

A group of people walking on a beach, with a man carrying a child on his shoulders. The scene is captured in a warm, golden-brown tone, suggesting a sunset or sunrise. The people are walking away from the camera, and their shadows are cast on the sand. The overall mood is peaceful and family-oriented.

*Leave behind much more
than a good example.*

Fulton | PRIVATE
BANK

FULTON PRIVATE BANK BRAND GUIDELINES

Consistency in communication is the most basic characteristic of a strong brand. By using consistent brand assets, Fulton Private Bank strives to maintain a unique position in the marketplace by building communications with a singular voice and consistency in imagery and in tone.

Please use this brand guidelines book as a reference in creating marketing assets for the Fulton Private Bank brand. Note that, as the brand evolves in years to come, these guidelines may also evolve. Edits or alterations to the standards set forth in this guide may only be made with the approval of the Fulton Private Bank marketing team.

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IT'S TIME TO BANK EMOTIONALLY

Any organization that ever changed anything had a purpose, a clear goal and a bold mission. We want to be one of those organizations; we want to change things.

At Fulton, we've challenged ourselves to change both how banking is perceived and the way banks treat customers, because we've always seen ourselves as different and are proud of the fact that everything from our DNA to where we're from to whom we're beholden to is different. We don't do what we do at the directive of a gilded tower in some big city. We do what we do for the betterment of our customers. Period.

To do this, we choose to bank with empathy. We choose to make an emotional investment in each and every customer that trusts us with his or her hard-earned savings — because we realize that the right people, working side by side, personally invested in outcomes, make all the difference.

OUR PURPOSE

**CHANGE
LIVES
FOR THE
BETTER**



OUR GOAL

**BETTER
BANKING,
TOGETHER**



HOW WE GET THERE

**BANKING
WITH
EMPATHY**

It's personal.

With the right people at your side, banking is the most personal thing in the world. Imagine that — a bank that takes your feelings into account.

HELLO. WE'RE FULTON PRIVATE BANK.

Everyone at Fulton Private Bank embraces the idea of banking with empathy, and the team at Fulton Private Bank is no exception. By assembling a team of specialists around each client's unique vision and opportunities, we strive to translate expertise into the results they deserve. This approach allows us to do what we do best: focus completely on possibilities — our clients' possibilities. Because, for us, this isn't just investing.

At Fulton Private Bank, it's beyond personal.

Creative Expressions



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Fulton PRIVATE BANK
 1-800-321-6664 | www.fultonbank.com

100 WALL STREET, SUITE 2000, NEW YORK, NY 10038 | 212-661-1000 | www.fultonbank.com

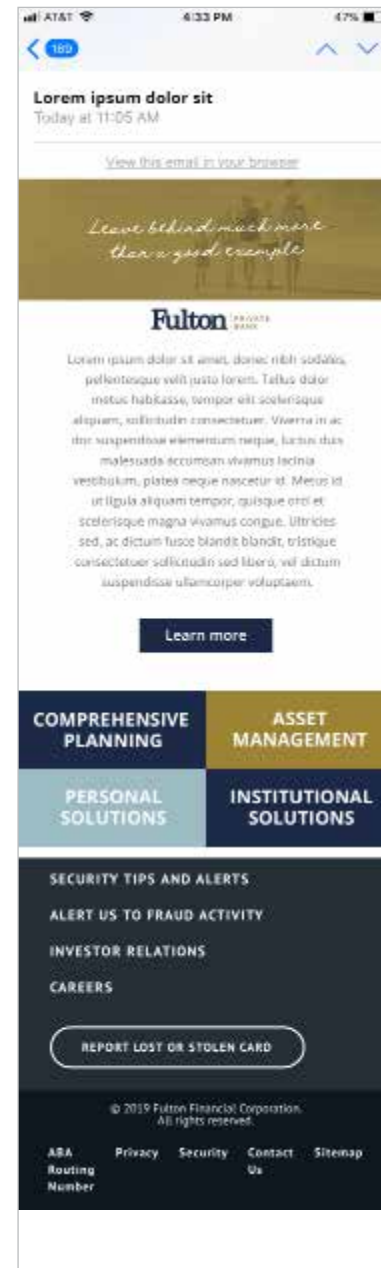
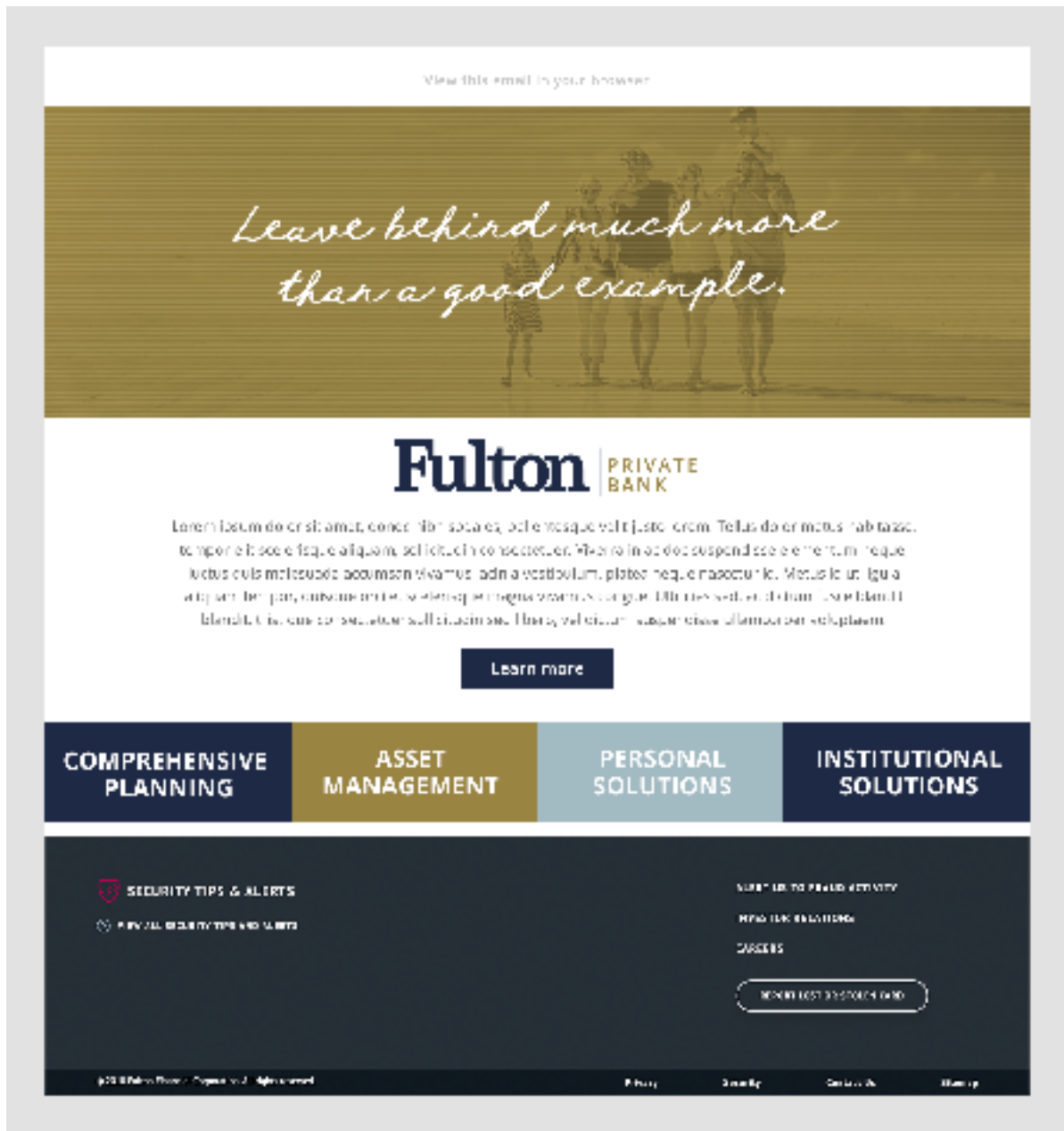




Fulton PRIVATE BANK

SAUGUMAS, SIKURUSI BENDROVIAI IR VILKAI, INŽINERINIAI, TURKINIAI, BIRŽININKAI, LAISVIAI KLAVIAI

fultonprivatebank.com




Click to edit headline

Click to add subtitle



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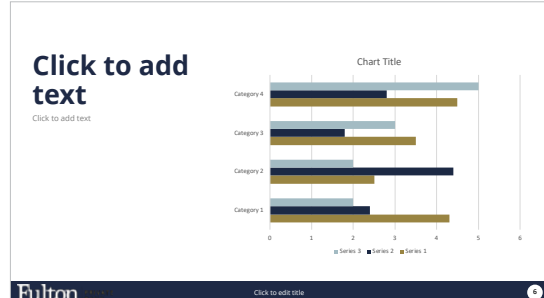
Click to add text




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Click to add text

Chart Title



Category	Series 1	Series 2	Series 3
Category 4	3	5	4
Category 3	2	3	4
Category 2	4	2	3
Category 1	2	4	3



Click to add text

Click to add text



Creative Assets

Fulton Private Bank's logo is the cornerstone of the brand's identity system. It is designed for maximum legibility and impact. Application of the logo in any medium must adhere to the defined guidelines.

LOGO FORMATS

The approved Fulton Private Bank logo is available in a horizontal format. The wordmark version is provided for use when available space would limit the size of a placed logo.

Horizontal — two-color



Horizontal — reverse



Usage on different backgrounds: When used against other brand colors, The Fulton Private Bank logo can be used in the formats that appear below. On black & white applications, the logo should only be set in black or knocked out of darker backgrounds.



IMPROPER USAGE

The Fulton Private Bank logo must not be altered in any way. Do not recreate the logo with ordinary type or alter the spacing, position, or horizontal or vertical scales. Use authorized reproduction artwork only. To ensure that these standards are followed, original logo files should always be used. For consistency of application, the guidelines to the right have been developed.

WORDMARK IN TEXT

When used in text, “Fulton Private Bank” should appear in upper and lower case letters in the same font as the surrounding body copy.



Do not horizontally or vertically scale the logo.



Do not use drop shadows.



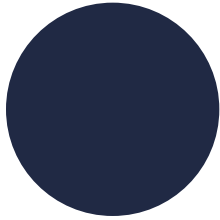
Do not rotate the logo.



Do not use other colors.



Do not use the color logo on a background that makes it unreadable.

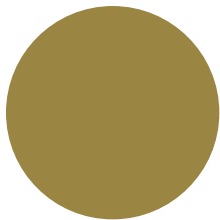


PMS 533C

CMYK: 54 38 0 73

RGB: 31 42 68

HEX/HTML: 1f2a44

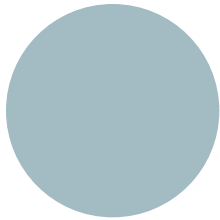


PMS 4505C

CMYK: 16 27 83 42

RGB: 153 133 66

HEX/HTML: 998542



PMS 7542C

CMYK: 36 17 18 0

RGB: 164 188 196

HEX/HTML: a4bcc4

COLOR USAGE

Color can have a great impact on the pieces that we make, as it is one of the first things that people notice, creating the overall feeling and first impression of the brand.

The colors for this campaign were chosen to bring a feeling of approachability and calm to what is sometimes a chaotic and confusing banking world.

The following colors have been approved for use in this campaign and can be used on all brand assets, including creating duo tones of photographic elements. Print and digital color formulas have been provided.

LANGUAGE AND TONE

Perhaps the most important brand asset in this campaign is language. Language selection, and the tone it sets, is the difference between a welcoming, friendly brand and a brand that feels trite and expected. Strive for a tone that is:

- Loyal
- Resourceful
- Vigilant
- Human

That last trait, “human,” is key to the overall brand. If we are to be a brand that holds empathy as a cornerstone, we can’t speak like advertising. We can never speak *at* people, or even *to* them. We need to find out how we can benefit them and speak *with* them.

When writing for Fulton, talk as a partner and friend. We should never try too hard to impress and should always be friendly and approachable. We should always mean what we say and strive to find things to talk about that relate to the audience.

Leave behind much more than a good example.

Turning your vision into reality.

PHOTOGRAPHY USAGE

Photography is one of our greatest storytelling assets. It should be used to draw people into the message, to complete a story or tell a story in and of itself. For this campaign, it is imperative that we find photography that feels natural, with subject matter unique to our message. We should be selective with the imagery we choose, as the use of contrived or cliché images commonplace in financial service advertising will have an adverse effect on our “personal” positioning. Tonally, we are looking for shots that:

- Are authentic
- Convey emotion
- Create personal connection
- Are candid
- Have a sense of place

PHOTOGRAPHIC COLOR TREATMENT

The campaign draws its unique look by taking advantage of a copper overlay (PMS 4505C) on photographic assets. The overlay can be applied to any and all brand assets and should always be applied to all brand advertising elements, including magazine or “traditional” media pieces, OOH boards, digital banners and imagery on the bank’s web properties.



TYPOGRAPHY USAGE

Typography is the visual interpretation of the tone that we use. Keeping consistent with our tone, the campaign uses two main typefaces.

To emphasize the personal nature of our organization, Hanley Rough Signature, a handcrafted, handwritten typeface, has been chosen for use on all pieces of communication. This face is to be set as headlines, headers and other large, important features on brand assets.

As a complement to the handwritten face, the font, Open Sans, has been selected for copy use. Note that, although there are many available weights to Open Sans, only Open Sans Light, Regular, Bold and Bold Condensed are approved for use.

Open Sans is web-compatible. The various weights can be used to call out specific, important information. Open Sans Condensed Bold is to be used when space is limited, such as on the list of services seen in print executions.

If Open Sans is not available, please use Arial as a replacement.

When disclosures are needed, use Arial Narrow - Regular at 6 points.

HANLEY ROUGH SIGNATURE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0
 ! @ # \$ % & * () _ + { } | : " < > ? - = [] \ ; ' , . /

OPEN SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0
 ! @ # \$ % ^ & * () _ + { } | : " < > ? - = [] \ ; ' , . /

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ARIAL

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ARIAL NARROW - REGULAR

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 1 2 3 4 5 6 7 8 9 0
 ! @ # \$ % ^ & * () _ + { } | : " < > ? - = [] \ ; ' , . /



SUPPLEMENTAL ICONS

Icons are used to quickly convey messages. Used sparingly, they can make communications clearer to the consumer. The icons can appear in any of the primary or secondary brand colors for emphasis.

As needs for icons evolve, more can be added into the library. When designing additional icons, they should fit within the visual language of the existing ones: clean and simple vector images.

The icons can appear in any of the brand colors for added visual interest in communications.