

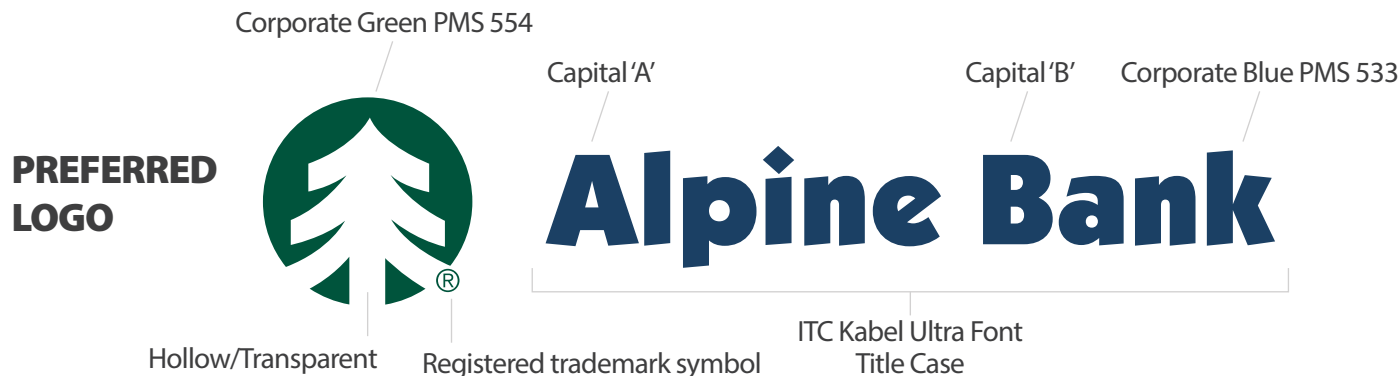


Alpine Bank

2024 BRAND STANDARDS

This manual documents the elements of the Alpine Bank identity logo designs. It provides clear and simple guidelines for their use. Our identity is a valuable and highly visible asset. It is essential that we preserve and protect our identity. These guidelines establish a legal standard for use, which helps build recognition with customers and the public.

This logo is to be used on all materials that require an Alpine Bank logo. There is no need to redraw the logo or change it in any way. The type, spacing, and position of elements in the logo are fixed and cannot be modified for any reason.



ACCEPTED STACKED LOGO USAGE

The stacked logo is only to be used if the preferred logo will not fit in a given space. *Any deviation from this logo must be approved by the Director of Marketing.*

ACCEPTABLE ONE COLOR LOGO

When it's not possible to use Alpine Bank's logo in full color, it is acceptable to reproduce it in one of the following one-color options: black, white, Alpine Bank Blue or Alpine Bank Green. Always choose the color that gives the logo maximum legibility.



Alpine Bank Green
Hex: #00553D
PMS 554
CMYK: 78, 0, 63, 67
RGB: 0, 85, 61



Alpine Bank Blue
Hex: #1e4164
PMS 533
CMYK: 100, 83, 46, 13
RGB: 30, 65, 100



Black
Hex: #000000
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



White
Hex: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

INCORRECT LOGO USAGE

DO NOT screen



DO NOT change the spatial relationship



DO NOT switch position of the tree or copy



DO NOT place on a disruptive background. Be sure there is adequate contrast to ensure legibility



DO NOT change the font



DO NOT add an outer line



DO NOT change the color



DO NOT fill in tree



DO NOT stretch or squeeze



DO NOT add a circle around the tree



DO NOT embellish in any way



FONTS

Alpine Bank's main font is ITC Kabel.

Alpine Bank does use other fonts to complement our brand as specified below:

-ADVERTISEMENTS: For advertisements, we use the Myriad Pro family font. For disclosures, or when space is limited, we use the Myriad Pro Condensed family font.

Title and body: **Myriad Pro Family Font**

UNLOCK MORE MOMENTS

You love your relaxed weekends with family. Your carefree hours with friends are priceless. Alpine Online and Alpine Mobile give you the gift of time. We make it easy to stay on top of your finances from home, work or play.

Online Banking and Alpine Mobile® are not available to minors under the age of 13. Alpine Bank does not charge you a fee for using Alpine Mobile®; however, your wireless carrier's standard web access and text message rates may still apply. Mobile Deposit limitations apply. Please refer to product terms and conditions. Certain transaction fees and limitations apply.

Disclosure: **Myriad Pro Condensed Family Font**

-WEBSITE: On our website, we use the Saira family font for titles and Myriad Pro font family for body and disclosures.

Title: **Saira Condensed**

Body: **Myriad Pro Family Font**

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Disclosure: **Myriad Pro Condensed Family Font**

-LETTERS, FORMS AND EMAILS: When Myriad Pro, ITC Kabel and Saira are not available in a system, the Calibri font family is acceptable as this font is more readily available.

COLORS

The colors shown below are the preferred ones to use for any marketing materials. One of our two main (corporate) colors must be present.

MAIN COLORS



Alpine Bank Green

Hex: #00553D

PMS 554

CMYK: 78, 0, 63, 67

RGB: 0, 85, 61



Alpine Bank Blue

Hex: #1e4164

PMS 533

CMYK: 100, 83, 46, 13

RGB: 30, 65, 100

SECONDARY COLORS *(For backgrounds)*



Light Blue

Hex: #5999CA

CMYK: 65, 29, 4, 0

RGB: 89, 153, 202



Kelly Green

Hex: #00A573

CMYK: 81, 9, 73, 0

RGB: 0, 165, 115

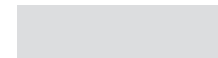


Mocha

Hex: #8F897D

CMYK: 45, 40, 49, 6

RGB: 143, 137, 125



Silver

Hex: #DCDDDE

CMYK: 0, 0, 0, 15

RGB: 220, 221, 222

POP COLORS *(For call to actions)*



Coral

Hex: #E02F26

CMYK: 6, 96, 100, 1

RGB: 224, 47, 38



Red

Hex: #BA2425

CMYK: 18, 99, 100, 10

RGB: 186, 36, 37



Any deviation from these brand guidelines must be approved by the Director of Marketing.

ICONS

The use of icons is encouraged to add a visual break on any communication. Our icons are filled in and outlined with a circle.



WEBSITE BUTTONS



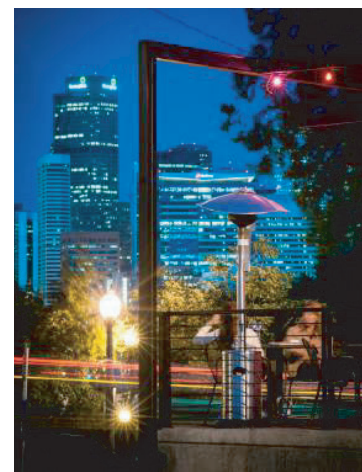
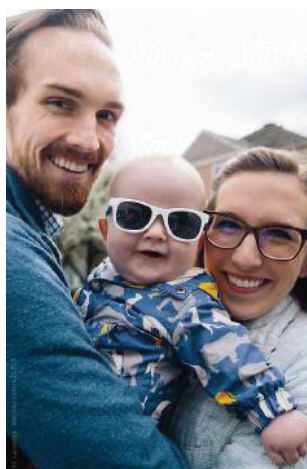
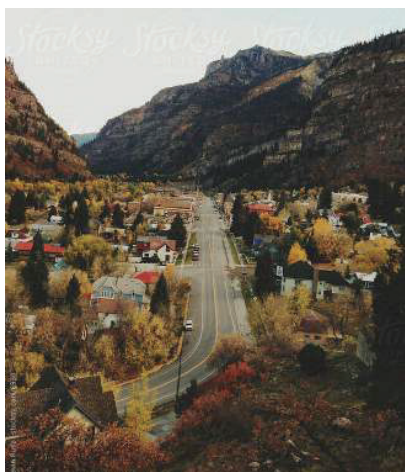
WEBSITE ICONS

-  bars
-  map-marker
-  close
-  lock
-  search
-  check
-  plus
-  minus
-  facebook-official
-  x (fka twitter)
-  linkedin-square
-  youtube-play
-  chevron-right
-  chevron-circle-down
-  arrow-circle-up
-  check-circle

PHOTOGRAPHY DIRECTION

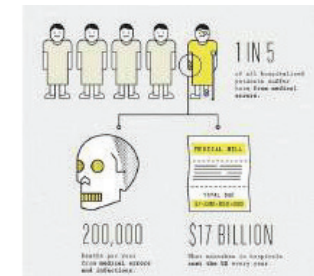
We recommend incorporating photography that's genuine to Colorado and the many Colorado lifestyles – urban, rural, young and old. Photos of customers should show them in their natural habitat with elements that make them unique, such as unique accessories or tools, and styles of dress.

Use photos that make an emotional connection. Think of diversity when selecting images with people. Definition of diversity is not just race but age, sex, culture, disability, physical body image and sexual orientation. It is important that the image selected be a representation of the communities served.



INFOGRAPHICS

The use of infographics is encouraged to add a visual break on any communication.



tone of voice

Consumers of all generations have become more accustomed to companies – financial and otherwise – that define and maintain real, human personalities. They favor brands that look, act and talk like real people over those that identify only by their business or product.

People want to feel seen and heard. It's not always about getting the best deal or what's best for the bottom line. But, as with most things in life, there's a need for balance. How can Alpine Bank honor more traditionally minded customers while speaking the language of current and prospective customers?

Alpine Bank should strive for the tone of an ongoing conversation, as part of an ongoing friendship, with its current and prospective customers. For many, the topic of banking and finance can come across as complex and even intimidating. We recommend transforming banking into a familiar aspect of our daily experience — meant to make our everyday life simpler and better. Reinforce this idea with some key words, such as:

**HOME • HONEST • SIMPLE • COMMUNITY • OPEN • COMMITMENT • EXCEPTIONAL
POSITIVE • AUTHENTIC • FRIENDLY • COMPASSION**

When done well, Alpine Bank will personify these models/exemplify these traits:

IS:	IS NOT:
A conversation	A lecture
Open	Distant
Real	Untouchable
Human	Robot
Empowering	Directing
Reassurance	Alarming
True to life	Computer generated
Authentic	Obsequious

Here are some samples of copy from the Caring Together campaign that rely on the essence of this mood board:

COMMUNITY

You dreamed of making a difference, ever since you were little. You've accomplished a lot. And you give back to your community. Alpine Bank shares your commitment to community investment.

COMPASSION

You lead with compassion. You help others feel seen, heard, and valued. Because helping each other is what life is all about. Thank you for choosing to connect with Alpine Bank.

MORTGAGE (HOME)

For you, home isn't a place. It's a feeling. Where love and kindness, safety, and acceptance live. Where dreams are born, and memories are made. Your neighbors at Alpine Bank offer flexible mortgage financing, local processing, and knowledgeable staff.

The following actions will enable conversation-oriented content.

- 1. Take a personal approach.** Use Alpine Bank and we/us, as well as Alpine Bank's and our, interchangeably. And when applicable speak to the customer directly, using you.
- 2. Collect customer photos and testimonials** and use them – feature them regularly.
- 3. Prioritize Contact Us functions.** Make it easy for a customer to talk with a real person.

4. Use humor or be inspirational. Doing so helps to brighten, break up and, importantly, bring a human element into what can otherwise be as-expected and stale financial services content.

5. Humanize the introduction of products and services. Craft punchy headlines and copy that communicate the experience of banking with Alpine Bank, with the detailed benefits and features to follow.

TESTIMONIALS

We recommend incorporating customer testimonials into the fabric and flow of Alpine Bank's marketing materials. These can exist within a stand-alone section or worked into others. This type of content does double duty – differentiating Alpine Bank from direct competitors and personalizing the bank for current and prospective customers. Authenticity is most important – displaying what a person actually said. Ideally, these "in their own words" elements will be light on text while heavy on story and message.

HOW TO CRAFT STRONG HEADLINES.

Strive to craft headlines that go beyond descriptive and angle toward experiential. To a certain extent, headlines should answer questions such as: How will banking with Alpine Bank be different from another bank? What will my association with Alpine Bank allow me to do? What kind of relationship can/will I build with my banker?

On copy, less is more. Aim for brief, informal captions – not lengthy paragraphs and tables – accompanied by evocative icons. Make up for minimal introductory captions with extensive details on benefits and features on the next page. In sentence construction, keep it simple. Focus on subject-verb-object. Rinse and repeat. Pithy phrases are acceptable in small doses.

PERSONAL
EXAMPLE

UNLOCK MORE MOMENTS

You love your relaxed weekends with family. Your carefree hours with friends are priceless. Alpine Online and Alpine Mobile give you the gift of time. We make it easy to stay on top of your finances from home, work or play.

Online Banking and Alpine Mobile® are not available to minors under the age of 13. Alpine Bank does not charge you a fee for using Alpine Mobile®; however, your wireless carrier's standard web access and text message rates may still apply. Mobile Deposit limitations apply. Please refer to product terms and conditions. Certain transaction fees and limitations apply.

BUSINESS
EXAMPLE

WHEN YOU SUCCEED. WE SUCCEED.

You own your business. You put your heart and soul into it. Need a local banker you trust, who understands? Alpine Bank is here for you.

ABOUT ALPINE
EXAMPLE

YOUR DREAMS MATTER.

Above all else, Alpine Bank wants you to achieve your dreams. It's that simple. For the past 50 years our focus has been on you. And for the next 50 years and beyond that won't change. Because a better tomorrow for our customers starts with helping their dreams come true today.

Poor Headlines Example

INDIVIDUAL CHECKING/DEBIT CARDS

Our interest-bearing checking account offers unlimited check writing and no monthly maintenance fee when you maintain the minimum balance. Link your other checking, savings, and CD or IRA accounts to maintain the minimum balance.

LOCKBOX SERVICES

Lockbox Services provide an accelerated and efficient method to collect, process and deposit your daily accounts receivables, while helping you reduce your overhead expense. Our online operation provides you with powerful tools such as demand decisioning and accounts receivable matching.

ABOUT US

Alpine Bank has locations throughout the Denver-metro area and in Western Colorado. We're focused on the financial needs of the community and staffed with banking professionals empowered to make decisions and deliver personalized products and services.





Any deviation from these brand guidelines must be approved by the Director of Marketing.

JINGLE

Anytime there is an opportunity for music, our jingle must be present in some form. It can be used in its entirety or at the beginning and end of an audio marketing piece.

Alpine Bank has the following versions of our jingle:

 Alpine Bank Jingle: Country Drive

 Alpine Bank Jingle: Roads Traveled

To obtain the digital files of these jingles, please contact the Marketing Department.

VIDEO

Alpine Bank videos should follow the tone of voice given in this guideline when creating a script. It is recommended that the voice overs are done by an employee of the bank recorded in a professional audio studio.

The visuals should follow the photography guidelines and have as a closing the two visuals seen below.



The Caring Together closing screen should be used when appropriate as it is the current campaign of Alpine Bank.



The Alpine Bank logo closing screen should be used in all marketing videos.

EXTERIOR LONG TERM SIGNS

For these signs, please reach out to the Maintenance Department to help with production and installation.

It is preferred that signs stay true to Alpine Bank's brand like the example below.



In the case where staying true to Alpine Bank's brand is not possible, an acceptable treatment for the signs can be done where the circle around the tree is green, with a white tree and white letters. In the instance where a casing is being used, the casing can be white, silver or the same green and white color combination mentioned above.



Although we are always open to explore what is new and current with signage, we do recommend staying away from trends that will sway us away from Alpine Bank's brand.

Any additional permanent exterior signs can follow the standards mentioned above.

TEMPORARY SIGNS

Temporary signs should be treated as a marketing piece and follow the same brand standards as any advertisements.

INTERIOR LONG-TERM SIGNS

For these signs, please reach out to the Maintenance Department to help with production and installation.

Alpine Bank's interior long-term signs have a brushed nickel background look with black letters using the ITC Kabel font.

Background:
Brushed nickel look

Copy: **Black letters**
using **ITC Kabel Font**





CARING TOGETHER



You love your relaxed weekends with family. Your carefree hours with friends are priceless. Alpine Online and Alpine Mobile give you the gift of time. We make it easy to stay on top of your finances from home, work or play.

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Alpine Bank

alpinebank.com • Member FDIC



CARING TOGETHER TITLE

This can be used in its stacked or all-in-one line format.



BACKGROUND

The background can be of a landscape that is unique to the target audience. The background treatment is of a tonal gradient map. These gradient maps are in the file: Caring Together-Background-Gradients-TEMPLATE.psd



AB Blue Gradient AB Green Gradient Lt Blue Gradient Kelly Blue Gradient Mocha Blue Gradient White Gradient

CIRCLE

Inside the circle you can use a photo that speaks to the target audience. In between the photo and outer circle there is a thin white line. The outer circle can be Alpine Bank's blue or green. A semicircle design like on the digital ad example are good to use on smaller ads. For very small ads it is recommended to just use a background image.

COPY

The font for the body copy should be Myriad Pro Regular. The font for disclosures should be Myriad Pro Semibold Condensed in a smaller font than the body copy.

INSIGNIA

The insignia is slightly tilted and can be located anywhere in the ad at a transparency enough to be visible and readable but not too distracting. Its size should also be large enough to be visible and readable.



QR CODE (OPTIONAL)

This is the approved template for displaying QR codes. It should be big enough to be scanned. The arrow can be a pop color. The background can be Alpine Bank blue, Alpine Bank green or white, and the code and letters can be the same colors but should have enough contrast to make it readable.

ALPINE BANK LOGOS

The logos to the right should be used with the additional footer information depending on the content of the ad. Loan ads need to have the mention of EHL. Wealth Management ads need the ABWM logo. All other ads can use the generic logo with the website and Member FDIC. The disclosures need to be big enough to be readable and close to the logo. Stacked versions of the logos are also approved to be used in a similar fashion.



Equal Housing Lender NMLS#414674 • alpinebank.com • Member FDIC



Not FDIC Insured • May Lose Value • No Bank Guarantee

! Any deviation from these brand guidelines must be approved by the Director of Marketing.



CARING TOGETHER TITLE

This can be used in its stacked or all-in-one line format.



BACKGROUND

The background can be any of the approved solid colors below. Please reference the fonts & colors page in this guideline.



COPY

The body copy should be Myriad Pro Semibold Condensed as big as possible to be readable, but always smaller than the title.

BUTTON

Outlined in white is preferred or Alpine Bank's blue or green. The button fill is preferred to be Alpine Bank's green, Alpine Bank's blue, white or coral is also acceptable. We want this button to stand out. The LEARN MORE copy is in all caps in Myriad Pro Semibold Condensed font followed by an arrow.

CIRCLE

Inside the partial circle you can use a photo that speaks to the target audience. In between the photo and outer partial circle there is a thin white line. The outer partial circle can be Alpine Bank's blue or green. For very small ads it is recommended to use a plain background.

ALPINE BANK LOGOS

The logos to the right should be used with the additional footer information depending on the content of the ad. Loan ads need to have the mention of EHL. Wealth Management ads need the ABWM logo. All other ads can use the generic logo with the website and Member FDIC. The disclosures need to be big enough to be readable and close to the logo. Stacked versions of the logos are also approved to be used in a similar fashion.

