



FREEDOM

BANK

BRAND IDENTITY GUIDELINES

INTRODUCTION

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and off line. Guidelines on the use of the logo are included.

The information contained in this Brand Guidebook is key to the successful introduction and ongoing consistent presentation of the new Freedom Bank brand. Adherence to these guidelines and the proper use of the brand graphic elements by everyone involved in the communication and marketing of the Freedom Bank identity is vital.

This Guidebook is the manual that is intended to provide the staff, employees, partners and vendors of Freedom Bank with the information they need to apply the new brand in a clear voice across a variety of media and materials.

The new Freedom Bank brand is your face in the marketplace. It is one of the most valuable assets of the company. It is who you are and what you represent. It is up to the "Freedom Bank" staff to make certain the brand is presented in the proper manner at every point of contact with existing and potential clients.

This Guidebook outlines messaging guidelines, logo use, tag line presentation, typography, and includes sample ads and brochures. These visual elements will serve to enhance the unique brand, build awareness and preference for the Freedom Bank brand and its products and services.

THE FREEDOM BANK BRAND

Your corporate identity is presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations, everything that represents you.

Because the brand cannot be compromised, this guide will provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world. The key elements to the Freedom Bank brand include several graphic components. Each must be applied according to this Guidebook in order to guarantee success.

The key elements are:

- *The structure of a logotype*
- *The logo mark*
- *The type & mark*
- *Signage, positioning & clear space*
- *Color palette*
- *Additional color usage*
- *Incorrect usage*
- *Typography*

These elements, when combined as your brand, present a contemporary image for the Freedom Bank brand that is also compelling. It calls for attention. Your clients and the general public will become more aware of who you are and what you stand for thereby enhancing your position in the marketplace.

The visual communications in this Guidebook create our new brand and our image. It is now in our hands to nurture this brand and make it successful. Treating our brand with consistency will help guarantee our success.

THE STRUCTURE OF A LOGOTYPE

THE COMPLETE LOGOTYPE

The logotype is one of the primary elements of the brand identity, it's the main element in your identity and branding, it represents the name of your company. It is a visual representation of who you are. It will appear on the majority of all communication pieces.

LOGO MARK/ICON

The logo mark illustrates personality and classic professionalism. The logo mark illustrates this fact with a graphic that has unique characteristics that will become a symbol of excellence and superior service.

PRIMARY FONT/TYPE

The logotype font is contemporary and progressive, it's modern, strong, and at the same time making you approachable and engaging in a trusted brand.

THE COMPLETE STRUCTURE OF A LOGOTYPE

The primary title font is Bodoni 72 Bold.

The secondary title font is Eurostile Medium.

NOTE: This font and positioning should never be recreated.



THE LOGO MARK

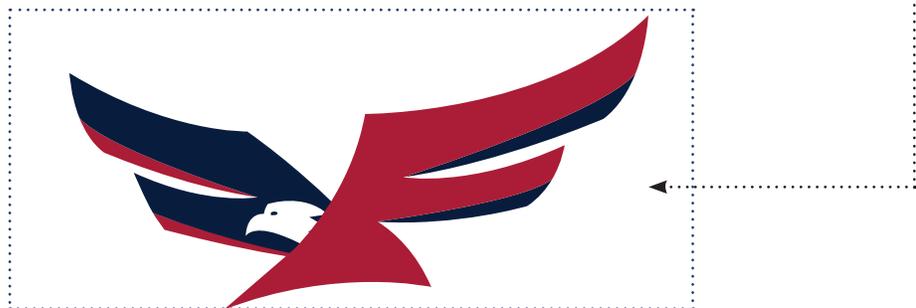
A second element that makes up the new Freedom Bank brand logo is the logo mark. This mark, when combined with the logotype, instantly and with ease communicates the Freedom Bank brand name and purpose - to offer personable and professional service.

The logo mark was designed to have both appeal and personality as well as simplicity in order to build awareness and recall. The distinctive logo mark will become a visual identifier of the Freedom Bank brand and an integral component of the overall logo. It can be used independent of the logotype as a design element in a variety of applications.

LOGO MARK

This distinctive logo mark/icon is a dominant element, visual and an integral part of the overall logo. It can be used independent of the logo in a variety of applications.

NOTE: The logo mark should never be recreated.



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THE TYPE & MARK

The Logotype, unique, is also engaging. The Mark shows your character and personal attention - serving individual clients. The unique color separates the Freedom Bank brand from their competitors.

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

TYPE & MARK, ONE LOGOTYPE

Together the logotype & mark provide a distinctive and memorable logo with a feeling of strength while also being friendly and inviting. Each of these two elements - which can stand alone in applications - are more effective together.

NOTE: The logotype should never be recreated.



SIGNAGE, POSITIONING & CLEAR SPACE

Great consideration has been taken in the development of the Freedom Bank brand. Here are the guidelines for the different reproductions of the logotype, signage, web & print.

LOGOTYPE SPACING AND CLEAR AREA

Signage and print should follow the rules below.

The space around the logo should be free of any elements.

NOTE: No other visual elements shall overlap this clear space, minimum space is 1/3 of the size of the proportion of the logotype, this applies to all logo formats and orientations.



Freedom Bank PROPER LOGOTYPE AND SIGNAGE ORIENTATIONS



LOGOTYPE 1
Primary logo.
Vertical format.



LOGOTYPE 2
Secondary logo.
Horizontal format.



LOGOTYPE 3
Logo mark/icon.
Vertical format.

NOTE: All signage applications must follow the minimum space required. 1/3 of the size of the proportion of the logotype.

COLOR PALETTE

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme. Great consideration has been taken in the development of the Freedom Bank brand. Here are the guidelines for the different elements of this logo:

COLOR PALETTE

Freedom Bank is presented in two color reproduction, if other color options should be used, please see the chart below.

NOTE: No other colors should be used or replace the ones represented on this guide.

Pantone		
 Pantone 282 C	 Pantone 207 C	
RGB		
 R:1, G:30, B:65	 R:171, G:0, B:51	 R:255, G:255, B:255
CMYK		
 C:100, M:87, Y:42, K:52	 C:22, M:100, Y:78, K:16	 C:0, M:0, Y:0, K:0
HEX		
 #011e41	 #ab0033	 #ffffff



ADDITIONAL COLOR USAGE

The background color for the logo is important so that there is sufficient contrast between the logo and its background. Therefore white, ivory, and off-white are recommended background colors for the logo whether the logo is printed in full color or black. Pastel colors are NOT acceptable for backgrounds or for the logo. If a dark background color is used, the logo must be "reversed out," or printed in such a way that it appears either white or bright enough that there is contrast between logo and background.

With patterned, textured backgrounds or when using a photo, the photo should have enough contrast.

ADDITIONAL COLOR COMBINATION

Freedom Bank is presented in two color reproduction, if other color combination should be used, please see the chart below.

NOTE: No other colors should be used or replace the ones represented on this guide.



INCORRECT USAGE

KEEPING THE BRAND INTACT

The Freedom Bank logo should not be modified in any form, please see the chart below.

NOTE: Replacement of fonts, adding, removing and or additional colors should be avoided, doing so will destroy the Freedom Bank brand.

INCORRECT USAGE OF THE LOGO BRAND



TYPOGRAPHY

TYPOGRAPHY AND USES

Typefaces used in designing collateral, packaging and advertising: the Bodoni 72 family, with Eurostile used if additional font is needed (especially for copy).

Bodoni 72 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bodoni 72 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Regular Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bodoni 72 Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bodoni 72 Oldstyle Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bodoni 72 Oldstyle Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bodoni 72 Oldstyle Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Should you have any questions about the Freedom Bank Brand guidelines manual or the use of the graphic elements displayed in this book, please contact Jerry Sanchez for assistance at: JSanchez@imagehousemedia.com.





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Presented by

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