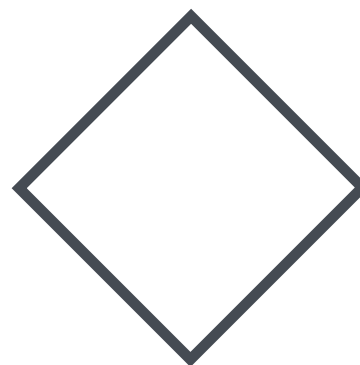
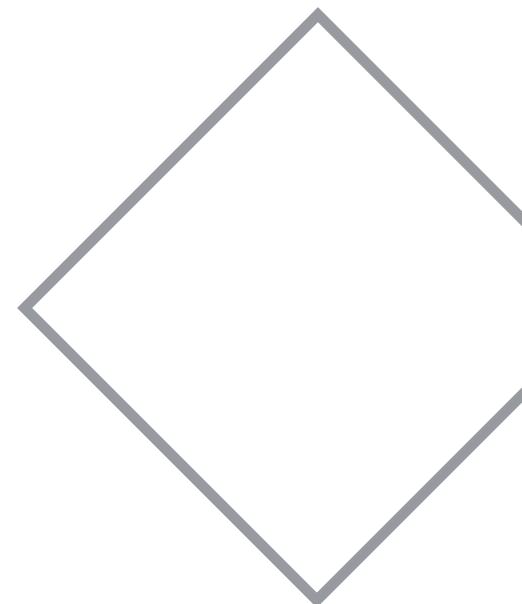
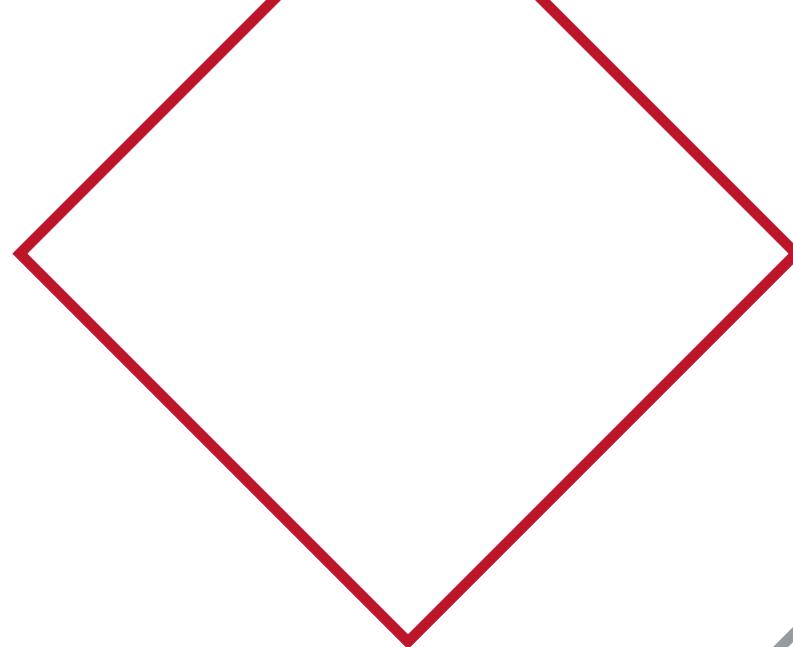


FIRST BANK

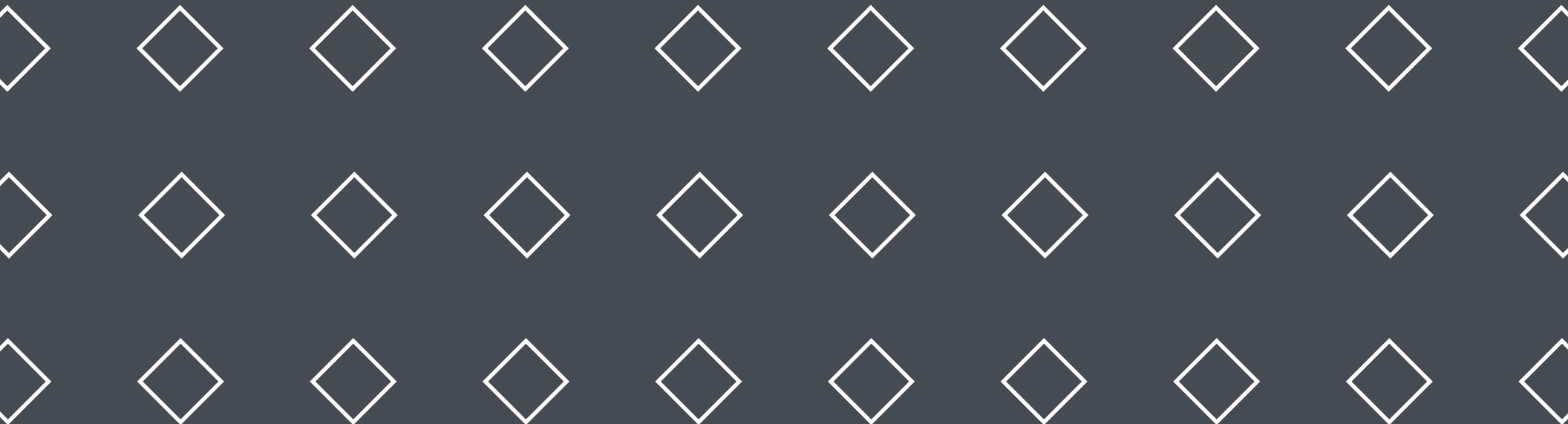
Brand Guidelines

Updated 2024



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).



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.



✘ Don't stretch or squeeze the logo



✘ Don't alter the proportions of the red bar



✘ Don't add type to the logo



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



✘ Don't use business line colors for the logo



✘ Don't use an outdated stacked logo



✘ Don't use an outdated horizontal logo



✘ Don't use against a low-contrast background

What are you in it for?

Convenience, rewards, cash back, and more — whatever you're into, we have a card to make it happen.

Pay with Points, Pay at the Pump, Point Gifting

Apply with us today, online or in branch.

FIRST BANK

Personal Credit Card, Business Credit Card

FIRST BANK Personal Business Digital Banking Mortgage Insurance Wealth About Learn

Your Closest Branch Kill Devil Hills

Online Banking User ID Log In

The average business will lose 5% of their revenue to fraud.

Each year.

Fight Back With Positive Pay

Want advice? Answer a few questions and we'll help you plan your financial future.

Take Our Quiz

We Recommend

Products and services recommended for you.

Automate your business accounting. Discover Autobooks

Grow your business with the right services. Get Started

Manage all your accounts in one place. Find Out How

FIRST BANK

RELATIONSHIP GUIDE

Personal Banking Services

Find the checking account perfect for you.

Plan for a lifetime of financial health.

Financial Courses: Smart Budgeting, Smart Savings, Smart Investing, MyMoney, New Year Goals, Smart Financial Planning, Smart Financial Advice

The Learning Lab For Teens: Smart Budgeting, Smart Savings, Smart Investing, MyMoney, New Year Goals, Smart Financial Planning, Smart Financial Advice

FIRST BANK

It's in our roots.

First Bank has been a partner to the Carolinas since 1935. Today, we're on a mission to make banking smarter and simpler and to continue to do what's right for the betterment of our customers and our communities.

2023 Annual KBW Bank Honor Roll Award Winner

2022 S&P Global Top 100 Best-Performing Public Banks in The Nation

Let's make good things grow. localfirstbank.com

The most important thing we do is good.

For nearly 100 years, we've been changing lives by giving communities access to the financial services they need. We know that when we empower people with the right financial tools, it benefits everyone.

innovating powering good

Bank on good®

Equal Housing Lender | Member FDIC

Approved Lines of Business Logos

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

1



FB WEALTH MANAGEMENT

2



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



Securities and insurance products are offered through FIRSTCAP INVESTMENTS INC., Member FINRA/SIPC, FIRSTCAP INVESTMENTS INC. and FB Wealth Management, a division of First Bank, are not affiliated. We do not provide tax advice. Consult your tax advisor.

NOT Bank Deposits NOT FDIC Insured 2025 FDIC Branch Closures
NOT Insured by any Federal Government Agency May Vary Differentially

FB WEALTH MANAGEMENT

One of our representatives will be in touch soon.
[View Email in Browser >](#)

Thank you for reaching out.



A First Bank local banker will be in touch with you soon. If you'd like to speak with someone today, please visit your local branch.

[Find a Location](#)

In the Meantime

Wealth Answers Center »

Get valuable insights and solutions for your financial future.


PRIVATE BANKING
First Bank

Smart guidance puts you first.

Checking Accounts
Private Banking checking account: integral element of your overall financial management strategy. Plus it offers multiple protections and free bill-to-ATMs wherever you go.

Money Markets
Private Banking money market services: you'll want a limited number of choices from which to choose. Our interest rate and a dividend rate can help you maximize your liquidity and options.

Home Equity Line of Credit
Access your home's equity and the value to a fuller life. Lines of credit on first and second homes are available, from \$25,000 to \$1M.

Unsecured Personal Lines of Credit
A personal line of credit provides you with instant borrowing power. By simply writing a check, you can request cash when you need it.

Heather Ward
Regional Private Banking Executive
MFLS-107016
Mobile: 610-651-3172
Office: 610-235-6880
heather.ward@firstbank.com
11 Quail Street, Agawam, NC

localfirstbank.com/privatebanking

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.

First Bank Red PMS 200C & 3517U C4 M100 Y85 K20 R188 G21 B43	PMS 7621C & 2350U C24 M100 Y93 K19 R163 G30 B39	PMS 7540C & 546U C72 M61 Y51 K35 R68 G75 B83	PMS 430C & 430U C43 M34 Y31 K1 R152 G155 B160	PMS 699C & 196U C0 M29 Y10 K0 R249 G194 B200
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.

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

○ 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
#AADB00	#FFD997	#B6DAF9	#CBB3D6	#B7B5E5
#EAF6F5	#FFF1D0	#E1ECF8	#EDE5F1	#E0E0F1



FIRST BANK

Take payments from anywhere.

- Virtual Terminal
- Back-End Payments
- In-Person Payments
- Mobile Payments
- Desktop Payments
- In-App Payments

Exceed customer expectations everywhere.

Want to get paid like a pro?

Talk to one of our experts today.

- Automate CNP transactions
- Cash and card payments with one system
- Mobility lets checkout occur wherever it's convenient for the customer
- Payments on the go with a wireless or cellular connection
- Accept signatures or PINs on screen

FIRST BANK
Equal Housing Lender | Member FDIC

We give our time and expertise to helping our customers and communities thrive.

There's nothing like a good partner.

Partner. We give our time and expertise to helping our customers and communities thrive.

There's nothing like a good partner. You're great at what you do. Let First Bank help with the rest.

Business Banking Done Better >

FIRST BANK

There's nothing like a good partner.

We give our time and expertise to helping our customers and communities thrive.

Make Good Things Happen >

Member FDIC

There's nothing like a good partner.

We give our time and expertise to helping our customers and communities thrive.

Make Good Things Happen >

Member FDIC

There's nothing like a good partner.

We give our time and expertise to helping our customers and communities thrive.

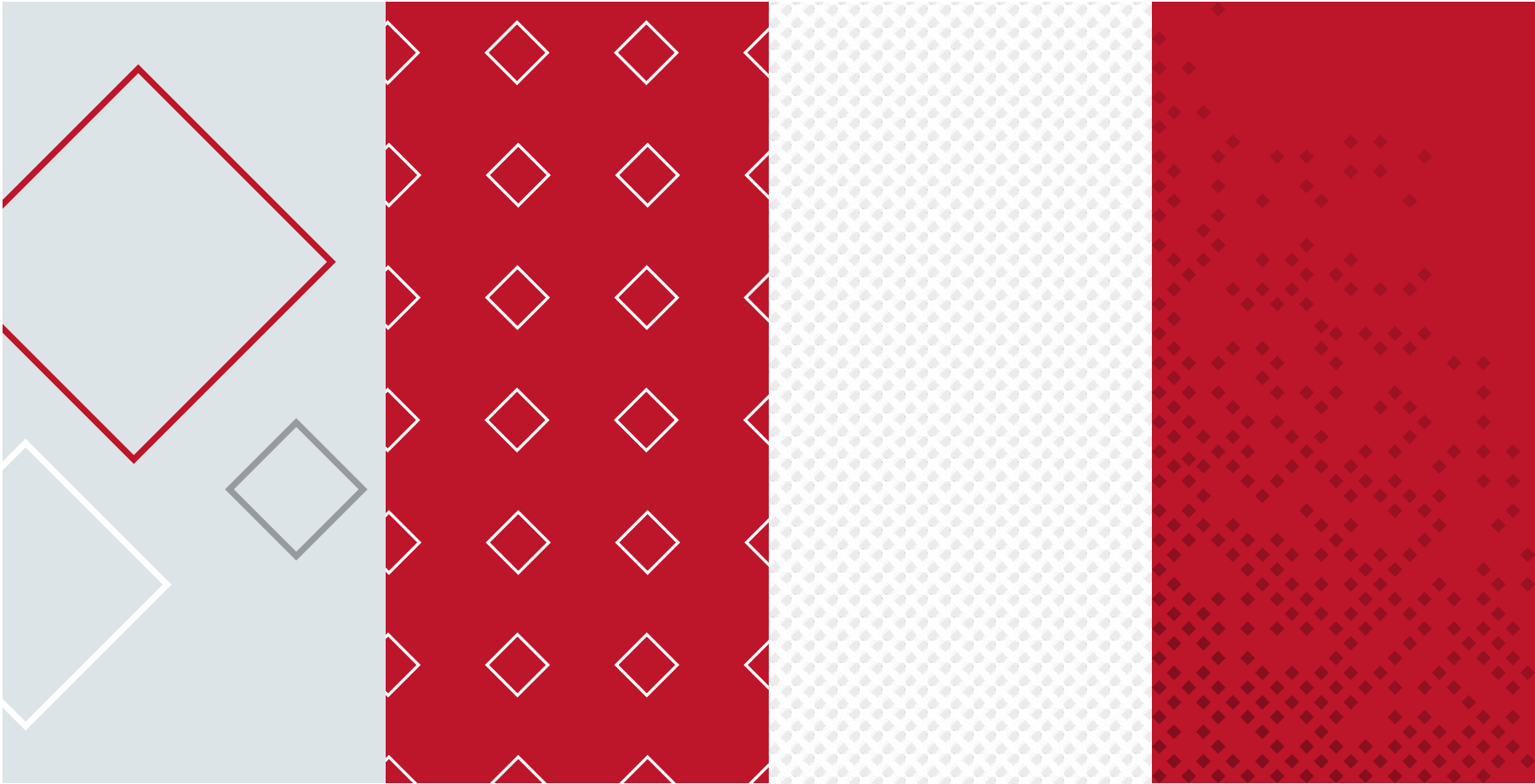
Make Good Things Happen >

Member FDIC

Brand Patterns

Shapes and Patterns

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

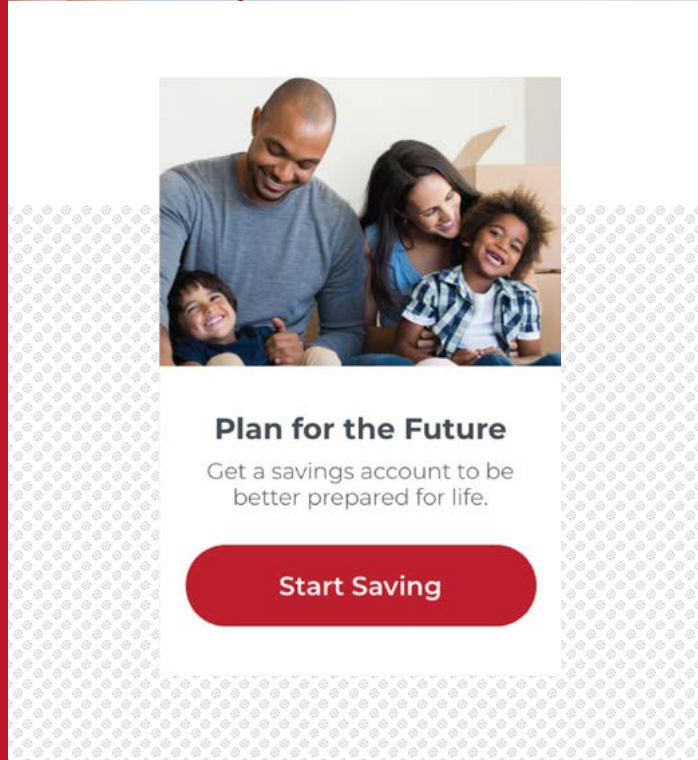


Varying and overlapping diamonds pattern

Uniform diamonds pattern

Uniform diamonds background pattern

Scattered diamonds background pattern



Imagery

Photography Do's and Don'ts



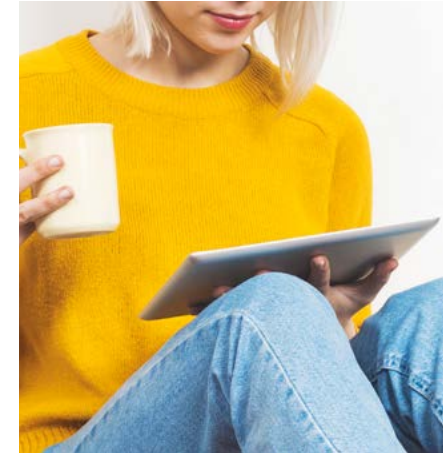
✓ Choose images that resonate with our audience. Ensure that the people featured in photographs are diverse in both race and gender.



✓ 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.



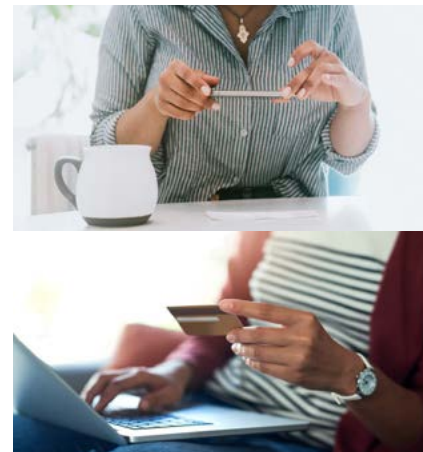
✓ Use images that feature the brand colors.



✗ 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



Digital Banking Imagery

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.

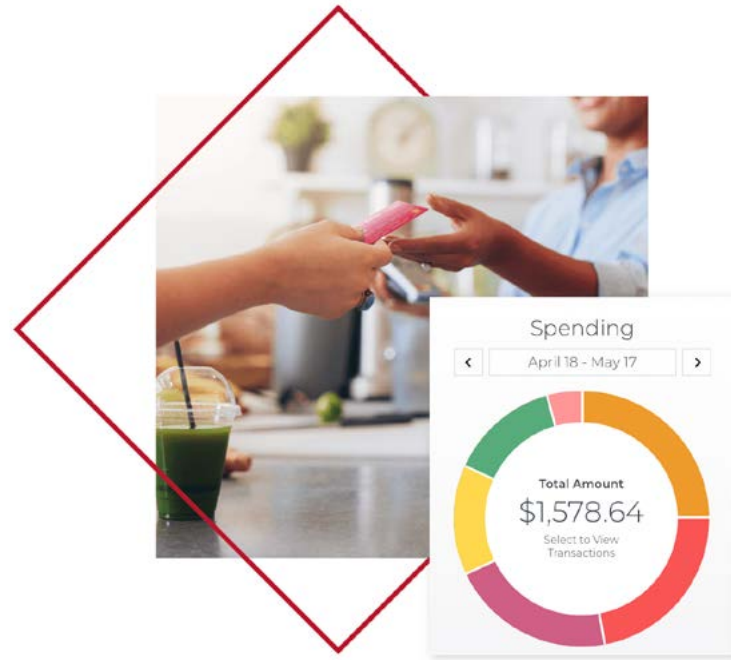
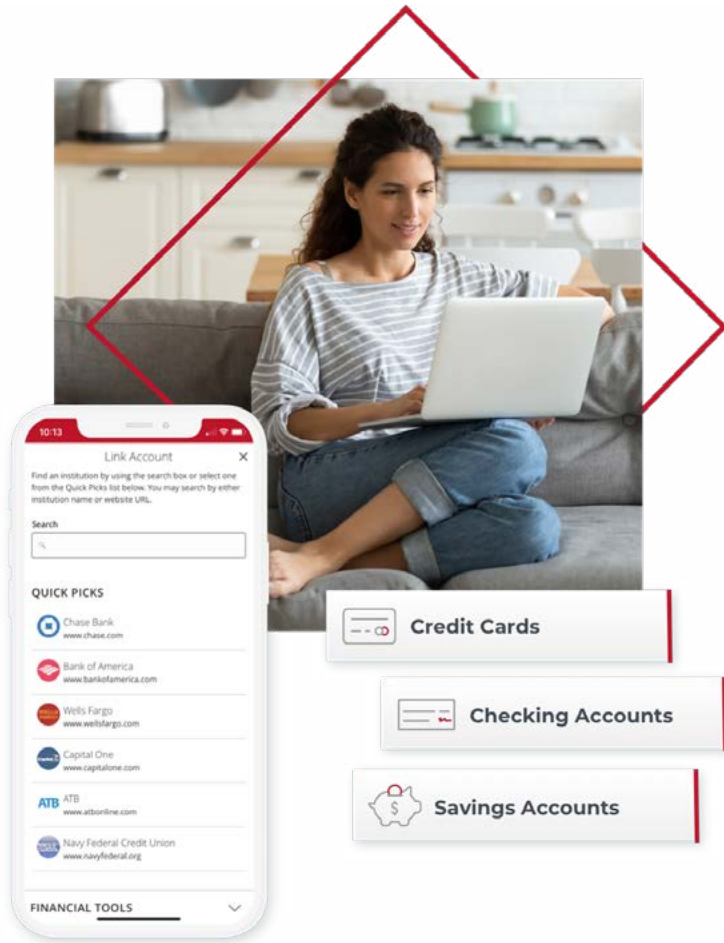
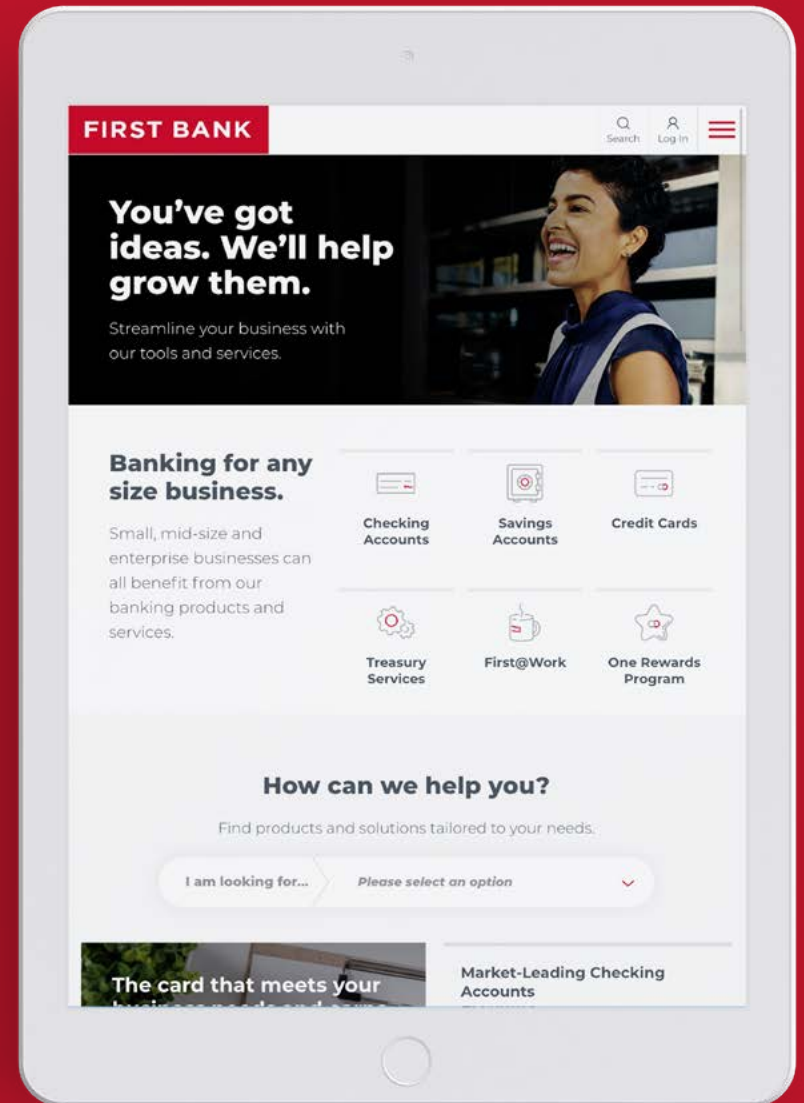


Illustration & Iconography

Illustration Styles

The illustrated brand wall below depicts 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

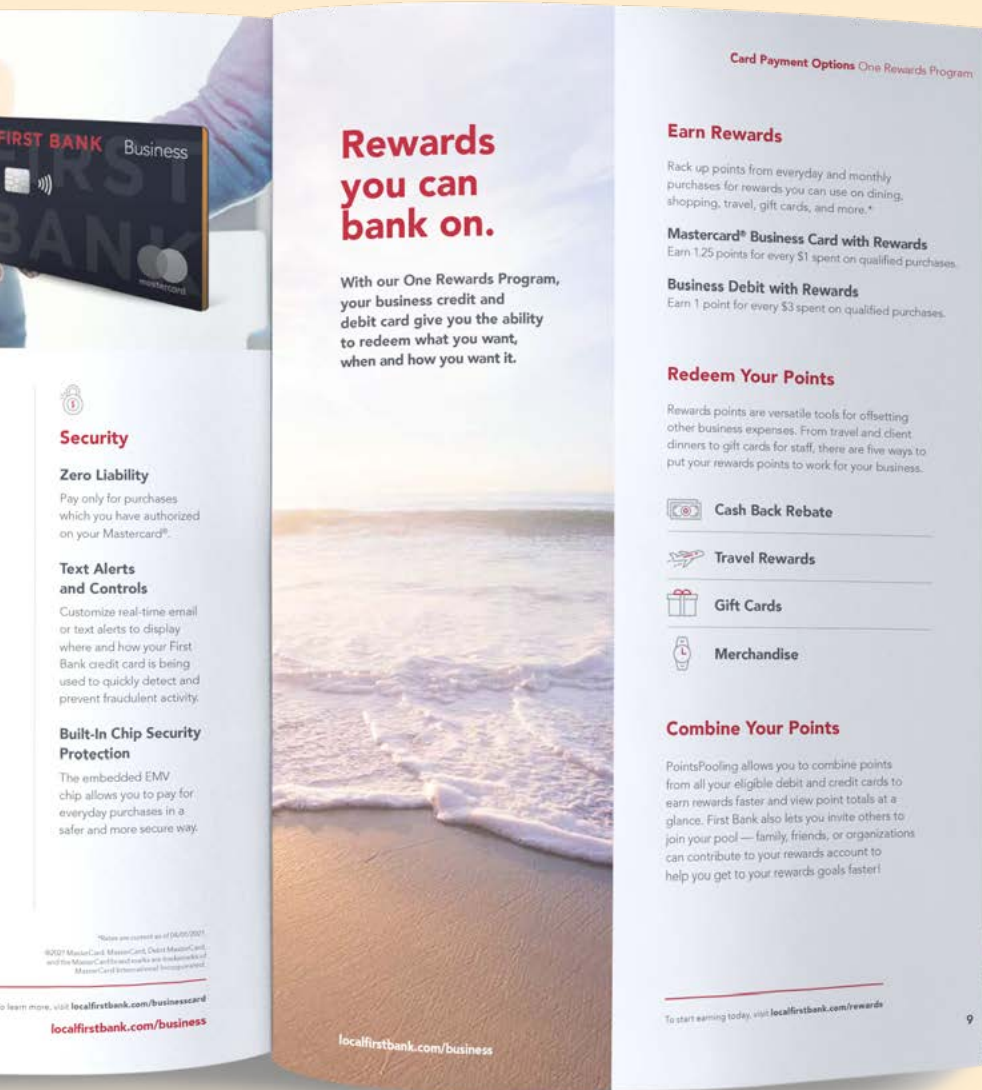
Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Print Typography In Use



Headlines: Avenir Black | Sentence Case | Line Height: 110% (1.1x)

Rewards you can bank on.

Introduction/Subheadings: Avenir Black | Line Height: 130% (1.3x)

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

Headline 2: Avenir Black | Title Case | Line Height: 120% (1.2x)

Earn Rewards

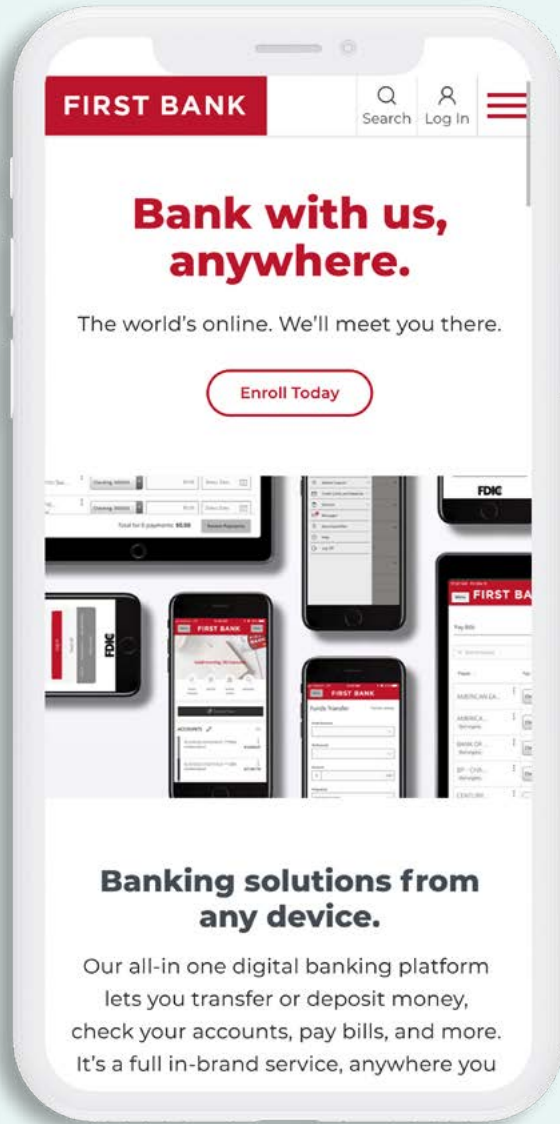
Body Copy & Bullet Points: Avenir Light | Line Height: 130% (1.3x)

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 | 1.1em

**Bank with us,
anywhere.**

Body Copy: Montserrat Regular | 1.57em

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

Buttons and Calls to Action: Montserrat Semibold

Enroll Today

Subheads: Montserrat Extra Bold | Title Case | 1.2em

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

Power of Good Sub-Brands Guidelines

FIRST BANK



Power of Good

Our Corporate Citizenship program prioritizes making a positive impact on our people, our communities, and beyond.

Impact Areas:

- Affordable Housing and Home Ownership
- Food Scarcity/Deserts and Supply
- Education (All Ages, Traditional and Nontraditional Environments)
- Mental, Physical, and Financial Health/Wellness



Good to Know

Tutorials, articles, tips, and news that all contribute to financial wellness.



Book Club

Sparking a love of reading through book giveaways, author visits to schools, and literary events.



Good Deeds

Each year associates do a good deed and then pass it on, creating a viral community initiative.



Out-Of-This-World Educator Awards

Honoring educators in the Carolinas who have made an impact.



Teach Children to Save

Associates participate in this American Bankers Association initiative by visiting schools and donating funds to support financial education.



Primary



Reversed



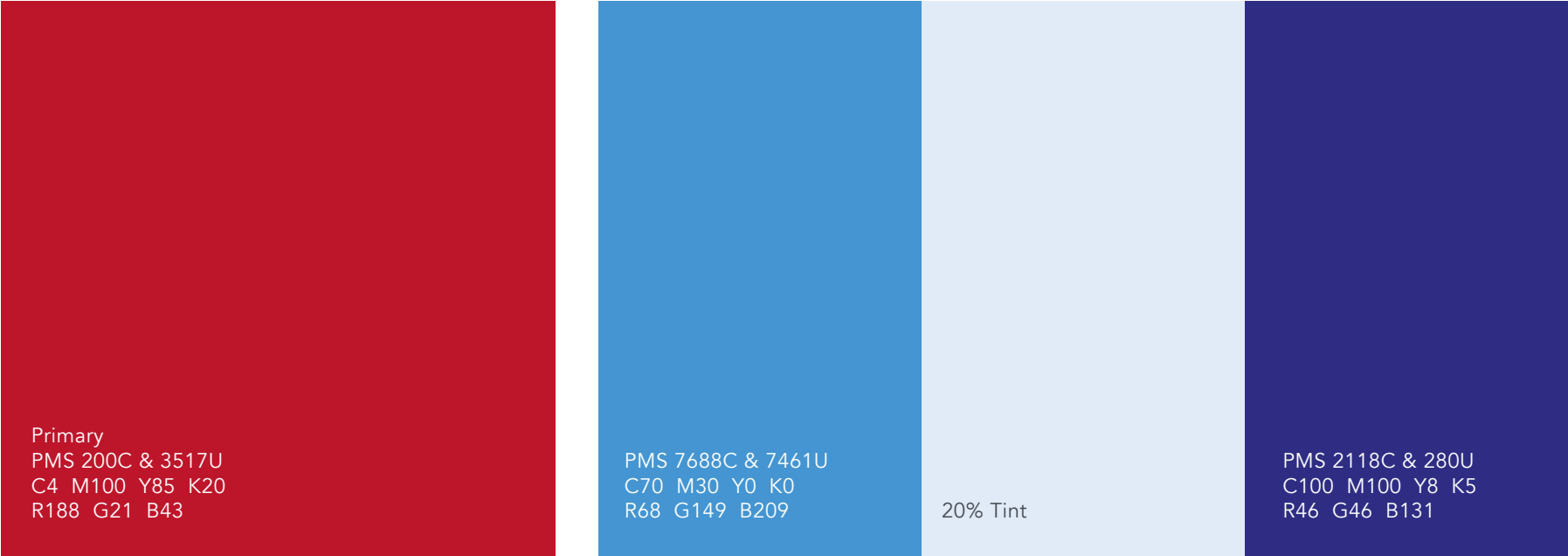
Vertical Lockup with First Bank



Horizontal Lockup with First Bank

Bank on good™

Power of Good Tagline
Use separate from logo (see pages 56 and 57)



Web Palette



First Bank Red is the primary color of the Power of Good brand.

The First Bank blues can be used as backgrounds and accents.



Primary



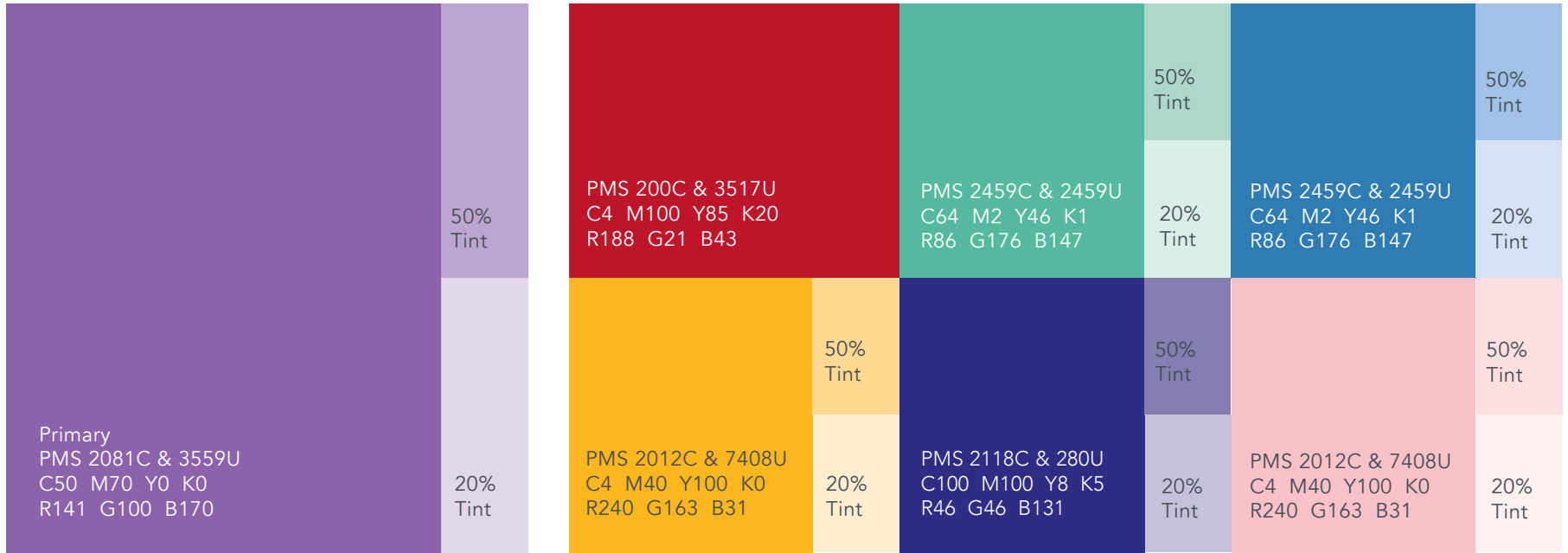
Reversed



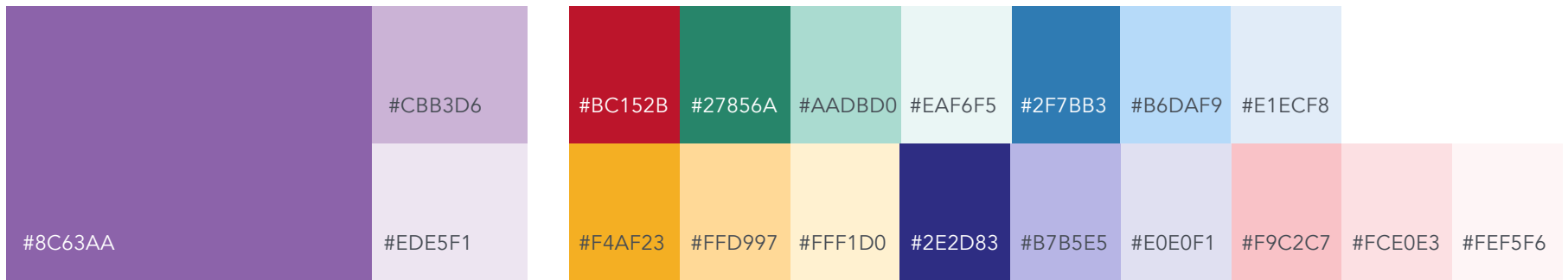
Vertical Lockup with First Bank



Horizontal Lockup with First Bank



Web Palette



Purple is the primary color of the Good to Know brand.

Any colors and tints from the larger First Bank palette can be used.



Primary



Reversed



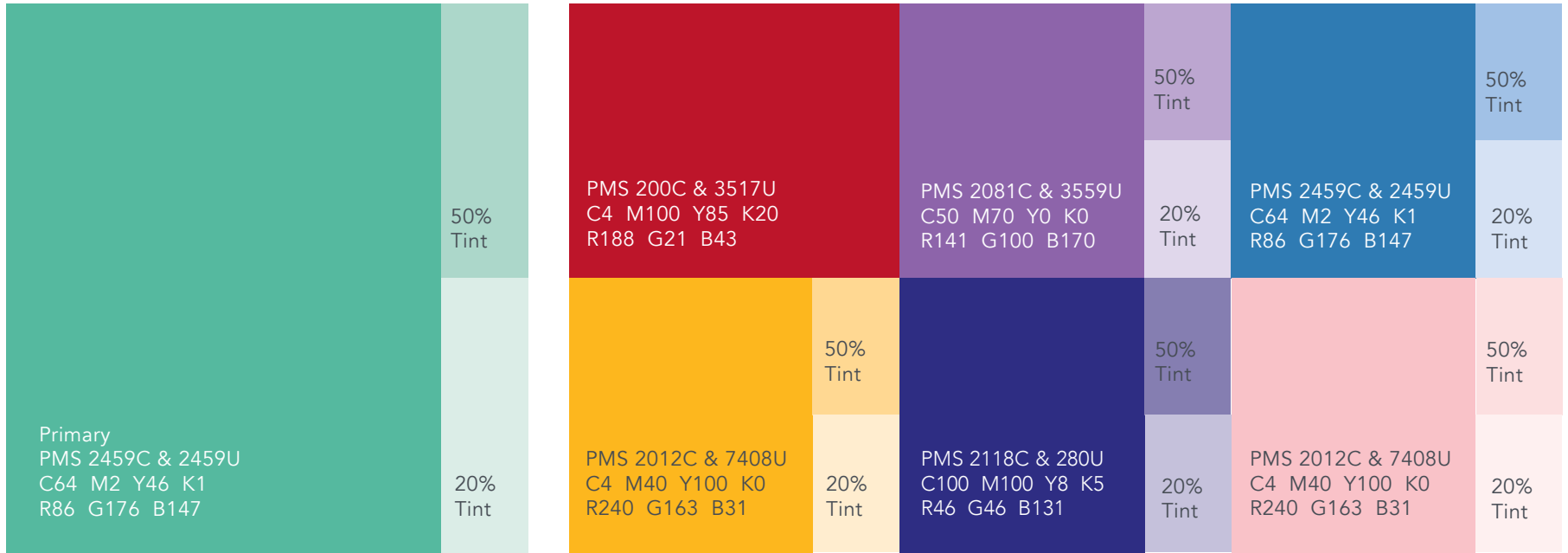
Vertical Lockup with First Bank at top



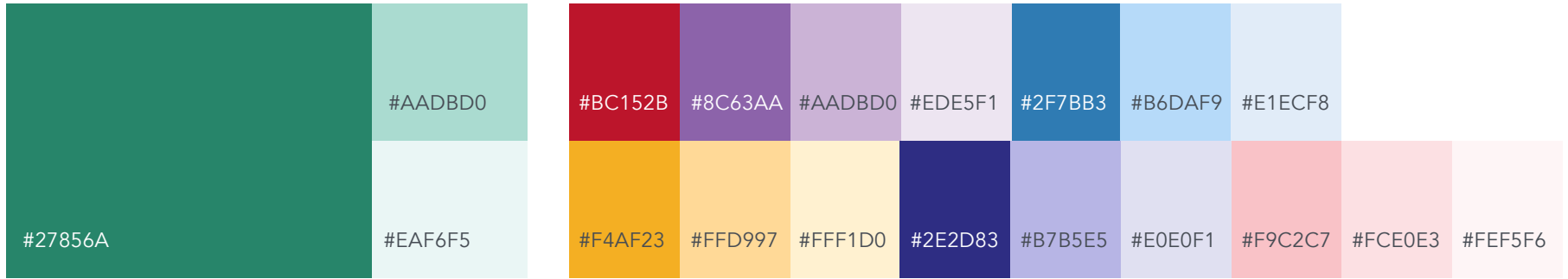
Vertical Lockup with First Bank at bottom



Horizontal Lockup with First Bank



Web Palette



Green is the primary color of the First Bank Book Club brand.

Any colors and tints from the larger First Bank palette can be used.



Primary



Reversed



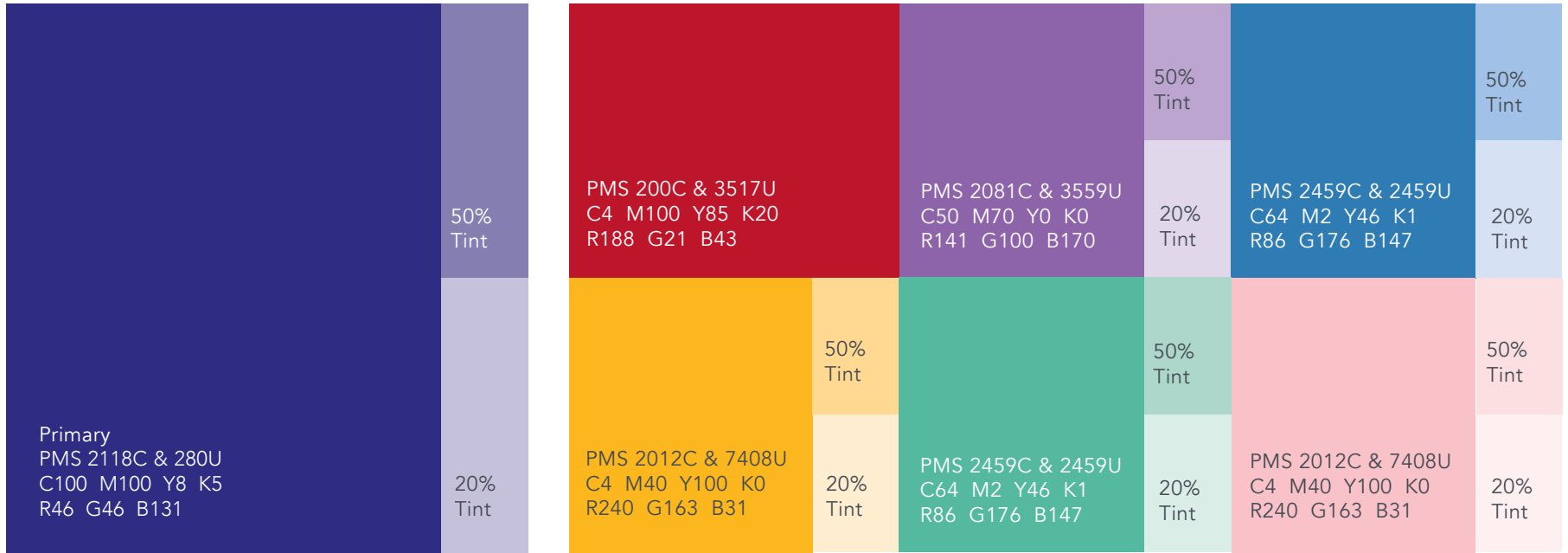
Vertical Lockup with First Bank



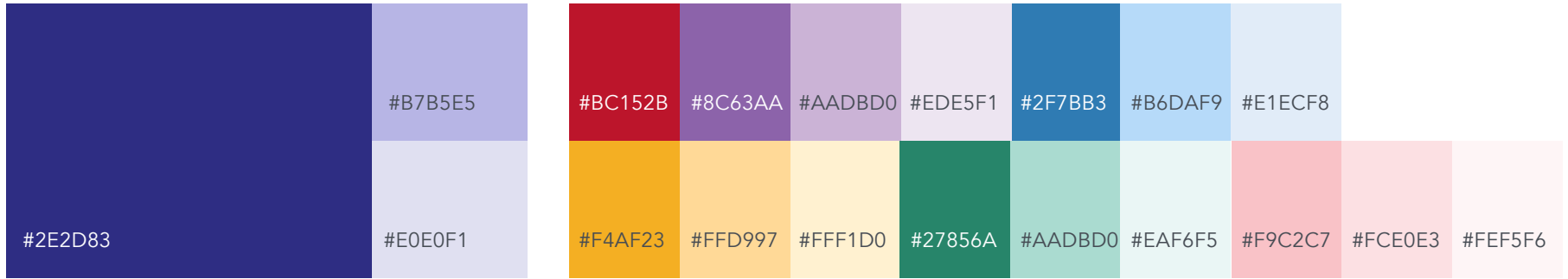
Horizontal Lockup with First Bank



Secondary Badge Lockup



Web Palette



Dark Purple is the primary color of the Out Of This World Educator Awards brand.

Any colors and tints from the larger First Bank palette can be used.



Primary



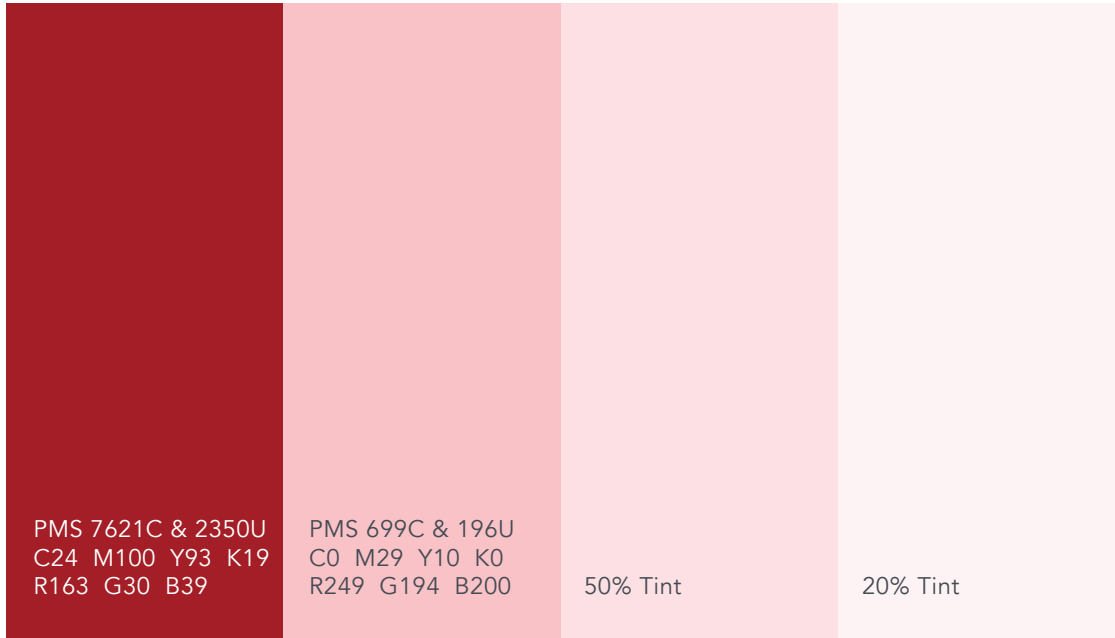
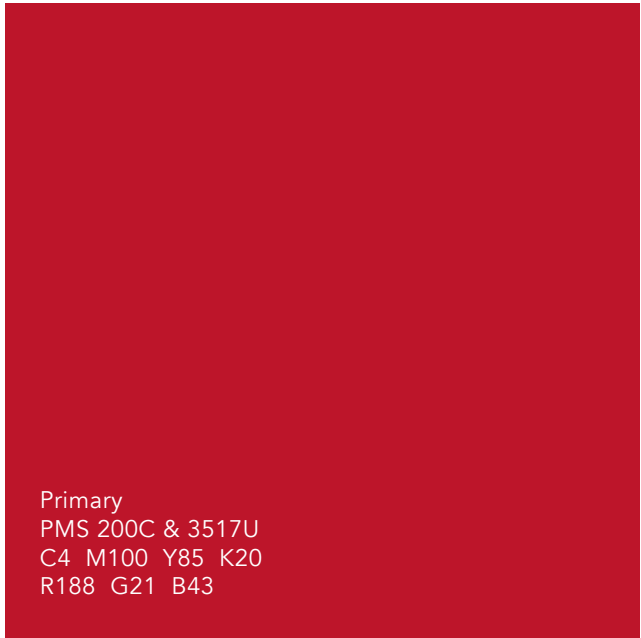
Reversed



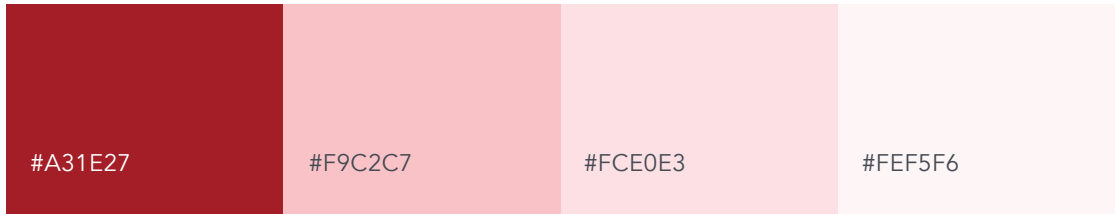
Vertical Lockup with First Bank



Horizontal Lockup with First Bank



Web Palette



First Bank Red is the primary color of the Good Deeds brand.

The First Bank dark red and pinks can be used as backgrounds and accents.

To maintain the integrity of the First Bank sub-brand logos, always use supplied logo files without altering. Here are some things to avoid.



✘ Don't stretch or squeeze the logos



✘ Don't remove elements of the logo lockups



✘ Don't add type to the logos



✘ Don't alter scale of the combined lockups



✘ Don't use sub-brand logos alongside each other



✘ Don't double-up on First Bank logos



✘ Don't alter colors of the logos

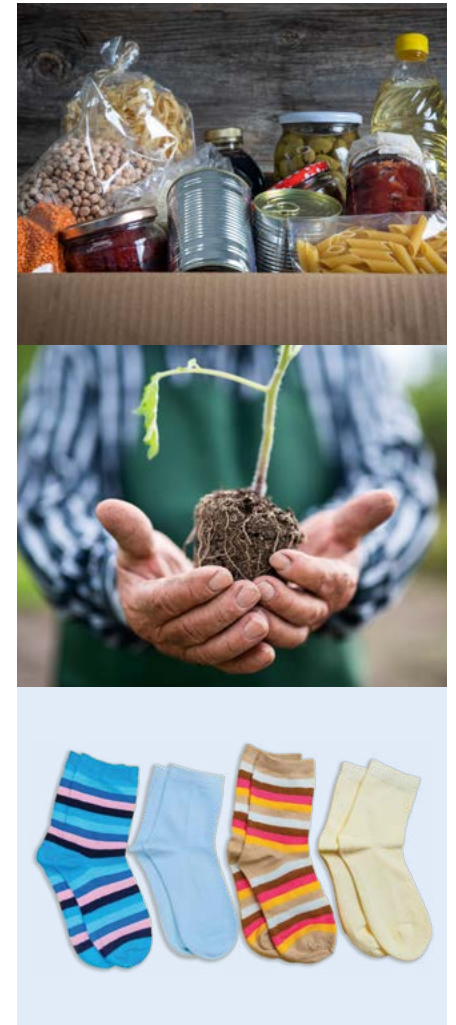


✘ Don't use against low-contrast backgrounds

The purpose of our sub-brand initiatives is to help real people in our communities and the photography accompanying them should reflect that. Authentic and candid stock photography can be mixed in.



Mix of people-focused stock and community photography



Object-oriented stock photography

Images can be placed within squares or rectangles with curved corners or within circles to add more visual interest. The size of the rounded corners should match the examples below.



Rectangle or square rounded at the bottom two corners



Rectangle or square rounded at the top two corners



Circle container



Rectangle or square rounded on one corner. The rounded corner should always be on the lower left or lower right.

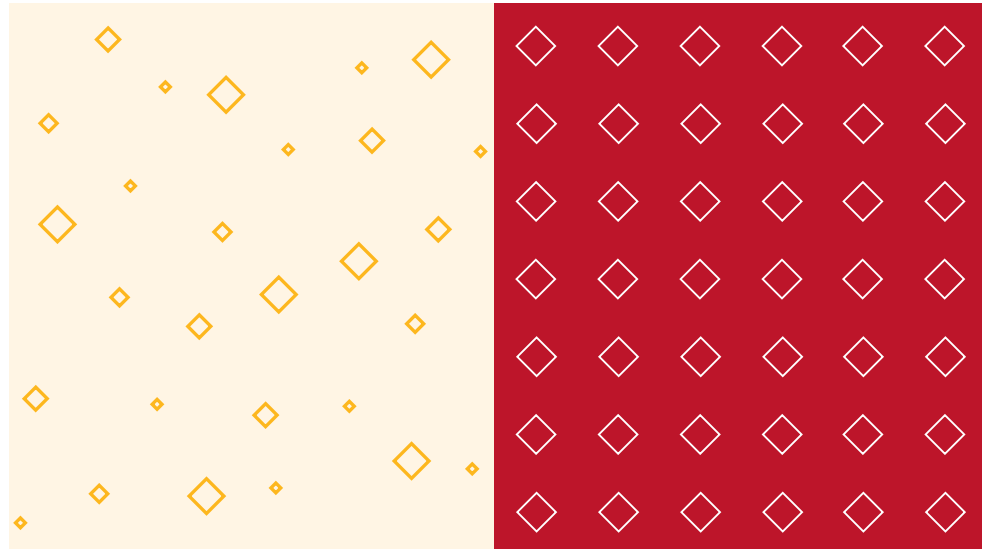


Rectangle or square rounded on all except one corner. The sharp corner should always be the lower left or lower right in order to appear like a speech bubble.



Quarter circle container

Our patterns are inspired by our primary First Bank branding and our sub-brand logos. They help frame our people and messages.



Scattered mixed-size outlined diamonds

Large outlined diamond grid



Small diamond grid background

Mixed color scattered diamonds

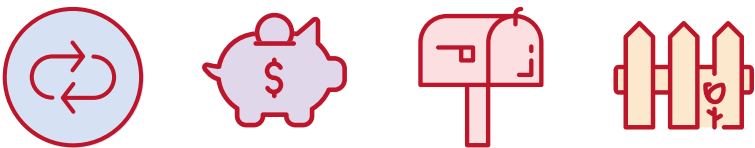
Icons can be pulled from the primary First Bank brand assets with some slight modifications. New icons can also be created for sub-brands or campaigns as long as they match the style and line weight of the main icon library.



One-Color



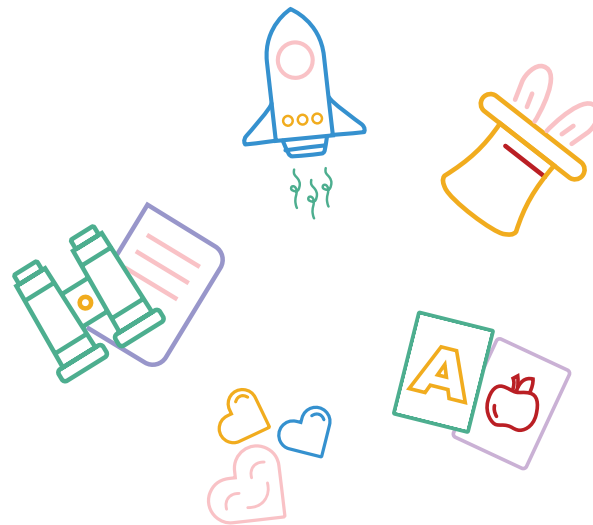
Icons can be placed on a white background with drop shadow.



One-Color Outlined with Tinted Backgrounds



Multi-Colored

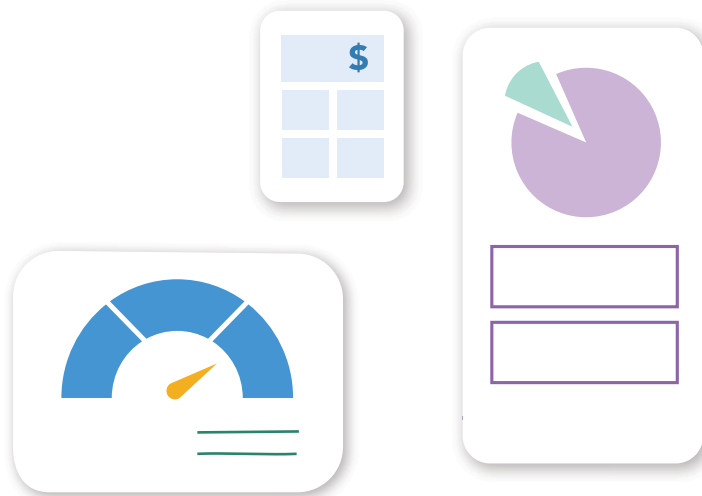


Icons can be angled for a more celebratory layout.

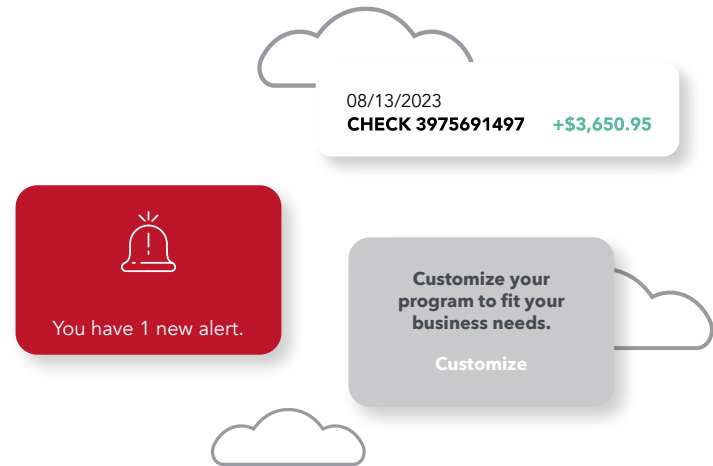
Illustrations combine outlined and solid shapes. The primary focus of the illustration should be contained in white with subtle drop shadow. The style shown below will mostly be used for the Good to Know sub-brand and Everfi courses.



Callouts can be used in combination with photography or on colorful backgrounds to illustrate an idea or give it more context.



Broad concept callouts

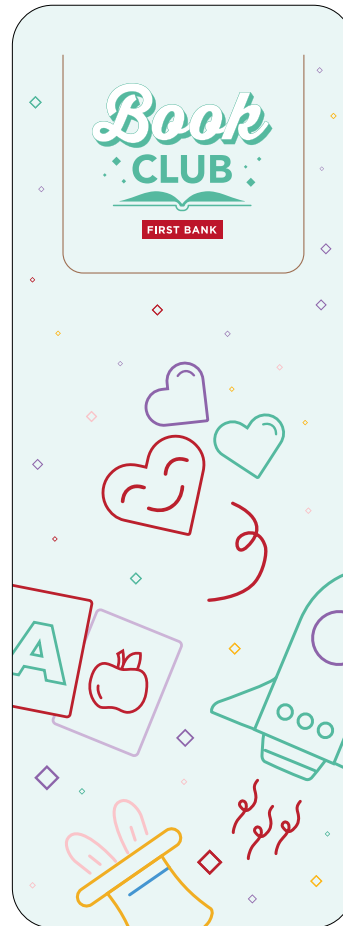


Instructional screen pop-outs

Banner



Bookmark



Book Sticker



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