



Community Bank - Bethlehem PA (306 S New St) - Exterior - PAG-2652 - DeNovo

Bethlehem, PA • Job# 53553 • Revision 1 • March 6, 2025



60 Westfield Drive
Plantsville, CT 06479
860.229.1812

COLOR PALETTE

Community Bank's color palette offers a distinctive combination within the banking and financial sector. The colors reflect the brand's personality and convey a feeling of warmth, strength and stability.

PRIMARY BRAND COLORS

PANTONE 1665CP



C 0 R 203
M 82 G 74
Y 100 B 32
K 0
HEX CB4A20

BLACK



C 0 R 0
M 0 G 0
Y 0 B 0
K 100
HEX 000000

ACCENT BRAND COLOR

PANTONE 317C



C 24 R 192
M 0 G 228
Y 14 B 222
K 0
HEX C0E4DE

UNCOATED FORMULAS

When printing on UNCOATED paper (such as newsprint), changing to these formulas will achieve a more accurate result.

PANTONE 165UP



C 0
M 63
Y 99
K 0

PANTONE 7457U



C 20
M 0
Y 10
K 0

SECONDARY BRAND COLORS



C 0 R 230
M 0 G 230
Y 0 B 230
K 10



C 0 R 210
M 0 G 210
Y 0 B 210
K 20



C 0 R 190
M 0 G 190
Y 0 B 190
K 30



C 0 R 150
M 0 G 150
Y 0 B 150
K 50



C 0 R 90
M 0 G 90
Y 0 B 90
K 80



Project Address:
Bethlehem, PA

SPIWO #: 53553
Issue Date: 3/5/2025

Account Manager:
Tracy Becker
tracy@signpro-usa.com
860.426.3033

Designer: BSA

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Revisions:
BSA - 3/6/2025 - Rv. 1

Font Family: Figtree

C 0 R 203
M 82
Y 100
K 0
PANTONE 1665CP

C 0 R 0
M 0
Y 0
K 100
BLACK

SIGN TYPE
Colors

PAGE
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PRINT

SIGN

DATE

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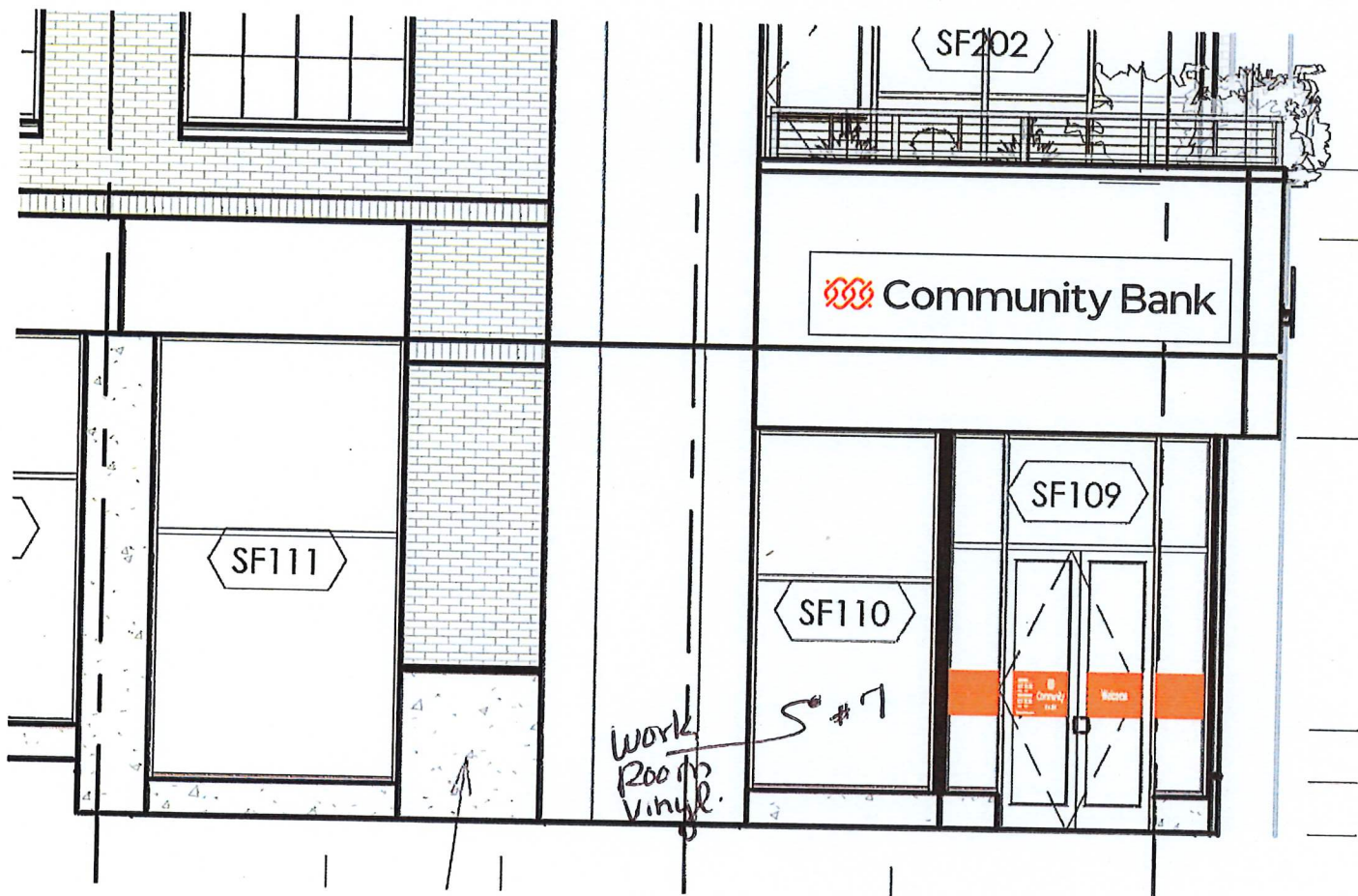
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non-illuminated dimensional letters on a background panel - Linear version

New Street (East Elevation)

28 sf.



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Font Family: Figtree

C 0 PANTONE 1655CP
M 83
Y 100
K 0

C 0 BLACK
M 0
Y 0
K 100

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Font Family: Figtree

C O PARTONE 1855CM
M B2
Y 100
K 0

C O BLACK
M 0
Y 0
K 100

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NL-DL

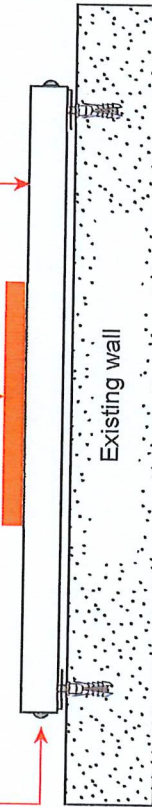
PAGE
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non-illuminated dimensional letters on a background panel - Linear version

- 2" x 2" Aluminum tube frame
- .080 Aluminum shoebox cover face
- Returns and border: Painted White
- Face: Painted white

- 0.375" Acrylic dimensional letters
- Flush mounted to sign face
- Painted PMS 1665 & Black

- 1" Angle brackets
- Fasteners as needed



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Font Family: Figtree

C 0 PANTONE 1865CP
M 82
Y 100
K 0

C 0 BLACK
M 0
Y 0
K 100

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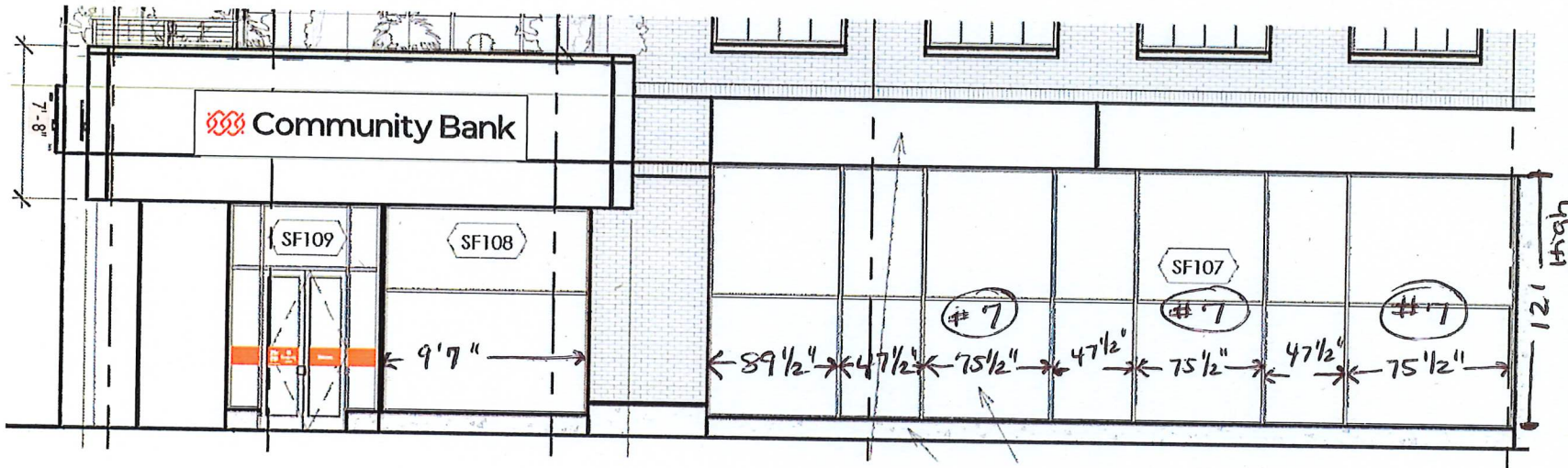
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non-illuminated dimensional letters on a background panel - Linear version

3rd Street (North Elevation) - OPTION 1

54.16 sf.

Option 1 - 54.16 sf to maximize the allowance on this elevation.



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Font Family: Figtree

C O PANTONE 1665C
M R
Y 100
K 0

C O BLACK
M O
Y O
K 100

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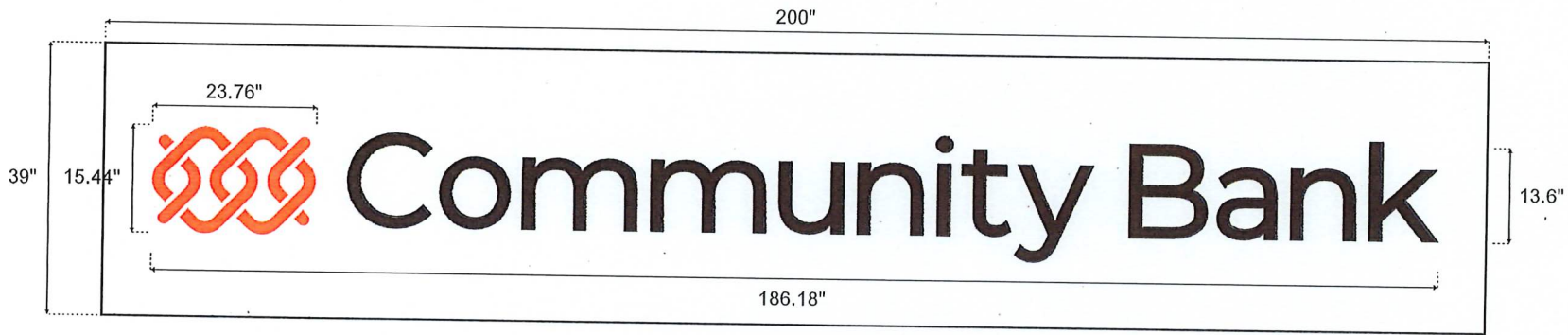
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non-illuminated dimensional letters on a background panel - Linear version
 3rd Street (North Elevation) - OPTION 1
 54.16 sf.



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C O PANTONE 1655CF
M B
Y 100
K 0

C O BLACK
M 0
Y 0
K 100

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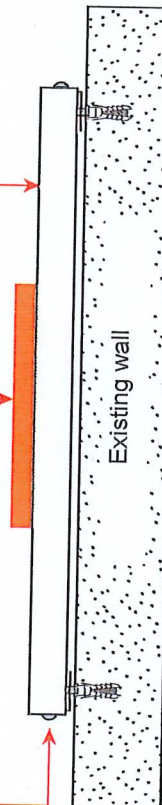


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**Community
BANK**

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	C 0	PANTONE 1665C
	M 82	
	Y 100	
	K 0	
	C 0	BLACK
	M 0	
	Y 0	
	K 100	

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**NESGroup
Marketing**

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Entry Door Vinyl Graphics
Exterior Second Surface Application



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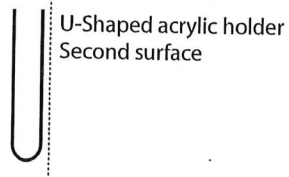
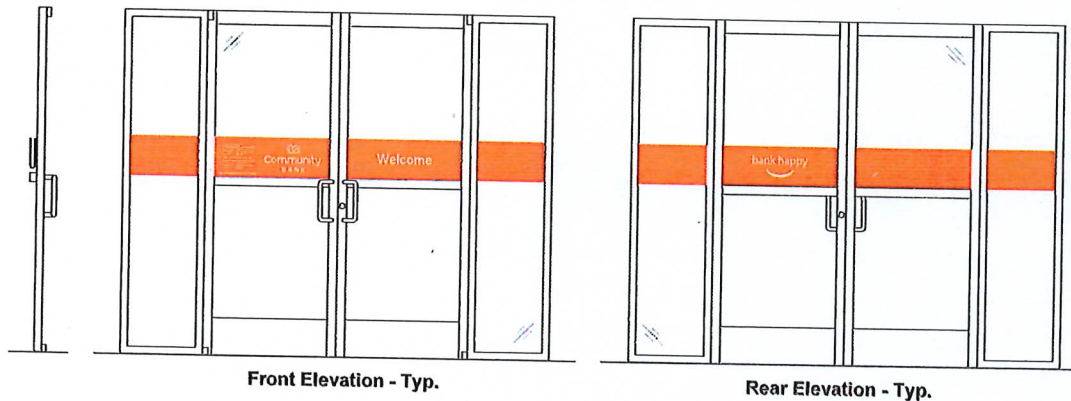
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Entry Door Vinyl Graphics Exterior Second Surface Application



Door Graphics

Door graphics are available to welcome customers and provide branch operation information. These signs are adhered to the glass door, second surface (inside) based on function and need. Bands should be installed above push bars and any subsequent doors will have bands installed at the same height.

Note: Side lites vary per location.
Use U-Shaped acrylic holder

Hours must be confirmed by Community Bank prior to manufacturing. Messages should be displayed in initial caps.



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Font Family: Figtree

C 0 PANTONE 1855C
M 82
Y 100
K 0

C 0 BLACK
M 0
Y 0
K 100

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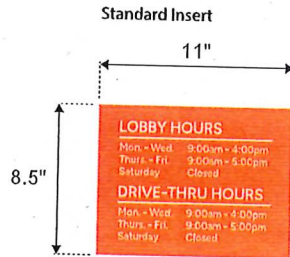
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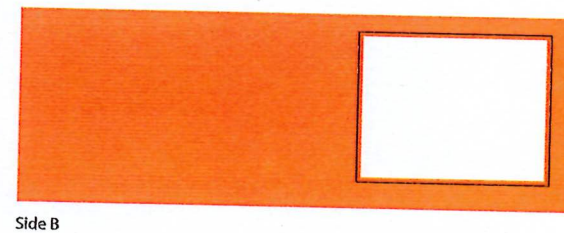
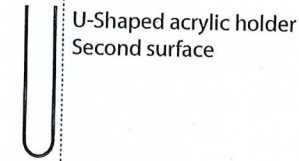
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Entry Door Vinyl Graphics
Second Surface Application



1mm Sintra insert



Without Drive-Thru Hours



Secondary Inserts



Secondary Door Vinyl



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