First
Southern
National Bank

BRANDING GUIDE

CONTENTS

OVERVIEW

The goal of this document to provide guidance on the proper standards for communicating about First Southern National Bank in visual form.

You will see guidance on ogos, fonts, and colors.

Any inquiries on the information contained in this document should be directed to:

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LOGO USAGE GUIDE

The First Southern National Bank word mark is constructed using the Goudy Old Style Bold font. The logo may be displayed in PMS 3435 U, Black or White. All other colors require special permission.

ALTERNATIVE LOGO

First Southern National Bank
WE **BELIEVE** IN YOU

Geogrotesque Regular   **Geogrotesque Semi Bold**

First Southern National Bank
WE **BELIEVE** IN YOU

First Southern National Bank
WE **BELIEVE** IN YOU

First Southern National Bank
WE **BELIEVE** IN YOU

The First Southern National Bank - We Believe In You word mark is constructed using the Goudy Old Style Bold font. The We Believe In You tagline is constructed using Geogrotesque Regular and Geogrotesque Semi Bold fonts. The logo may be displayed in PMS 3435 U and PMS 116 C, Black or White. All other colors require special permission.

First Southern National Bank

First Southern National Bank

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First Southern National Bank

Do not change the alignment or size relationships of logo mark elements. Be sure to allow the logo mark ample space to breathe in relation to other elements in the design.

IMPROPER USAGE EXAMPLES

First Southern National Bank
Do not distort the logo vertically

First Southern National Bank
Do not distort the logo horizontally

First Southern
Do not remove elements

First Southern National Bank
Do not change fonts

First Southern National Bank
Do not use unauthorized colors

First Southern National Bank
Do not crowd the logo in space or shapes

COLOR PALETTE

The primary colors for First Southern National Bank are PMS 3435 U, Black and White. PMS 116 C may be used as accent colors in certain materials.

PRIMARY COLORS

PMS 3435 U   WHITE   BLACK

ACCENT COLOR

PMS 116 C

FONT STYLES

DISPLAY TEXT & HEADLINES

Geogrotesque - Semi Bold
Geogrotesque - Light

BODY COPY

Geogrotesque - Thin
Geogrotesque - Thin Italic
Geogrotesque - Light
Geogrotesque - Light Italic
Geogrotesque - Regular
Geogrotesque - Regular Italic
Geogrotesque - Medium
Geogrotesque - Medium Italic
Geogrotesque - Semi Bold
Geogrotesque - Semi Bold Italic
Geogrotesque - Bold
Geogrotesque - Bold Italic

SERIF

Goudy Old Style - Regular
Goudy Old Style - Bold
Goudy Old Style - Italic

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