Corporate Design Manual
Erste Bank Group

ČESKÁ SPOŘITELNA

SLOVENSKÁ SPORITEĽŇA

ERSTE BANK

SPARKASSE

ERSTE BANK

ERSTE BANK

What is the corporate design manual?
Introduction and basic guidelines

The Erste Bank Group is serving more than eleven million customers in five countries. The key to lasting success is best quality customer service throughout the whole Group. Creating an unified CD manual for an unified approach towards customers helps us to keep up with our customers' demands no matter in which country they enter a branch.

The visual appearance of an enterprise is defined by its corporate design (CD) by which the company presents itself towards external audiences (customers, shareholders and partners) as well as towards internal audiences (employees). A strong and consistent corporate design produces high recognition and is a key factor for successful and stringent branding.

This CD manual primarily covers the correct use of logos, colours and typefaces, business forms, print advertising, folders, brochures, savings books, payment cards, internet- and PC applications. Additional topics, e.g. invitation card design, have also been incorporated in this version.

This manual contains binding rules for the visual appearance within the Erste Bank Group and explicitly covers the brands

– Erste Bank (Austria),
– Česká spořitelna (Czech Republic),
– Slovenská sporiteľňa (Slovak Republic),
– Erste Bank (Hungary) and
– Erste Bank (Croatia).

Subsidiary companies (members of the local groups) have to be incorporated into the common appearance on a national level in order to maintain and strengthen the Group's position as an overall provider of financial solutions. The respective local mother company of each country shall take the responsibility for the implementation of CD manuals – in line with this group manual – for their national subsidiaries.

Consistent visual appearance is crucial for success in marketing and branding. Therefore any changes are subject to prior group marketing approval.

This is the first unified release of a CD manual with international scope in the Erste Bank Group and it will replace the current local CD manuals according to a bilaterally agreed time schedule.

We are convinced that this first release of a common Group-CD will further strengthen our strong appearance – this from a local as well as from an international point of view.

Vienna,

Signature

Table of contents

Table of contents

Table of contents

Page 3 of 4

Table of contents

Page 4 of 4