FIRST BANK
Brand Guidelines
Updated 2021
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- Don’t use an outdated stacked logo
- Don’t use an outdated horizontal logo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
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).
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
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.

<table>
<thead>
<tr>
<th>First Bank Red</th>
<th>PMS 7621C &amp; 2350U</th>
<th>PMS 7540C &amp; 546U</th>
<th>PMS 430C &amp; 430U</th>
<th>PMS 699C &amp; 196U</th>
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</thead>
<tbody>
<tr>
<td>PMS 200C &amp; 3517U</td>
<td>C4 M100 Y85 K20</td>
<td>C72 M61 Y51 K35</td>
<td>C43 M34 Y31 K1</td>
<td>C0 M29 Y10 K0</td>
</tr>
<tr>
<td>R188 G21 B43</td>
<td>R163 G30 B39</td>
<td>R68 G75 B83</td>
<td>R152 G155 B160</td>
<td>R249 G194 B200</td>
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### Lines of Business Palette

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

<table>
<thead>
<tr>
<th>Personal</th>
<th>Business</th>
<th>Mortgage</th>
<th>Insurance</th>
<th>Wealth</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2459C &amp; 2459U</td>
<td>PMS 4008C &amp; 3514U</td>
<td>PMS 7688C &amp; 7461U</td>
<td>PMS 2081C &amp; 3599U</td>
<td>PMS 2118C &amp; 280U</td>
</tr>
<tr>
<td>C64 M2 Y46 K1</td>
<td>C0 M31 Y97 K0</td>
<td>C70 M30 Y0 K0</td>
<td>C50 M70 Y0 K0</td>
<td>C100 M100 Y8 K5</td>
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<tr>
<td>R86 G176 B147</td>
<td>R244 G175 B35</td>
<td>R68 G149 B209</td>
<td>R141 G100 B170</td>
<td>R46 G46 B131</td>
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<tr>
<td>PMS 7724C &amp; 340U</td>
<td>PMS 2012C &amp; 7408U</td>
<td>PMS 7683C &amp; 2145U</td>
<td>PMS 668C &amp; 3555U</td>
<td>PMS 2118C &amp; 280U</td>
</tr>
<tr>
<td>C80 M20 Y65 K3</td>
<td>C4 M40 Y100 K0</td>
<td>C75 M35 Y0 K15</td>
<td>C100 M100 Y0 K0</td>
<td>C100 M100 Y12 K30</td>
</tr>
<tr>
<td>R41 G149 B119</td>
<td>R240 G163 B31</td>
<td>R47 G123 B179</td>
<td>R116 G78 B145</td>
<td>R35 G30 B102</td>
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<td>PMS 572C &amp; 7464U</td>
<td>PMS 7507C &amp; 1345U</td>
<td>PMS 277C &amp; 277U</td>
<td>PMS 523C &amp; 523U</td>
<td>PMS 271C &amp; 271U</td>
</tr>
<tr>
<td>C33 M0 Y21 K0</td>
<td>C0 M15 Y46 K0</td>
<td>C32 M11 Y2 K0</td>
<td>C18 M30 Y0 K0</td>
<td>C39 M38 Y0 K0</td>
</tr>
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<thead>
<tr>
<th>Primary business line colors</th>
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<tbody>
<tr>
<td>10% Tint</td>
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<tr>
<td>PMS 2459C &amp; 2459U</td>
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<tr>
<td>C7 M0 Y3 K0</td>
</tr>
</tbody>
</table>
Web Color Palette

Core Palette:

First Bank Red
#BC152B
#A31E27

Lines of Business:

Personal
#27856A
#AADBD0
#EAF6F5

Business
#F4AF23
#FFD997
#FFF1D0

Mortgage
#2F7BB3
#B6DAF9
#E1ECF8

Insurance
#8C63AA
#CBB3D6
#EDE5F1

Wealth
#2E2D83
#B7B5E5
#E0E0F1
First Bank's business banking solutions were created for one reason and one reason only: to help your business move forward. Online or in our branches, we're here to help.

Equal Housing Lender. Member FDIC.

For more information visit: localfirstbank.com/business

Ready to grow?

For more information visit: localfirstbank.com/business

In the Meantime

Wealth Answers Center
Get valuable insights and solutions for your financial future.

Identity Protection
Take our free course and learn how to safeguard your identity.

Corporate Profile
Get to know us, the latest news, and
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 two illustrations shown below depict First Bank’s preferred style. Other styles can be used if they include the brand colors and are appropriate.
Illustration and Iconography
Typography
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
Rewards you can bank on.

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.

Earn Rewards

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

Mastercard Business Card with Rewards
Earn 12X points for every $1 spent on qualified purchases.

Business Debit with Rewards
Earn 1 point for every $1 spent on qualified purchases.

Redeem Your Points

Rewards points are versatile tools for offsetting other business expenses. From travel and client dinners to gift cards for stuff, there are five ways to put your rewards points to work for your business:

- Cash Back Rebate
- Travel Rewards
- Gift Cards
- Merchandise

Combine Your Points

Painting allows you to combine points from all your eligible debit and credit cards to earn rewards faster and view point totals at a glance. First Bank also lets you invite others to join your pool — family, friends, or organizations can contribute to your rewards account to help you get to your rewards goal faster!

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.

localfirstbank.com/business
Bank with us, anywhere.

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

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
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