

**FIRST BANK**

# Brand Manual and Identity Standards

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.

HORIZONTAL

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**FIRST BANK**

**FIRST BANK**

**FIRST BANK**

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This primary logo can also be used within a white, red or gray rectangle equal to the minimum clear space around the logo (see page 5 for details).

STACKED

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**FIRST  
BANK**



**FIRST  
BANK**



**FIRST  
BANK**

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In cases where the horizontal logo is not appropriate, this stacked version can be used. The stacked logo can also be used within a white, red or gray square (see page 5 for details).

**LOCALFIRSTBANK.COM**

PRIMARY USAGE: HORIZONTAL

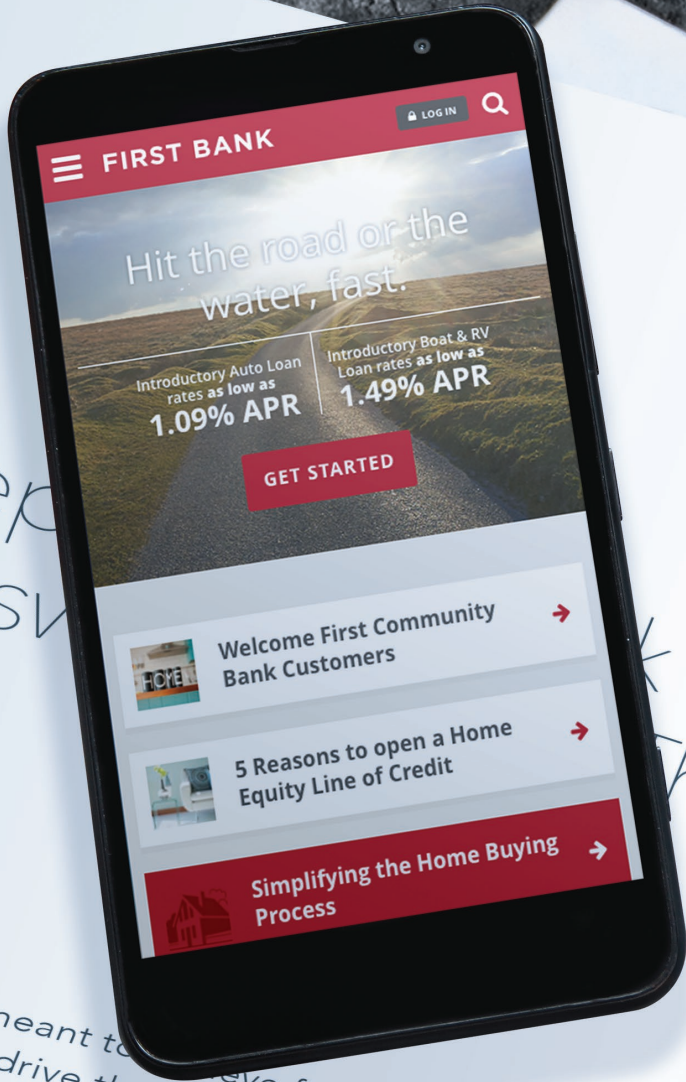


PRIMARY USAGE: STACKED



Clear space around the stacked logo is a perfect square. First, find  $x$ . Then,  $y$  can be measured by the width of the logo plus  $2x$ . The logo is centered within  $y$ .

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



FIRST BANK

LOGIN

Hit the road or the water, fast.

Introductory Auto Loan rates as low as 1.09% APR

Introductory Boat & RV Loan rates as low as 1.49% APR

GET STARTED



Welcome First Community Bank Customers



5 Reasons to open a Home Equity Line of Credit



Simplifying the Home Buying Process

An Independent Only Answer

You.

We believe our customers are meant to achieve financial independence, to prosper, and to pursue the passions that drive their dreams. Our bank rewards this passion with award-winning financial solutions and support from local teams that give you individual attention you deserve and empower you to reach your financial goals. It's uncompromising excellence in a remarkably personal package.

FIRST BANK

Something:

Travel

BRITAIN'S MAR...  
ALSO HOME TO...  
DAVID CHIPPERF...  
POSITIONED ON A...  
SETTING WITH PAN...  
GLASS, REFLECTS TH...  
THAT FIRST DREW INF...  
THE GALLERY IS NAME



check  
anywhere,  
safely and securely.

**Mobile Check Deposit**

Deposit your check with a smartphone to start a photo of your check and deposit it to us. You'll receive instant services of successful deposits. Funds are available in checks before 6 pm and see your account history if approved.

**MOBILE CHECK DEPOSIT. GO TO THE APP OR USE OUR TEXT TO DOWNLOAD.**  
FIRSTBANK.COM/MOBILE-CHECK-DEPOSIT

LOCAL BRANCH

Lending

LENDING

**FIRST BANK**

**Lending to your success.**



MORTGAGE SERVICES

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**FIRST BANK**  
Mortgage Services

INSURANCE SERVICES

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**FIRST BANK**  
Insurance Services

WEALTH MANAGEMENT

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**FB WEALTH MANAGEMENT**

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Materials referring to First Bank's Mortgage and Insurance Services lines of business can use logo lockups with that name underneath.

**LOCALFIRSTBANK.COM**



**FIRST BANK**  
Insurance Services

LOCALFIRSTBANK.COM/INSURANCE  
1-866-792-4357  
f t i @LOCALFIRSTBANK

**FIRST BANK**

**John Smith**  
CUSTOMER SERVICE REPRESENTATIVE  
INSURANCE SERVICES

JOHN@LOCALFIRSTBANK.COM  
P: 1-866-399-6222 F: 910-572-9785  
1046 ALBEMARLE RD, TROY, NC 27371

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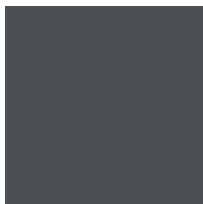
PRIMARY PALETTE



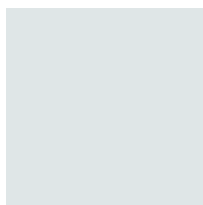
PMS 200C & 199U  
 CMYK 004 100 085 020  
 RGB 196 030 058  
 HEX #BC152B



PMS 430C & 430U  
 CMYK 012 002 004 056  
 RGB 119 128 132  
 HEX #778084



PMS 7540C & 546U  
 CMYK 072 061 051 035  
 RGB 068 075 083  
 HEX #444B53



PMS 7541C & 7541U  
 CMYK 010 006 006 006  
 RGB 213 216 218  
 HEX #D5D8DA

SECONDARY PAlettes – LINES OF BUSINESS



**PERSONAL**

PMS 360C & 360U  
 CMYK 064 000 087 000  
 RGB 098 189 091  
 HEX #60BC58



**BUSINESS**

PMS 1385C  
 CMYK 013 060 100 002  
 RGB 215 122 39  
 HEX #CA8635



**MORTGAGE**

PMS 638C & 312U  
 CMYK 070 006 009 000  
 RGB 029 181 218  
 HEX #1FB4DA



**WEALTH**

PMS 2587C  
 CMYK 058 083 000 000  
 RGB 133 071 173  
 HEX #8547AD



**INSURANCE**

PMS 161C  
 CMYK 041 069 089 047  
 RGB 099 060 032  
 HEX #633C20

The First Bank red serves as our primary visual identifier for our master brand. In addition, the secondary colors are used for each line of business.

AVENIR NEXT

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Checking  
accounts  
as versatile  
as you are.

AVENIR BLACK, ALL CAPS

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**LOCALFIRSTBANK.COM**

ADELLE BOLD

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**First Bank Platinum Rewards  
Credit Card. The most secure,  
rewarding card you've ever held.**

ADELLE LIGHT

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From your local branch to online and  
mobile banking tools, we want to give you  
the best banking experience possible.

AVENIR LIGHT

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TELEPHONE : 1-866-792-4357  
HOURS: MON – FRI, 8 AM TO 6 PM  
CUSTOMERSERVICE@LOCALFIRSTBANK.COM

OPEN SANS LIGHT

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Life just got  
a little bit simpler.

OPEN SANS SEMIBOLD

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**Our new accounts make banking  
even easier for you.**

OPEN SANS BOLD

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**LEARN MORE »**

BITTER NORMAL

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**Discover business banking  
solutions designed to meet  
your needs.**