EQUITY BANK

Brand Standards Guide

EQUITY BANK

Part One: Introduction 3

Brand Positioning 4
Tenets 6
Brand Tone 8
Messaging Strategy 10

Part Two: Visual Universe 14

Visual Strategy 15
Logo 17
Color Palette 26
Brand Shapes 31
Brand Pattern 38
Photography 45
Icons 50
Typography 52

Part Three: Application Example 3

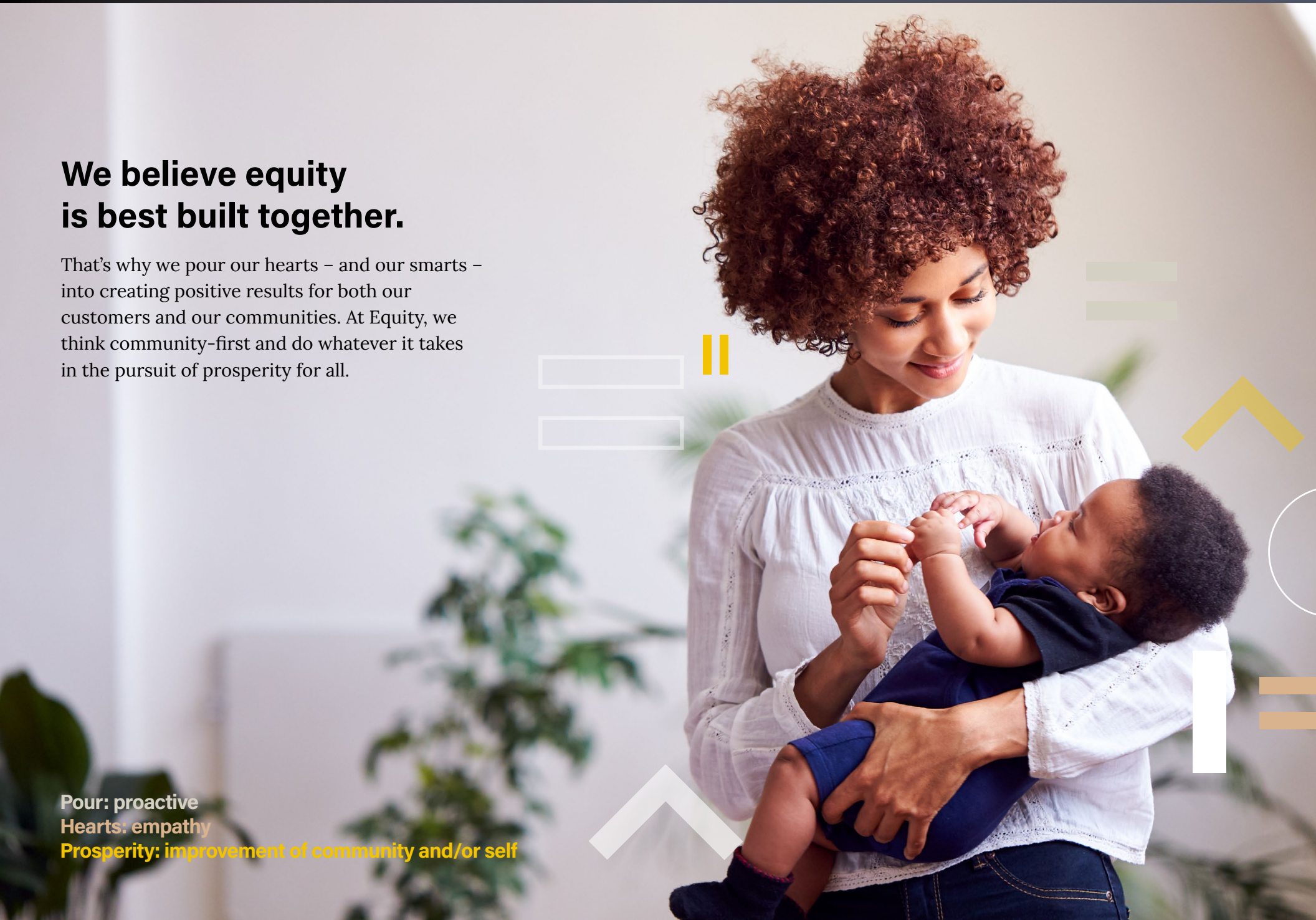
Example 1 55
Example 2 57
Example 3 59
Example 4 61
Example 5 63
Example 6 65
Example 7 67
Example 8 69
Example 9 71
Example 10 73

Introduction

EQUITY BANK

We believe equity is best built together.

That's why we pour our hearts – and our smarts – into creating positive results for both our customers and our communities. At Equity, we think community-first and do whatever it takes in the pursuit of prosperity for all.



Pour: proactive
Hearts: empathy
Prosperity: improvement of community and/or self

Introduction

Tenets

Our brand tenets are made up of beliefs and behaviors.

Beliefs help attract like-minded customers (or prospective customers) through a shared understanding of what will help them improve their social or physical well-being. Behaviors are the ways you help elicit these core beliefs.

Brand Beliefs	Brand Behaviors
Equity	We are proactive
Integrity	We are engaged
Community	We are transparent
Empathy	We are impassioned to help
Inclusivity	We connect where you are
Accountability	We pivot quickly and nimbly
Respect	We work faster and smarter
Entrepreneurship	We think in unconventional ways
Innovation	We embrace diverse perspectives
Growth	We strive for prosperity and success for all
Authenticity	We respond and advocate locally

Introduction

Brand Tone

We aim to strike an informed, friendly and accessible tone with all of our content.

Introduction

Messaging Strategy

Messaging

Keeping the brand's friendly, jargon-free, and sometimes unconventional spirit, we will create an optimistic, purposeful, and unified brand voice with the flexibility to bend, shift, and pivot in reference to culture, communities, and campaigns.

The following examples show two tiers of messaging:

Tier One: Brand Level

Brand level messaging could appear in any large awareness media buy or universal language. We've centered on a few "core" brand tenets for discussion:

A: Proactive Banking

B: Improvement of Community and Self

C: Authentic Empathy

Tier Two: Campaign Level

Campaign level messaging could live in certain markets or could be employed in specific product promotions.

Brand Level Messaging:
Proactive Banking

A bank for entrepreneurs, by entrepreneurs.

The bank for getting your sh*t together. At Equity Bank, we're totally dedicated to helping you tackle your toughest and most ambitious goals.

Brand Level Messaging:
Improvement of Community and/or Self

Upgrade your money.

Your money isn't going anywhere. And it should be. At Equity Bank, we believe in building on what you've worked hard to earn.

Brand Level Messaging:
Authentic Empathy

Things can only go up from here.

Our goal? Doing what it takes to help you succeed in all aspects of your life–whether you're raising a family or running a start-up.

Campaign Level Messaging: Proactive Banking

Save a trip with a couple clicks.

Our smart digital tools offer you convenience and keep you connected from anywhere. Or of course, you can stop by any office, linger with your kids or dogs, and tap into the Equity Bank experts who are on-hand.

Works when you do.

Our top-ranked treasury management tools are designed to keep your business safe and protected all day, every day.

Campaign Level Messaging: Improvement of Community and/or Self

(local example)

Our capital should stay in our capital.

As the preferred community bank in Topeka, we believe our best service to the community is to ensure we put money back into the hands of the businesses and families we serve.

Savings that support.

Learn how Equity Bank Rewards help you save money and support the local businesses you love.

Campaign Level Messaging:
Authentic Empathy

(local example - small markets)

Small town life doesn’t mean small town dreams.

You can start a business anywhere today. Talk to your local Equity banker and let’s build it together.

Babies take up space.

Build more for your new arrival.

Visual Universe

The concept of equity is all about making sure people get what they need to be successful.

It's about meeting them right where they are in life; with a deep understanding of how to meet their needs. In a nutshell, that's what Equity Bank does for its customers.

Our visual strategy is rooted in creating a brand identity that captures the bank's spirit of self-improvement, responsiveness, and problem-solving that creates an influential center for building stronger communities.

Our identity system is made up of six core elements that work together across a full range of applications to bring our brand to life.

Color

Gradients

Shapes & Patterns

Photography

Icons

Typography

Acumin Pro bold.

Lora bold.
Lora regular.

Visual Universe

Logo

Anatomy of our logomark

E is for Equity – our name and what we're building together across communities.

Our parallel lines represent how we believe in working side by side with our customers and the community in pursuit of prosperity for all.

Signage

Preferred

Signage Only

Signage Only

Select Signage

Print & Digital

Preferred

Reverse

Select Signage

Icons

Apparel

App

Accent Signage

Additional Brand Marks

TRUST & WEALTH MANAGEMENT

TRUST & WEALTH MANAGEMENT

NOTE: The following pages detailing logo usage are based on the new Equity Bank logo mark, with the exception of signage (see page 20).

Our Logo: Signage

The new Equity Bank logo is designed to co-exist with current bank legacy logos in signage.

- New signage will use the updated logo
- **No change is necessary to existing signage**

Examples of legacy logos:

EQUITY BANK

EQUITY BANK

Our Logo

The full color logo should be used in all full color print and web applications.

- The positive full color logo should be used on light and white backgrounds.
- The reverse full color logo should be used on Carbon Gradient and dark backgrounds.
- Applications include collateral, signage, promotional, print, web.

NOTE: If the quality of the Equity Gold Gradient will be compromised by size, substrate, or production method, the two color logo should be used.

Two Color

The two color logo should be used in two/spot color printing and web applications.

- The positive two color logo (Gold and Black) should be used on white and light backgrounds.
- The reverse two color logo (Gold and Black) should be used on dark backgrounds.
- Applications include instances when the quality of reproduction of the Gold Gradient will be compromised, signage, and promotional items.

Positive

Negative

One Color

The one color logo should be used in one color and black and white printing only.

- Applications include print, signage, promotional items.

Gold

Black

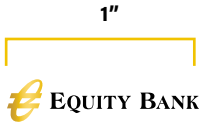
White

Clear Space and Minimum Size

- The clear space of the Equity Bank logo is determined by the height of the letter E in our wordmark.
- The minimum size of the Equity Bank logo is 1” wide.

Clear Space

Minimum Size



Logo Usage

A few examples of “don’ts” which will protect the integrity of the Equity Bank logo.

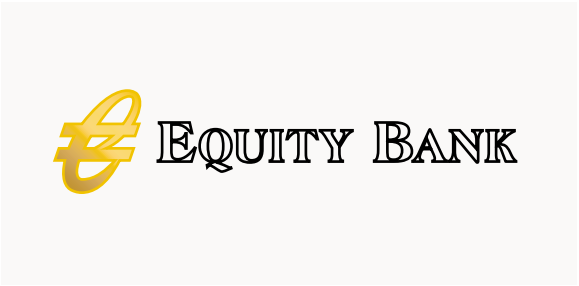
X **DON’T use the postive logo on a dark background or the reverse on a light background**

X **DON’T use the wordmark without the logomark**

X **DON’T add any type to the logo***

X **DON’T use any colors or gradients other than the Brand Gradient, Gold, Black and White for any elements of the logo**

X **DON’T distort the logo or change the scale or layout of the logo elements**



X **DON’T outline the logo**

X **DON’T violate the clear space guidelines**

X **DON’T reproduce the logo smaller than minimum size**

Visual Universe

Color Palette

Core Brand Colors

- The **Core Brand Colors** are the colors that are used in the Equity Bank Logo.
- **Gold** and **Black** may be used in percentages in brand shapes, patterns, backgrounds, and other graphics.
- **Carbon** is used only in the **Black Carbon Brand Gradient**.
- **Light Gold** is used only in the **Solid Gold** and **Modern Gold Gradients**.

Gold

PMS 7406
C0 M0 Y0 K0
R0 G0 B0
#HEX

90% 80% 70% 60% 50% 40% 30% 20% 10%

Black

C0 M0 Y0 K100
R0 G0 B0
#000000

90% 80% 70% 60% 50% 40% 30% 20% 10%

Only used in brand gradient:

Carbon

C27 M19 Y0 K70
R78 G83 B101
#4E5365

Light Gold

C0 M25 Y76 K0
R245 G195 B87
#FEC357

Neutrals

The three **Neutral Brand Colors** are used to complement and support the Core Brand Colors.

Earth

PMS 727
C8 M26 Y39 K2
R217 G180 B143
#D9B48F

90%	80%	70%	60%	50%	40%	30%	20%	10%

Sand

PMS 7257
C12 M10 Y14 K0
R214 G210 B196
#D6D2C4

90%	80%	70%	60%	50%	40%	30%	20%	10%

White

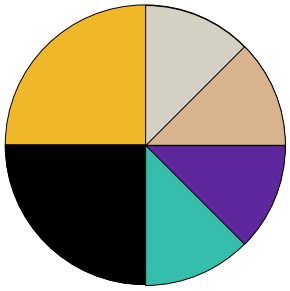
C0 M0 Y0 K0
R250 G250 B250
#FFFFFF

Accents

- **Accent Colors** are used to complement the Core Brand Colors. They should never overpower the Core Brand Colors. **Core Brand Colors should always be dominant.**

- Each Accent Color is also connected to an Equity Bank Service Area:
  - Voilet: Personal
  - Indigo: Treasury
  - Aqua: Mortgage
  - Sky: Business
  - Butter: Wealth

- In materials entirely focused on a particular service area, Gold and Black should be dominant with small pops of the relevant Accent Color.



Brand Color Hierarchy

Core Brand Colors and Neutrals should make up at least 75% of color used in any collateral or marketing materials. Accent Color(s) may only represent 25% of total color used.

Violet	PMS 267	C81 M99 Y0 K0	R95 G36 B159	#5F249F				
90%	80%	70%	60%	50%	40%	30%	20%	10%

Indigo	PMS 286	C100 M80 Y0 K12	R0 G50 B160	#0032A0				
90%	80%	70%	60%	50%	40%	30%	20%	10%

Aqua	PMS 7465	C65 M0 Y38 K0	R64 G193 B72	#40C1AC				
90%	80%	70%	60%	50%	40%	30%	20%	10%

Sky	PMS 2925	C75 M18 Y0 K0	R0 G156 B222	#009CDE				
90%	80%	70%	60%	50%	40%	30%	20%	10%

Butter	PMS 113	C0 M1 Y74 K0	R250 G224 B83	#FAE053				
90%	80%	70%	60%	50%	40%	30%	20%	10%

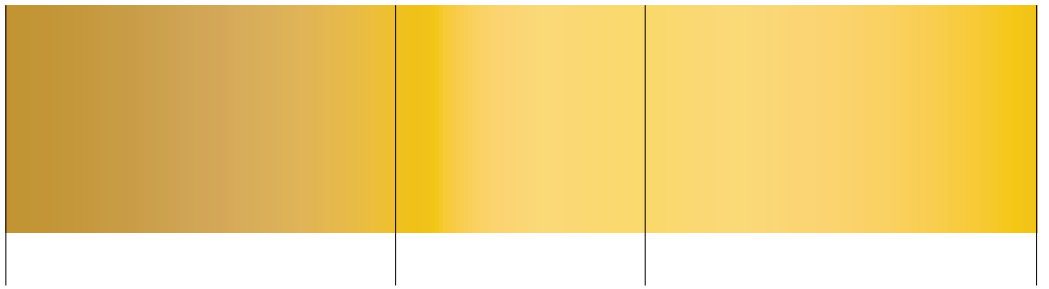
Brand Gradients

Brand Gradients connect to our logomark and bring depth to backgrounds and graphics.

- **Solid Gold Gradient** is used exclusively in our logomark and icons
- **Black Carbon Gradient** is used exclusively as a background
- **Modern Gradient** is used exclusively as a background

*Dark Gold is used only in the Solid Gold Gradient but is not part of the Core, Neutral, or Accent Palettes

Solid Gold



Dark Gold*
C24 M40 Y95 K3
R195 G149 B53

Gold

Light Gold

Gold

Black Carbon

Black

Carbon

Modern Gold

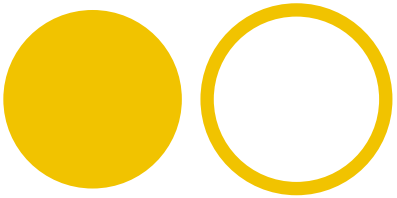
Gold

Butter

Visual Universe

Brand Shapes

Our foundational brand behaviors help inform our brand shapes.



Authentic Empathy

Circles represent inclusiveness and the empathy we wrap around everything we do at Equity.

Improvement of Community and Self

Rising rectangles represent the supportive trajectory of a financial partner by your side and the improvement we seek in our selves, our customers, and our communities.

Proactive Banking

We champion action, products, and tools that help our customers and our communities achieve goals faster.

Overview

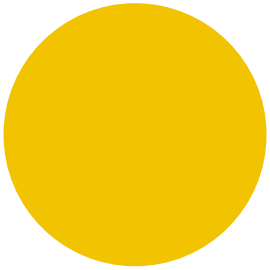
- **Brand Shapes** - solid or outlined, opaque or transparent - are used to express brand activations.

- Brand Shapes can be applied in the following ways (see pages 34-37):
  A: Loose Shapes
  B: Single Shape as Container
  C: Transparent Shape Overlay

In Use

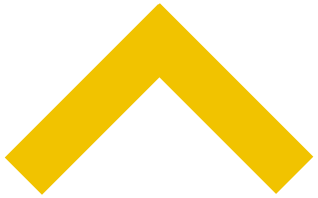
- All **Brand Shapes** can be used together in Equity Bank branding but Brand Shapes are also connected to Equity Bank Service Areas:

  - **Circle: Personal**
  - **Equal: Treasury**
  - **Arrow: Mortgage**
  - **Rising Rectangles/Circle: Business**
  - **Vertical Rectangles: Wealth**



Personal

Treasury



Mortgage

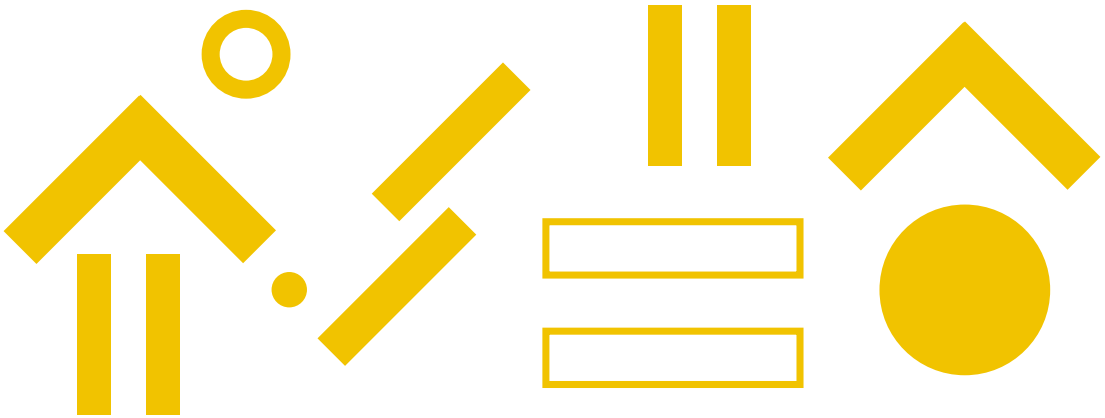
Business

Wealth

*See Application Examples beginning on page 54 for more guidance on usage

Loose Shapes

- **Brand Shapes** may be used in loose formations over solid colors or images.
- Shapes can be filled or outlined with Core Brand Colors, Neutrals, or Accent Colors related to Service Areas
- **Color Palette Hierarchy** should always be followed (see page 29)
- Shape guidelines*:
  - All can be outlined, solid, opaque, or transparent
  - **Arrows:** Always pointing up
  - **Equals:** Can be horizontal or vertical
  - **Rising Parallels:** Always 45 degrees and rising (never the reverse)
  - **Circles:** Always perfect circles, never ovals



Loose Master Brand Shapes

Loose Service Area Shapes (Business)

*See Application Examples beginning on page 54 for more guidance on usage

Container Shapes

- **Container Shapes** may be used with isolated images of people or objects
- **Isolated Images** should only be partially contained within the Brand Shape* (see page 49)

Container Shape Example (Mortgage)

Container Shape Example (Treasury)

Container Shape Example (Business)

*See Application Examples beginning on page 54 for more guidance on usage

Transparent Shapes

- **Transparent Shapes** can overlay an image to highlight a person or activity in a photograph

Transparent Shape Example (Circle)

Transparent Shape Example (Equal)

*See Application Examples beginning on page 54 for more guidance on usage

Visual Universe

Brand Patterns

Overview

- **Brand Patterns** – repeating patterns built from brand shapes – can be applied in the following ways:
  A: Patterns as graphics or backgrounds
  B: Pattern as Container

- Brand Patterns are also connected to Equity Bank Service Areas (see pages 40-44)

- Pattern guidelines*:
  - **Scale** of pattern is flexible
  - **Spacing** of pattern is flexible
  - **Scale of shapes within pattern** must be identical
  - Patterns can be opaque or transparent and filled with Core Brand Colors, Neutrals, or Accent Colors (where relevant)
  - Color Palette hierarchy should always be followed (see page 29)
  - Patterns can be placed on solid colors or images
  - Tightly spaced patterns may be used as containers for images

*See Application Examples beginning on page 54 for more guidance on usage

Personal Pattern

- **Pattern** can be opaque or transparent and filled with Core Brand Colors, Neutrals, or Personal Accent Color (see pages 27-29)

Tight Pattern Example

Loose Pattern Example

Pattern As Container Example

*See Application Examples beginning on page 54 for more guidance on usage

Treasury Pattern

- **Pattern** can be opaque or transparent and filled with Core Brand Colors, Neutrals, or Treasury Accent Color (see pages 27-29)

Tight Pattern Example

Loose Pattern Example

Pattern As Container Example

*See Application Examples beginning on page 54 for more guidance on usage

Mortgage Pattern

- **Pattern** can be opaque or transparent and filled with Core Brand Colors, Neutrals, or Mortgage Accent Color (see pages 27-29)

Tight Pattern Example

Loose Pattern Example

Pattern As Container Example

*See Application Examples beginning on page 54 for more guidance on usage

Business Pattern

- **Pattern** can be opaque or transparent and filled with Core Brand Colors, Neutrals, or Business Accent Color (see pages 27-29)

Tight Pattern Example

Loose Pattern Example

Pattern As Container Example

*See Application Examples beginning on page 54 for more guidance on usage

Wealth Pattern

- **Pattern** can be opaque or transparent and filled with Core Brand Colors, Neutrals, or Wealth Accent Color (see pages 27-29)

- Pattern Guidelines*:
  –**Unlike all other patterns, Wealth Brand Shapes can vary in HEIGHT within the Wealth Pattern.** The Wealth Pattern is essentially a series of parallel, vertical bars of varying heights.

Tight Pattern Example

Loose Pattern Example

Pattern As Container Example

*See Application Examples beginning on page 54 for more guidance on usage

Visual Universe

Photography

Overview

Dos:

- **Keep it real:** We want to form a relatable bond with our communities. To do this, we need to ensure that the people featured in photographs are diverse in both race and gender.

- **Capture moments:** In stock or custom photo shoots, go for real, authentic moments and a tone that feels optimistic and upbeat.

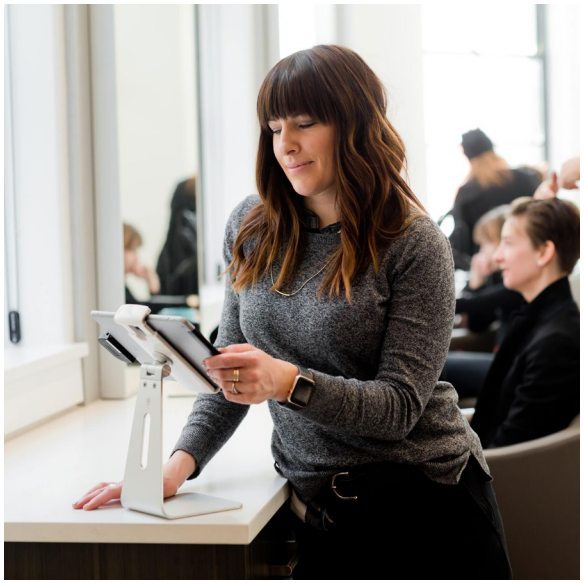
Don'ts:

- **Don't** use images that feel staged.
- **Don't** use images with stylized features including high-contrast, colored tints, or textures.
- **Don't** crop an image awkwardly when using it in a container.

*See Application Examples beginning on page 54 for more guidance on usage

Light Lifestyle Images

- **Light Lifestyle Images** are light, airy, and natural.



*See Application Examples beginning on page 54 for more guidance on usage

Deep Lifestyle Images

- **Deep Lifestyle Images** are deep, rich, and saturated.

*See Application Examples beginning on page 54 for more guidance on usage

Isolated Images

Isolated Images can be used to draw focus to subjects or banking technologies.

*See Application Examples beginning on page 54 for more guidance on usage

Visual Universe

Icons

Outlined icons depict services or actions in print and web.

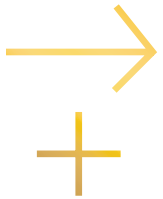
Merchant Processing

Savings Accounts

Line of Credit

Fixed Rate Loan

Retirement Planning



Actions

Visual Universe

Typography

Print

BUSINESS SERVICES

Things can only go up
from here.

Our goal? Doing what it takes to help you succeed in all aspects of your life– whether you're raising a family or running a start-up.

Explore

Web

BUSINESS SERVICES

Things can only go up
from here.

Our goal? Doing what it takes to help you succeed in all aspects of your life– whether you're raising a family or running a start-up.

Explore

Acumin Pro Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Acumin Pro Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Lora Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Lora Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Roboto Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Roboto Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Lora Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Lora Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYy

Application Examples

Welcome
to your new team.
EQUITY BANK
Employee Handbook

Example 1

This is an example of Equity Bank collateral.

Design Notes:

- **Loose Brand Shapes** (see page 35) used in gloss varnish on **Black Carbon Gradient** background (see page 30)

Application Examples

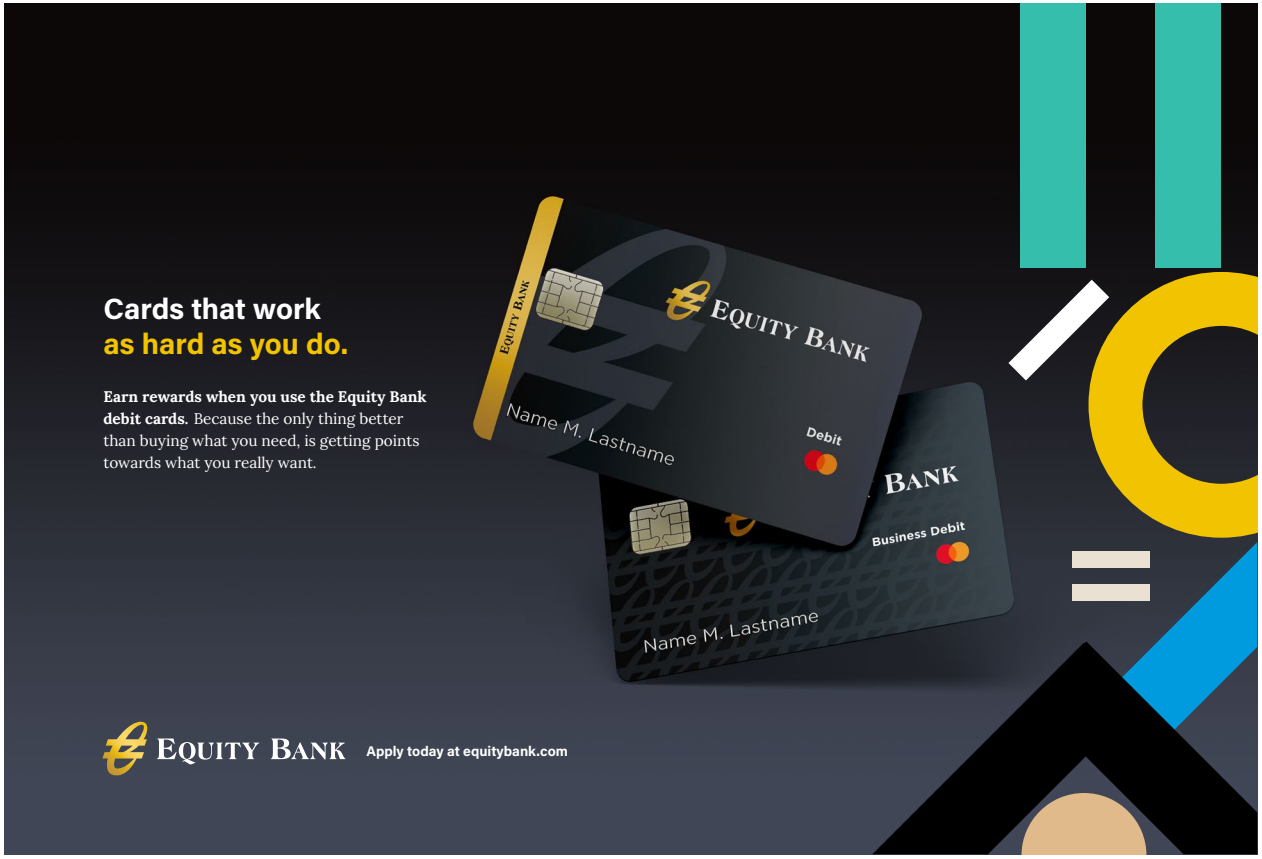
Example 2

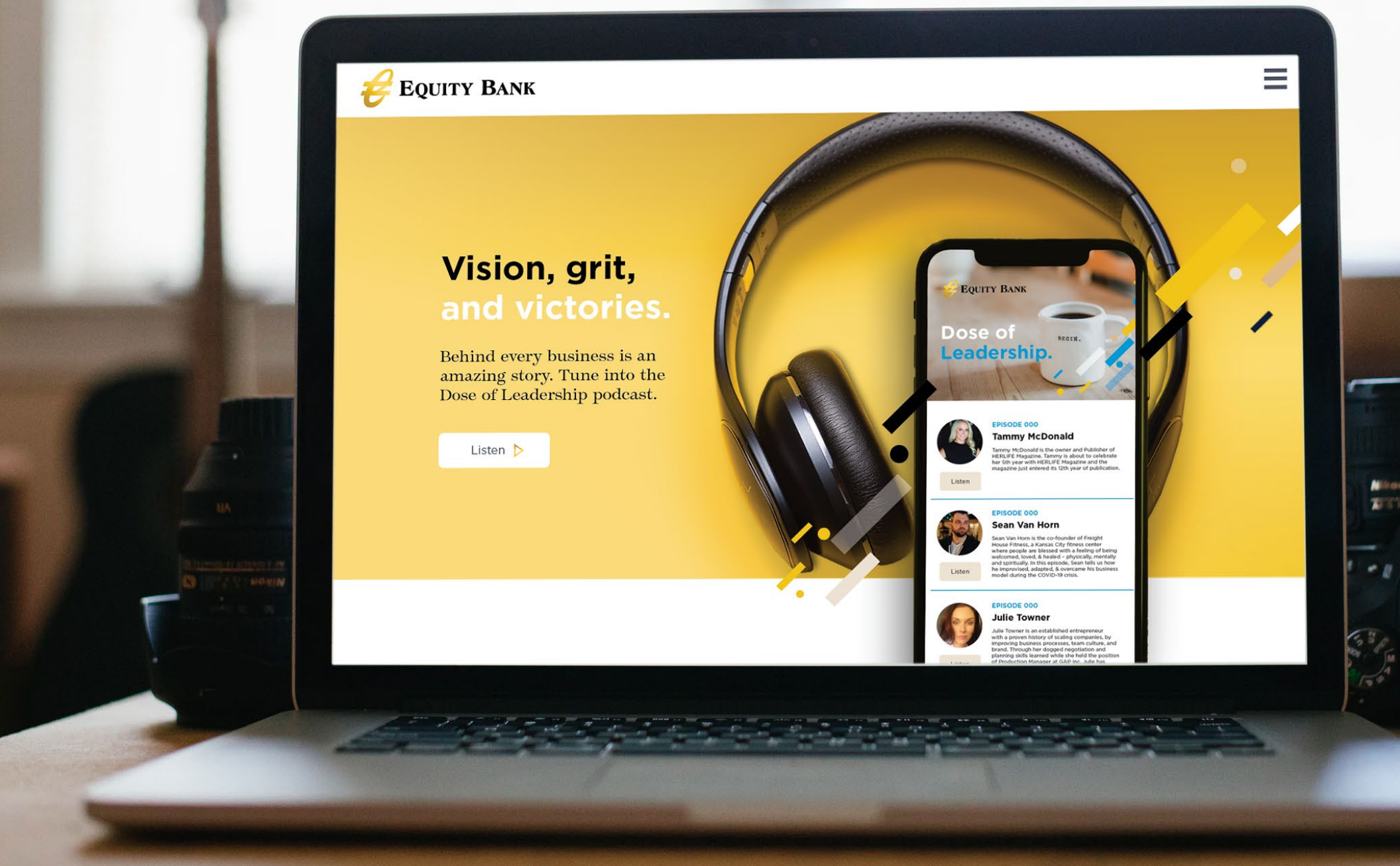
This is an example of an Equity Bank print advertisement.

Design Notes:

- Background in **Black Carbon Gradient** (see page 30)

- **Loose Brand Shapes** (see pages 35) including **Personal and Business Accent Colors** (see page 29)



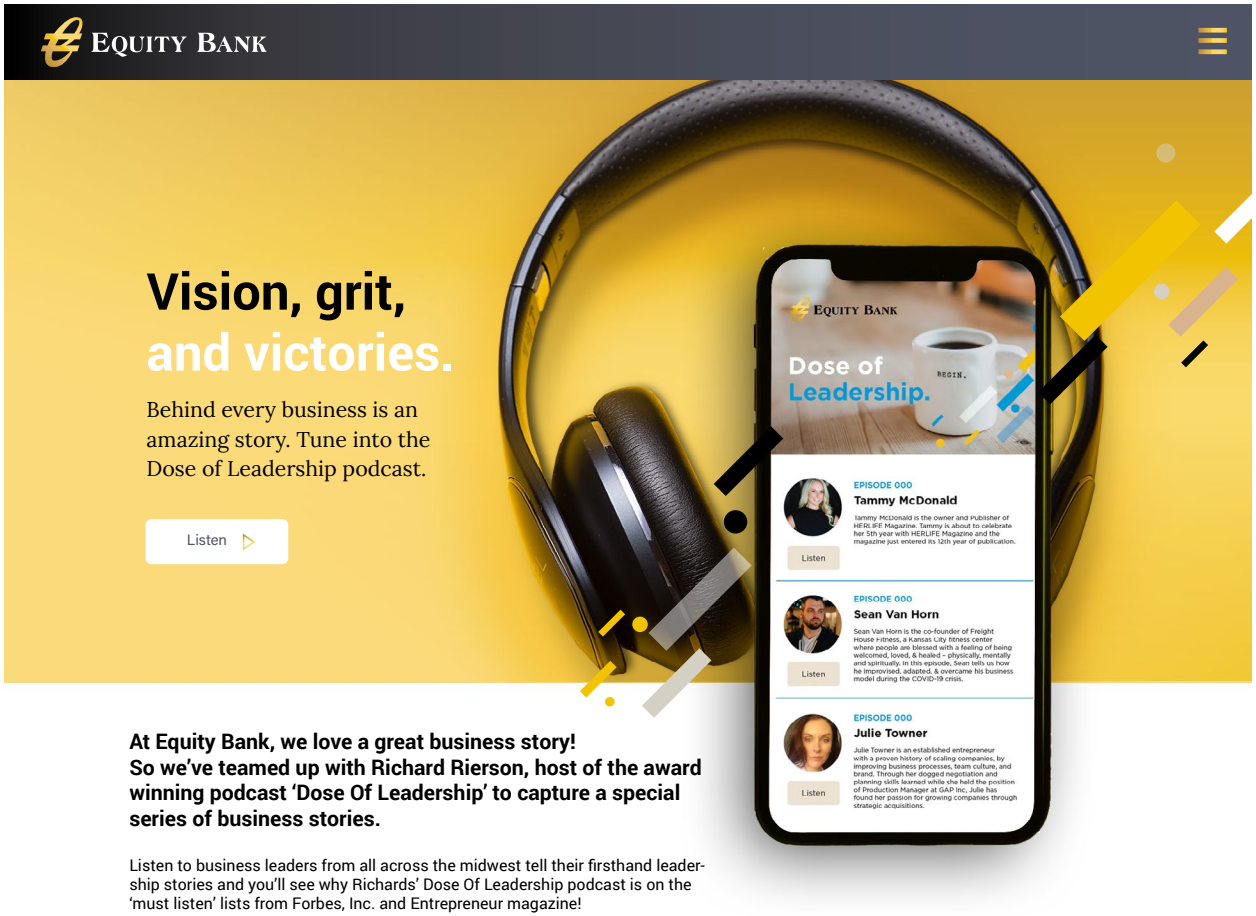

EQUITY BANK
Vision, grit,
and victories.
Behind every business is an amazing story. Tune into the Dose of Leadership podcast.
Listen
EQUITY BANK
Dose of
Leadership.
EPISODE 000
Tammy McDonald
Tammy McDonald is the owner and Publisher of HERLIFE Magazine. Tammy is about to celebrate her 5th year with HERLIFE Magazine and the magazine just entered its 12th year of publication.
Listen
EPISODE 000
Sean Van Horn
Sean Van Horn is the co-founder of Freight House Fitness, a Kansas City fitness center where people are blessed with a feeling of being welcomed, loved, & healed - physically, mentally and spiritually. In this episode, Sean tells us how he improvised, adapted, & overcame his business model during the COVID-19 crisis.
Listen
EPISODE 000
Julie Towner
Julie Towner is an established entrepreneur with a proven history of scaling companies, by improving business processes, team culture, and brand. Through her dogged negotiation and planning skills learned while she held the position

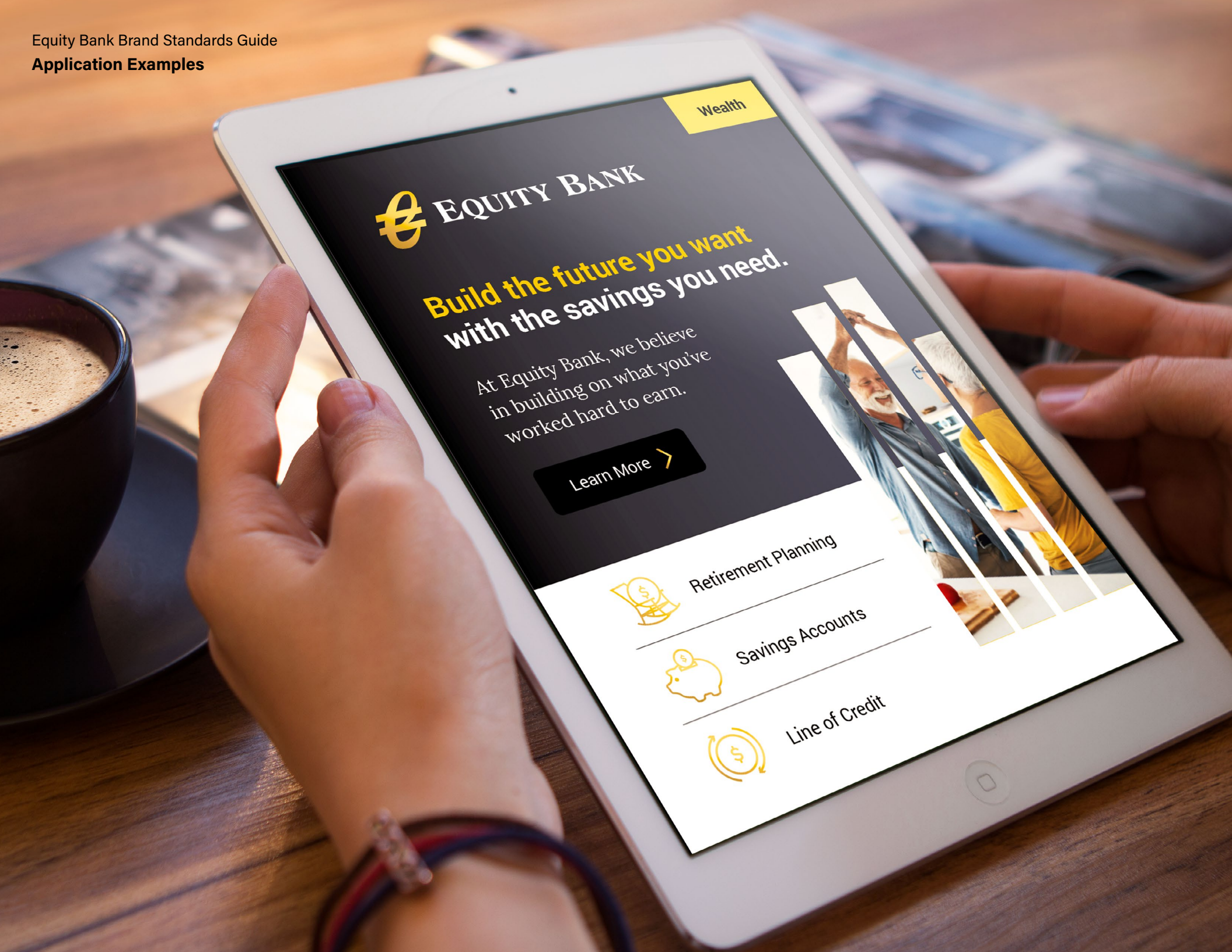
Example 3

This is an example of an Equity Bank landing page or hero.

Design Notes:

- Background in **Modern Gold Gradient** (see page 30)
- **Loose Brand Shapes** for Business (see pages 34 and 35) overlaying image, emphasizing product. Shapes are solid or transparent.
- **Isolated Images** used (see page 49)



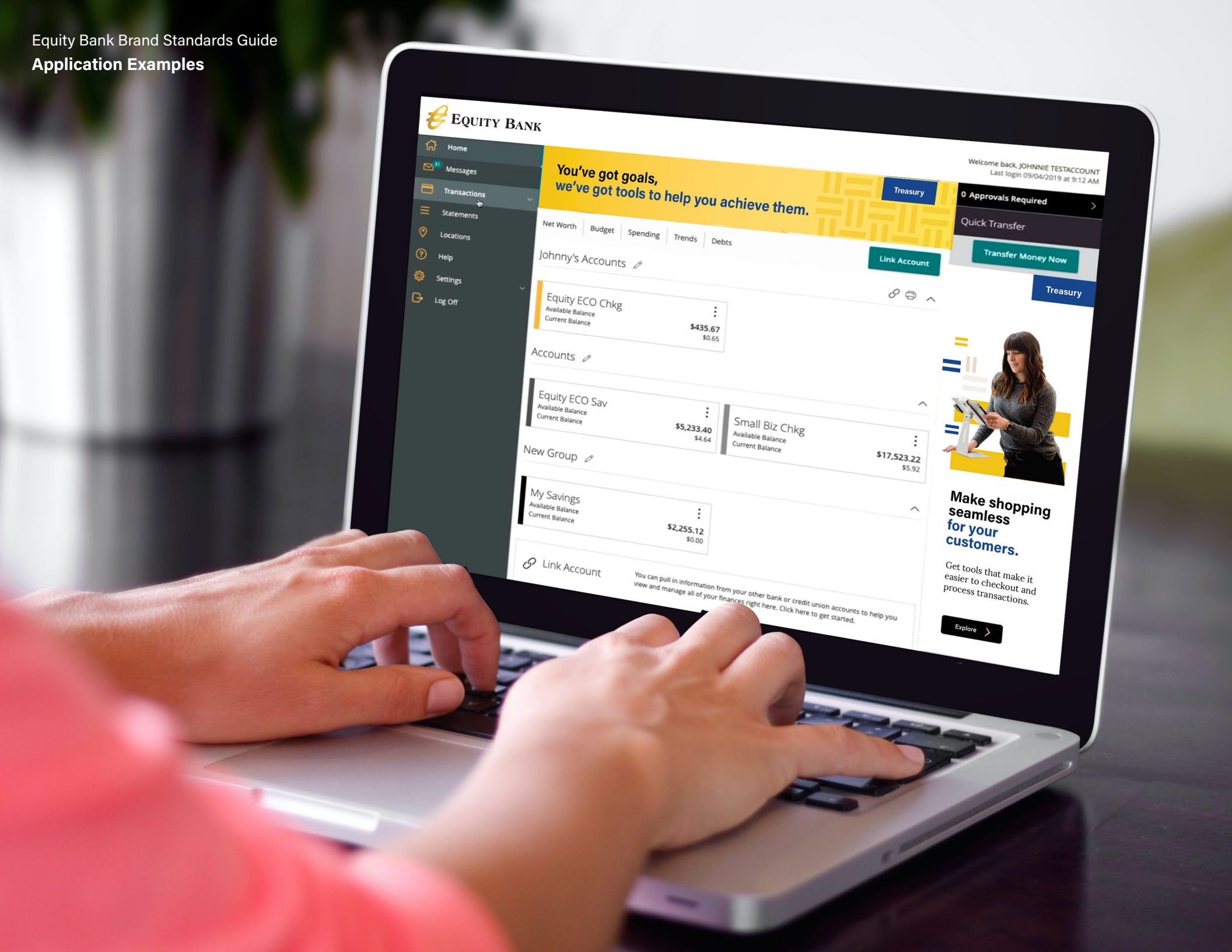

Wealth
EQUITY BANK
Build the future you want with the savings you need.
At Equity Bank, we believe in building on what you've worked hard to earn.
Learn More
Retirement Planning
Savings Accounts
Line of Credit

Example 4

This is an example of an Equity Bank email.

Design Notes:

- Background in **Black Carbon Gradient** (see page 30)
- **Wealth Pattern** (see page 44) used as container for image. **Wealth Accent Color** used in service area background (see page 29).
- **Icons** used to represent products (see page 51)


EQUITY BANK
Home
Messages
Transactions
Statements
Locations
Help
Settings
Log Off
You've got goals,
we've got tools to help you achieve them.
Treasury
Welcome back, JOHNNIE TESTACCOUNT
Last login 09/04/2019 at 9:12 AM
0 Approvals Required
Quick Transfer
Transfer Money Now
Net Worth
Budget
Spending
Trends
Debts
Johnny's Accounts
Link Account
Equity ECO Chkg
Available Balance
Current Balance
$435.67
$0.65
Accounts
Equity ECO Sav
Available Balance
Current Balance
$5,233.40
$4.64
Small Biz Chkg
Available Balance
Current Balance
$17,523.22
$5.92
New Group
My Savings
Available Balance
Current Balance
$2,255.12
$0.00
Link Account
You can pull in information from your other bank or credit union accounts to help you view and manage all of your finances right here. Click here to get started.
Treasury
Make shopping seamless for your customers.
Get tools that make it easier to checkout and process transactions.
Explore

Example 5

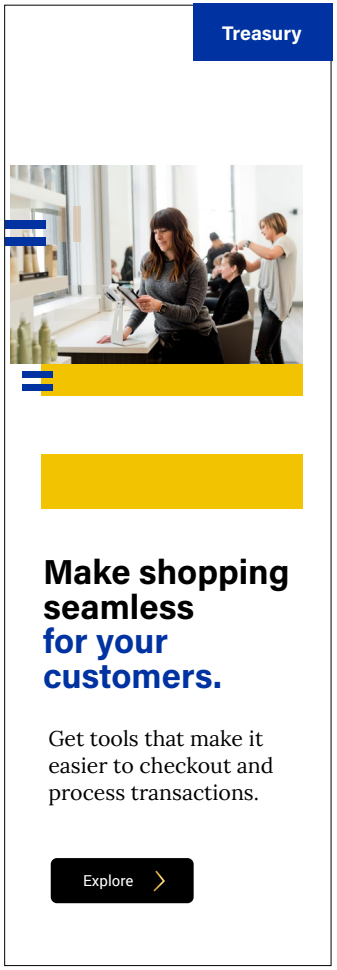
These are examples of Equity Bank digital advertisements.

Design Notes:

- Leaderboard uses **Treasury Pattern** (see page 41) over **Modern Gold Gradient** (see page 30) with **Brand Color Hierarchy** guidelines followed (see page 29)

- Skyscraper design includes both **Loose Brand Shapes** (see pages 34 and 35) and **Container Shape** (see page 36) with **Treasury Accent Color** with **Brand Color Hierarchy** guidelines followed (see page 29)

Leaderboard Example



Skyscraper Example

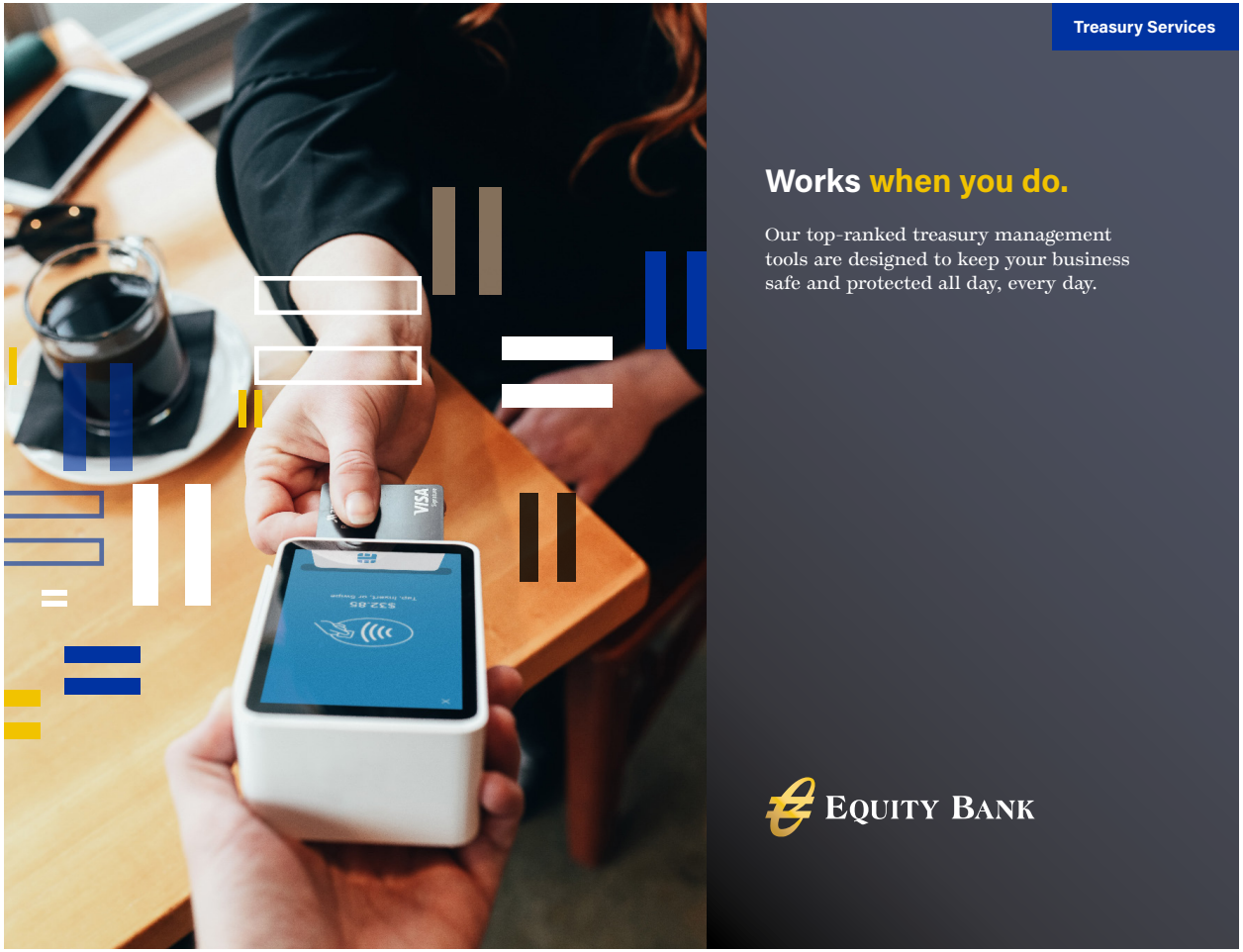
Treasury Services
Works when you do.
Our top-ranked treasury management tools are designed to keep your business safe and protected all day, every day.
EQUITY BANK

Example 6

This is an example of a window cling or poster focused on Treasury Services.

Design Notes:

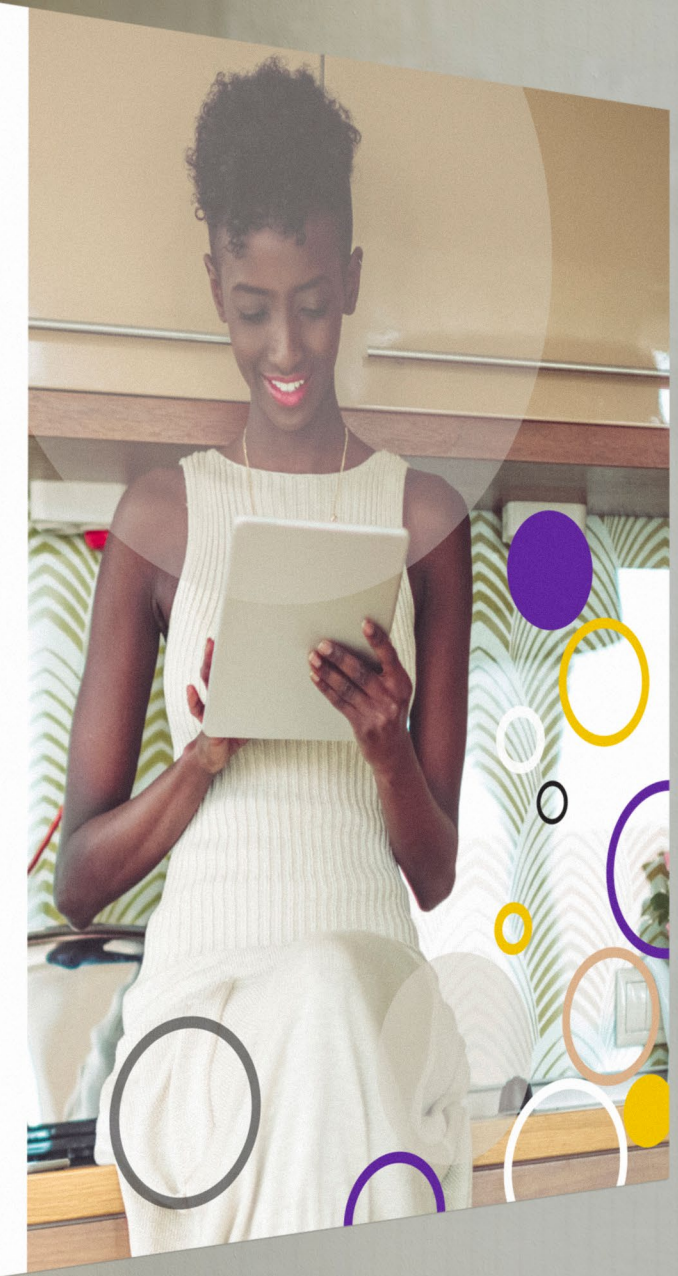
- **Loose Brand Shapes** for Treasury (see pages 34 and 35) overlaying image, emphasizing activity. Shapes are solid, outlined, or transparent.
- **Treasury Accent Color** used in Service Area Bar, Loose Brand Shapes with **Brand Color Hierarchy** guidelines followed (see page 29)
- **Deep Lifestyle Image** (see page 44) complements **Black Carbon Gradient** (see page 30) sidebar



Personal

Save a trip with a couple clicks.

Our smart digital tools offer you convenience and keep you connected from anywhere.



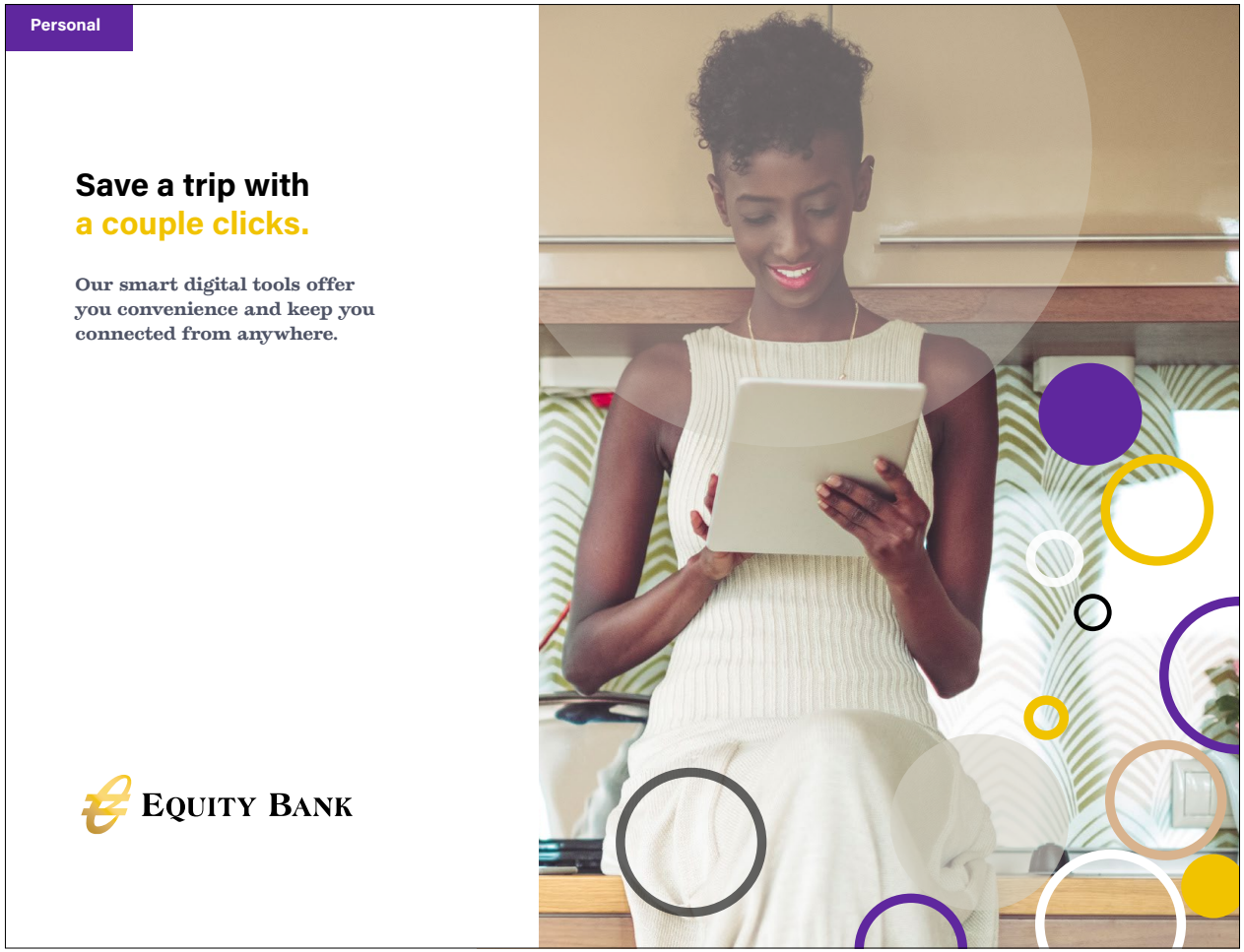
EQUITY BANK

Example 7

This is an example of a window cling or poster focused on Personal Banking.

Design Notes:

- **Loose Brand Shapes** for Personal (see pages 34 and 35) overlaying image. Shapes are solid, outlined, or transparent.
- **Transparent Brand Shape** for Personal (see page 37) overlaying image, emphasizing model
- **Personal Accent Color** used in service area background and Loose Brand Shapes, with **Brand Color Hierarchy** guidelines followed (see page 29)



Business
Things can only go up
from here.
Our goal? Doing what it takes to help you succeed in all aspects of your life-whether you're raising a family or running a start-up.
EQUITY BANK

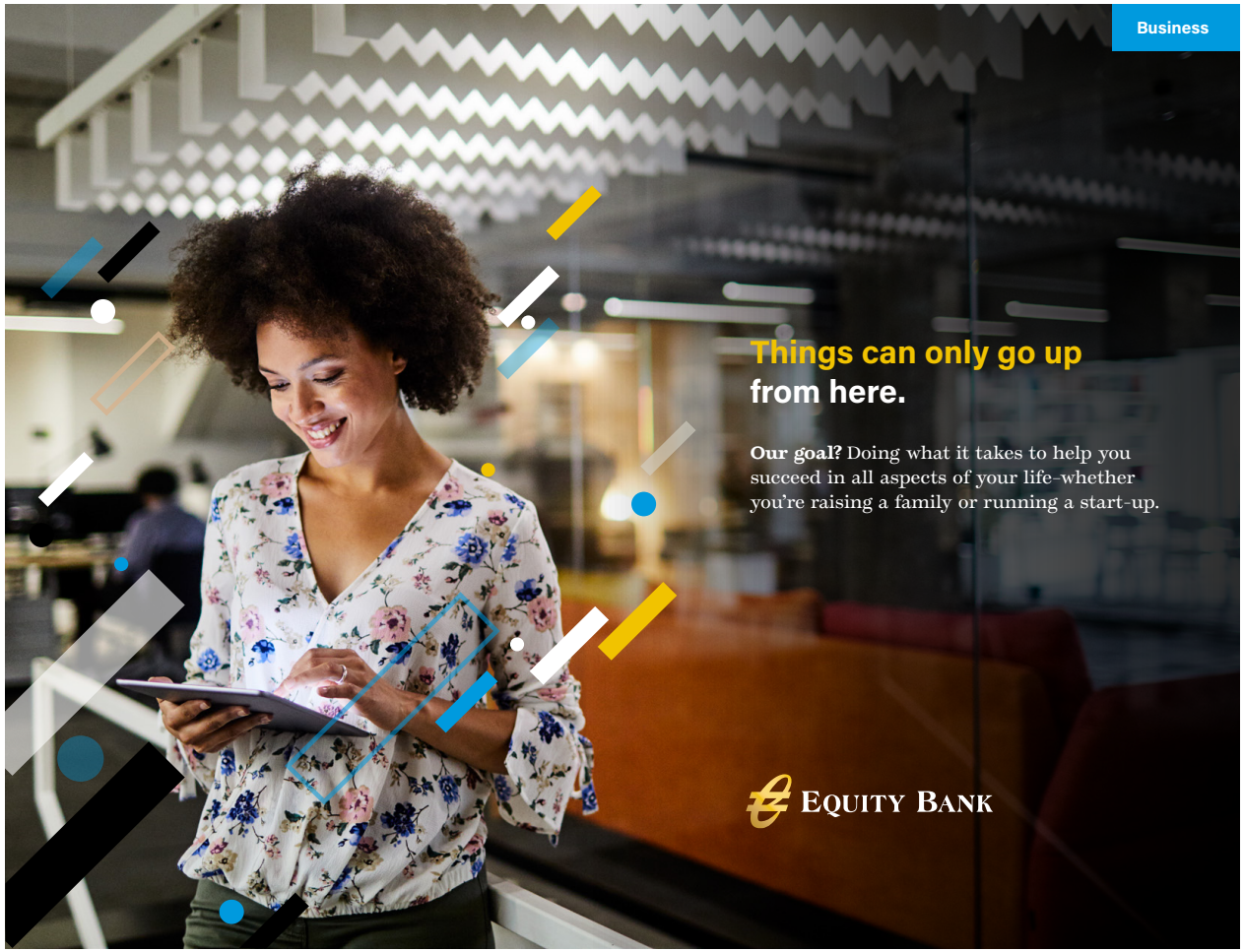
Example 8

This is an example of a window cling or poster focused on Business Banking.

Design Notes:

- **Loose Brand Shapes** for Business (see pages 34 and 35) overlaying image, emphasizing model. Shapes are solid, outlined, or transparent.

- **Business Accent Color** used in service area background and Loose Brand Shapes, with **Brand Color Hierarchy** guidelines followed (see page 29)



Mortgage
Here when
home calls.
You can count on our top-notch service
and our highly competitive rates.
EQUITY BANK

Example 9

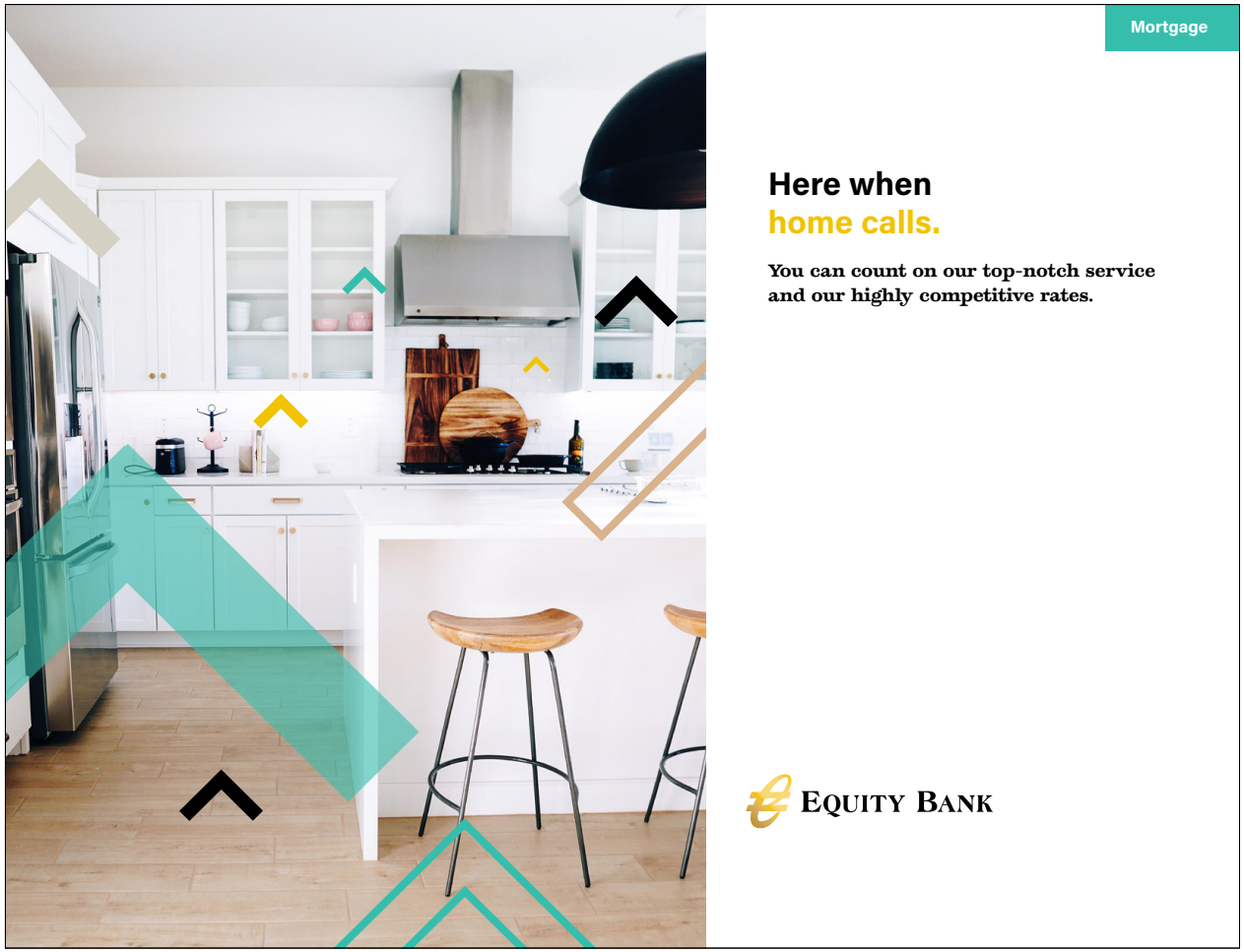
This is an example of a window cling or poster focused on Mortgage.

Design Notes:

- **Loose Brand Shapes** for Mortgage (see pages 34 and 35) overlaying image. Shapes are solid, outlined, or transparent.

- **Mortgage Accent Color** used in service area background and Loose Brand Shapes, with Brand Color Hierarchy guidelines followed (see page 29)

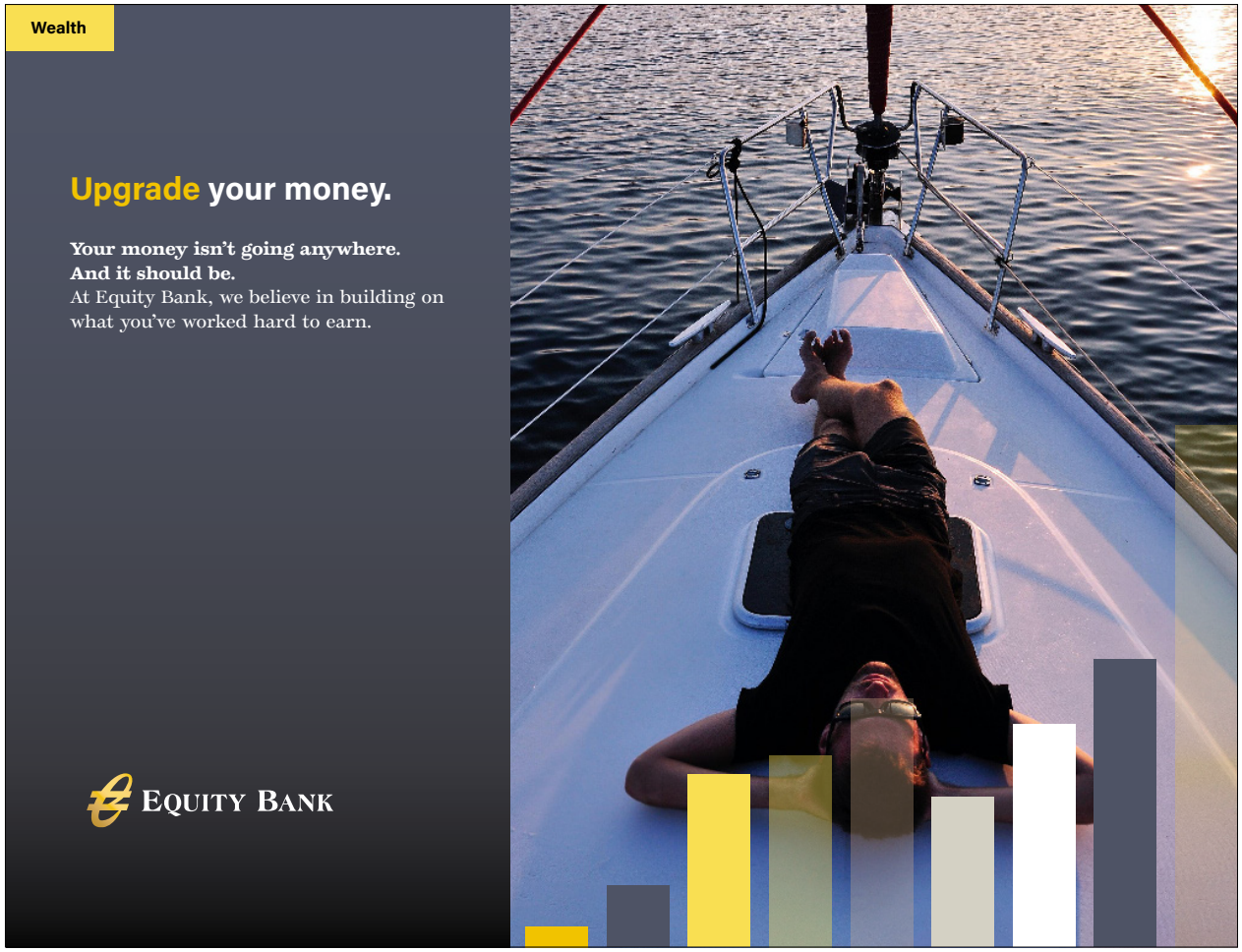
- **Light Lifestyle Image** complements White sidebar (see page 47)



Wealth
Upgrade your money.
Your money isn't going anywhere.
And it should be.
At Equity Bank, we believe in building on what you've worked hard to earn.
EQUITY BANK

Example 10

This is an example of a window cling or poster focused on Wealth.

Design Notes:

- **Pattern for Wealth** (see page 44) overlaying image. Shapes within pattern are solid or transparent.
- **Wealth Accent Color** used in service area background and Loose Brand Shapes, with **Brand Color Hierarchy** guidelines followed (see page 29)
- **Deep Lifestyle Image** complements Black Carbon Gradient sidebar (see pages 30 and 48)