Alpine Bank
Member FDIC
BRAND STANDARDS
Our identity is a valuable and highly visible asset.
It is essential that we preserve and protect our identity.
These guidelines establish a standard for use, which
helps build recognition with customers and the public.
REVISED 2025

Either of the logos below are the ones to be used on all materials that require an Alpine Bank logo. All of the elements in the logo are fixed and cannot be modified for any reason. There is no need to redraw the logo or change it in any way.

PREFERRED LOGO

ACCEPTED STACKED LOGO USAGE

The stacked logo is only to be used if the preferred logo will not fit in a given space.

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 Blue or Alpine Green. Always choose the color that gives the logo maximum legibility.

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

Alpine 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

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

INCORRECT LOGO USAGE

DO NOT screen

DO NOT change the spatial relationship

DO NOT switch position of the tree or copy

DO NOT loose legibility, be sure there is visible

DO NOT change the font

DO NOT add an outer line

DO NOT change the color

DO NOT fill in the tree

DO NOT embellish in any way

DO NOT add a circle around the tree

DO NOT stretch or squeeze

DO NOT remove Member FDIC

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

Title and body: **Myriad Pro font family**

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 font family**

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

Title and body: **Montserrat font family**

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

COLORS

Below are our preferred colors to use for any marketing materials. One of our two corporate colors should be present.

CORPORATE COLORS

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

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

SECONDARY COLORS *(For backgrounds)*

Colorado
Hex: #80340d

Silt
Hex: #e6d9c3

Yellow
Hex: #e7b621

Mint
Hex: #52c491

Aqua
Hex: #439bb4

Silver
Hex: #dcddde

POP COLORS *(For call to actions)*

Bing Blue
Hex: #0044CC

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ICONS

The use of icons is encouraged to add a visual break on any communication. Our icons are filled images inside a solid circle.

INFOGRAPHICS

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

PHOTOGRAPHY DIRECTION

When choosing a photo from a stock image provider, photoshoots or Artificial Intelligence (AI), keep these directions in mind.

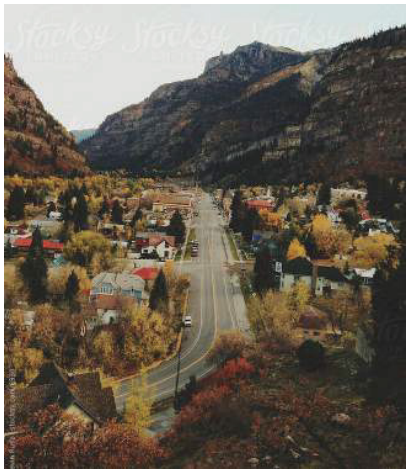
- Incorporating photography that's genuine to Colorado's landscapes and lifestyles.

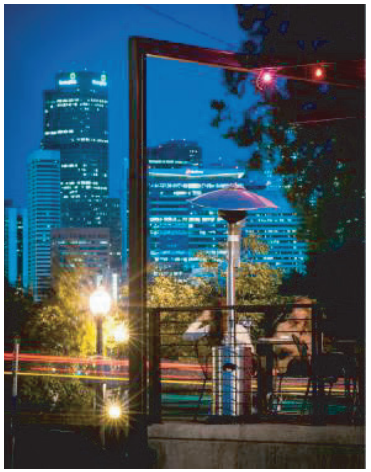
- Show people in their natural habitat with elements that make them unique, such as unique accessories or tools, and styles of dress.

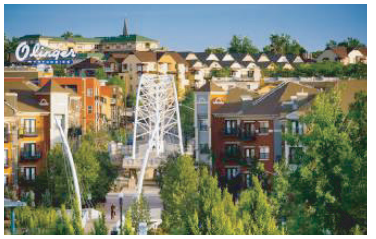
- Use photos that make an emotional connection.

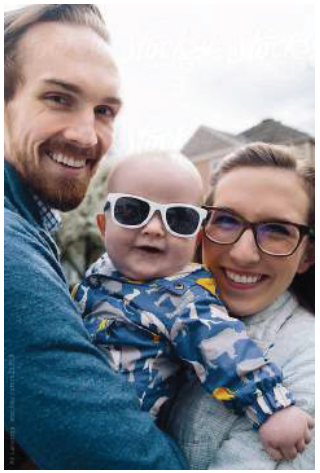
- Show of diversity of people whenever possible.
  Definition of diversity is not just race but age, sex, culture, disability, physical body image and sexual orientation.

- The image should be a representation of the communities we serve.









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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:

CARING • HONEST • SIMPLE • COMMUNITY • OPEN • COMMITMENT • EXCEPTIONAL
POSITIVE • AUTHENTIC • FRIENDLY • COMPASSION • CULTURE

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

IS:	IS NOT:
A conversation	A lecture
Open	Distant
Real	Untouchable
Human	Robotic
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, 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 ALPINE WAY
When you succeed. We succeed. Since 1973, Alpine Bank has worked to create a culture that is inspired by caring. We care about our customers, our communities, and our employees. We care about you.

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 stale financial services content.
5. **Humanize products and services.** Craft punchy headlines and inspirational 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. Make up for minimal introductory captions with extensive details on benefits and features on the next page or by sending them to the website for more information. In sentence construction, keep it simple. Focus on subject-verb-object. Rinse and repeat. Idioms and other common 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 Head 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, with the bank's website and proper disclosures.

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

EXTERIOR LONG-TERM SIGNS

The Maintenance Department helps with production and installation of these signs, please reach to them.

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. If a casing is being used, this can be white, silver or Alpine green.

Althought 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.

INTERIOR LONG-TERM SIGNS

The Maintenance Department helps with production and installation of these signs, please reach to them.

These 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**

TEMPORARY SIGNS

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

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

QR CODES

When creating QR codes that direct the public to a page on Alpine Bank's website, please follow these guidelines.

MUST:

- Use an Alpine Bank tree logo in the middle of the QR code, for branding and added security.
- Use a trusted source to generate the QR code. The marketing department has a source, if needed.
- Make sure the code is clearly readable.
- The code should not be smaller that 0.8"x 0.8"

RECOMMENDED:

- Rectangular border with rounded edges.
- 'LEARN MORE' or 'CONTACT ME' copy as a call to action in the bottom of the QR code inside the border.
- Arrow in contrast color to draw attention to the code.
- Use Alpine Bank approved colors
- UTM code provided by Alpine Bank for tracking purposes.

ACCEPTABLE USE:

- Print advertisements (newspapers, magazines, direct mail)
- Web links to Alpine Bank videos
- Web links to specific Alpine Bank landing pages
- Access to Alpine Bank Wi-Fi access points
- Access to Alpine Bank's social media accounts
- Vcards for Alpine Bank's employees

UNACCEPTABLE USE:

- Stickers that only have the QR code
- Signs near or on ATM machines or night deposit boxes
- Prompting for payments
- App download and installs
- Applications or pages to open accounts

SOCIAL MEDIA

Tagging Alpine Bank on social media posts is easy, use the tags below:

- **Facebook**: @AlpineBank (Lime Green Logo)
- **X:** @AlpineBankColo
- **Instagram**: @alpinebank
- **LinkedIn**: @alpinebank

Find some valuable tips on how to tag us in your social media posts at:
www.alpinebank.com/brand

This information is located in the tab labeled:
TAGGING ALPINE BANK ON SOCIAL MEDIA

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

CARING TOGETHER TITLE
It can be used in its stacked or all-in-one line format.

CARING TOGETHER

CARING
TOGETHER

BACKGROUND
The use of a photo for the whole space is preferred. Using some of our brand colors as a background for the copy to make it legible is acceptable.

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

INSIGNIA (OPTIONAL)
The insignia can be located anywhere in the ad at a transparency and size enough to be legible, but not too distracting.

LOGOS
The Alpine Bank logo should be readble. Additional footer information will be needed as follows, depending on the content of the ad.

- All ads, except for the Wealth Management ads, need to have the Member FDIC legend.
- Loan ads also need to have EHL house logo and legend with the bank's NMLS#.
- Wealth Management ads need the ABWM logo and only the Wealth Management disclosure.

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

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

CARING TOGETHER TITLE
It can be used in its stacked or all-in-one line format.

CARING TOGETHER

CARING
TOGETHER

BACKGROUND
The use of a photo for the whole space is preferred. Using some of our brand colors as a background for the copy to make it legible is acceptable.

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

CTA BUTTON
The button is preferred to be outlined in white and filled in Bing Blue. It should stand out.

The LEARN MORE copy is in all caps in Myriad Pro Semibold Condensed font followed by an arrow.

LOGOS
The Alpine Bank logo should be readble. Additional footer information will be needed as follows, depending on the content of the ad.

- All ads, except for the Wealth Management ads, need to have the Member FDIC legend.
- Loan ads also need to have EHL house logo and legend with the bank's NMLS#.
- Wealth Management ads need the ABWM logo and only the Wealth Management disclosure.

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