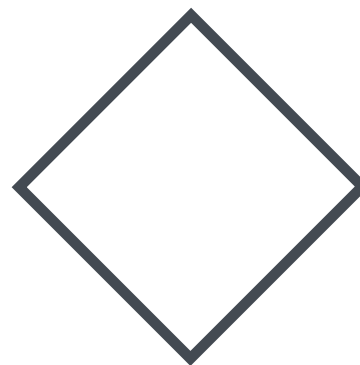
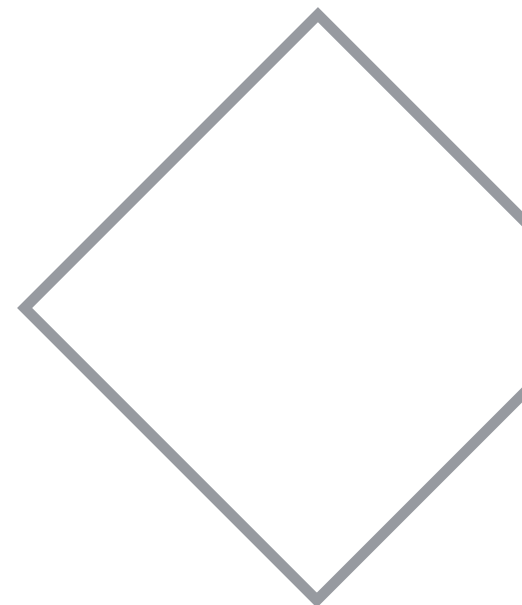
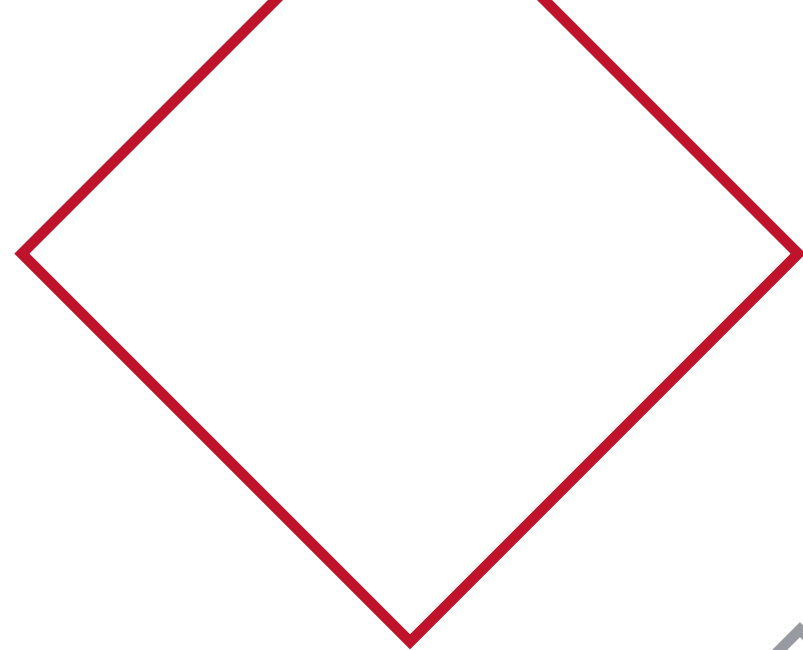


FIRST BANK

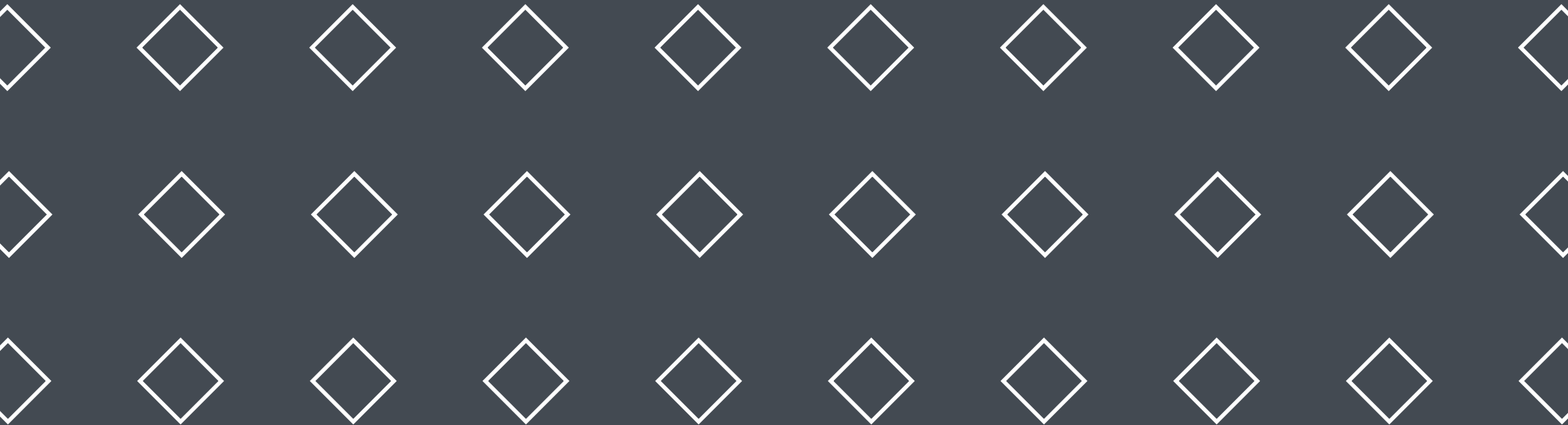
Brand Guidelines

Updated 2021



Brand Statement

Our brand identity is the tangible expression of all that we stand for, and the purpose of these guidelines is to maintain strength and consistency in our brand.



Logos Specifications

Primary Logo

The preferred logo usage is white text within a red bar (1). The red text within a white bar version can be used on a red background or a background that doesn't provide enough contrast (2). When printing in black and white, the logo bar can use the brand's dark gray (3).

1



FIRST BANK

2



FIRST BANK

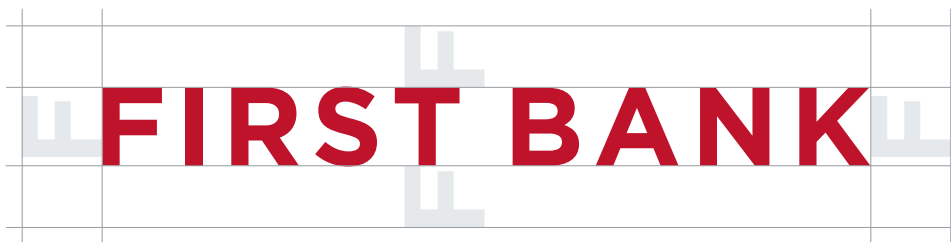
3



FIRST BANK

Clear Space

Measured by the width and height of the letter F in the logo, this is the minimum distance required between the logo and other elements like text, photography, borders, etc.



Minimum Size

The minimum required size of the logo for proper legibility is 55 pixels, or 0.76 inches, wide.



Logo Don'ts

To maintain the integrity of the logo, the proportions and spacing of the FIRST BANK text and surrounding bar should not be altered. Here are some other things to avoid.



FIRST BANK

✗ Don't stretch or squeeze the logo



FIRST BANK

✗ Don't alter the proportions of the red bar



FIRST BANK
Checking Accounts

✗ Don't add type to the logo



FIRST BANK

✗ Don't use a stroke in place of the solid bar



FIRST BANK

✗ Don't use business line colors for the logo



**FIRST
BANK**

✗ Don't use an outdated stacked logo



FIRST BANK

✗ Don't use an outdated horizontal logo



FIRST BANK

✗ Don't use against a low-contrast background

First Bank is committed to creating brighter futures, starting with yours.

CAMPUS CHECKING
FREE FINANCIAL EDUCATION RESOURCES
MOBILE WALLET AND REWARDS WITH YOUR DEBIT CARD
MOBILE CHECK DEPOSIT AND STATE-WIDE ATM NETWORK WITH OUR APP

Carthage
100 Monroe Street 910-947-2561
Waco
100 Bank Street 910-245-4017

FIRST BANK

localfirstbank.com

Campus Checking is only for enrolled students under the age of 25. Member FDIC.

FIRST BANK Locations Contact Log In

"When I ask for something, they find a way to get it done."

See how First Bank and First@Work go the extra mile for you and your team.

Sign up for a free consultation with our Triangle team today.

First Name Last Name Email Phone Zip Code Request Get in Touch

What is First@Work?
A simple path to financial wellness.

Online Courses **Live Digital Events** **MyMoney Tool**

Personal Accounts Savings and Money Markets

Our range of savings options helps your money work even harder for you.

FIRST BANK

RELATIONSHIP GUIDE
Personal Banking Services

Let your excess cash earn more with CDs.

Personal Accounts CDs

If you do not need immediate access to your funds, a CD typically offers higher rates than savings and money market accounts—the longer the term, the higher the interest.

A First Bank CD is also a safe, FDIC-insured investment, typically offering guaranteed fixed interest rates.

You, the first in your family to go to college, and you're working full time to support your family.

We say yes, and we're here to help with a no-fee checking account, a credit card with rewards, free financial education resources, and a local team that knows your name and believes in your dream for the future.

localfirstbank.com

YOU are amazing.

FIRST BANK

The community newcomer who's up to find the perfect home for family and put down roots.

is you, and we're here to help with personalized home loans, competitive rates, and a fast sound time on paperwork so you can get settled in sooner.

firstbank.com/mortgage

YOU are amazing.

FIRST BANK

Approved Lines of Business Logos

Materials referring to First Bank's Mortgage Services line of business can use logo lockups with the name underneath (1). The Wealth Management business can use a long red bar as shown (2). The Private Banking service has a dedicated logo that can be used alone without inclusion of the primary First Bank logo (3).

1

The logo consists of a solid red rectangular background. The words "FIRST BANK" are written in large, bold, white, sans-serif capital letters at the top. Below it, the words "Mortgage Services" are written in a smaller, white, sans-serif font.

FIRST BANK
Mortgage Services

2

The logo is a solid red horizontal bar. The words "FB WEALTH MANAGEMENT" are written in white, bold, sans-serif capital letters across the bar.

FB WEALTH MANAGEMENT

3

The logo features a red shield-shaped icon at the top, containing a stylized white "FB". Below the icon, the words "PRIVATE BANKING" are written in bold, red, sans-serif capital letters. At the bottom, the words "First Bank" are written in a smaller, red, sans-serif font.


PRIVATE BANKING
First Bank

FB WEALTH MANAGEMENT

It's time for a review!

Let's take a moment to check how your financial plans are supporting your goals. Schedule a meeting with your FB Wealth Management financial advisor today!

localfirstbank.com/wealth

PRIVATE BANKING
First Bank

Contact Your Private Banking Executive

Mary Thacker
Regional Private Banking Executive
NMLS 664793
Mobile: 540-960-0006 | Office: 919-973-3761
mthacker@localfirstbank.com
3620 Six Forks Road, Raleigh, NC

What to Expect With Private Banking From First Bank

- Your own private banker who provides one-on-one service and is available 24/7
- Expert facilitation of your wealth management strategy and lifestyle decisions
- Custom lending options, including personalized HELOC and mortgage loans with competitive rates
- The entire suite of First Bank's state-of-the-art digital banking services

Private Banking Checking

Your Private Banking checking account is an integral element of your overall wealth management strategy, one that provides multiple protections and free access to ATMs anywhere you go*

Private Banking Money Market

Our Private Banking money market services maximize your flexibility and options by allowing customers to write a limited number of checks from this fund while earning a higher interest rate than a standard checking or savings account.

*Free ATM network includes First Bank branches. Credit network (24/7 service) not for withdrawal with instant cash. Loans subject to credit approval. © 2019 First Bank. Member FDIC.

localfirstbank.com/privatebanking

FIRST BANK

Personal Business Digital Banking Mortgage Insurance Wealth About Learn

PRIVATE BANKING
First Bank

Expert guidance that puts you first.

Ensure your wealth is protected and working efficiently for you.

As a First Bank Private Banking customer, you will enjoy strategic planning and sound investment guidance from an experienced financial professional who is focused on helping you achieve your financial goals. It also gives you access to exclusive Private Banking products tailored to your individual needs.

What to Expect with Private Banking From First Bank

- Your own private banker who provides one-on-one service and is available 24/7

Color Palette

Core Brand Palette

The First Bank red serves as our primary visual identifier for our master brand along with variations of red and accents of gray.

<div>First Bank Red</div> <div>PMS 200C & 3517U C4 M100 Y85 K20 R188 G21 B43</div>	<div></div> <div>PMS 7621C & 2350U C24 M100 Y93 K19 R163 G30 B39</div>	<div></div> <div>PMS 7540C & 546U C72 M61 Y51 K35 R68 G75 B83</div>	<div></div> <div>PMS 430C & 430U C43 M34 Y31 K1 R152 G155 B160</div>	<div></div> <div>PMS 699C & 196U C0 M29 Y10 K0 R249 G194 B200</div>
90%	90%	90%	90%	90%
80%	80%	80%	80%	80%
70%	70%	70%	70%	70%
60%	60%	60%	60%	60%
50%	50%	50%	50%	50%
40%	40%	40%	40%	40%
30%	30%	30%	30%	30%
20%	20%	20%	20%	20%
10%	10%	10%	10%	10%

Lines of Business Palette

The secondary colors are used to represent each line of business.

 Personal PMS 2459C & 2459U C64 M2 Y46 K1 R86 G176 B147	 Business PMS 4008C & 3514U C0 M31 Y97 K0 R244 G175 B35	 Mortgage PMS 7688C & 7461U C70 M30 Y0 K0 R68 G149 B209	 Insurance PMS 2081C & 3559U C50 M70 Y0 K0 R141 G100 B170	 Wealth PMS 2118C & 280U C100 M100 Y8 K5 R46 G46 B131
PMS 7724C & 340U C80 M20 Y65 K3 R41 G149 B119	PMS 2012C & 7408U C4 M40 Y100 K0 R240 G163 B31	PMS 7683C & 2145U C75 M35 Y0 K15 R47 G123 B179	PMS 668C & 3555U C55 M75 Y0 K15 R116 G78 B145	PMS 2118C & 280U C100 M100 Y12 K30 R35 G30 B102
PMS 572C & 7464U C33 M0 Y21 K0 R170 G219 B208	PMS 7507C & 1345U C0 M15 Y46 K0 R255 G217 B151	PMS 277C & 277U C32 M11 Y2 K0 R169 G202 B229	PMS 523C & 523U C18 M30 Y0 K0 R204 G179 B215	PMS 271C & 271U C39 M38 Y0 K0 R156 G153 B203
10% Tint PMS 2459C & 2459U C7 M0 Y3 K0 R234 G246 B245	20% Tint PMS 4008C & 3514U C0 M4 Y20 K0 R255 G241 B208	20% Tint PMS 7688C & 7461U C10 M3 Y0 K0 R225 G236 B248	15% Tint PMS 2081C & 3559U C5 M9 Y0 K0 R237 G229 B242	15% Tint PMS 2118C & 280U C10 M9 Y0 K0 R224 G224 B241

○ Primary business line colors

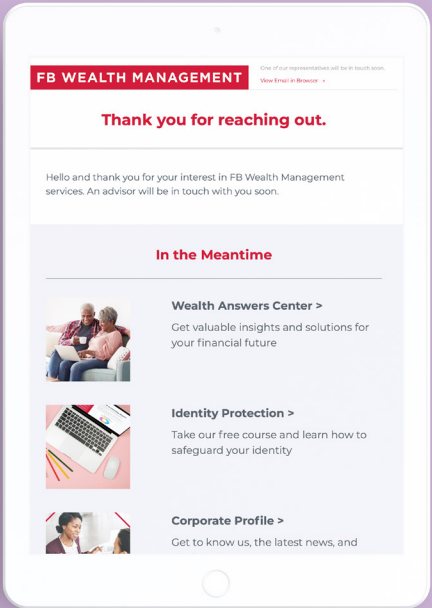
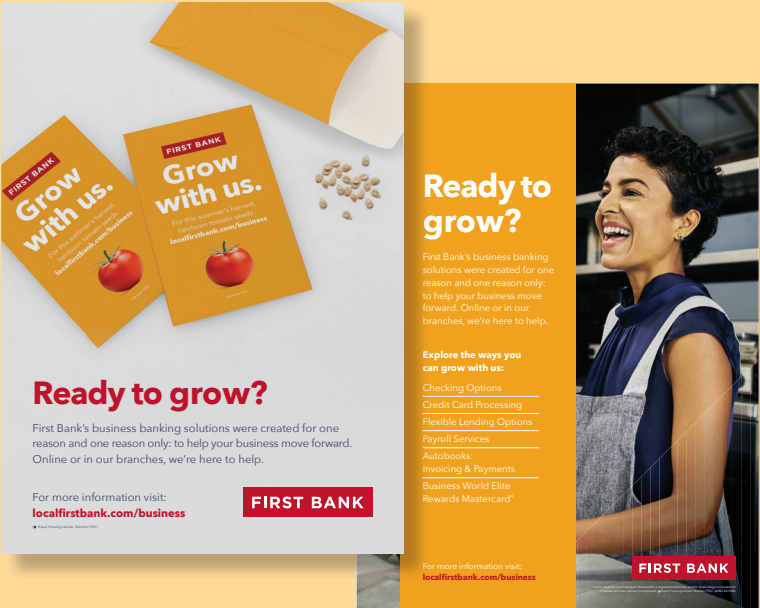
Web Color Palette

Core Palette:

First Bank Red #BC152B	#A31E27	#444B53	#D5D5D5	#F9C2C7
		#818386	#EAEAEA	#FCE0E3
		#999CA0	#F7F7F7	#FEF5F6

Lines of Business:

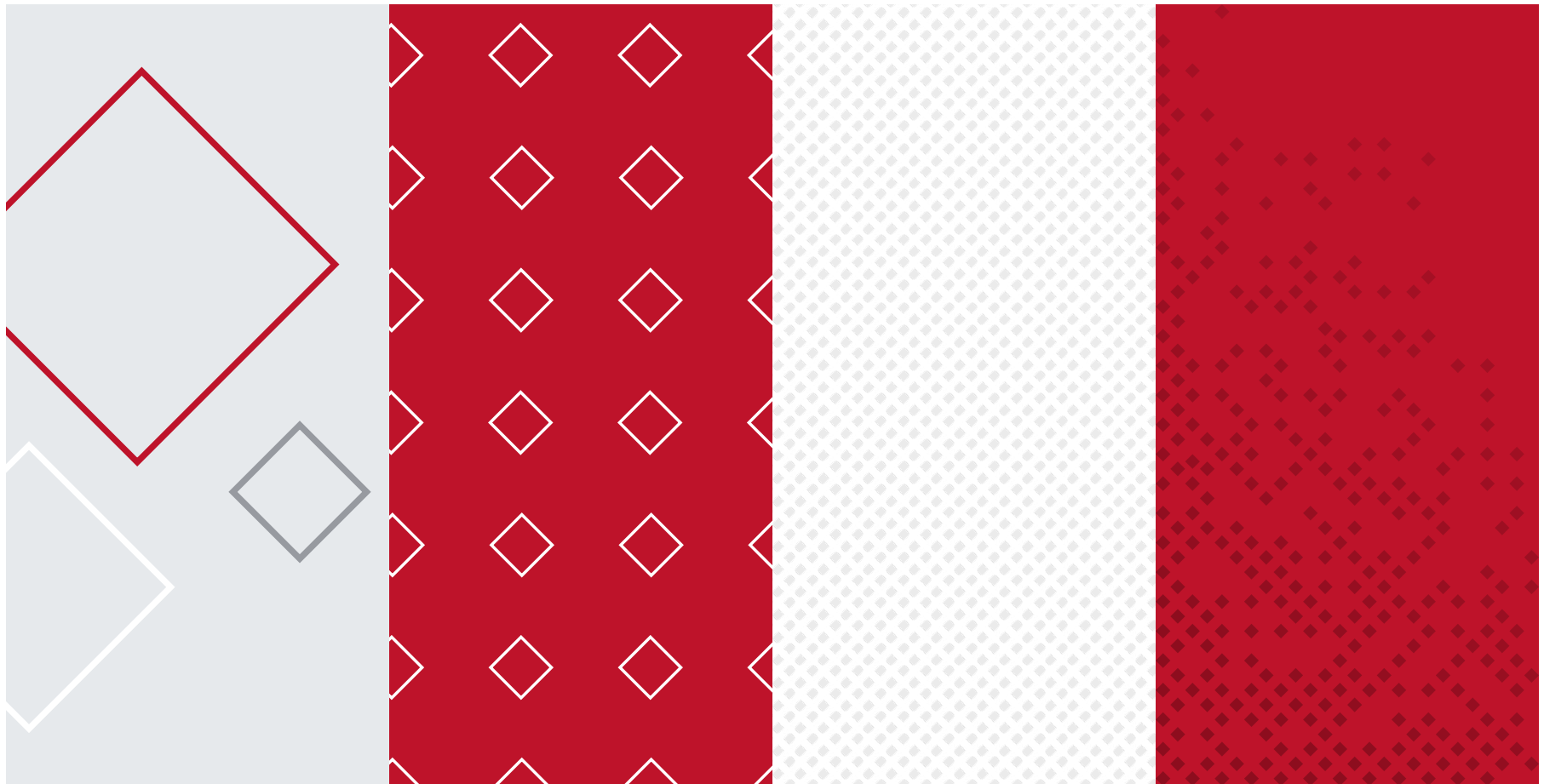
Personal #27856A	Business #F4AF23	Mortgage #2F7BB3	Insurance #8C63AA	Wealth #2E2D83
#AADBD0	#FFD997	#B6DAF9	#CBB3D6	#B7B5E5
#EAF6F5	#FFF1D0	#E1ECF8	#EDE5F1	#E0E0F1



Brand Patterns

Shapes and Patterns

Our core shapes are inspired by our rectangular logo and they help frame our people and messages.

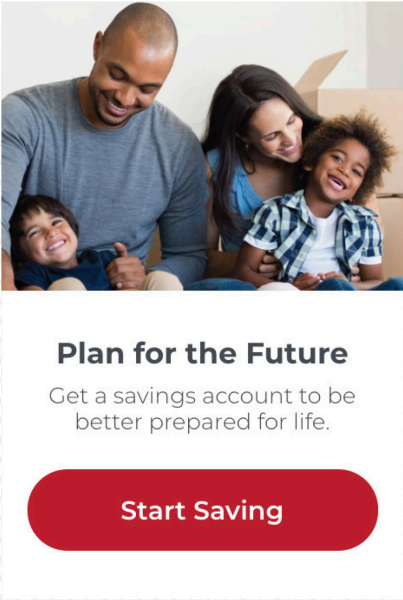


Varying and overlapping
diamonds pattern

Uniform diamonds pattern

Uniform diamonds
background pattern

Scattered diamonds
background pattern



Imagery

Photography Do's and Don'ts



✓ Choose images that resonate with our audience. Ensure that the people featured in photographs are diverse in both race and gender.



✓ Select images that show real, authentic moments and a tone that feels optimistic and upbeat.



✓ Mix images of people with images of objects and devices to better depict a service or product.



✓ Use images that feature the brand colors.



✗ Don't use images that feel staged.



✗ Don't use images that are heavily stylized. For example, images with high contrast, high saturation, or textures.



✗ Don't use too many images with devices and hands.

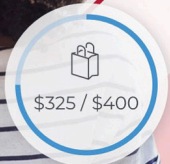
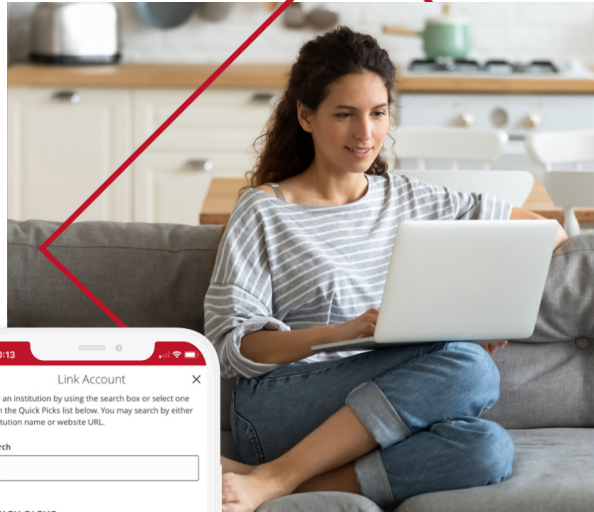


✗ Don't use images that are overly busy in composition.

Examples of Approved Photography



In order to depict a digital service provided by First Bank, show screens in use and focus in on or pull out the primary messaging for emphasis.

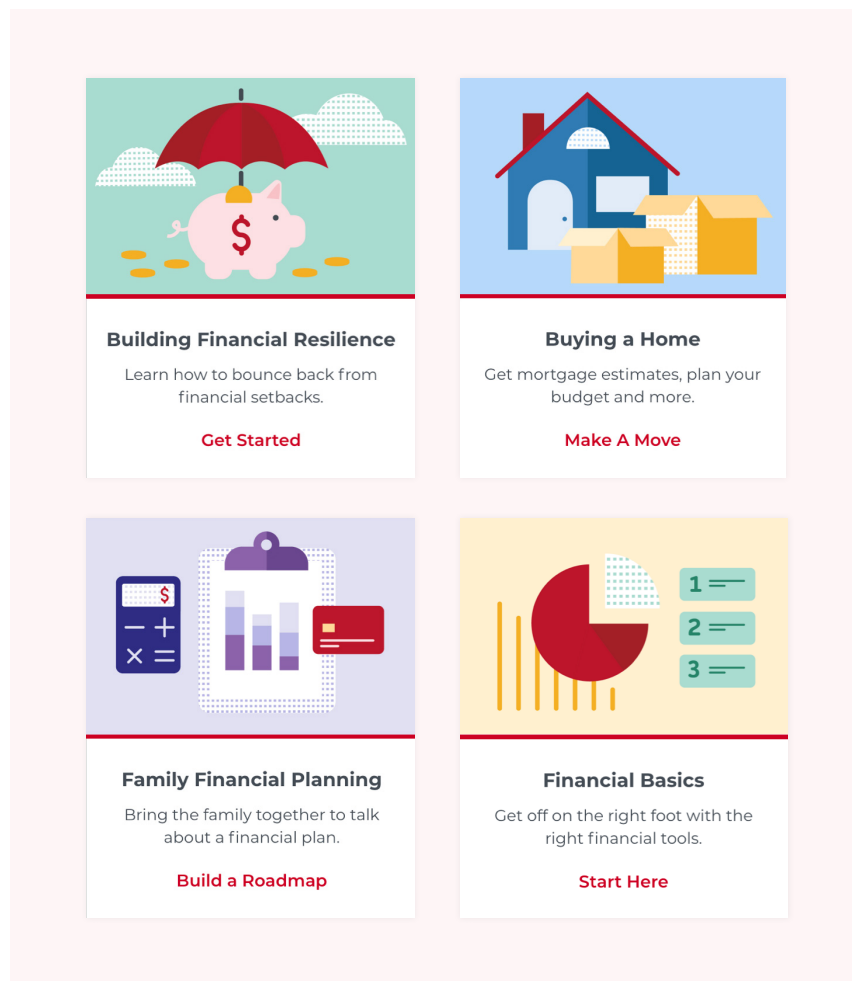


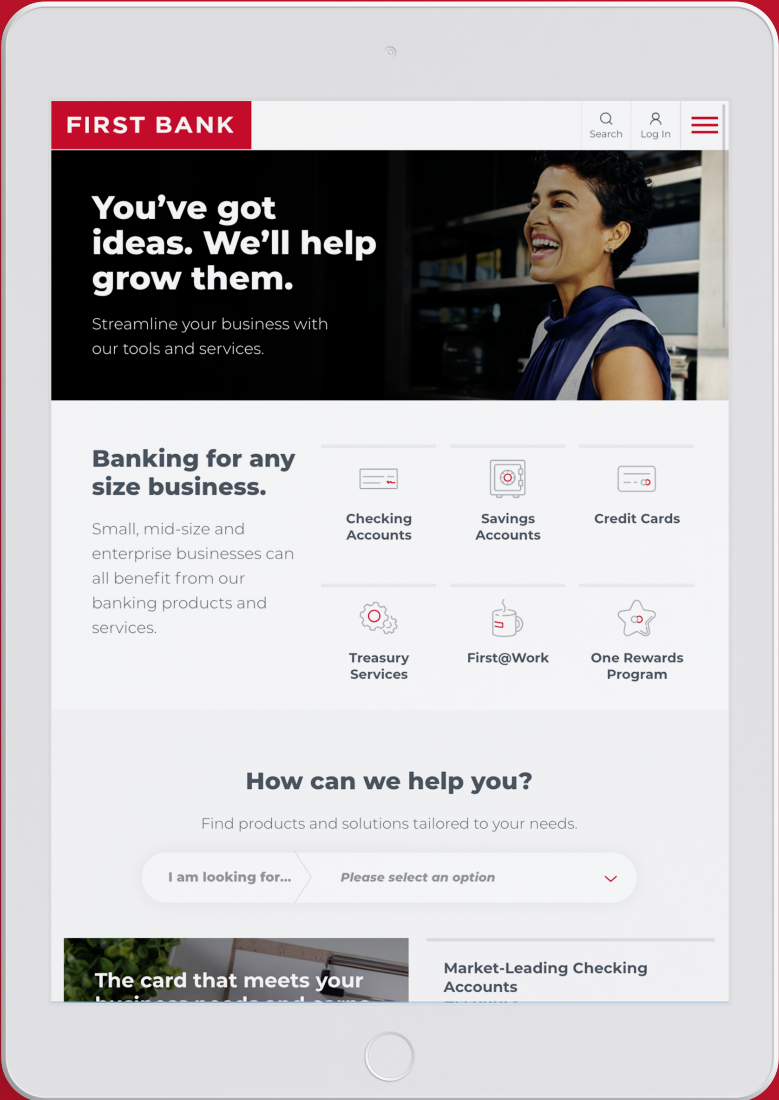
- **Food & Dining** \$260.00

Illustration & Iconography

Illustration Styles

The two illustrations shown below depict First Bank's preferred style. Other styles can be used if they include the brand colors and are appropriate.





Typography

Print Typography

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Web Typography

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

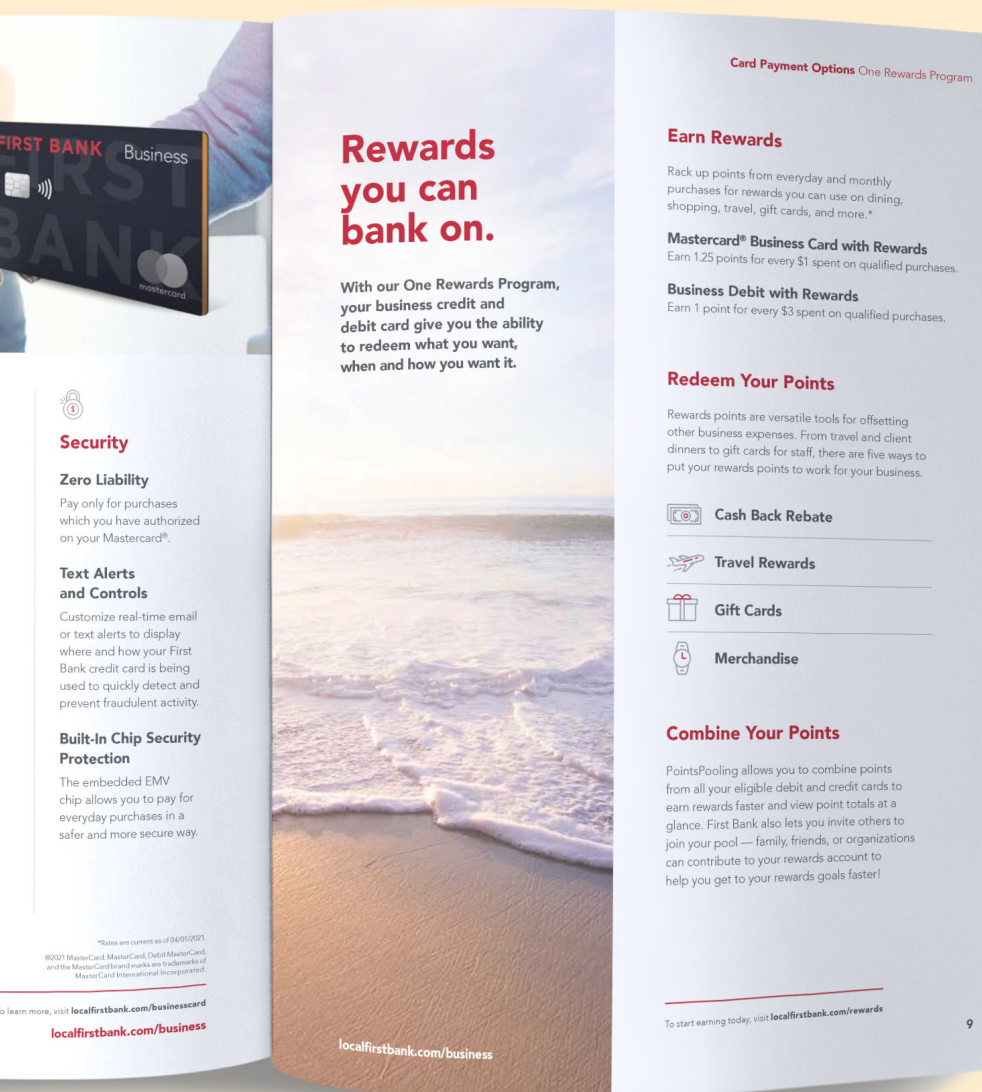
Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Print Typography In Use



Headlines: Avenir Black | Sentence Case

Rewards you can bank on.

Introduction/Subheadings: Avenir Black

**With our One Rewards Program,
your business credit and
debit card give you the ability
to redeem what you want,
when and how you want it.**

Headline 2: Avenir Black | Title Case

Earn Rewards

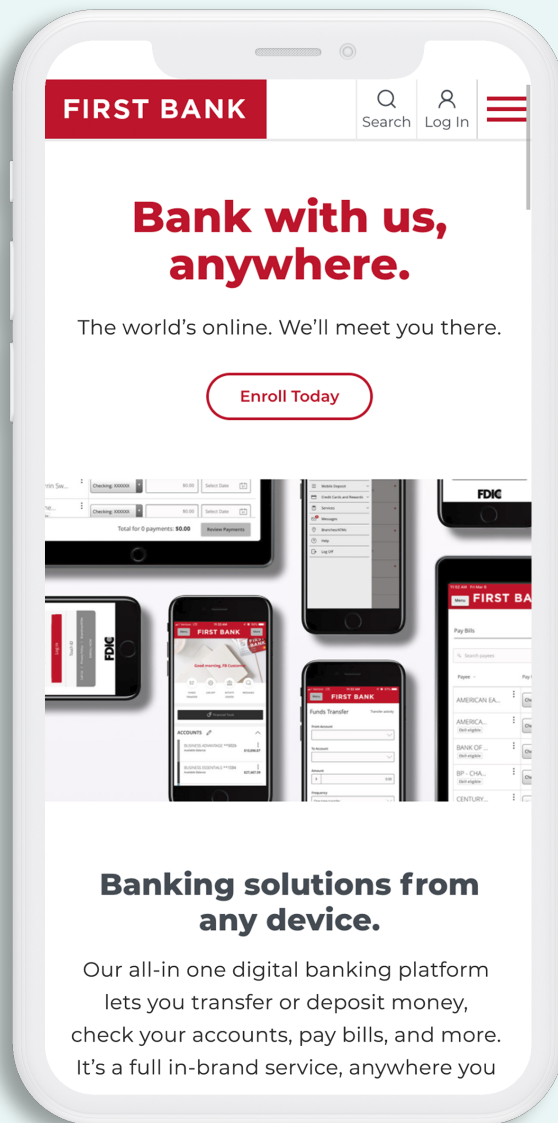
Body Copy & Bullet Points: Avenir Light

Rack up points from everyday and monthly purchases for rewards you can use on dining, shopping, travel, gift cards, and more.

Calls to Action: Avenir Black

localfirstbank.com/business

Web Typography In Use



Headlines: Montserrat Extra Bold | Sentence Case

Bank with us, anywhere.

Body Copy: Montserrat Regular

The world's online. We'll meet you there.

Buttons and Calls to Action: Montserrat Semibold

Enroll Today

Subheads: Montserrat Extra Bold | Title Case

Banking solutions from any device.

Our all-in one digital banking platform
lets you transfer or deposit money,
check your accounts, pay bills, and more.
It's a full in-brand service, anywhere you

FIRST BANK

If you ever have any questions about this brand guide or requirements, the Marketing team is happy to help.

Contact us at marketing@localfirstbank.com