



# **BRAND STANDARD**

Rev 0.2 (Aug 6, 2019)

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# BRAND TRUTHS

The Brand Truths are guiding statements that influence the identity and future of Ciera Bank.

## **General Truths about the Banking Industry:**

- Banks are often viewed as having no discernable difference in services between them.
- The lack of discernment emphasizes a greater need for superior customer service which will in turn translate to a sense of partnership and trust.
- Customers yearn for a more personal relationship (someone keeping their best interest at heart), but also the perceived security afforded by larger institutions.

## **On community banks:**

- Community banks tend to be more agile than their larger retail/commercial institutions, offering local decision making and speed to market.
- Community banks tend to be more in tune to the individual, over big corporate interests.
- Community banks are perceived as being good for the little guy—from the neighbor next door to the shop/office down the street.
- Community banks are small business savvy, and attuned to the local market.

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## **BRAND PROMISE**

The Brand Promise is Ciera Bank’s statement of purpose as it upholds guiding truths in its own unique way.

Ciera Bank is a long standing, Texas institution that is fully committed to its clients’ success unlike any other. That’s because at Ciera, customers are more than just transactions. They’re the lifeblood of the community. This idea is core to the company’s philosophy and sits behind every aspect of the client relationship. Progressive, agile, and never backing down from a challenge, Ciera Bank is not just a bank, but valued partner...a friend, a guide, and an agent of progress.

“We help get stuff done.”

### **The customer/client payoff:**

- Texas roots convey a sense of pride, tradition, and longevity. Doing business with such an entity fulfills a sense of purpose and belonging.
- A “relationship” focus fosters feelings of connection (of being connected), of having a genuine business partner with all the answers. Someone in their corner, an advocate.
- Knowledge and discipline in the market creates a sense of credibility, but commitment and consistency creates a sense of loyalty.
- Service agility and fast decision making help create a sense of exclusivity and special treatment (not just a number.)

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## **BRAND STORY**

The Brand Story provides a history and continuity to the brand, establishing where and why Ciera began its journey.

Ciera Bank was originally established October 10, 1889 as First National Bank in Graham, serving the immediate needs of the local populace. By 2013, it would change its institution class to insured commercial or savings bank (member FRS), and its regulatory body from Comptroller of the Currency to the Federal Reserve Board. In the same year, the institution acquired West Side Bank and Trust (Fort Worth), and First Security Bank NA (Flower Mound), ultimately bringing all entities together under a common name—Ciera Bank.

While perhaps the details of the acquisitions aren't necessarily relevant to brand absorption, the fact that Ciera Bank was around before there were even cars on the road, IS. Its longevity transcends the Great Depression and multiple recessions, and the fact that it still serves the local community, speaks to a certain "tough as nails" Texas exceptionalism shared in sentiment by many residents.

Why Ciera Bank? Simple...because Ciera Bank represents stability. It knows what it takes to survive the worst of times, but even better, is there to help you celebrate the best of times.

### **Underscoring Value Proposition:**

Doing business with Ciera Bank ensures you will receive exceptional service each and every time, underscoring the attitude, commitment and consistency that has seen us through these many years. Our flexibility, discipline, and uncompromised commitment to our customers is our hallmark.

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## **GENERAL NARRATIVE**

The Brand Narrative provides an emotional connection to the Promise, providing a basis for marketing.

Ciera Bank is motivated to provide relief and peace of mind to its clientele, combining not only exceptional customer service (and indeed banking services), but treating customers as they would want to be treated, instilling a strong sense of character, virtue and trust into each of its dealings.

### **In a nutshell:**

Ciera Bank inspires trust through its delivery, because every service is tailored to ensure that the customer succeeds. This is true regardless of the type of customer, or the dollars involved. It is the follow through, and the integrity behind the handshake.

Only we...approach our clients as if we are in their shoes. Our friendly, consultative approach to banking ensures that you not only have the right options available to you, but also, the right team in place to put ideas in motion. We're your partner and we're in this together.

### **Measurement of Success:**

Ciera Bank aspires to be the go-to bank in the DFW market. Further, it aims to change consumer perception of what banking means. The bank is not just a place where financial transactions are accomplished, but where people go for financial accomplishment.

### **Why it works:**

Ciera Bank has weathered the storm time and time again. It's here because it focused on the needs of the community. In the community's success, it too found success. It's a formula that's worked for 130 years and counting.

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## **BRAND EMOTION**

The Brand Emotional Impact describes the unique way that the brand desires to make people feel.

Ciera Bank aspires to create a sense of partnership and loyalty. It hopes to build a foundation of trust and respect in not just the banking community, but the community at large, inspiring recognition and praise as a Texas institution that goes out of its way to determine the optimum solution for every financial contingency, and deliver best of breed services whenever called. In so doing, Ciera Bank becomes known for its people...employees and customers alike.

### **General Customer Affirmations:**

- Excitement working with a company that understands (relationship-based)
- Appreciation for a job well done each and every time (attention to customer success)
- Acknowledgement for being among the best (Texas pride and longevity. Feelings of security)
- Relieved to have a partner that is fully capable of looking out for them (knowledge)
- Thankful for scalability and flexible business solutions (innovative)
- Empowered through the relationship (having an advocate on the inside)

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## **BRAND EXTERNAL EXPRESSION**

The Brand External Expression is the outward message that embodies and carries the Truths, Promise, Story, and Emotional Impact of the brand.

Ciera Bank is a Texas-based financial institution focused on the immediate needs of the community—public and commercial. It’s “people first” approach, compounded by its commitment to exceptional service, friendly and knowledgeable treatment of its clientele, and successive and consistent delivery of top notch banking services, put it in a class by itself, even among peer organizations. It is by this dedication, and its continued efforts to the local community that it affirms and justifies its undeniable roots.

Friendly. Knowledgeable. Dependable.

And proud to serve you.

## STANDARD LOGO

Treatment of the logo will generally adhere to landscape orientation, though a stacked version may apply depending on the application.

### Landscape Treatments (based on background)



The standard logo consists of two elements: 1) a graphic of a waving flag artistically incorporating the letters “C” and “B”; and 2) text stating “CIERA BANK”.

The Font Face is **PRELO SLAB SEMI-BOLD**, though slightly customized.

This version of the logo shall be default to most applications, particularly color applications, on which the logo rests in front of a white, or very light grey background.



White (#ffffff)



Grey (RGB 242,242, 242), (#f2f2f2)  
SHOWN FOR EXAMPLE



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## COLORED BACKGROUNDS

Colored backgrounds include all colors in the spectrum with the exception of black and white (or very light variants.) Use of the “color treated” logo will adhere to either a DARK format, or a LIGHT format for general readability.

### Example of Dark Format Color Treated Logo



### Example of Light Format Color Treated Logo\*



Used sparingly for special promotion.

## CHROMATIC TREATMENT

Chromatic treatments are used for non-color applications.

Examples:



## STACKED ORIENTATION

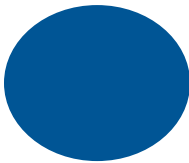
The “stacked” logo adheres to the same color use guidelines as the landscaped logo.



# DIGITAL COLOR PALETTE

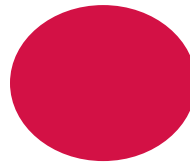
The color palette shall compliment the primary colors of the standard logo.

## LOGO:



### BLUE

HEX: #005595  
RGB: 0 85 149  
CMYK: 1.0000 0.4295 0.0000 0.4157  
HSV/L: 206 100 58



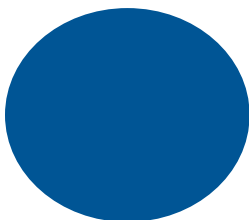
### RED

HEX: #d31145  
RGB: 211 17 69  
CMYK: 0.0000 0.9194 0.6730 0.1725  
HSV/L: 344 92 83

## STANDARD PALETTE:



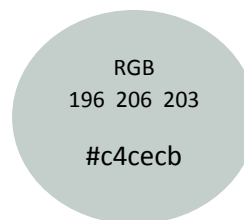
Accent



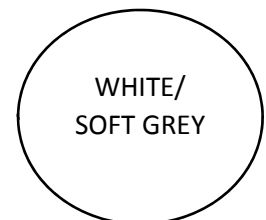
Headings



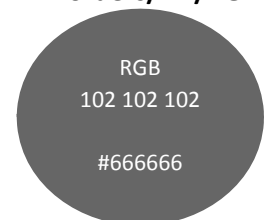
Sub-Headings/  
Bullets



BG on  
Callouts/  
Specialty  
Sections



Content BG



Borders/HR/BG