



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

A photograph of two women and two children sitting on a light-colored sofa in a bright, modern living room. The woman on the left has long, wavy brown hair, wears glasses, a white short-sleeved shirt, and denim overalls. She is smiling and looking towards the woman on the right. A young boy with blonde hair is sitting on her lap, also smiling. The woman on the right has short, dark curly hair and is wearing a light blue denim shirt. She is looking up and to the left, smiling. Another young boy with dark hair is sitting on the floor in front of the woman on the right, laughing. A white mug is on a wooden table in the foreground. The background shows a window with a view of a building and some greenery.

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.

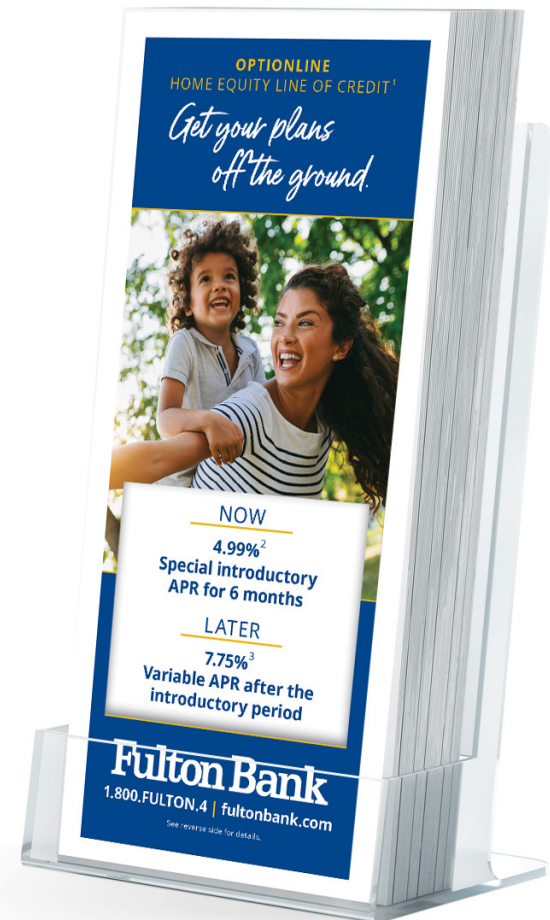
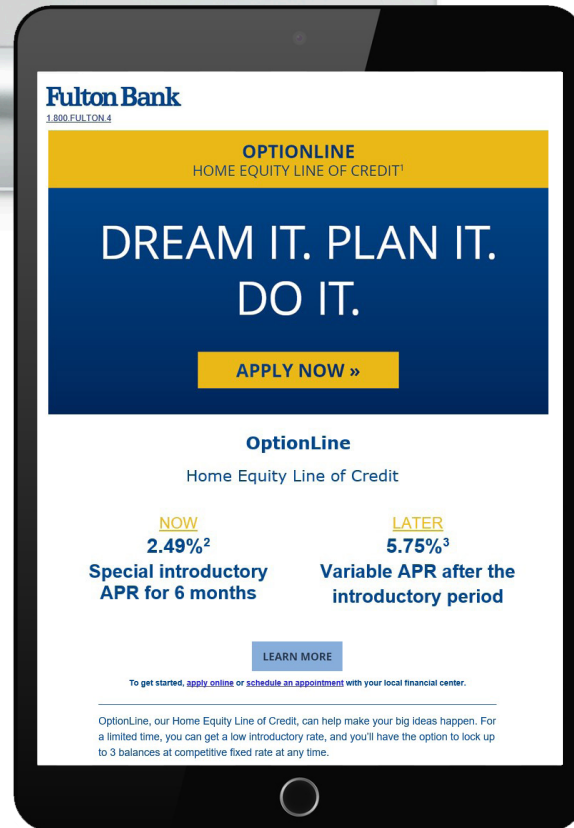
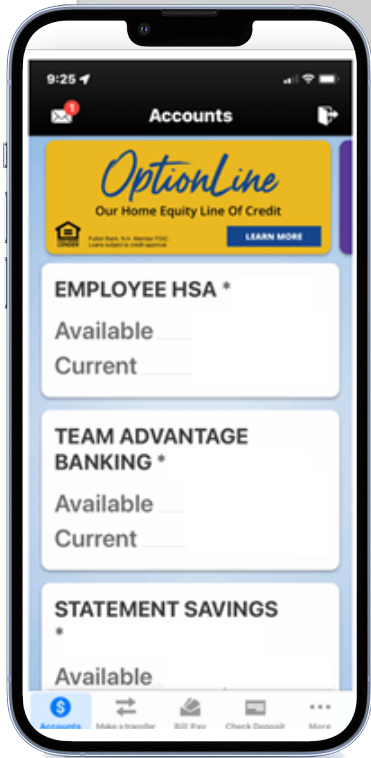
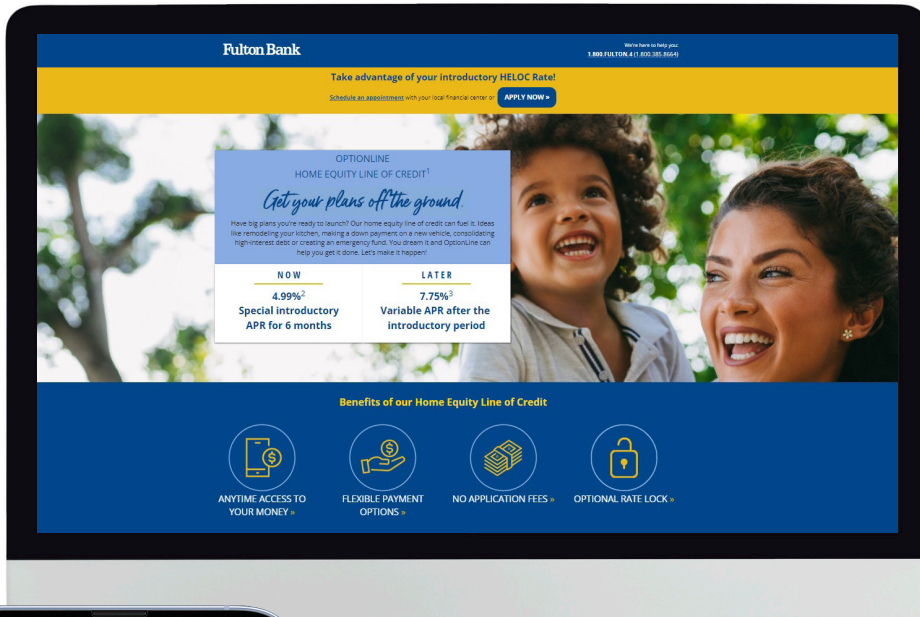
HELLO, WE'RE FULTON BANK.

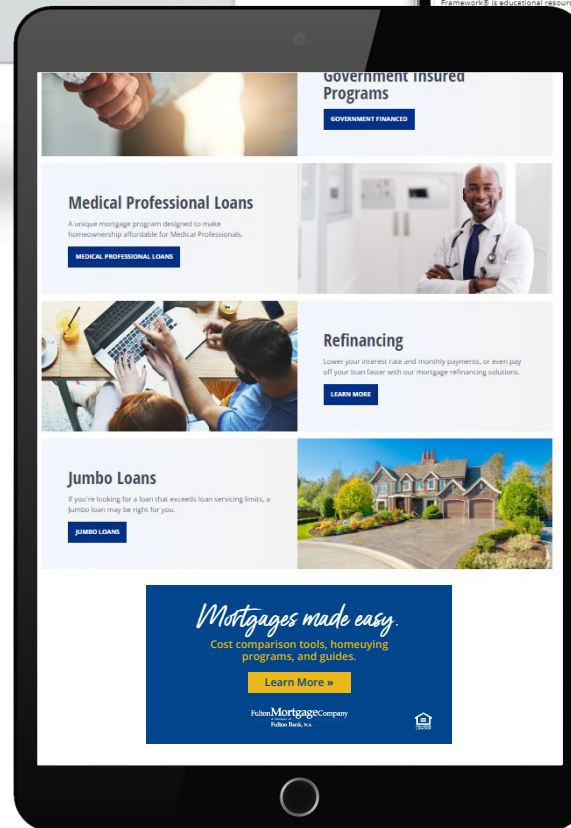
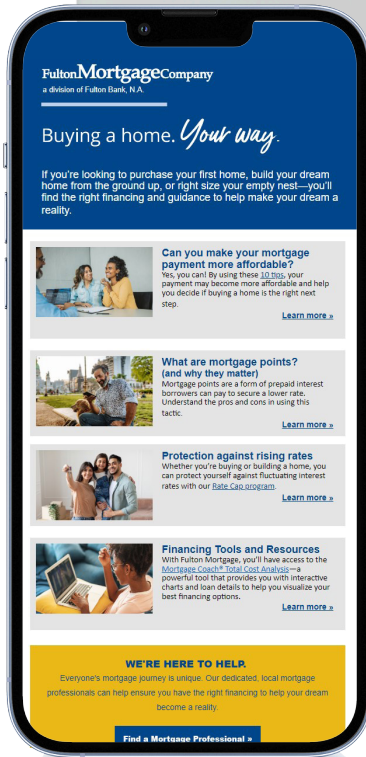
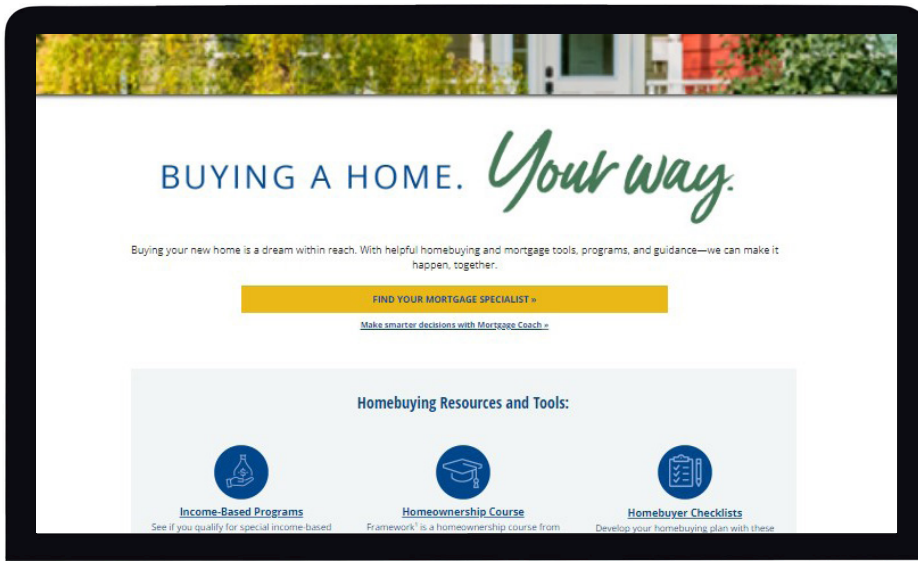
Every single one of us at Fulton understands that money isn't just checking accounts, financial strategies or ATMs. We appreciate that money is the college degree that opens the door to a career. We get that the balance statement that matters most is about food in our customers' bellies and an unleaky 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





Fulton Bank, N.A. Member FDIC.

THE BANK WHERE FIRST NAMES
come second nature.

Fulton Bank
fultonbank.com

We know our customers by names,
not numbers.

Fulton Bank, N.A. Member FDIC. **Fulton Bank**

Government Insured Programs
GOVERNMENT FINANCED

Medical Professional Loans
A unique mortgage program designed to make homeownership affordable for Medical Professionals.
MEDICAL PROFESSIONAL LOANS

Refinancing
Lower your interest rate and monthly payments, or even pay off your loan faster with our mortgage refinancing solutions.
LEARN MORE

Jumbo Loans
If you're looking for a loan that exceeds loan servicing limits, a Jumbo loan may be right for you.
JUMBO LOANS

PERSONAL BANKING MADE PERSONAL.
That's Fulton Bank.

Imagine a bank that is individual as you are. Our loans just happen to provide one-on-one customer service to help you reach your financial goals. Because you are on your financial journey, we're finding the perfect mortgage for your dream home to get you to retirement - and to be there.

At Fulton, it's not just banking. It's personal.

Fulton Bank
1.800.FULTON.4
fultonbank.com/philly

Brand Awareness

MORE UNDERSTANDING.
Less jargon.

Get more from your money with our education center.

Fulton Bank
Smarter Banking Starts Here

[Learn More](#)

Fulton Bank, N.A. Member FDIC.

SMALL BUSINESS ONLINE & MOBILE BANKING

all business online banking made easier.

Less jargon.

Fulton Bank
Smarter Banking Starts Here

[Learn More](#)

Fulton Bank, N.A. Member FDIC.

SMALL BUSINESS ONLINE & MOBILE BANKING

all business online banking made easier.

YOU CAN bank on us.

Get customized solutions to fit your needs.

Fulton Bank
Smarter Banking Starts Here

[Learn More](#)

Fulton Bank, N.A. Member FDIC.

YOU CAN bank on us.

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Smarter Banking Starts Here

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Fulton Bank, N.A. Member FDIC.

Very beautiful free mockup can help your product be exclusive.

NEWSPAPER FREE MOCKUP

free PSD templates

reality

HOME

You believe everyone deserves a home. That's why at Fulton Bank we have several programs for prospective homeowners, so you can make that home of your dreams everything but a dream.

Fulton Bank
Smarter Banking Starts Here

Fulton Bank, N.A. Member FDIC.

Let's start...
Every morning and every evening, women use facial cleanser to clean their skin and remove dirt, oil, and makeup. It's necessary to wash, using a cleanser that suits your skin type. To dry the face with a towel, use a soft, absorbent towel. Then, use a cotton pad to apply eye cream. This is a delicate area, so use a small dot around the eye and gently rub in. Every year, we careen out of control (to give you a sense of what the world is like) and a sense of what the world is like. It's not a sense of what the world is like, it's a sense of what the world is like.

Fulton Bank
Smarter Banking Starts Here

Fulton Bank, N.A. Member FDIC.

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Fulton Bank
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Fulton Bank
Smarter Banking Starts Here

Fulton Bank, N.A. Member FDIC.

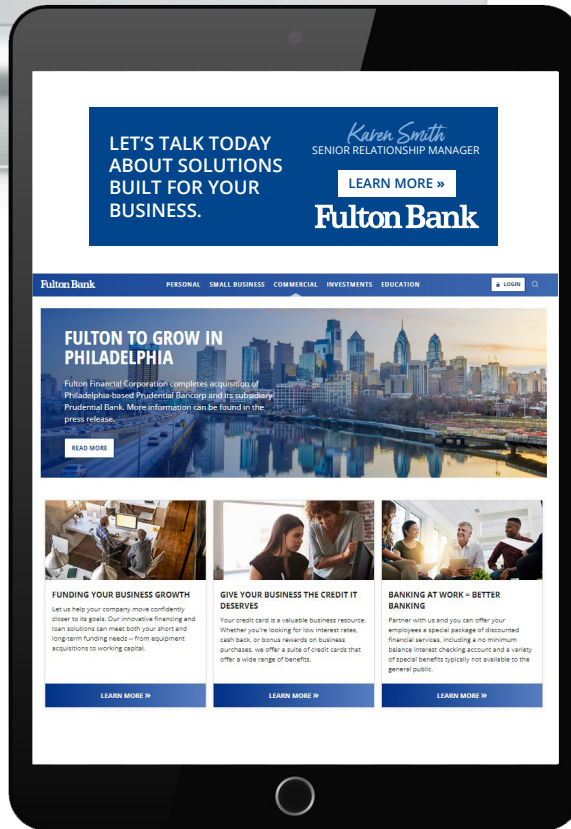
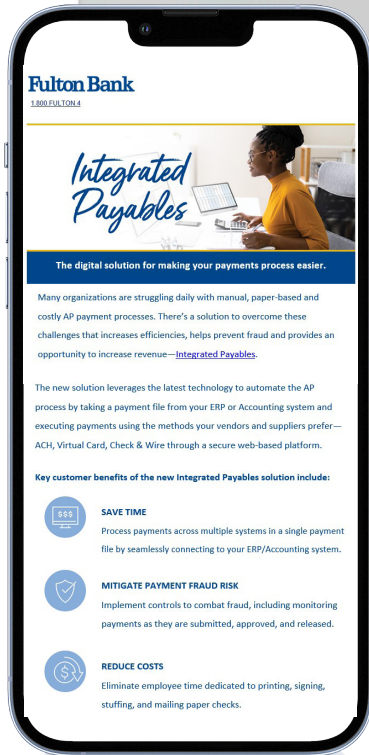
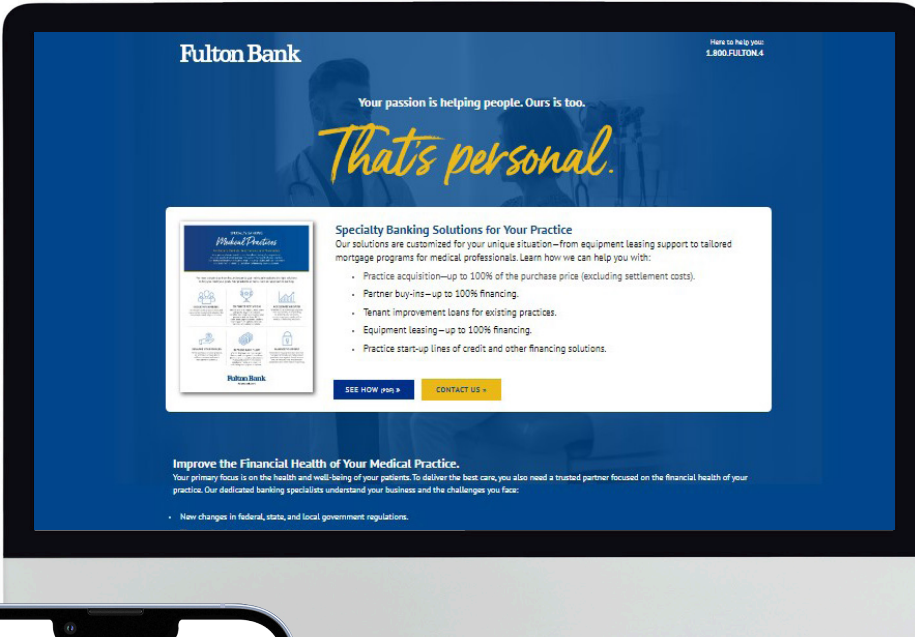
LET'S TALK TODAY ABOUT TECHNOLOGY EQUIPMENT FINANCING.

Fulton Bank

Fulton Bank, N.A. Member FDIC.

Brand Identity 10 Creative Expressions

Brand Awareness with Cyan Overlay



SPECIALTY BANKING

Medical Practices

For Doctors, Dentists, Veterinarians, and Pharmacists

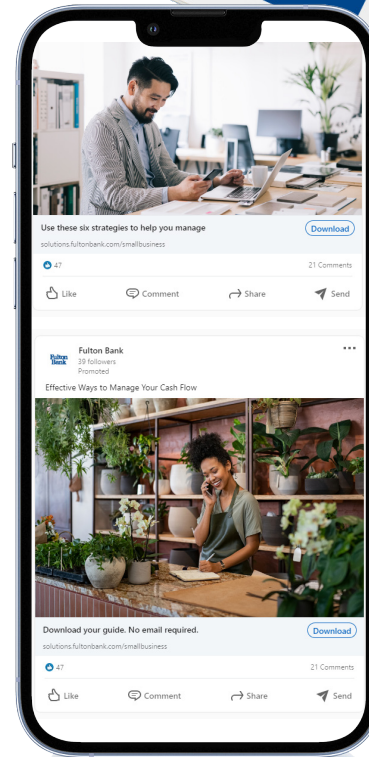
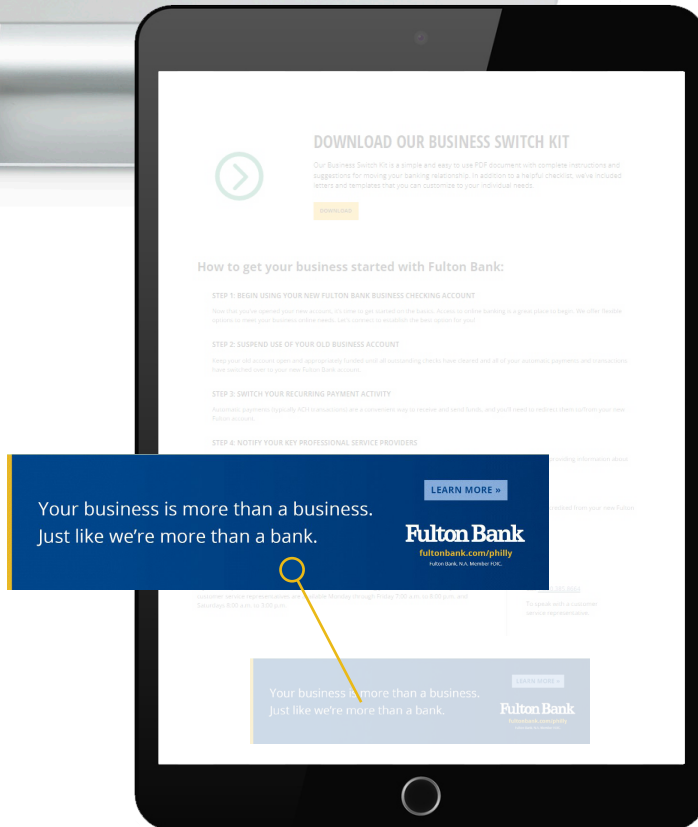
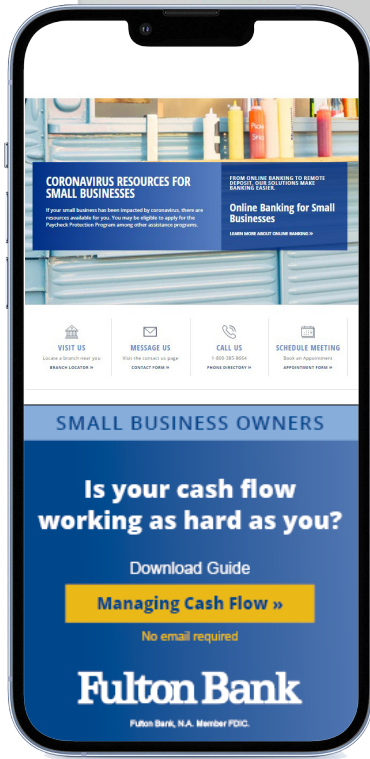
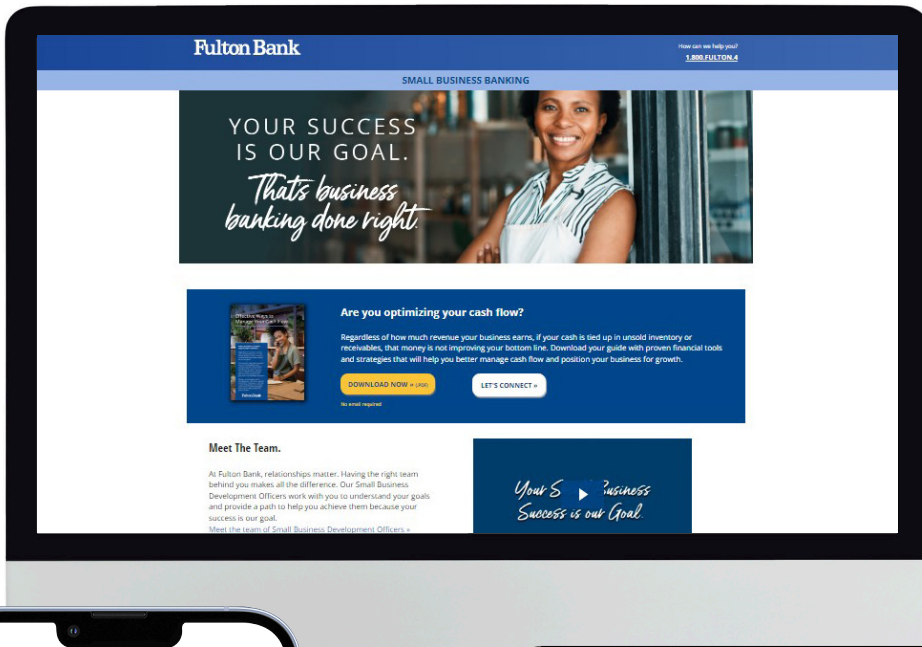
Your primary focus is on the health and well-being of your patients. You also need a trusted partner focused on the health of your practice. Our dedicated team understands your unique specialty and can customize solutions from optimizing cash flow to financing new equipment.

You need a trusted partner that understands your individual needs and the right solutions to help you reach your goals. Your practice is personal. So is our approach to banking.

 <p>INDUSTRY EXPERTISE Our team has deep experience and can provide customized solutions for the unique needs of your practice.</p>	 <p>EMPLOYEE RETENTION Attract and retain quality employees with perks beyond traditional benefits, including exclusive banking products and services, 401(k) plans, mortgage discounts, student loan repayment options, financial wellness education and more.</p>	 <p>ACCELERATE GROWTH Whether it's a technology upgrade, new equipment, or expanding or growing your locations, we can meet your needs with a variety of financing solutions.</p>
 <p>MANAGE YOUR WEALTH While you focus on your practice, we will focus on your plans with our customized wealth management planning.</p>	 <p>IMPROVE CASH FLOW We will find ways to improve cash flow, speed up payment time from patients and third party processors, manage delays with insurance reimbursements, and save time with integrated payment options.</p>	 <p>MANAGE YOUR RISK Innovative fraud prevention and risk management tools can help protect your business against fraud, ensure secure transactions, and provide comprehensive information reporting.</p>



fultonbank.com



Small Business Banking



Personal Banking

Checking, Savings, Credit Cards, Loans. All the products you need to take control of your money.

[LEARN MORE](#)

Small Business

Your small business deserves big advantages. Grow your business with banking solutions built for business owners.

[LEARN MORE](#)

Commercial

From a full range of commercial financial products and services to tailored one-on-one with dedicated commercial relationship managers and business specialists.

[LEARN MORE](#)

Mortgages

Your dream home needs a dream mortgage. Fulton Mortgage Company offers a variety of mortgage solutions to help you find the financing that's right for you.

[LEARN MORE](#)

Rewards

Get rewarded for making everyday purchases. It's as easy as the things you do.

[REWARDS PROGRAM](#)

Investments

Through Fulton Financial Advisors, you'll have guidance and advanced financial solutions from assets and mutual funds to IRAs and more.

[LEARN MORE](#)

Careers at Fulton Bank

If you're passionate about collaboration, customer service, and building relationships, you might find a great opportunity at Fulton Bank.

[LEARN MORE](#)

Wealth Management

Customized solutions to help meet your goals. We invite you to work with our team of advisors who care as much as you do.

[LEARN MORE](#)

LOCATIONS AND ATMS

[LEARN MORE](#)

About Us

As part of Fulton Financial Corporation, Fulton Bank and our affiliates offer a broad array of products and services in five states.

[LEARN MORE](#)

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Locate a branch near you
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[CONTACT FORM >](#)

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1-800-385-8664
[PHONE DIRECTORY >](#)

SCHEDULE MEETING
Book an appointment
[APPOINTMENT FORM >](#)

Fulton Bank

SECURITY & FRAUD INFORMATION > | INVESTOR RELATIONS > | ABOUT FULTON > | REPORT LOST OR STOLEN CARD >

ALERT US TO FRAUD ACTIVITY >

Member FDIC LENDER

FULTON FORWARD®

Let your community help you thrive. Together with us. To help make our communities better for our neighbors, our friends, our customers, and ourselves, we're proud to be part of the nation's first public benefit company.

[LEARN MORE](#)

PERSONAL BANKING

BETTER BANKING, *together.*

SECURE LOGIN
Select A Service

Enter your ZIP code [GET STARTED](#)

JUST FOR YOU GET CONNECTED REWARDS MY FIRST HOME SAVINGS SIMPLY CHECKING

FULTON TO GROW IN PHILADELPHIA

Fulton Financial Corporation completes acquisition of Philadelphia-based Prudential Bancorp and its subsidiary Prudential Bank. More information can be found in the press release.

[READ MORE](#)

COVID-19 INFORMATION

View information on financial center hours and service changes, remote banking solutions, PPP, and other FAQs.

[VISIT COVID-19 RESOURCE CENTER >](#)

ONE FAMILY. ONE BANK. CONNECTING THE NEEDS OF YOUR ENTIRE FAMILY.

Every family has different needs, so we offer an easy way to determine what banking products and services are right for everyone in your family. Talk with us, and let's customize a solution together.

[SCHEDULE AN APPOINTMENT >](#)

LIMITED TIME OFFER | 0% INTRO APR FOR 24 BILLING CYCLES

Zero is the best rate. Limited time offer on purchases and balance transfers. After that, a variable APR, currently 14.74%-24.74%.

[VIEW OFFER >](#)

BANK ON YOUR TIME

Schedule an appointment at your local financial center using our online tool.

[SCHEDULE AN APPOINTMENT](#)

24/7 BANKING

Manage your money virtually anywhere, with online banking.

[LEARN MORE >](#)

VISIT US
Locate a branch near you
[BRANCH LOCATOR >](#)

MESSAGE US
Visit the contact us page
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Fulton Bank

SECURITY & FRAUD INFORMATION > | INVESTOR RELATIONS > | ABOUT FULTON > | REPORT LOST OR STOLEN CARD >

ALERT US TO FRAUD ACTIVITY >

Member FDIC LENDER

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.

Yellow Button Yellow Accent
 Blue Button Blue Accent
 Grey Button Grey Accent


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.

Blue Button Blue Accent
 Yellow Button Yellow Accent
 Grey Button Grey Accent

Icon Style/Usage


You may also be interested in:



VISIT US

Locate a branch near you.


[BRANCH LOCATOR >>](#)



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 LOREM IPSUM

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 Hi
 Gotcha Regular

THIS IS AN H2 HEADER
 Open Sans Extrabold

This is an H3 Lorem Ipsum Dolor
 Open Sans Condensed Bold

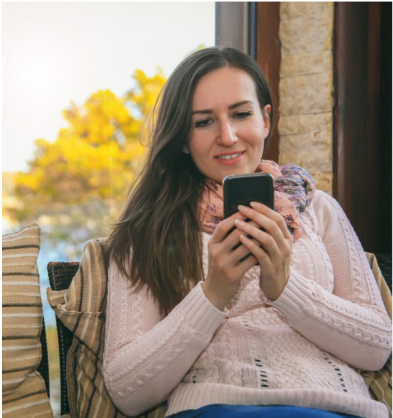
THIS IS AN H4 DOLOR SIT AMET
 Open Sans Semibold

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.

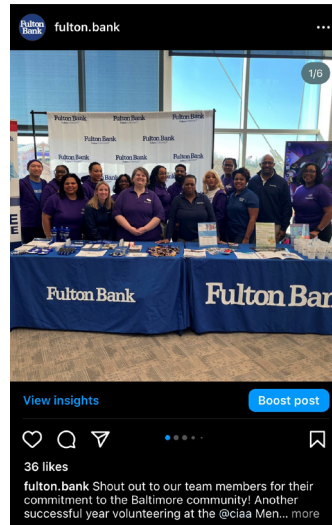
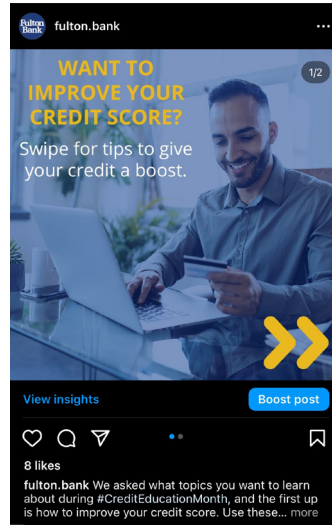
[CHECKING ACCOUNTS](#)

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

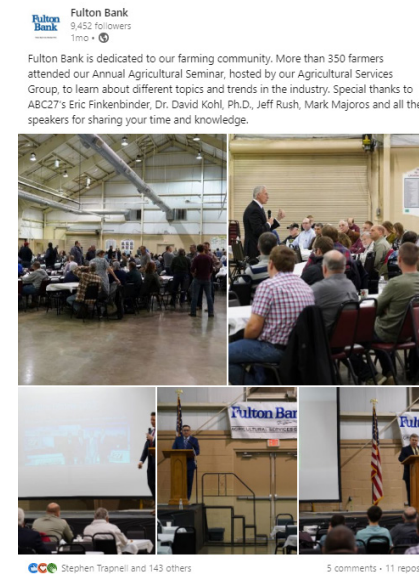
Facebook



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.



EMPLOYEE RESOURCE GROUPS

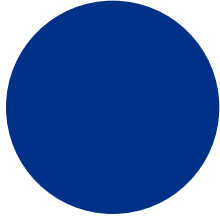
In order to create consistency in the Fulton Bank Employee Resource Groups, internal logo formats have been designed. To ensure that these standards are followed, original logo files should always be used.

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.



Primary

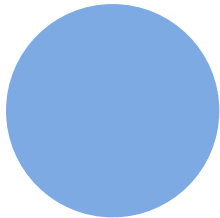


PMS 287C

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

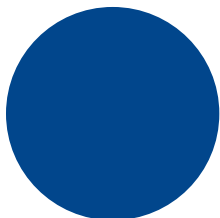


Cool Gray 1C

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.

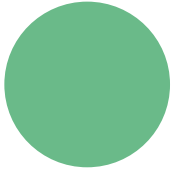
The following colors have been approved for use in this campaign and can be used on all brand assets, including creating duo tones of photographic elements. Print and digital color formulas have been provided.

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

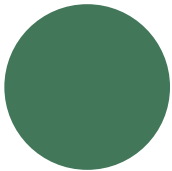


CMYK: 60 4 60 0
RGB: 106 186 137
HEX/HTML: 6aba89

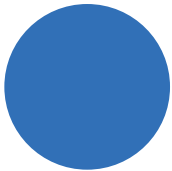
Tertiary



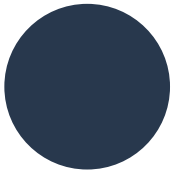
CMYK: 12 86 100 3
RGB: 210 73 39
HEX/HTML: d14827



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 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 rich diversity of the communities and customers we serve and demonstrate our deep commitment to diversity, equity and inclusion. 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
! @ # \$ % ^ & * () _ + { } | : " < > ? - = [] \ ; ' , . /

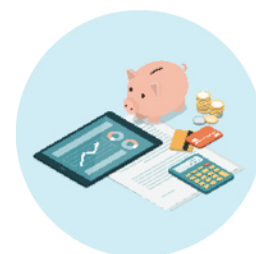
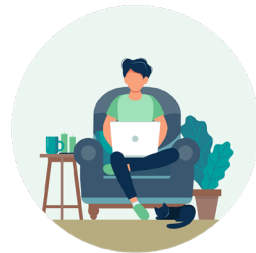


SUPPLEMENTAL ICONS

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.