

**PROSPERITY  
BANK<sup>®</sup>** 

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## **BRANDING GUIDE**

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Here’s everything you need to know  
so that all of our communications are  
consistent, powerful and persuasive.

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# Primary Logos

The Prosperity Bank logo is a registered trademark and consists of the blue and orange laurel and the Prosperity Bank logotype on a white background.

The primary logos are to be used on all print and digital communications and consist of a fixed relationship with the laurel, which is always on the left side.

## No Stack Logo

The no stack logo is best suited for wider layouts such as banners.



## Horizontal Logo

The horizontal logo is best suited for all other applications.



# Primary Logos

In some instances, we want our logo staged on the Prosperity Blue background for greater effect. In these cases, use the reverse logos, with the white and orange laurel and the Prosperity Bank logotype in white.

## No Stack Logo (Reverse)

The no stack logo is best suited for wider layouts such as banners.



## Horizontal Logo (Reverse)

The horizontal logo is best suited for all other applications.



# Secondary Logos

The centered versions of the Prosperity Bank logos, with laurel above the logotype, are only to be used on interior and exterior environmental signage where no other graphic elements interfere with the design.

The reverse logos, with the white and orange laurel and the white logotype, can also be used.

## Stacked Logo

The stacked logo is best suited for wider signage or walls.



## Do



## Vertical Logo

The vertical logo is best suited for vertical signage or walls.



## Don't



# Logo Usage

The Prosperity Bank corporate logo is the most immediate representation of our company, people, culture and brand. It should be used prominently on all of our communications. Because it's a very valuable corporate asset, we must ensure that our logo is always properly used.

## Clear Space

The Prosperity Bank logo should always be surrounded by a generous amount of clear space, free of any text or other logos. The example shown here illustrates the minimum amount of clear space around the logo. Clear space is measured by the height of the "P" around the logo.



## Minimum Size

The minimum size of the logo is based on its width. The logo must never be less than the sizes shown below.

### Horizontal Logo



### Vertical Logo



# Logo on Backgrounds

When placing logos on a background, follow these guidelines to ensure maximum legibility and visibility.

## Do



Place the logo on a white background.



Place the logo on a light colored background.



Place the reverse logo on a Prosperity Blue background.

## Don't



Place the logo on top of an image.



Place the logo on a bright colored background.



Place the logo on a Prosperity Orange background.

# Improper Uses

Elements of the Prosperity Bank logo are arranged in a fixed relationship and should not be altered. Avoid the following misuses to ensure our logo retains its integrity.

## Don't



Change the color of the logo.



Stretch or condense the logo.



Rotate the logo.



Make adjustments to the logo.



Change the fixed relationship of the logo elements.



Add type or designs to the logo.



# Tagline

Our tagline, **Real bankers. Not just a bank.**, conveys important brand messaging to our customers and stakeholders, so it should be used whenever possible on initiatives such as digital banners, print advertisements, POS, collateral and so on. However, the tagline doesn't need be a part of transactional communications where it would feel out of place or too promotional.

## No Stack Logo

Use this configuration when the horizontal version of our logo is used.



Real bankers. Not just a bank.

## Horizontal Logo

Use this configuration when horizontal space is limited and we have to use a stacked version of our logo.



Real bankers. Not just a bank.

# Brand Colors

These are the official colors of the Prosperity Bank logo, and the approved primary, secondary and tertiary color palettes that can be used in layout. The color breakdowns are provided in Pantone, CMYK, RGB and web. Please ensure you are using the correct breakdown for the format being used.

## Primary Colors

Prosperity Blue and Orange are the primary brand colors and should be used prominently in all layouts.

Prosperity Blue	Prosperity Orange
PANTONE : 288C CMYK : 100 / 79 / 17 / 3 RGB : 15 / 76 / 139 WEB : 0F4C8B	PANTONE : 159C CMYK : 7 / 68 / 100 / 1 RGB : 228 / 112 / 30 WEB : E4701E

## Secondary Colors

The secondary colors can be used for graphics or backgrounds to highlight information. Screens of 25%, 50% and 75% are also available to ensure maximum contrast.

## Tertiary Colors

Yellow-Green should be used sparingly as an accent color or as part of a graphic, chart or call to action. Main body type should always be in Dark Grey and never 100% black.

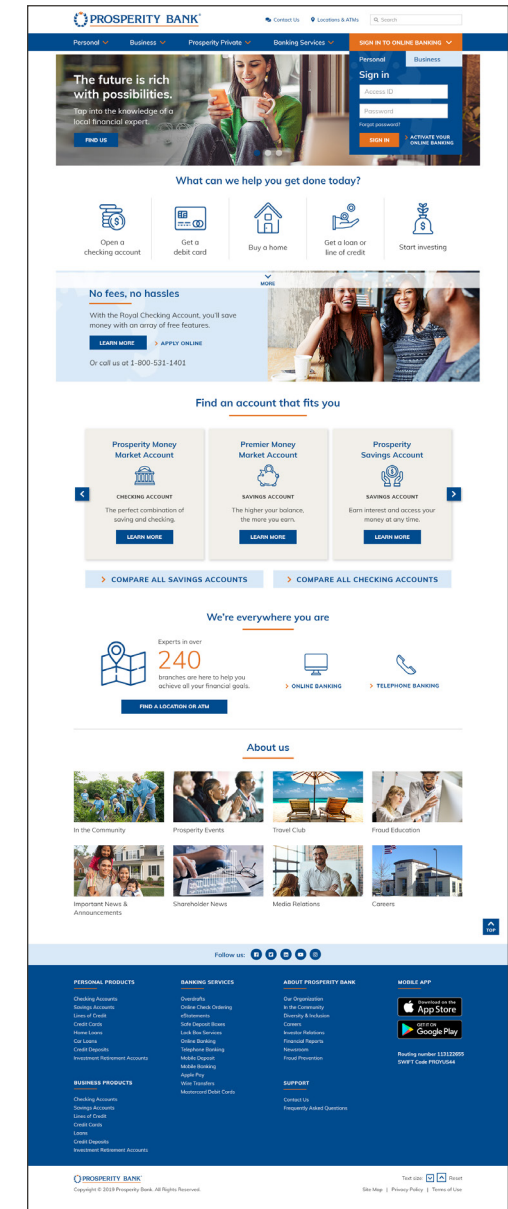
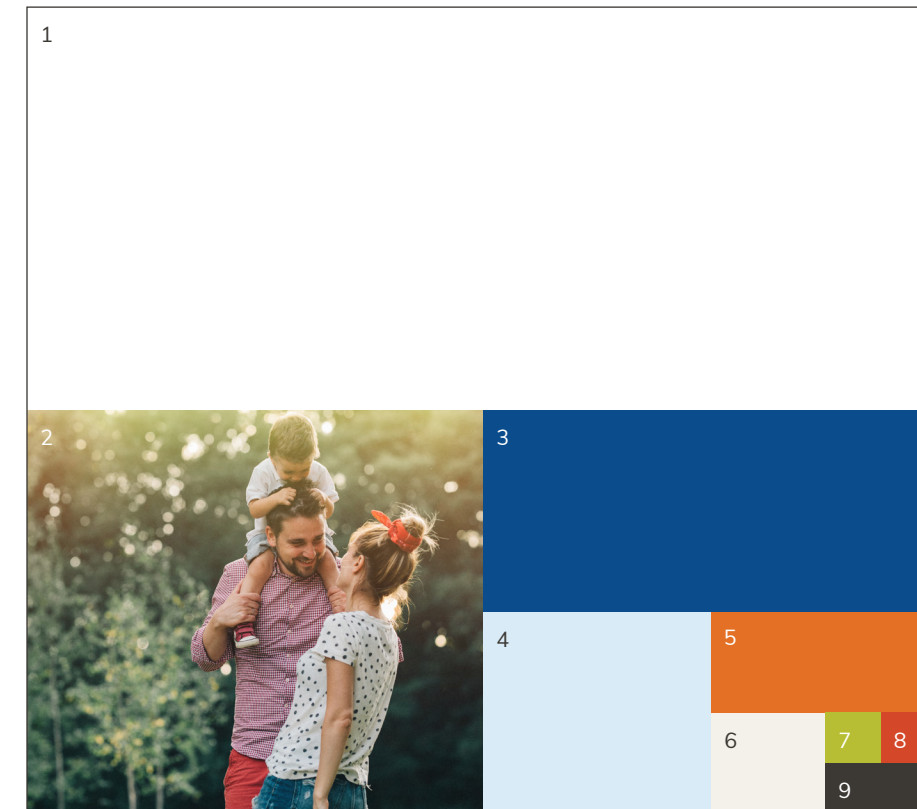
Grey	Light Blue	Yellow-Green	Red	Dark Grey
PANTONE : COOL GRAY 1C CMYK : 4 / 4 / 7 / 0 RGB : 242 / 238 / 232 WEB : F1EFE9	PANTONE : 545C CMYK : 13 / 3 / 0 / 0 RGB : 217 / 233 / 247 WEB : DBE9F7	PANTONE : 583C CMYK : 33 / 13 / 100 / 0 RGB : 183 / 190 / 52 WEB : B8BE14	PANTONE : 173C CMYK : 12 / 87 / 100 / 2 RGB : 210 / 73 / 42 WEB : D2492A	PANTONE : BLACK 7C CMYK : 65 / 61 / 64 / 54 RGB : 61 / 57 / 53 WEB : 3D3935
25%50%75%	25%50%75%	25%50%75%	25%50%75%	

# Color Proportions

It's important to always present information to our customers in a clean and friendly manner, without overusing the brand colors. Follow this simple guide to ensure all Prosperity Bank communications have a consistent look and feel.

## Color Proportions

White should always be the prominent background, followed by imagery to help tell the story. Primary, secondary and tertiary colors can then be used as accents in varying degrees.



# Member and Lender Logos

The definition of “advertising” varies, but for the purpose of this checklist, “advertising” is a message created for any media designed to attract attention to Prosperity Bank and its products and services.

## FDIC Official Advertising Statement Member FDIC

The official statement must appear on all advertisements except the below listed items, which may include the statement but it is not required.

- Advertisements that do not name the bank
- Advertisements on radio that do not exceed 30 seconds
- Advertisements on television that do not exceed 30 seconds
- Advertisements in which it is impractical to include the official advertising statements, such as small calendars, matchbooks, pens, pencils, key chains, and similar items
- Statements of Condition that are required by law to be published

The “Member FDIC” statement must NOT appear on advertisements relating to:

- Non-deposit investments, such as mutual funds or annuities
- Trust accounts (other than those that are insured, such as IRA’s)
- Safe-deposit boxes
- Credit insurance

## Equal Housing Lender Legend and Logo

The Equal Housing Lender legend (house) and logo (“Equal Housing Lender”) must be included in all advertisements for dwelling-related loans. For oral advertising, the statement “Equal Housing Lender” will suffice.

**Member  
FDIC**



