

BANKING  
**BUILT FOR  
PEOPLE**



Primary placement — Tagline placed on a blue background

BANKING  
**BUILT FOR  
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Secondary placement — Tagline placed on a simple image

PANTONE P 105-7 C  
RGB: 62 / 79 / 132  
Hex/HTML: #3e4f84  
CMYK: 84 / 57 / 0 / 22

PANTONE P 115-6 C  
RGB: 31 / 179 / 229  
Hex/HTML: #1FB3E5  
CMYK: 68 / 0 / 0 / 0

PANTONE P 115-2 C  
RGB: 217 / 234 / 243  
Hex/HTML: #D9EAF3  
CMYK: 13 / 0 / 0 / 0

Headlines — Frutiger Black, All Caps

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**

Subheads — Frutiger Black

**The quick brown fox jumps over the lazy dog.**

Body Copy — Frutiger Roman

The quick brown fox jumps over the lazy dog.