



For us, this isn't just banking.  
Here at Fulton Bank,

*It's personal.*

**Fulton Bank**

## FULTON BANK BRAND GUIDELINES

Consistency in communication is the most basic characteristic of a strong brand. By using consistent brand assets, Fulton 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 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 be made only with the approval of the Fulton Bank marketing team.

## 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 BANK.

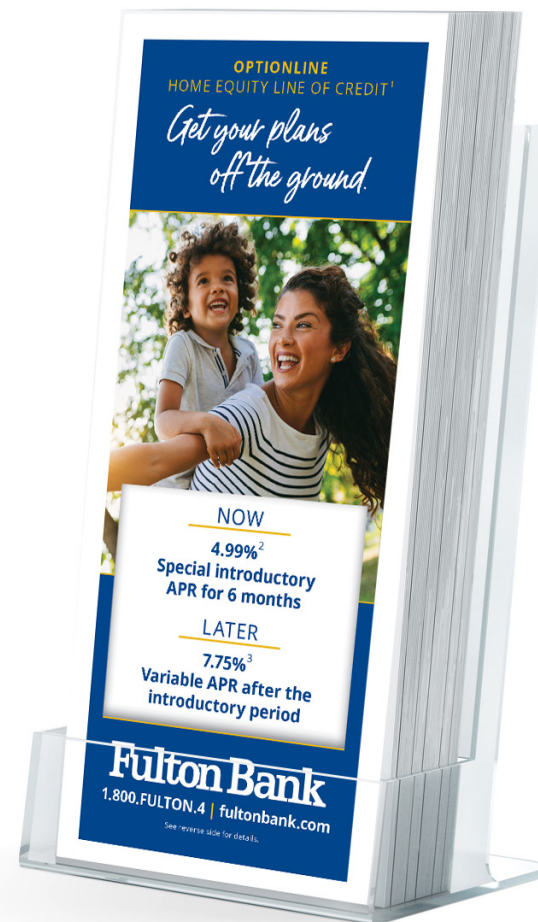
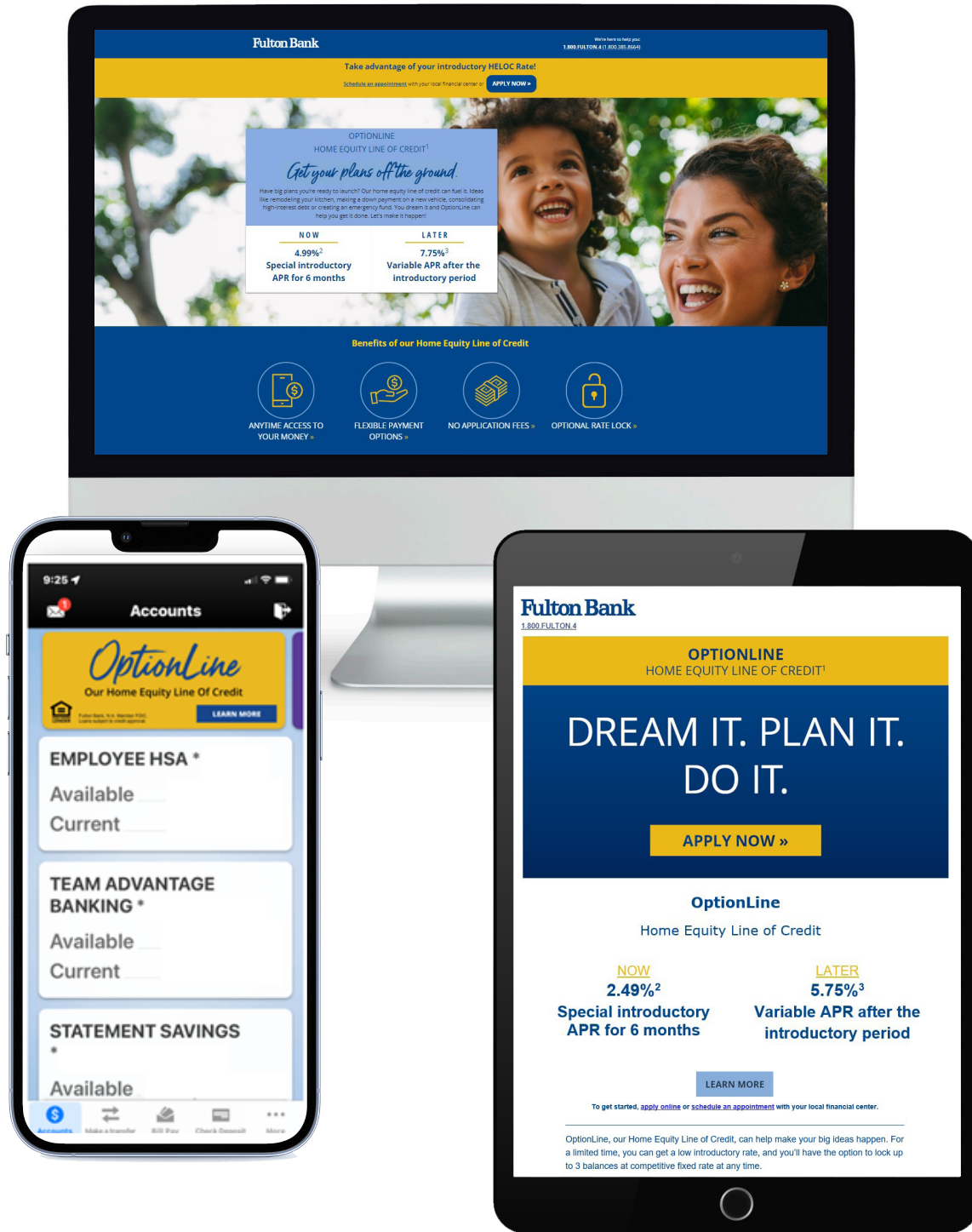
Every single one of us at Fulton understands that money isn't just checking accounts, financial strategies or ATMs. We appreciate that money is the college degree that opens the door to a career. We get that the balance statement that matters most is about food in our customers' bellies and an unleaky roof over their kids' heads. And when they worry about how to add a third truck to their electrician business, we feel that, too.

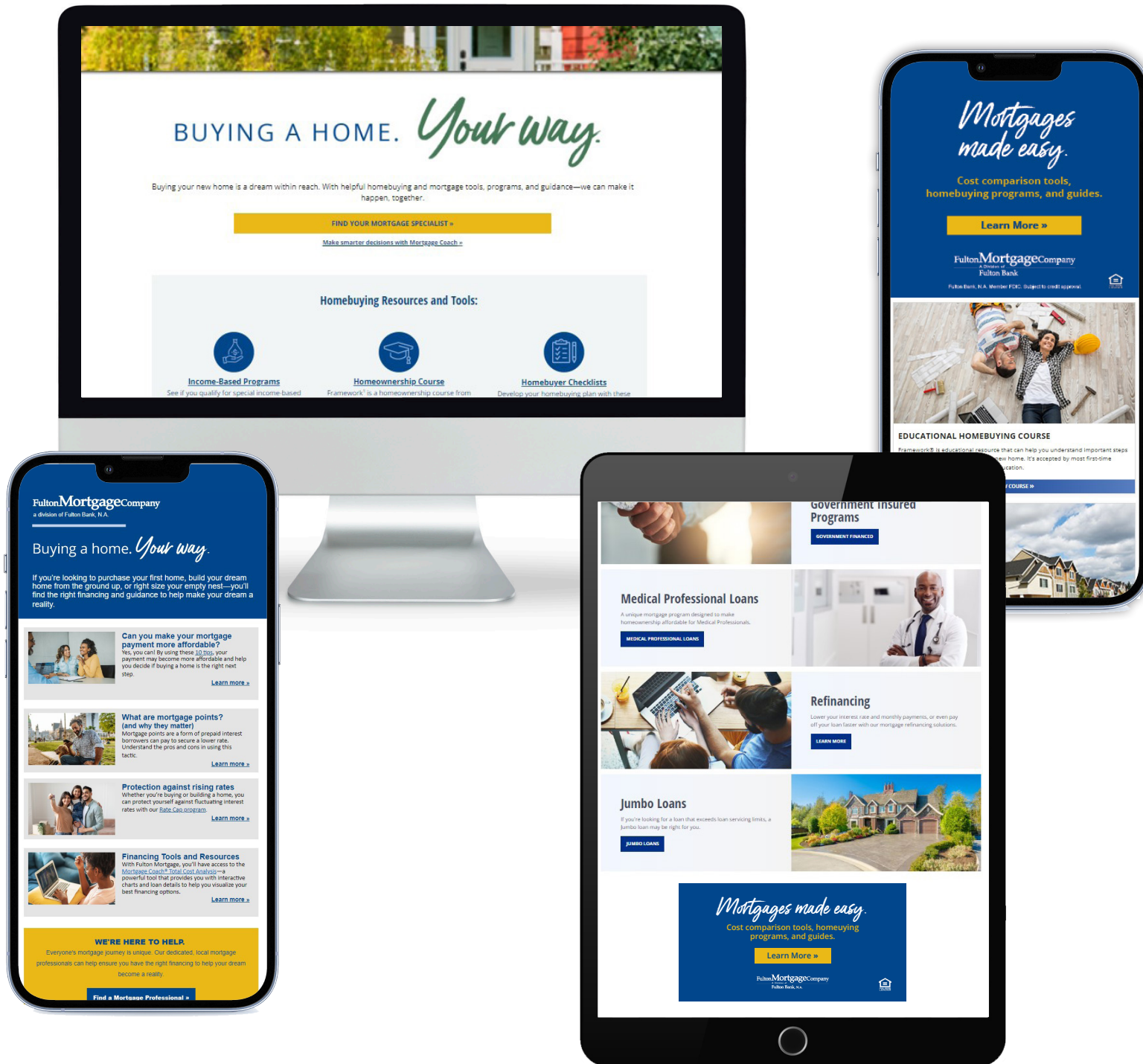
So, we embrace banking with empathy. We enthusiastically choose to make an emotional investment in each and every customer — because being personally invested in customer outcomes is the difference that leads to that new work truck or a degree or an extra vacation or maybe just a few more gifts to share during the holidays.

For us, this isn't just banking. At Fulton Bank, it's personal.

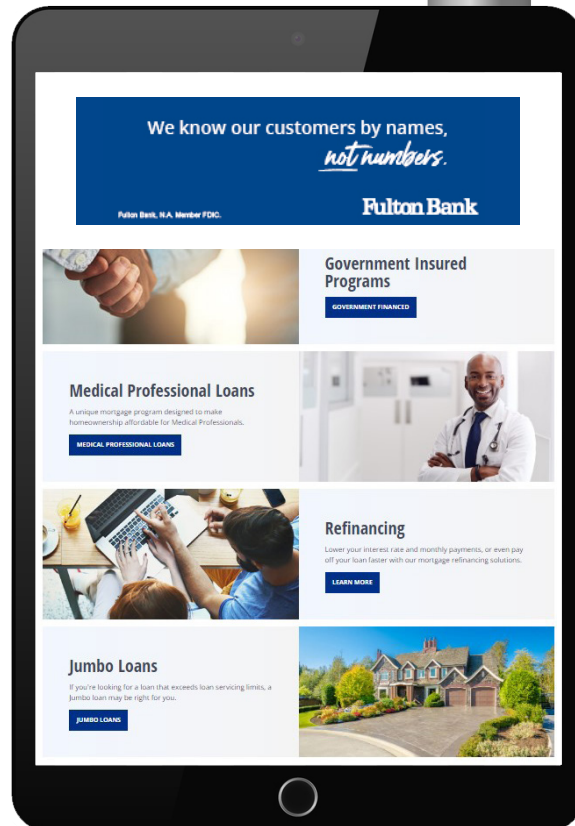
# Creative Expressions

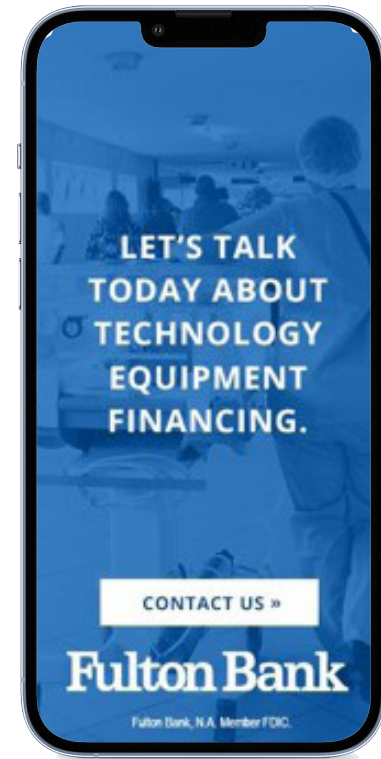
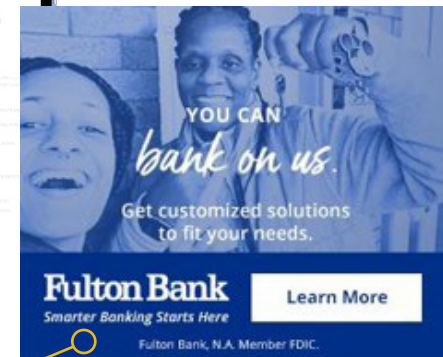
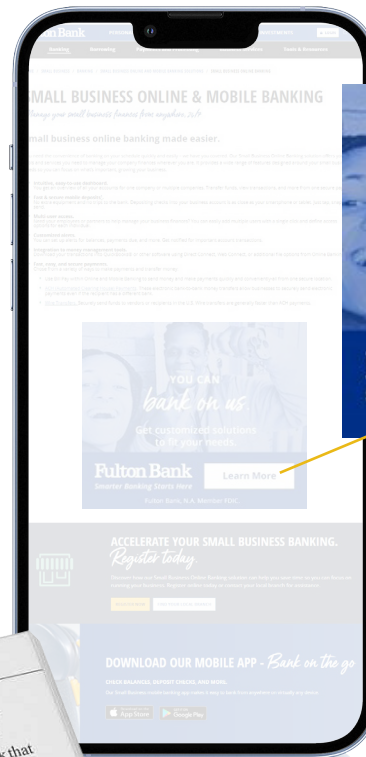
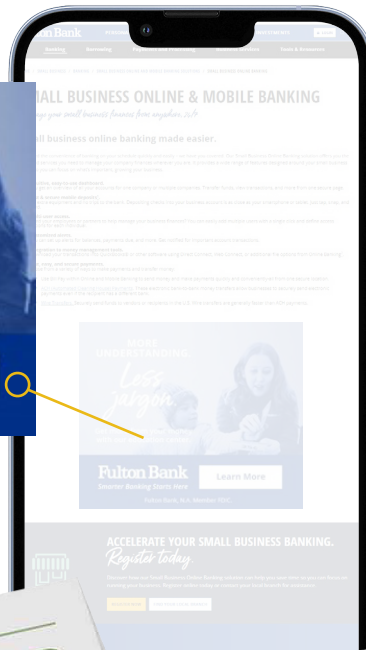




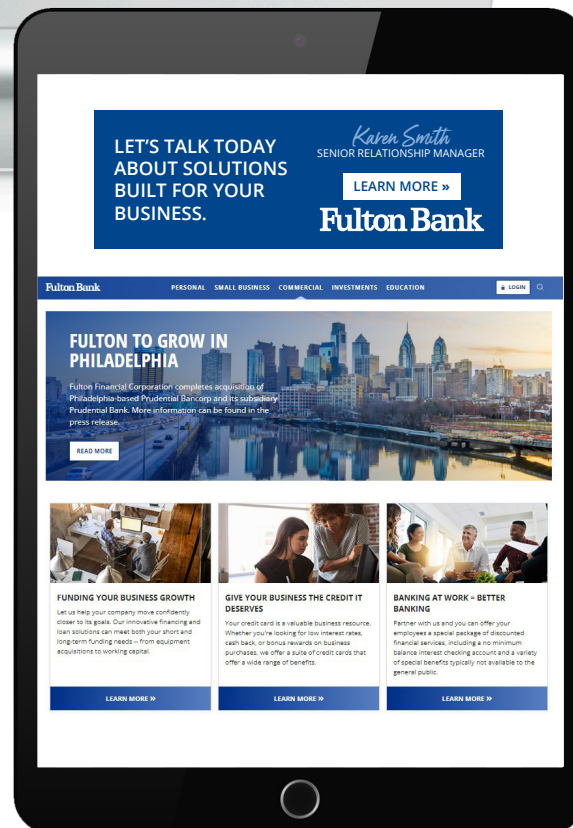
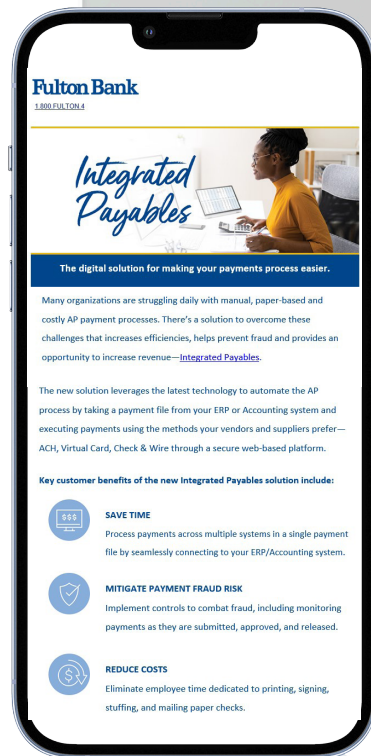
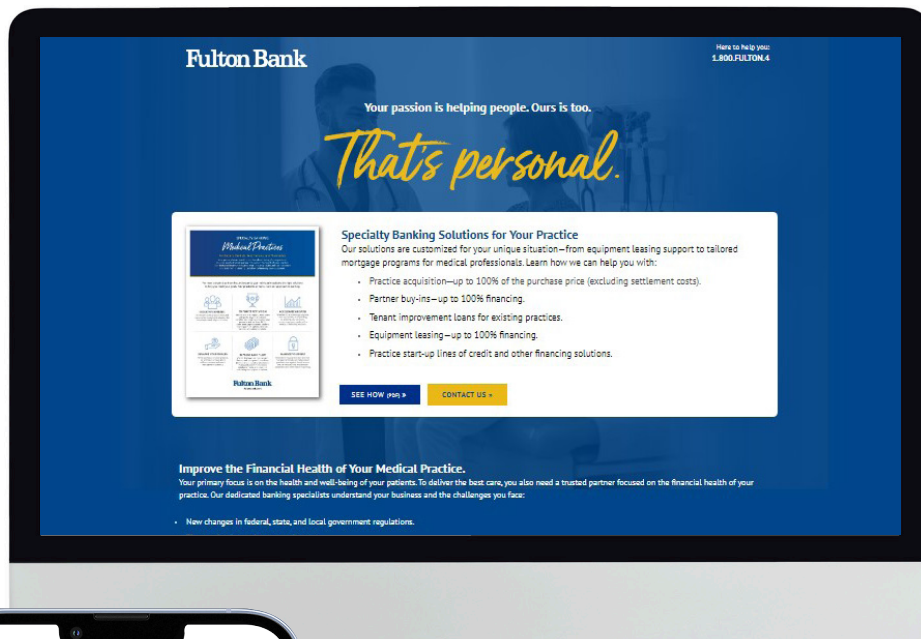








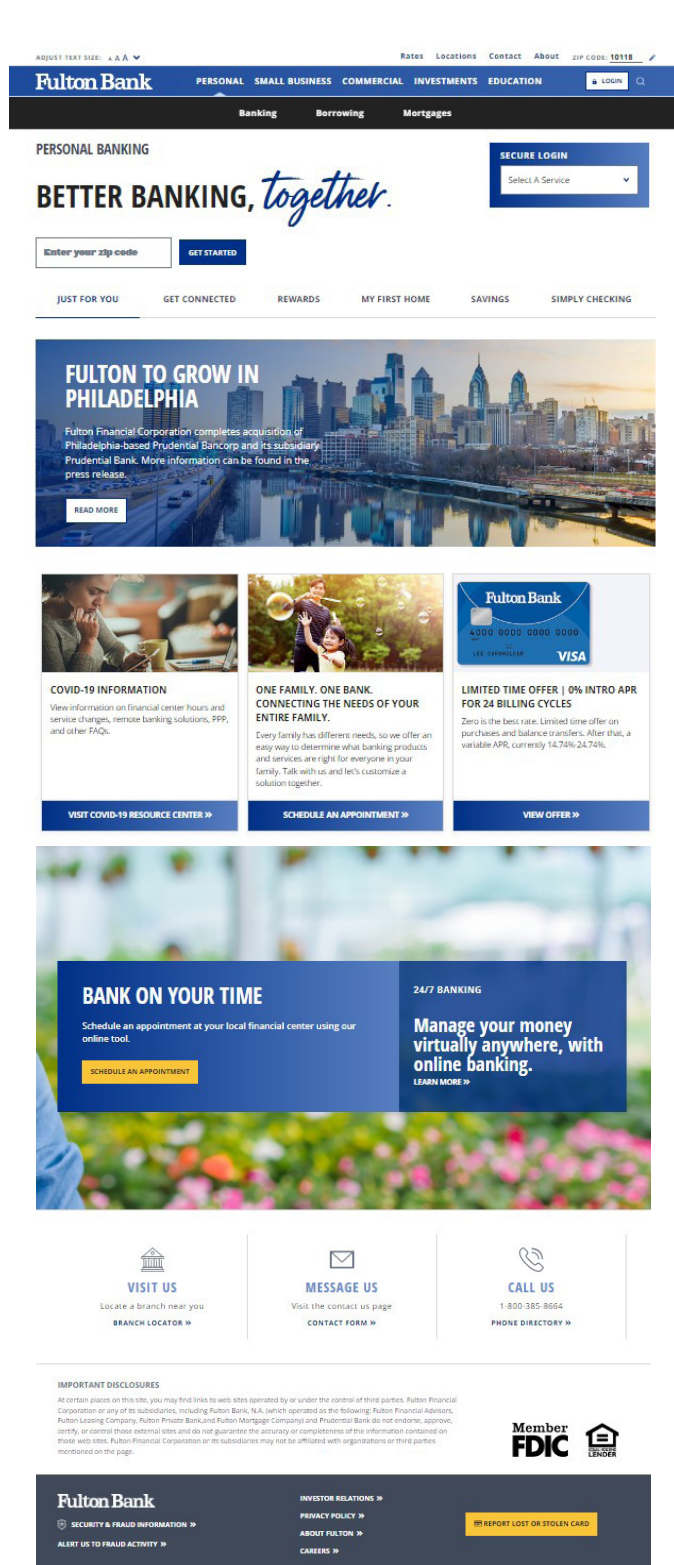
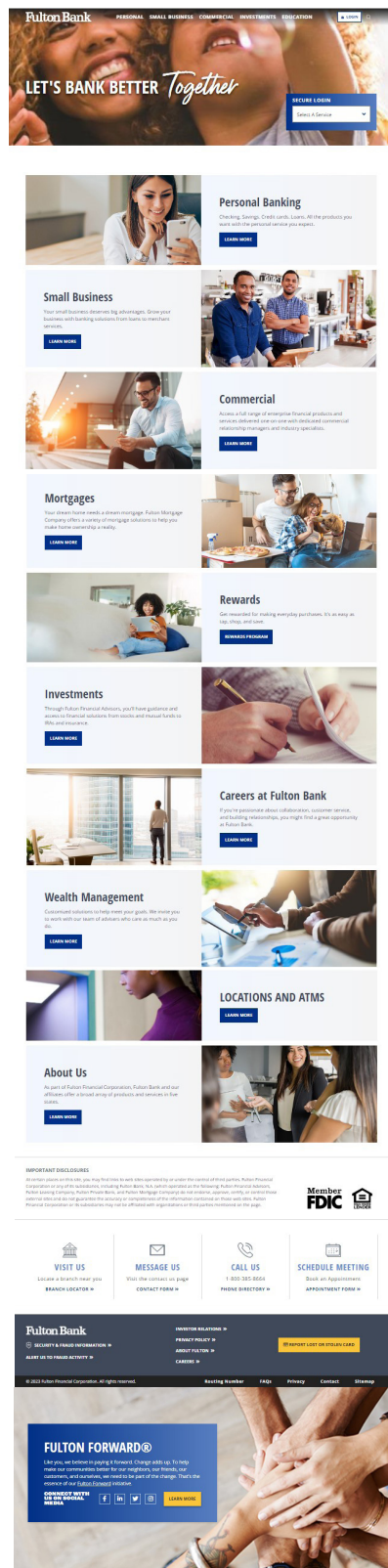






Small Business Banking





Creative Expressions - Website - Homepage

13

Brand Identity

Website

## Possible Colors



## Buttons

### Inline CTA - Light

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



### Inline CTA - Blue

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



## Icon Style/Usage



VISIT US

Locate a branch near you.

[BRANCH LOCATOR »](#)

### You may also be interested in:



SIMPLY  
CHECKING

LESS FEES. MORE FEATURES.

[BUTTON TEXT](#)



VISA COLLEGE  
REAL REWARDS

LESS FEES. MORE FEATURES.

[BUTTON TEXT](#)



## CTA Cards



### THIS IS AN H6 LOREM IPSUM

Card text is 15px and 22 line height Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Vero eos et accusam et justo duo dolores

[LEARN MORE »](#)



### THIS IS AN EXAMPLE OF A LONGER TITLE THAT WRAPS

Vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est This is an inline text link hover.

[LEARN MORE »](#)



### THIS IS AN EXAMPLE OF A LONGER TITLE THAT WRAPS

Vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est This is an inline text link hover. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

[LEARN MORE »](#)

## Typography

Page Title H1

Gotcha Regular

THIS IS AN H2 HEADER

Open Sans Extrabold

This is an H3 Lorem Ipsum Dolor

Open Sans Condensed Bold

THIS IS AN H4 DOLOR SIT AMET

Open Sans Semibold

This is an H5 Lorem Ipsum Dolor

Gotcha Regular

THIS IS AN H6 LOREM IPSUM

Open Sans Extrabold

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. [This is an inline text link](#) at vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est [This is an inline text link hover](#). Lorem ipsum

Open Sans Regular

## Big CTA Example



MANAGE ACCOUNTS, MAKE DEPOSITS, AND MONITOR CASH FLOW.

Bank Virtually Anywhere 24/7

Whatever the size of your business, we provide a range of online services including mobile banking and web-based applications to manage your merchant services.

[BUTTON TEXT](#)

## Example of a "Splash Page"

[HOME](#) / [PERSONAL](#) / [BANKING](#)

Personal Banking

Relationships matter. That's why we're working to make personal banking even more personal. It begins with responsive, one-to-one service. Then, we offer you a choice of products and services designed to meet your growing needs. Finally, we're making banking easy and convenient with online and mobile banking. Discover how we can make your financial life simpler.

SAVINGS

We offer a variety of savings solutions that can help take you from where you are - to where you want to be.

[SAVINGS ACCOUNTS](#)



CHECKING

Checking your way. Choose from accounts with no minimum balance or maintenance feed to ones that earn interest offer extra benefits.

[CHECKING ACCOUNTS](#)



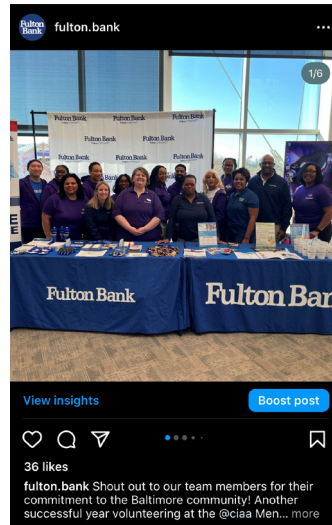
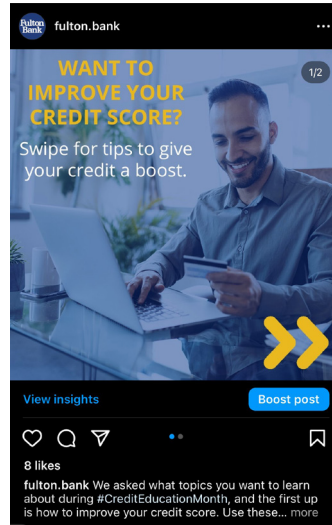
When you hover over anywhere on the CTA, the image will have the same zoom effect it has today.



## Facebook



## Instagram



## LinkedIn





# Creative Assets

Fulton 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 Bank logo is available in two basic formats: horizontal and vertical. The horizontal logo should be considered the primary logo for use in all mediums. The wordmark version is provided for use when available space would limit the size of a placed logo.

Tagline: The absence of a tagline or slogan was an intentional decision. Shorter attention spans, the proliferation of communications and small screens with valuable real estate have made many prominent brands forgo taglines. It's tremendously expensive and hard to indoctrinate a tagline, and it can limit people's understanding of a brand

Usage on different backgrounds: The Fulton Bank logo should be used in only blue or white for best readability. On black and white applications, the logo should only be set in black or knocked out of darker backgrounds.

Horizontal

# Fulton Bank

Vertical

# Fulton Bank

**Fulton Bank**

**Fulton Bank**

**Fulton Bank**

## IMPROPER USAGE

The Fulton 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 Bank” should appear in upper- and lowercase 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.





## BUSINESS LINE FORMATS

In order to create consistency in the Fulton Bank partnerships, partnership formats have been designed. To ensure that these standards are followed, original logo files should always be used.

They 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.

For consistency of application, the guidelines to the right have been developed and should be used as a visual reference.

**Fulton Bank** | AGRICULTURAL  
SERVICES GROUP

**Fulton Bank** | TREASURY  
MANAGEMENT

**Fulton Bank** | LEASING  
COMPANY

**Fulton Bank** | INTERNATIONAL  
GROUP

**Fulton Bank** | CASH MANAGEMENT  
GROUP

**Fulton Bank** | MERCHANT  
CARD SERVICES

## EMPLOYEE RESOURCE GROUPS

In order to create consistency in the Fulton Bank Employee Resource Groups, internal logo formats have been designed. To ensure that these standards are followed, original logo files should always be used.

They 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.

For consistency of application, the guidelines to the right have been developed and should be used as a visual reference.



**Fulton Bank**  
FULTON FUTURE

EMPLOYEE  
RESOURCE GROUPS



**Fulton Bank**  
FULTON PRIDE

EMPLOYEE  
RESOURCE GROUPS



**Fulton Bank**  
WOMEN IN TECHNOLOGY

EMPLOYEE  
RESOURCE GROUPS



**Fulton Bank**  
PEOPLE OF COLOR EXPERIENCE

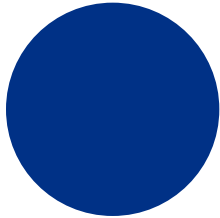
EMPLOYEE  
RESOURCE GROUPS



**Fulton Bank**  
VETERANS

EMPLOYEE  
RESOURCE GROUPS

## Primary

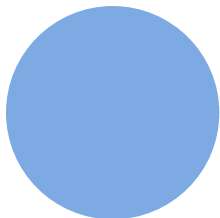


**PMS 287C**

CMYK: 100 75 2 18

RGB: 0 48 135

HEX/HTML: 003087



**PMS 7451C**

CMYK: 46 23 0 0

RGB: 137 171 227

HEX/HTML: 89ABE3

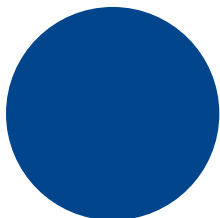


**Cool Gray 1C**

CMYK: 4 2 4 8

RGB: 217 217 214

HEX/HTML: D9D9D6



CMYK: 100 75 2 18

RGB: 38 59 128

HEX/HTML: 00468b

## 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.

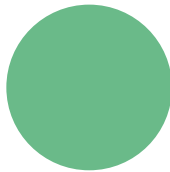
NOTE: PMS 287C and the CMYK breakdown are very different; therefore, for consistency, please use the CMYK reference or HEX: 00468b when building out print through digital. Use PMS 287C only when a spot color is specified.



## Secondary

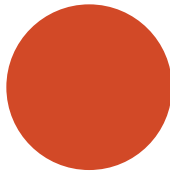


CMYK: 0 21 97 90  
RGB: 234 185 23  
HEX/HTML: eab917

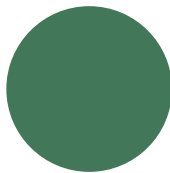


CMYK: 60 4 60 0  
RGB: 106 186 137  
HEX/HTML: 6aba89

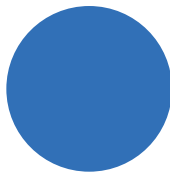
## Tertiary



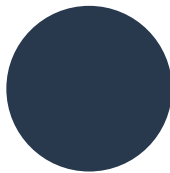
CMYK: 12 86 100 3  
RGB: 210 73 39  
HEX/HTML: d14827



CMYK: 74 33 73 18  
RGB: 71 120 89  
HEX/HTML: 46785b



CMYK: 83 55 0 0  
RGB: 51 112 183  
HEX/HTML: 3170b7



CMYK: 46 23 0 81  
RGB: 40 56 77  
HEX/HTML: 28384d

## EXTENDED COLOR PALETTE

Given the breadth of the campaign and the varying types of communications across the Bank, both internally and externally, additional colors have been selected to complement the primary brand colors. These colors will help create a rich color palette that projects the feeling of confidence, strength, prosperity and stability.

Print and digital color formulas have been provided.

## EXTENDED COLOR PALETTE USAGE

The provided colors can be used as accent colors on digital and printed pieces. While these colors should not be used in brand magazine, digital or OOH advertising, they are approved for use in in-branch collateral, on direct mail, online at [Fulton.com](http://Fulton.com) and in email, as well as on all internal communications.

The colors can be used to add depth to the piece you are creating, better organize information, call out important information or direct to an action or call to action.

## LANGUAGE AND TONE

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

- Authentic
- Friendly
- Helpful
- Optimistic
- 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.

Your success is our goal.

*That's banking done right.*

*Your money.  
Working harder.*

Personal banking made personal.

*That's Fulton Bank.*

*One community.  
Many voices.*

*Your first home.  
Your way.*

We know our customers by name.

*Not numbers.*

## ONE BANK, ONE VOICE

Building a strong and unified brand means staying consistent with our overall tone, delivering one voice, based on empathy, for the entire Fulton brand. However, given the broad range of products, solutions and services provided by different lines of business throughout the company — as well as different end consumers and customers — a slightly different persona or brand attribute can be used when speaking for different entities within the Fulton organization.

**Consumer Banking:** *Understanding.* The consumer brand is based on the idea that Fulton's greatest asset is its people: people that will go above and beyond to understand what consumers need at various stages of their lives.

**Fulton Mortgage Company:** *Vigilance.* The greatest assets that Fulton Mortgage brings to bear are the abilities and attitudes of its people: people who are specially trained professionals who pride themselves on providing the best service in the region and who understand that it's not just a mortgage; it's a home.

**Small Business:** *Entrepreneurship.* Fulton's one-on-one approach to small business banking has one goal in mind: help small businesses prosper. Whether it's small business lending, payments and processing or a host of business services, Fulton's people measure success one way — by the success of their customers.

**Commercial Banking:** *Commitment.* When working with Fulton's Commercial Banking team, businesses embark on a true partnership, dedicated to achieving greater success. Whether it's funding growth, managing assets or facilitating transactions worldwide, the professional commercial bankers are driven by shared success.

**Wealth Management:** *Vision.* When an entire organization partners with our clients to create a unique vision for each individual investor, extraordinary things happen. This shared vision enables us to approach each client's investment strategy with creativity, which in turn translates their "what if's?" into "what is."





## 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 to tell a story in and of itself. The photography should feel natural, with subject matter unique to our message. We are selective with the imagery we choose, as the use of contrived or cliché images commonplace in advertising will have an adverse effect on our “personal” positioning. It is imperative we choose photos that reflect the communities and customers we serve. Tonally, we are looking for shots that:

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

Cyan overlay: The overlay can be applied to any brand assets and should be used in spaces where additional impact is required to cut through a crowded advertising space, such as paid social media or print advertisements.

## 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, Gotcha, a handcrafted, handwritten typeface, has been created for use on all pieces of communication. This face is supplied as a vector alphabet and is to be hand-set as headlines, headers and other large, important features on brand assets.

This font should be used sparingly to add warmth to a design. It is not openly sourced and can be implemented only as graphic, which limits the usage. It should not be used for long sentences or instances where the readability of text is compromised

As a complement to the handwritten typeface, the font Open Sans has been selected for copy use. Note that, although there are many available weights to Open Sans, only Open Sans Regular, Semi-bold, Bold Condensed and Extra Bold 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.

### GOTCHA

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  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? - = [ ] \ ; ' , . /

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  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? - = [ ] \ ; ' , . /

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  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? - = [ ] \ ; ' , . /

### ARIAL

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  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? - = [ ] \ ; ' , . /

### ARIAL NARROW - REGULAR

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  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? - = [ ] \ ; ' , . /

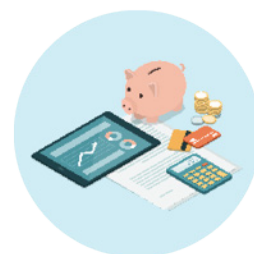


## SUPPLEMENTAL ICONS

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

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



## SUPPLEMENTAL VECTOR ILLUSTRATIONS

Illustrations are used sparingly as a way to visually differentiate between audiences. For example, you will see these types of visuals used on Fulton Mortgage Company emails from time to time as a way to connect to the audience, while also providing visual interest aside from icons and photography.

The illustrations can appear in any of the primary, secondary, or tertiary brand colors for emphasis.