

A woman with curly hair is smiling and holding a baby in a bright, airy room. The scene is captured in a soft, slightly desaturated style, emphasizing a warm and personal atmosphere.

PERSONAL IS:

a team who knows
exactly what you need,
and delivers exactly that.

Fulton | FINANCIAL
ADVISORS™

FULTON FINANCIAL ADVISORS BRAND GUIDELINES

Consistency in communication is the most basic characteristic of a strong brand. By using consistent brand assets, Fulton Financial Advisors 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 Financial Advisors 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 Financial Advisors 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 FINANCIAL ADVISORS.

Everyone at Fulton Bank embraces the idea of banking with empathy, and the team at Fulton Financial Advisors 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 Financial Advisors, it's beyond personal.

Creative Expressions

A relationship management strategy that works for you.

1-800-395-6664 | fultonfinancialadvisors.com

Fulton FINANCIAL ADVISORS

Fulton FINANCIAL ADVISORS

PERSONAL IS:

a team who knows exactly what you need, and delivers exactly that.

Understanding your vision is one thing. Turning it into reality, that's our thing.

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INTERNATIONAL AND BUSINESS SOLUTIONS

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Fulton FINANCIAL ADVISORS

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INVESTMENT SERVICES WEALTH MANAGEMENT INSTITUTIONAL SOLUTIONS RETIREMENT PLAN SERVICES



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Fulton FINANCIAL
ADVISORS
1 Penn Square, Lancaster, PA 17602





Fulton | FINANCIAL
ADVISORS



View this email in your browser

PERSONAL IS:
a team who knows exactly what you need, and delivers exactly that.





Understanding your vision is one thing.
Turning it into reality, that's our thing.

[Learn more](#)

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ABOUT

INVESTMENT SERVICES

PERSONAL SOLUTIONS

INSTITUTIONAL SOLUTIONS

SECURITY TIPS & ALERTS

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REPORT LOST OR STOLEN CARD

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a team who knows exactly what you need, and delivers exactly that.





Understanding your vision is one thing.
Turning it into reality, that's our thing.

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ABA Routing Number

CLICK TO EDIT TITLE
CLICK TO EDIT SUBHEAD

Fulton FINANCIAL ADVISORS
August 22, 2019

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Creative Assets

Fulton Financial Advisors' 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 Financial Advisors 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.

Usage on different backgrounds: When used against other brand colors, The Fulton Financial Advisors 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.

Horizontal — two-color



Horizontal — reverse



The logo is displayed on a dark blue background. "Fulton" is in white, and "FINANCIAL ADVISORS" is in a smaller white font to the right, separated by a vertical white line.

The logo is displayed on a medium blue background. "Fulton" is in a darker blue, and "FINANCIAL ADVISORS" is in a lighter blue font to the right, separated by a vertical line.

The logo is displayed on a light grey background. "Fulton" is in dark blue, and "FINANCIAL ADVISORS" is in a lighter blue font to the right, separated by a vertical line.

IMPROPER USAGE

The Fulton Financial Advisors 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 Financial Advisors™" 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.



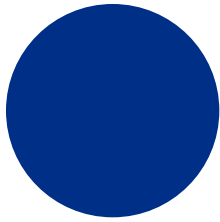
Do not rotate the logo.



Do not use other colors.



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

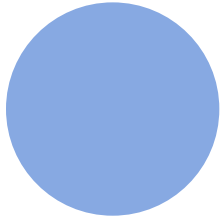


PMS 287C

CMYK: 100 75 2 18

RGB: 0 48 135

HEX/HTML: 003087

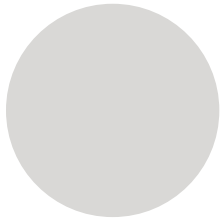


PMS 7451C

CMYK: 46 23 0 0

RGB: 137 171 227

HEX/HTML: 89ABE3

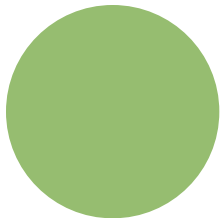


Cool Gray 1C

CMYK: 4 2 4 8

RGB: 217 217 214

HEX/HTML: D9D9D6



PMS 2285C

CMYK: 37 0 67 12

RGB: 150 189 112

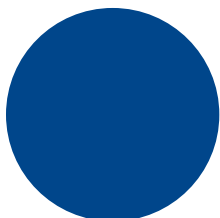
HEX/HTML: 96BD70

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.



CMYK: 100 75 2 18

RGB: 38 59 128

HEX/HTML: 00468b

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. Only use PMS 287C when a spot color is specified.

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:

- Driven
- Insightful
- Resourceful
- 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.

PERSONAL IS:

a team who knows exactly what you need, and delivers exactly that.

PERSONAL IS:

understanding your vision is one thing.

Turning it into reality, that’s our thing.

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 gray overlay Pantone 423C (C4 M2 Y4 K40) 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, the Open Sans family has been chosen for use on all pieces of communication. Open Sans Light, specifically, is to be used for lead headlines. Gotcha, a handcrafted, handwritten typeface, may also be used as an alternate font on headlines, headers and other large, important features on brand assets.

Open Sans Regular has been selected for copy use. Note that, although there are many available weights to Open Sans, only 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 the direct mailer execution.

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

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

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
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GOTCHA

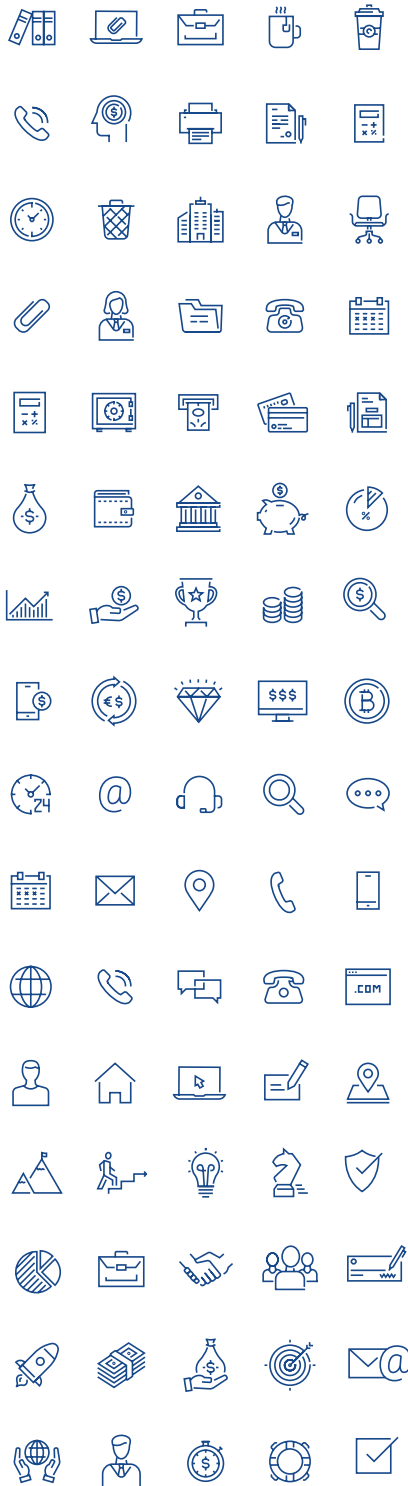
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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ARIAL

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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 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.