading 1 (18/20pt)

Heading 2 (14/16pt)

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Heading 3 (11/13pt)

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Sub-Heading (9/11pt)

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Free Google Font

available from:

<https://fonts.google.com/specimen/Roboto>

Fonts

Font Family – **Over the Rainbow**

Using this font should be limited to **Product/Service Titles ONLY**.
No not use this font as page headers, or within body copy.

Over the Rainbow

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890 @? !£ ¤ % , - ()

Mortgage

5°

Free Google Font

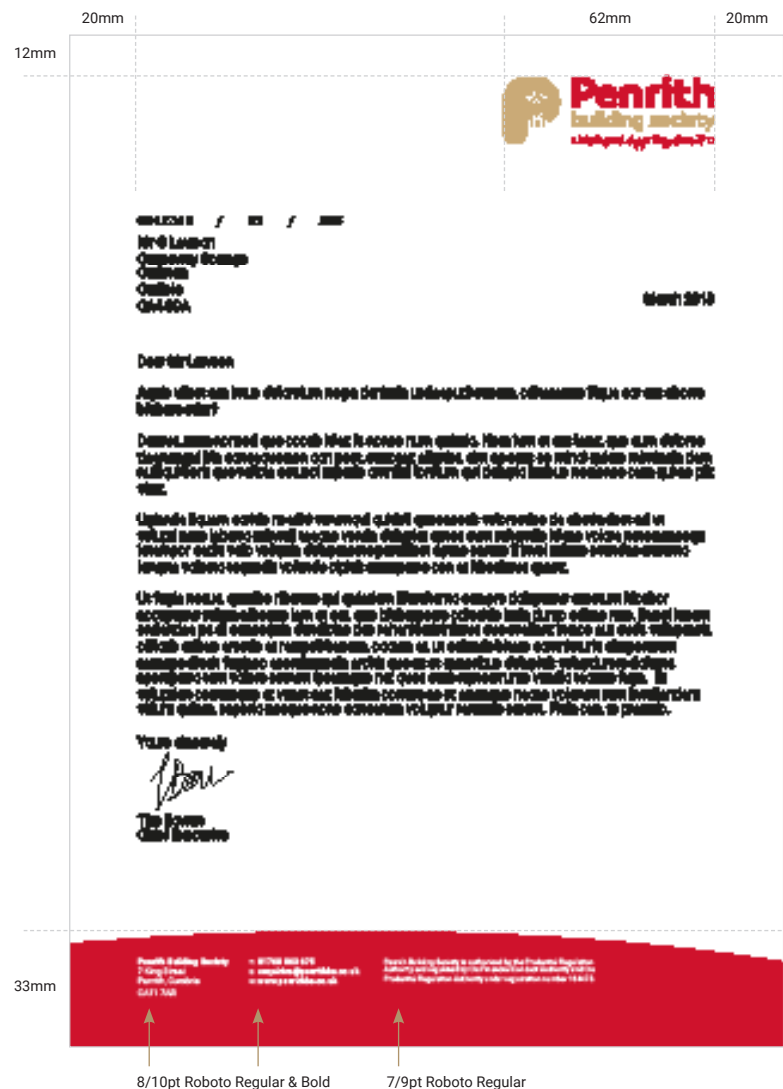
available from:

<https://fonts.google.com/specimen/Over+the+Rainbow>

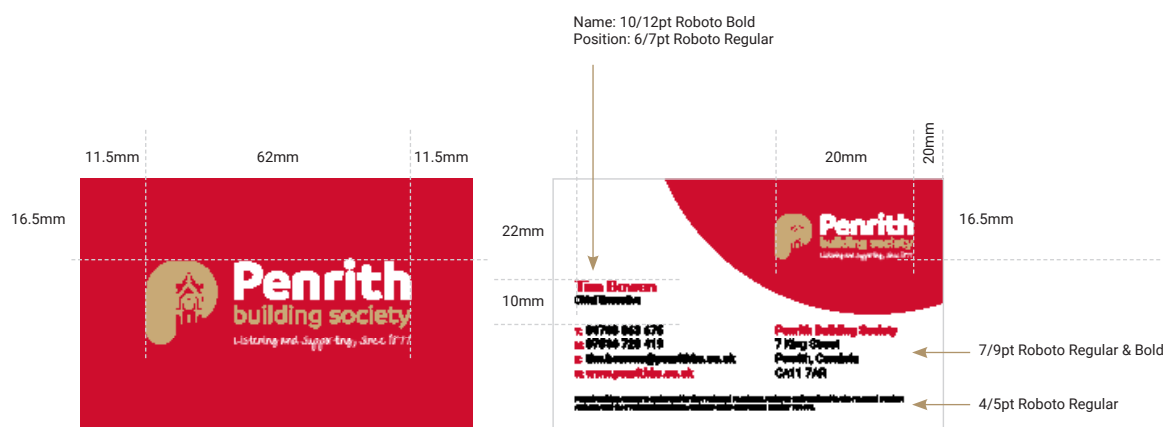
Example

The example shows a vertical advertisement for Penrith Building Society. At the top left is the Penrith Building Society logo, which includes a stylized house icon and the text 'Penrith building society' with the tagline 'Listening and Supporting, Since 1877'. To the right of the logo, the word 'Mortgages' is written in the 'Over the Rainbow' font, slanted at a 5-degree angle. Below this, the text 'Making the right choice' is written in a bold, sans-serif font. Underneath is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, LoLorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, Tur si del ipis asint arunt, qui reptate cus eosant aditatem aligendam laut adit etusae dusam volorio to qui blaudi coris essecae'. At the bottom of the advertisement is a large, stylized house icon and the website address 'www.penrithbs.co.uk'. The entire advertisement is set against a red background with a white border.

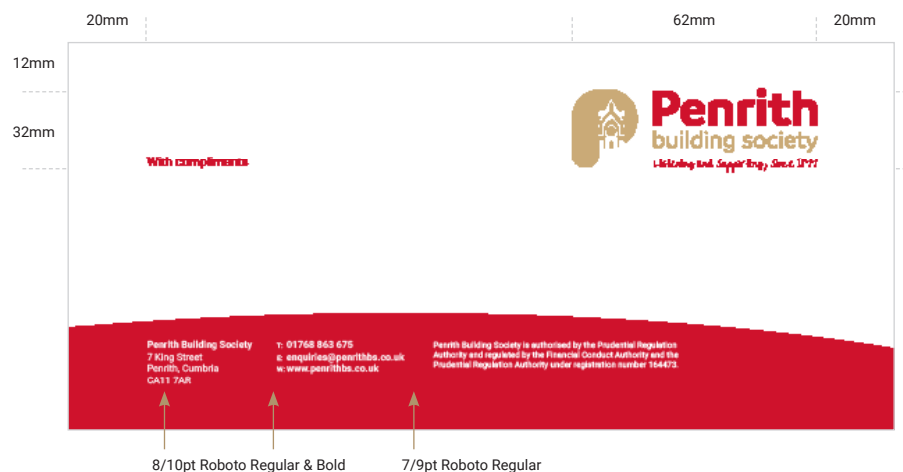
A4 letterhead



Business Card (Double-sided)



Compliments Slip



Did you know? we offer 2 types of mortgage?

Repayment Mortgages



With this loan the borrower makes monthly repayments which consist of repaying the capital amount borrowed as well as the interest, so that the amount borrowed decreases throughout the term and by the end of the loan term the mortgage has been fully repaid.

Interest Only Mortgages



With this loan the borrower makes repayments of the interest only to the society each month. Repayment of the capital could be via any of the following; an endowment policy, a pension plan policy, an ISA or other investment vehicle. The capital sum will still be outstanding at the end of the term.

To discuss your options and explain where we can help, please call us **01768 86 36 75**

Still need help? Call us
01768 86 36 75

enquiries@penrithbs.co.uk
www.penrithbs.co.uk

Penrith Building Society
7 King Street
Penrith, Cumbria
CA11 7AR

www.penrithbs.co.uk

Penrith Building Society is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority under registration number: 124473.



Penrith
building society
Listening and Supporting, Since 1777

Mortgages

Which mortgage do I need? Where do I start?

Making the right choice can be daunting. At Penrith Building Society we help you with the whole process. This leaflet will help to explain the differences between the mortgages we offer, and includes a handy step-by-step guide to set you on the right path to your new home.



www.penrithbs.co.uk



Buying a new home can take as little as a several weeks, or it can take a few months. Understanding the key steps before you begin can help to minimise any potential delays and help you to stay on top of things.

1 Fixed rate mortgages (fixed available)

As the name suggests, a fixed rate mortgage has an interest rate that is fixed for an initial term - say 2, 3 or 5. This means your monthly payments will remain the same over the period of the mortgage, giving you certainty and allowing you to budget. At the end of the fixed rate period, the mortgages

2 Discount mortgages

Discounted mortgages are variable, however, the interest rate isn't linked to the Bank of England base rate. Instead, it is linked to the lender's standard variable rate (SVR) and as a result mortgage payments will change should the lender change the SVR.

To discuss your options and explain where we can help, please call us 01768 86 36 75

3 Step 1. Start searching

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4 Step 2. Make an offer

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5 Step 3. Talk to us

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6 Step 4. Appoint an Solicitor

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7 Step 5. Valuation

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8 Step 6. Finalise

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9 Step 7. Exchange

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10 Step 8. House!

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Savings

Making the right choice

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www.penrithbs.co.uk



Junior Savers

Making the right choice

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www.penrithbs.co.uk



Protection

Making the right choice

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www.penrithbs.co.uk

Welcome Pack/Folder



Tone of Voice

Be consistent

Think local, think people, think engaging



Penrith

building society

Listening and Supporting, Since 1877

Penrith Building Society

7 King Street
Penrith, Cumbria
CA11 7AR

E: enquiries@penrithbs.co.uk

W: www.penrithbs.co.uk

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