GRAPHIC STANDARDS

VENDOR GUIDE

Southern Bancorp

INTRODUCTION

A Different Kind of Bank

From our mission to our markets, Southern Bancorp is a unique financial institution that was founded to help strengthen underserved communities through financial access and investment. By combining traditional banking and lending services with financial development tools ranging from credit counseling to public policy advocacy, Southern Bancorp helps underserved families and communities grow financially stronger – regardless of zip code.

Southern's focus is on growing its impact and influence through responsive, responsible, and innovative product delivery to the un/underbanked, as well as developing strategic partnerships that help broaden its impact far beyond its physical market borders such as with the CDFI Fund and the Global Alliance for Banking on Values (GABV).

With such a unique mission, it is imperative that we tell our story in the most approachable, professional, and cohesive way. That's why the Graphic Standards Guide is an important document for every vendor, partner, and staff member.

For more information, questions, and media files please go to

banksouthern.com/mediakits

or contact

media@banksouthern.com

STANDARDS

Southern Bancorp

Southern Bancorp Community Partners

Pantone 3005 PC 3
C 100 M 28 Y 0 K 0
R 0 G 140 B 209
Hex 008bd1

Pantone 3005 PC 3
C 100 M 28 Y 0 K 0
R 0 G 140 B 209
Hex 008bd1

Pantone 540 C
C 100 M 84 Y 39 K 33
R 19 G 49 B 86
Hex 133156

Pantone 425 C
C 65 M 56 Y 53 K 29
R 85 G 87 B 87
Hex 555759

Minimum Size: 1 inch
to maintain legibility.

Pantone 423 C
C 48 M 39 Y 39 K 4
R 138 G 140 B 140
Hex 8a8b8c

Safe Zone: width of the B
to allow for appropriate negative space.

TYPOGRAPHY

Glober

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!@$%&

*Glober is a licensed font purchased by Southern Bancorp and the official brand font. No other font is authorized. Do **NOT** substitute for a similar font. If you need this font, please contact the Communications team at **media@banksouthern.com**.*

LOGO USAGE

PRIMARY LOGO

Southern Blue ONLY
Pantone 3005 PC 3

River in the icon is transparent, NOT white

Southern Bancorp

Dark Southern Blue ONLY
Pantone 540 C

Southern Blue ONLY
Pantone 3005 PC 3

ALTERNATIVE LOGOS

Southern Bancorp

Southern Bancorp

Southern Bancorp

GRADIENT LOGOS

When creating black and white documents, an all-black or all-gradient logo can be used. The white logo can be used for any non-white backgrounds.

NON-WHITE BACKGROUNDS

Southern Bancorp

Southern Bancorp

Southern Bancorp

DARK TONES

MID TONES

LIGHT TONES

When using a background that isn't white, the all-white logo should be used on any color that competes with the Southern blues. Usually anything darker than a pastel is too dark to use the color logo.

INCORRECT LOGO USAGE

DO NOT reverse the colors of the text.

DO NOT change the logo to unofficial colors.

DO NOT add gradient effect to river icon or other elements.

DO NOT use other fonts.

DO NOT add other text.

DO NOT add branch location or department name.

DO NOT stretch or warp logo.

DO NOT reconfigure logo elements.

COMMON LOGO MISTAKES

White on dark background ✓

Background competes with logo ✗

White on mid background ✓

Background competes with logo ✗

Color logo with white box around it ✗

Color on light background ✓

Similar but not brand colors ✗

Not brand color ✗

Not brand colors ✗

Logo reconfigured ✗

Transposed colors ✗

Wrong font ✗

White river ✗

A WORD TO VENDORS, MEDIA PROFESSIONALS, AND PARTNERS

For quality photos and bios of Southern Bancorp or Southern Bancorp Community Partners executive leadership, please go to **banksouthern.com/mediakits.**

Our executive leadership is available for speaking engagements. For more information, please visit **banksouthern.com/mediakits**. Email requests to **media@banksouthern.com**.

All other media requests should also be sent to **media@banksouthern.com.**

Southern Bancorp is affiliated with a number of venerable organizations. For more information and press requests, please visit their websites.

B Corporation
www.bcorporation.net

Global Alliance for Banking on Values (GABV)
www.gabv.org

BankOn Arkansas+
www.bankonar.org

Community Development Financial Institutions Fund (CDFI)
wwwcdfifund.gov

Federal Deposit Insurance Corporation (FDIC)
www.fdic.gov

VENDOR CONTRACT

As a representative of the business or organization affiliated with Southern Bancorp and/or Southern Bancorp Community Partners, I, _____ , agree to follow the rules stated in the Graphic Standards Guide. As an affiliate of Southern Bancorp, I agree to:

· Refrain from altering or omitting any colors, fonts, or content not already stated in the guidelines above.
· Ask for the appropriate files directly from media@banksouthern.com and use without altering.
· Ensure high quality of logos, colors, and content by making sure that nothing is stretched, altered, or pixellated.
· If unsure of the quality of the files or instructions, contact the Marketing Communications team directly via media@banksouthern.com to verify.
· Contact media@banksouthern.com if the Southern Bancorp representative is giving you a project that breaks graphic standards.

I have read the Graphic Standards Guide and agree to the terms.

Name_____

Business / Organization_____

Date_____

Electronic signing, or agreement via email is fine. Please send to media@banksouthern.com.