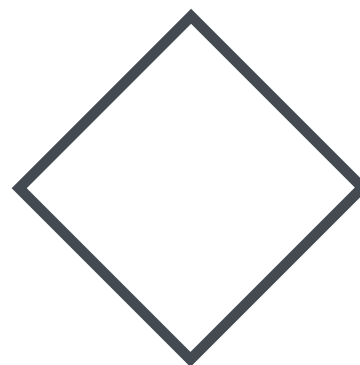
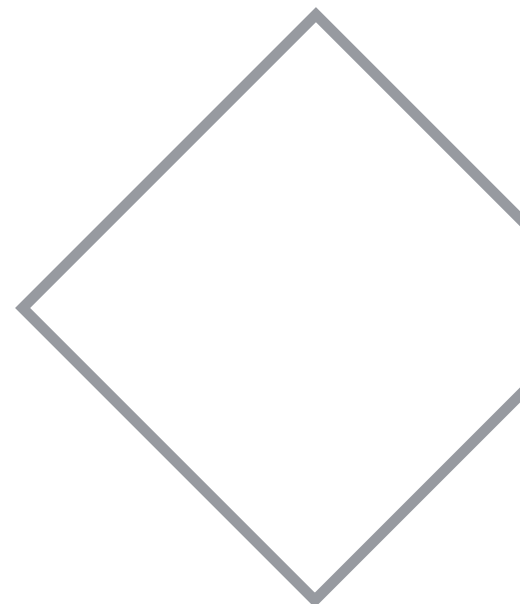
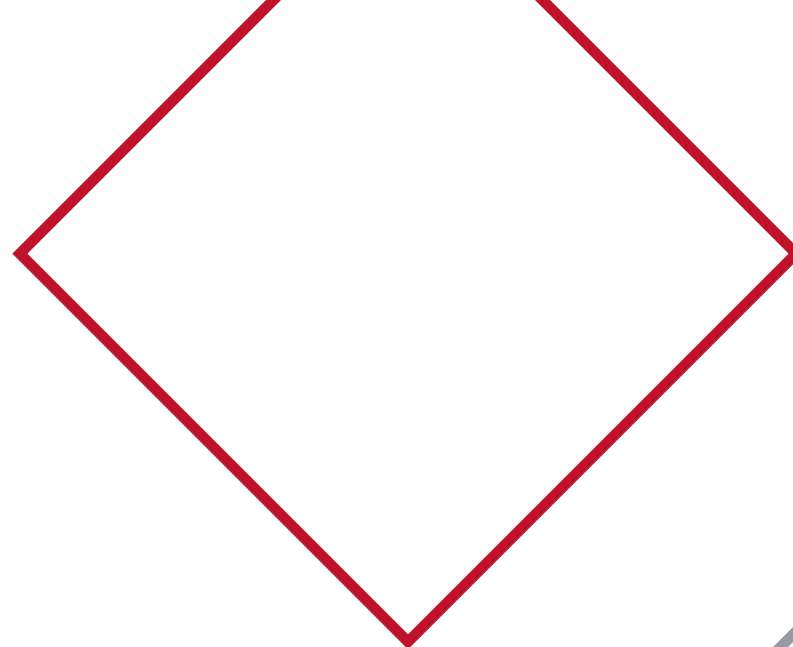


FIRST BANK

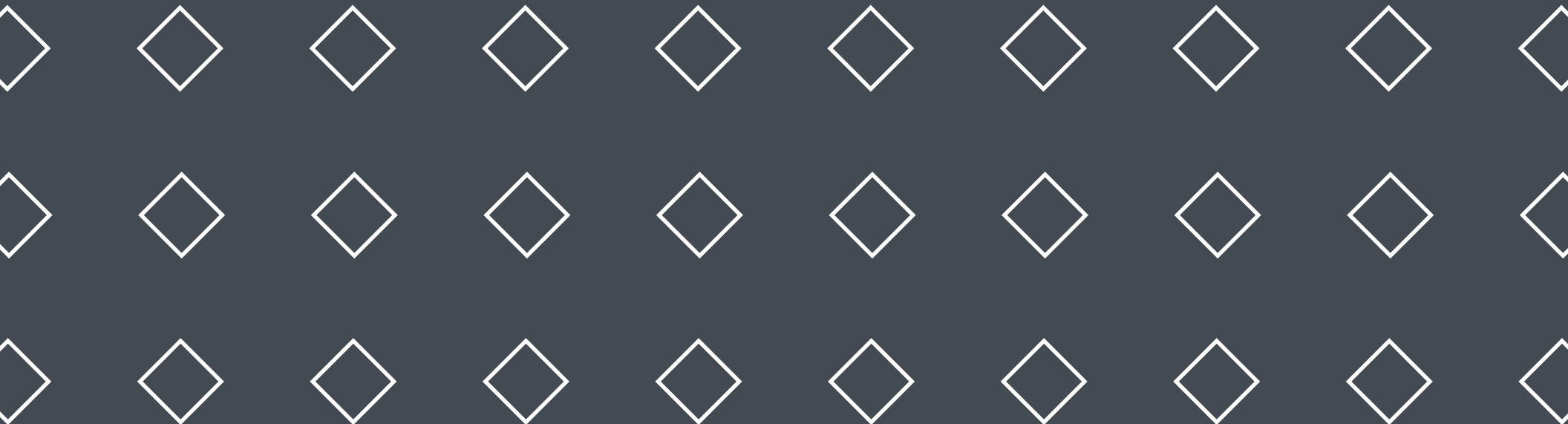
Brand Guidelines

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

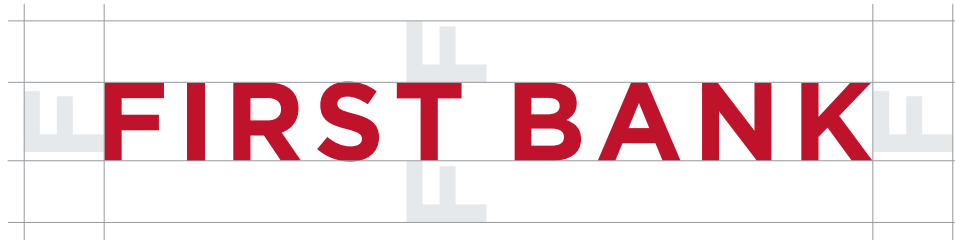
3



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.



✘ 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✘ Don't use an outdated stacked logo



✘ Don't use an outdated horizontal logo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

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

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 for you.

FIRST BANK

RELATIONSHIP GUIDE
Personal Banking Services

Personal Money Market

Let your excess cash earn more with CDs.

Personal Accounts CDs

localfirstbank.com

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

We see you, and we'll help with a no-fee checking account, a credit card with rewards, free financial education resources, and a local team that knows your rural and beliefs in your dream for the future.

localfirstbank.com

YOU are amazing.

FIRST BANK

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

is you, and we'll help with personalized home loans, competitive rates, and a fast turnaround 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 and Insurance Services lines of business can use logo lockups with that 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



FIRST BANK
Insurance Services



FIRST BANK
Mortgage Services

2



FB WEALTH MANAGEMENT

3



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




Expert guidance that puts you first.

When you have significant financial assets, you need specialized, integrated banking services to protect and grow your wealth. As a First Bank Private Banking customer, you'll receive attentive personal service from experienced financial professionals offering strategic planning and investment guidance to help you reach your goals.

What to Expect With Private Banking From First Bank

- You are a private banker who provides personalized services and is available 24/7
- A dedicated team of your wealth management advisor and estate planner
- Expert investment and tax planning
- Custom budgeting, including projected asset and liability flows with state-of-the-art digital banking services

Private Banking Checking

Your Private Banking checking account is an integral element of your wealth management strategy. Our Private Banking checking provides multiple payment methods and the security of 24/7 service you can rely on.

Private Banking Money Market

Our Private Banking money market account provides a higher interest rate on your cash, a limited number of checks per month, and the ability to earn a higher interest rate than a standard checking or savings account.

Contact Your Private Banking Executive

Mary Fisher
 First Bank Private Banking Executive
 1000 First Bank Building
 1000 First Bank Building
 1000 First Bank Building
 1000 First Bank Building


localfirstbank.com/privatebanking

Matters Most

FIRST BANK
Insurance Services

For What

Personal Insurance



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

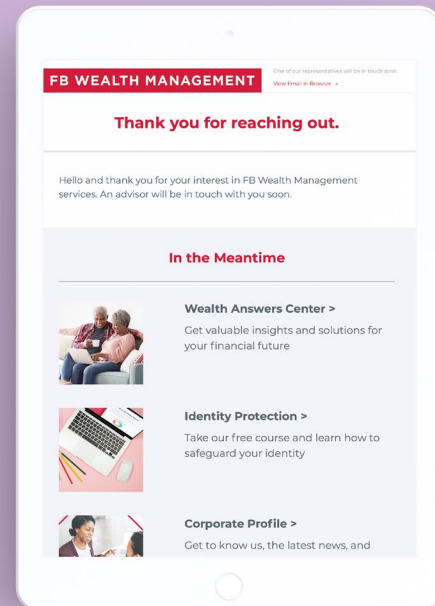
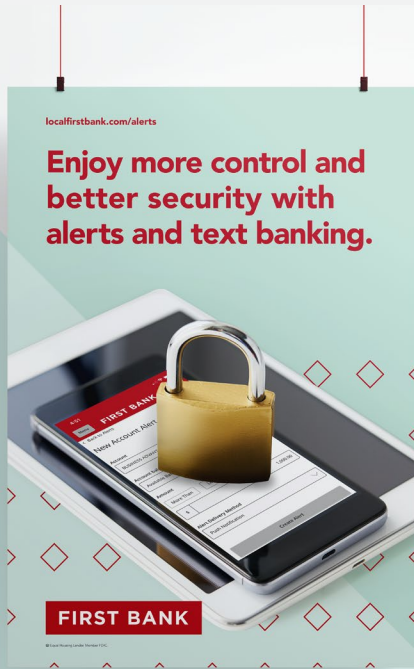
Web Color Palette

Core Palette:

First Bank Red #BC152A	#A31E27	#444B53	#D5D5D5	#F9C2C7
		#818386	#EAEAEA	#FCE0E3
		#999CA0	#F7F7F7	#FEF5F6

Lines of Business:

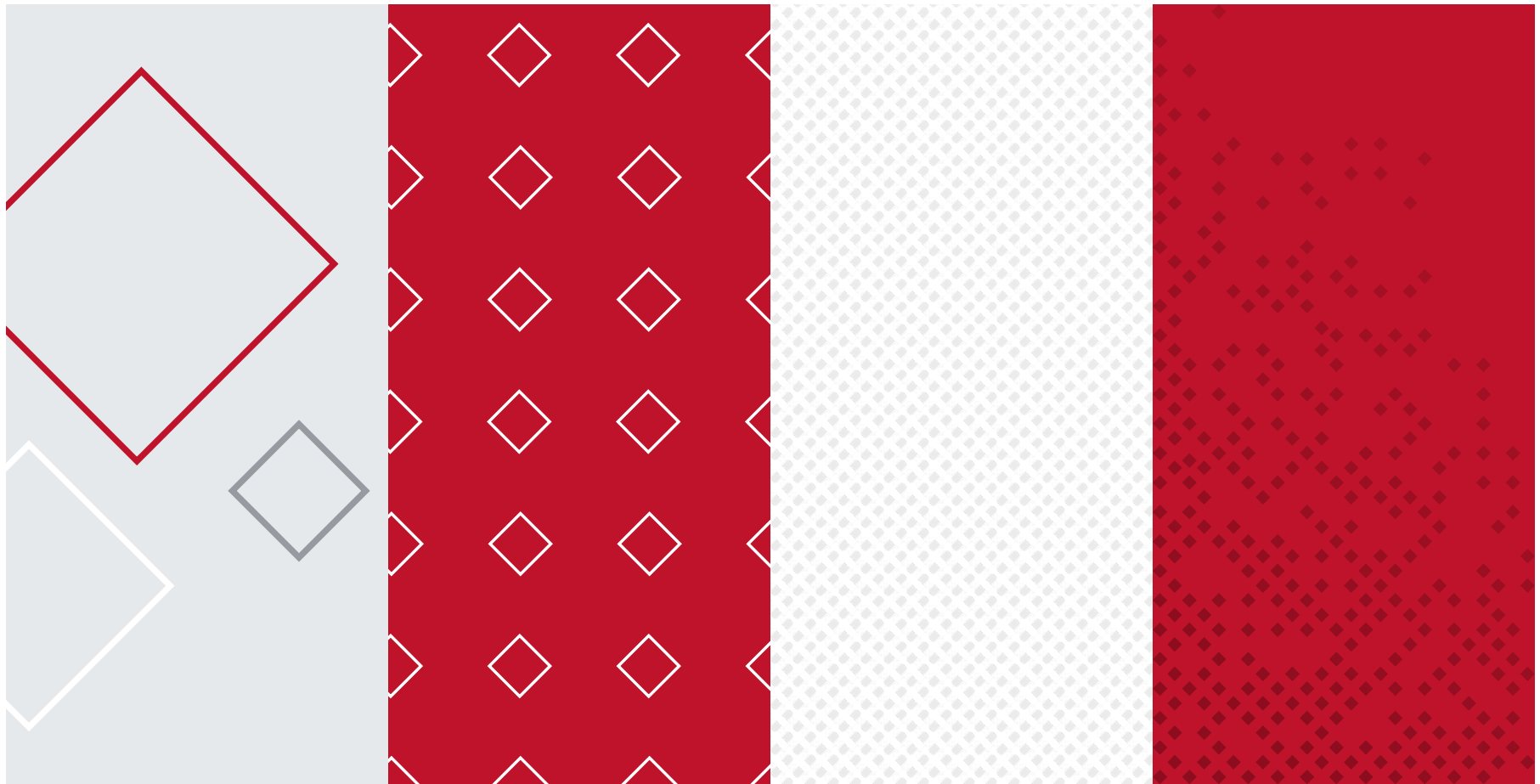
Personal #27856A	Business #F4AF23	Mortgage #2F7BB3	Insurance #8C63AA	Wealth #2E2D83
#AADB00	#FFD997	#B6DAF9	#CBB3D6	#B7B5E5
#EAF6F5	#FFF1D0	#E1ECF8	#EDE5F1	#E0E0F1



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



A vertical poster for First Bank's Platinum Rewards Mastercard. The background is a light teal color with a pattern of white-outlined diamonds. At the top, the URL 'localfirstbank.com/creditcard' is written in small text. Below it, the text reads: 'Enjoy great rewards and rates with the Platinum Rewards Mastercard. Apply online today.' In the center, there is an image of the red and gold Platinum Rewards Mastercard. At the bottom, the 'FIRST BANK' logo is displayed in a red box. The card image shows the number '5412 7512 3451 2345', the name 'FIRST BANK CARDHOLDER', and the expiration date '01/20 01/23'.

A smartphone displaying the First Bank MyMoney app. The top navigation bar is red with the 'FIRST BANK' logo, a search icon, a 'Log In' button, and a menu icon. The main heading is 'MyMoney' in a large, bold font. Below it, a sub-heading reads: 'Discover the joy of financial clarity in real time with First Bank's money and budget management tool.' A red button labeled 'Access Your Account' is positioned below the text. At the bottom, there is a section for budgeting, showing a photo of a woman and a bar chart for 'Food & Dining' with a value of '\$260.00'. A circular icon indicates a budget of '\$325 / \$400'.

A promotional card for a savings account. The top half features a photograph of a family (a man, a woman, and two children) smiling together. Below the photo, the text reads: 'Plan for the Future' in a bold font, followed by 'Get a savings account to be better prepared for life.' At the bottom, there is a large red button with the text 'Start Saving' in white.

A poster with a red background and white text. The text reads: 'You're all set.' in a large, bold font, followed by 'Please take your cash and your receipt.' in a smaller font. The 'FIRST BANK' logo is in the top right corner. At the bottom, there is a small icon of a telephone and the text: 'If you have questions, please call Customer Service at 866-752-4357.'

Imagery

Photography Do's and Don'ts



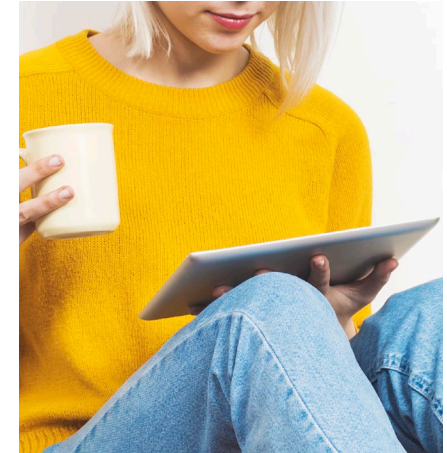
✓ Choose images that resonate with our audience. Ensure that the people featured in photographs are diverse in both race and gender.



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



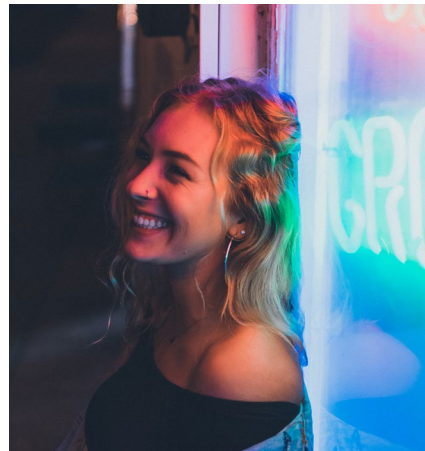
✓ Mix images of people with images of objects and devices to better depict a service or product.



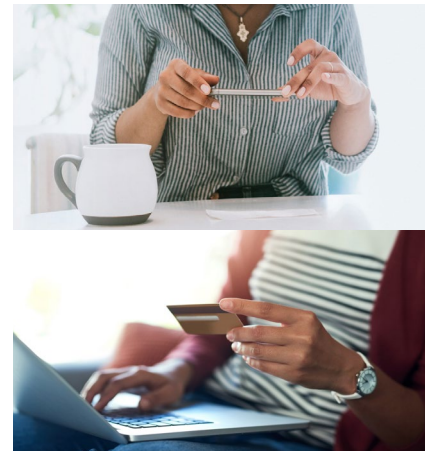
✓ Use images that feature the brand colors.



✗ 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.

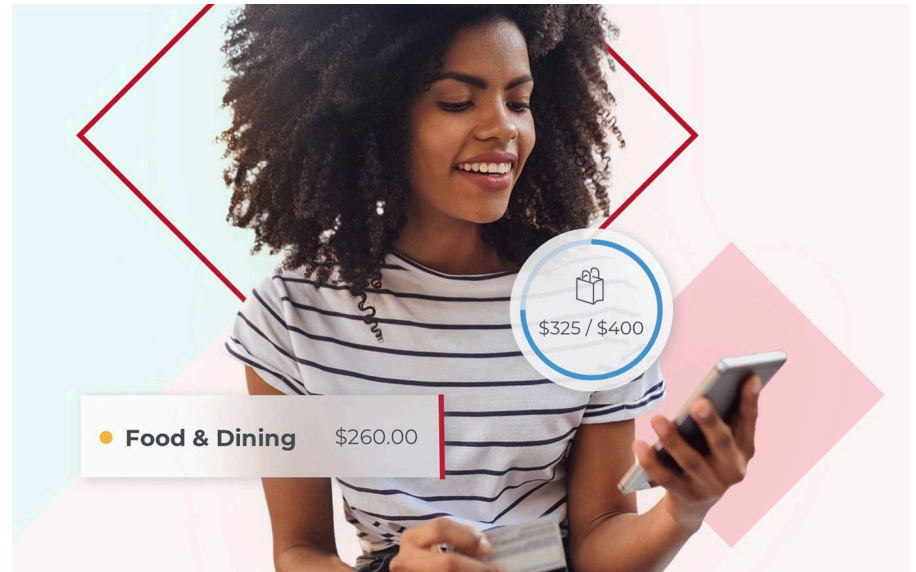
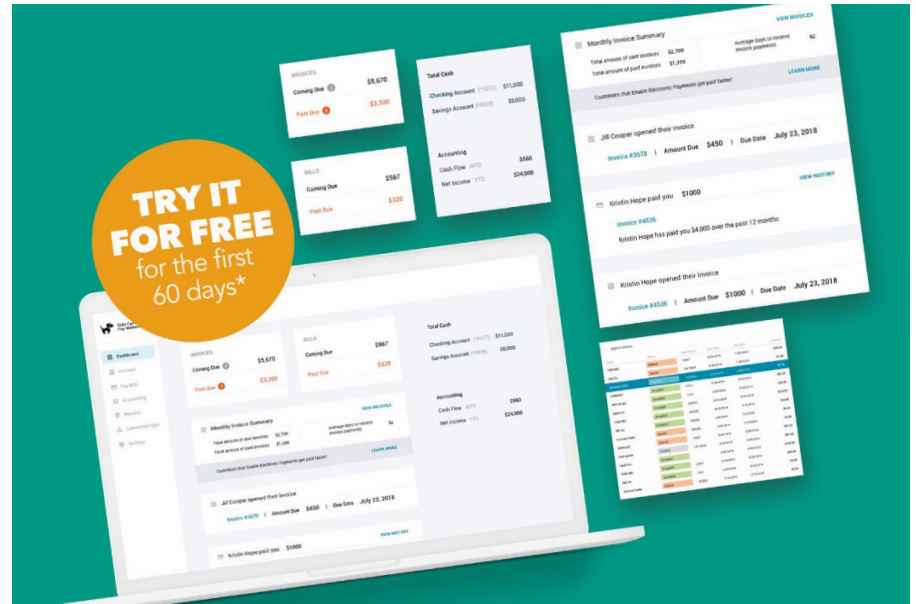
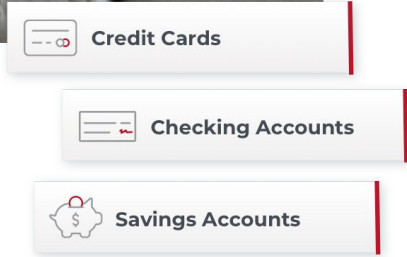
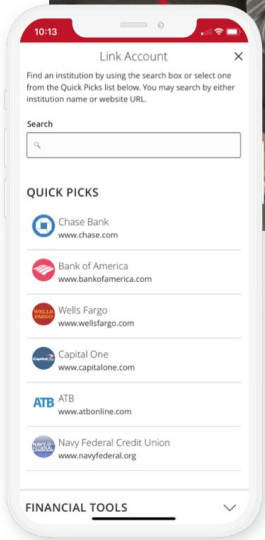
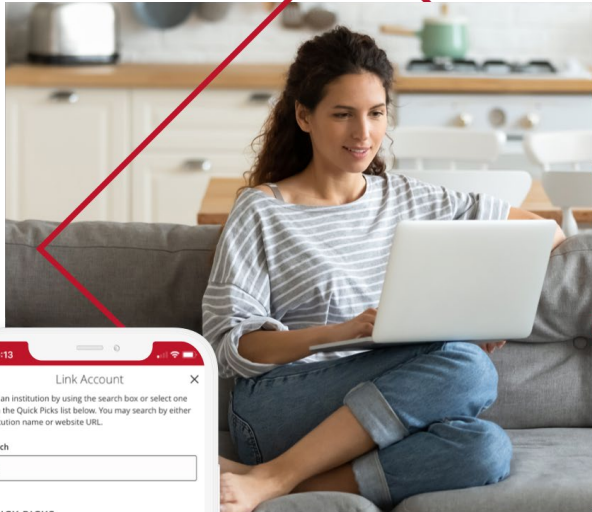
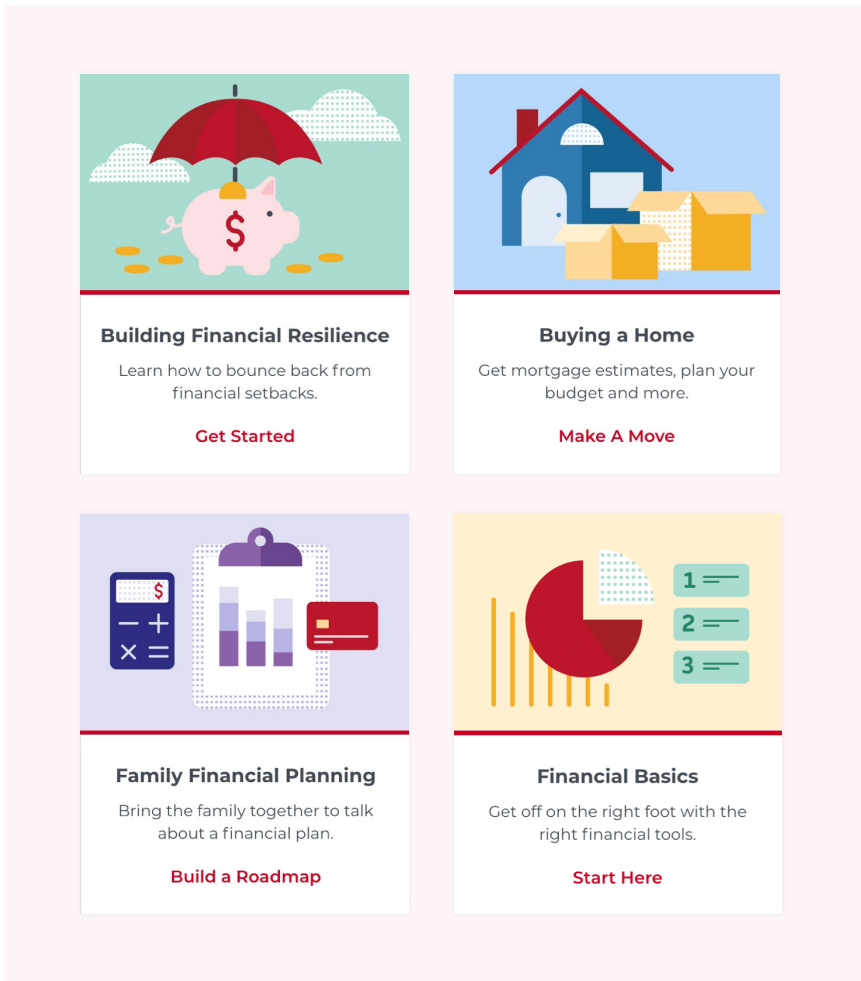
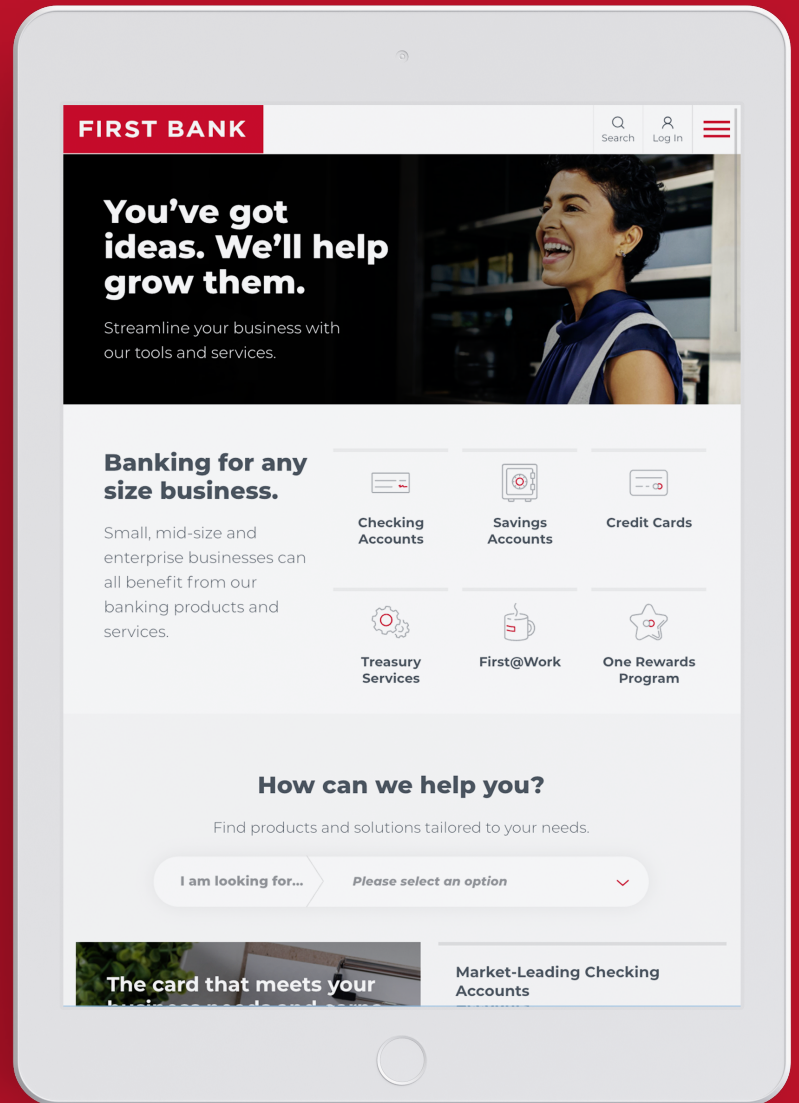
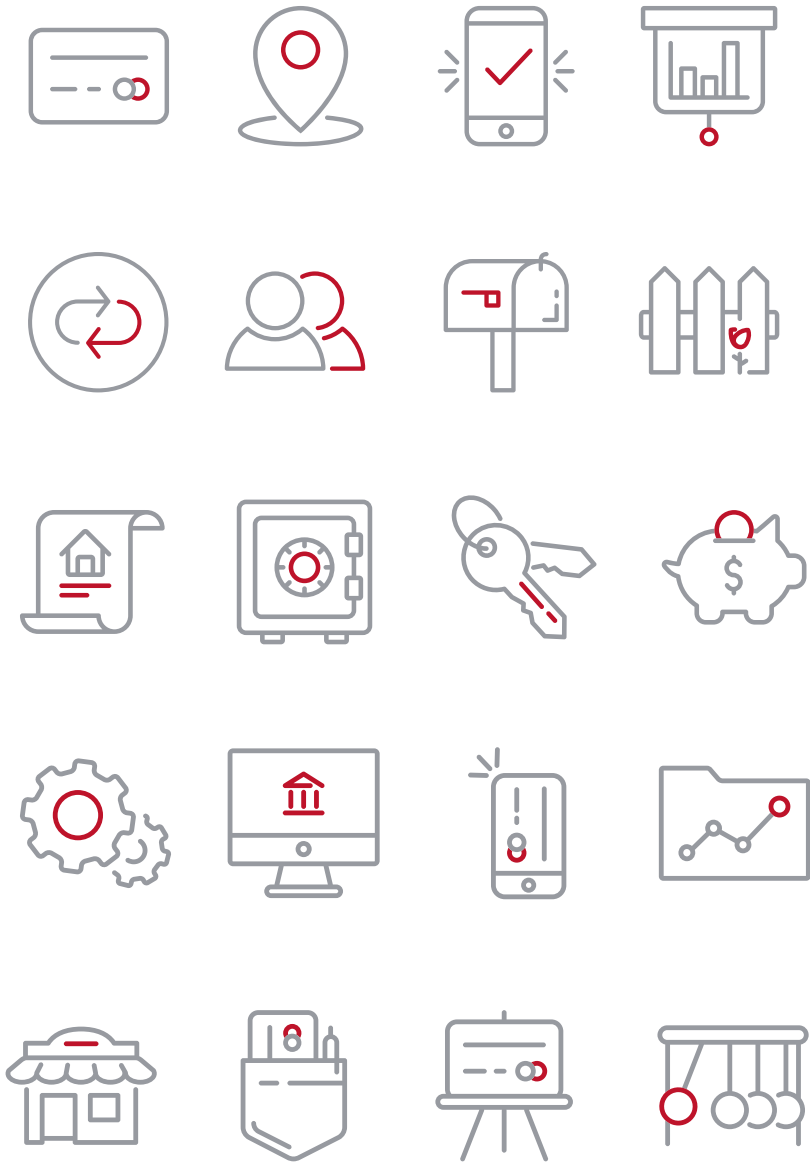


Illustration & Iconography

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.





Typography

Print Typography

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web Typography**Montserrat Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

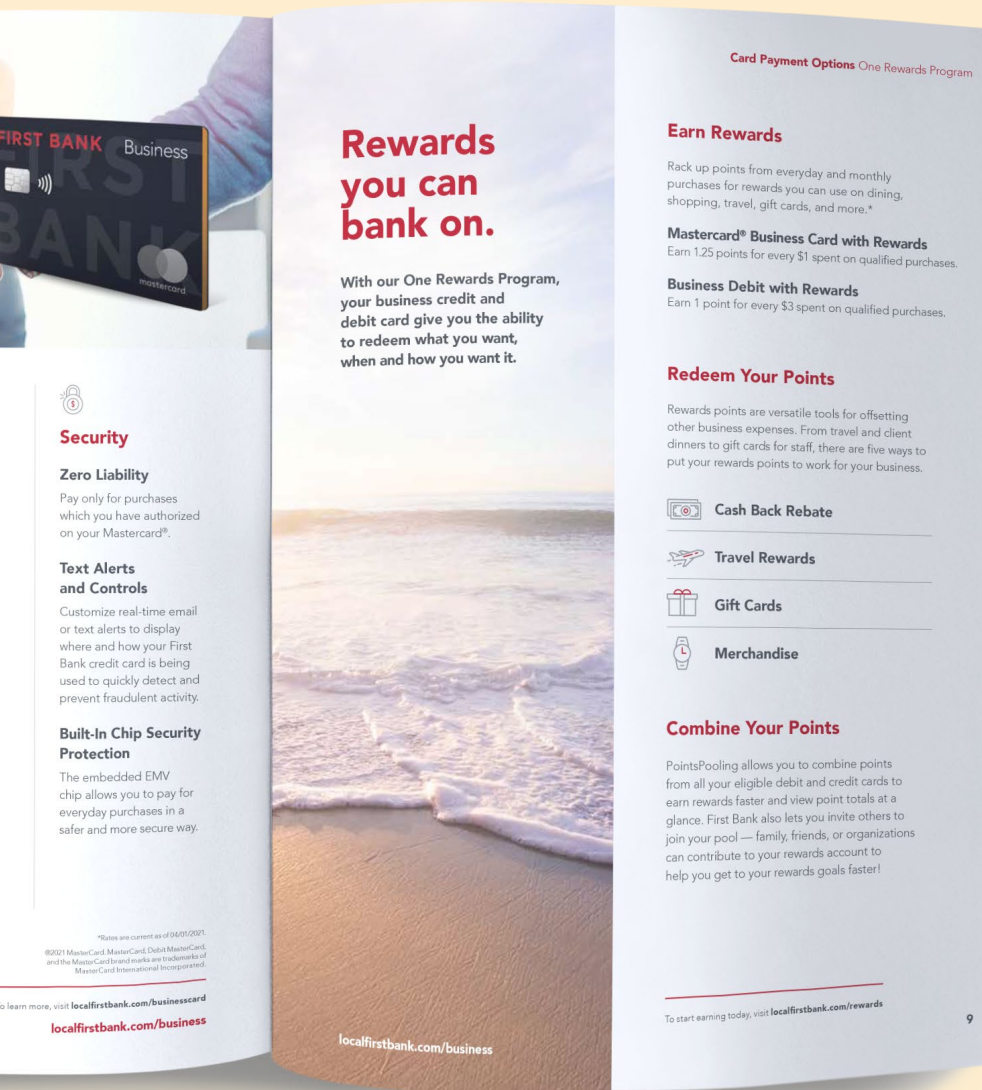
Montserrat Semibold

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

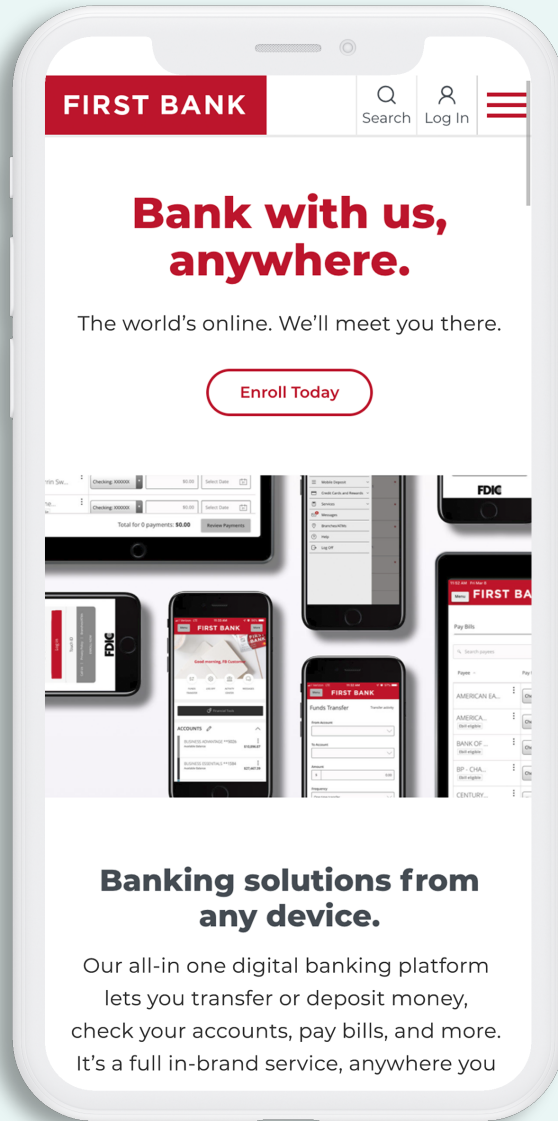
Body Copy & Bullet Points: Avenir Light

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.

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