

Brand Guidelines

Updated March 25, 2024



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Positioning Statement

Honestly Good Banking

“Honestly Good Banking” is a commitment we make—to our customers, to the business, and to each other. It’s a filter through which we look at everything we say and do.

Our Voice

Simple.

A big part of our commitment to Honestly Good Banking is keeping things simple. Our products, services and experiences should be simple. The way we speak should be simple. And even the way we visualize our brand should be simple.

This helps convey a sense of ease and comfort.

Honest.

Honesty is easy. Until it's not.

Sometimes telling the truth is hard and hearing it is even harder. But we're committed to it either way. And we believe honesty is a two-way conversation. So we promise to listen to what our customers and our associates have to say, whether it's a compliment or a complaint.

Neighborly.

If we're going to do business in a community, we intend to contribute to that community as much as any neighbor would. Because that's what good neighbors do. They lend a helping hand and they do it with a smile on their face.

Our Look

Logo

Please contact Simmons Bank Marketing for logos and approved uses by emailing marketing@simmonsbank.com.

Standard Logo



Standard (preferred)



Left (secondary option)

The secondary logo should only be used in situations where the primary logo may not fit or be legible when scaled down.

Logo

FDIC treatment

In many instances, the product or service being promoted is FDIC-insured, such as deposit products (i.e. checking, savings, CDs). For products and services not backed by the FDIC such as investments, trust, and insurance, a different logo is required. Please contact marketing@simmonsbank.com if you have questions or need assistance.

FDIC Logo



Standard FDIC



Left FDIC



Standard FDIC with URL

Logo



Reversed-Out Logo

The reversed logo should only be used on black or very dark backgrounds.



Single-Color Logo

The single-color logo should only be used in greyscale situations where color cannot be used. All other uses must be approved by marketing. Please note the S1 should be transparent and not white.



Logo Spacing

Logo

The letter "i" in Simmons is the scale for the distance.

The space from the outer edge or the bug to the text (with or without the white rule) should always be two of the letter "i".

The scale (2x letter "i") would be measured from the edge of the white rule to the "Simmons Bank" text.



When using the stacked Simmons Bank logo, the "Simmons Bank" text should be scaled where the remaining distance above and below "Simmons Bank" is 1x above and below the text, where the letter "i" is flush with the top and bottom of the S1 bug.

Do NOT:

- Separate S1 bug and logotype or replace it with other shapes or icons.
- Rotate or disproportionately stretch any parts of the logo.
- Make the S1 bug larger than logotype.
- Remove logotype from logo box or choose a new shape.



Brand Extension Logos

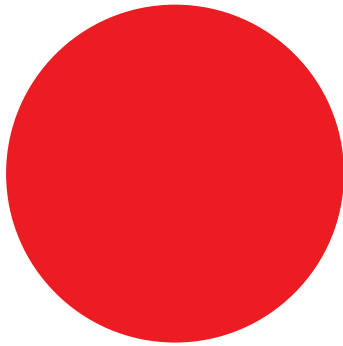
While the Simmons Bank logo is the institutional brand, several brand extensions exist. Only Simmons Bank Private Wealth, Institutional Wealth, and Private Banking can be used in the same capacity as the institutional logo.

External facing division logos, such as Mortgage or Agriculture logos can only be used internally, on employee apparel, branded giveaways, or as determined by the marketing team. Please contact Simmons Bank Marketing for logos and approved uses by emailing marketing@simmonsbank.com.



Primary Colors

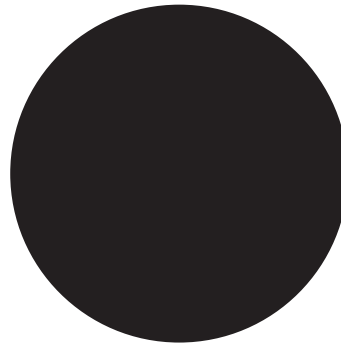
CMYK values have been tested and modified for optimal (not equivalent) color matching with PMS and digital colors.



Red

Red is the heart of our brand. This color draws attention to key focal points, interactive elements in digital, and achieves the overall desired color balance.

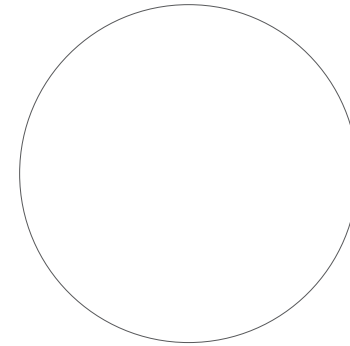
PMS: 2035 C
CMYK: 1, 100, 100, 0
HEX: #DC061B
RGB: 220, 6, 27



Black

Black is primarily used for type. It can be overly dominant when used in large areas or quantities. Use our secondary dark gray in these situations.

CMYK: 0, 0, 0, 100
HEX: #000000
RGB: 0, 0, 0

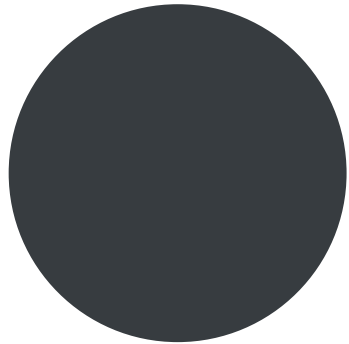


White

White is our most effective tool for softening up our bold, primary red and black colors. Using white for backgrounds and large areas creates white space—keeping our materials feeling light, fresh and welcoming.

HEX: #FFFFFF
RGB: 255, 255, 255

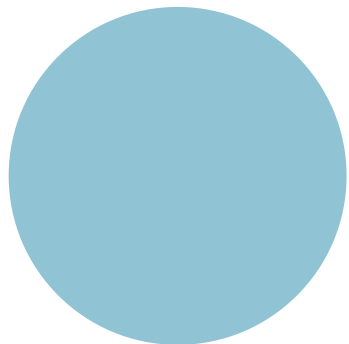
Secondary Colors



Dark Gray

Our secondary gray has been introduced for situations where we need large amounts of black, such as background areas. Use of this secondary gray helps maintain the feel of our primary colors without the dominant nature of our primary black.

CMYK: 8, 0, 0, 90
HEX: #353A3D
RGB: 53, 58, 61



Blue

Our secondary blue is the recommended choice when additional color is needed. As a secondary color, it should not be used in large quantities, such as backgrounds. Use our blue for visual accents, charts, illustrations and design elements.

PMS: 4156 C
CMYK: 40, 8, 10, 3
HEX: #9BC3CE
RGB: 155, 195, 206

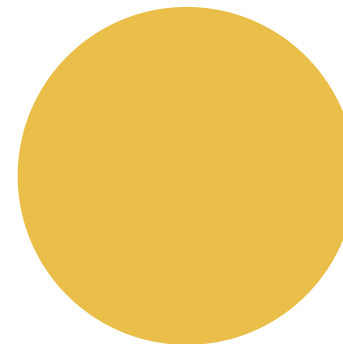


Light Gray

Our secondary light gray is used only for backgrounds when white might feel too sterile. The light gray adds warmth, and can work in conjunction with white to delineate content areas.

CMYK: 0, 0, 0, 7
HEX: #F5F5F2
RGB: 245, 245, 242

NOTE: In print, different percentages of the light gray may be used to achieve necessary contrast.



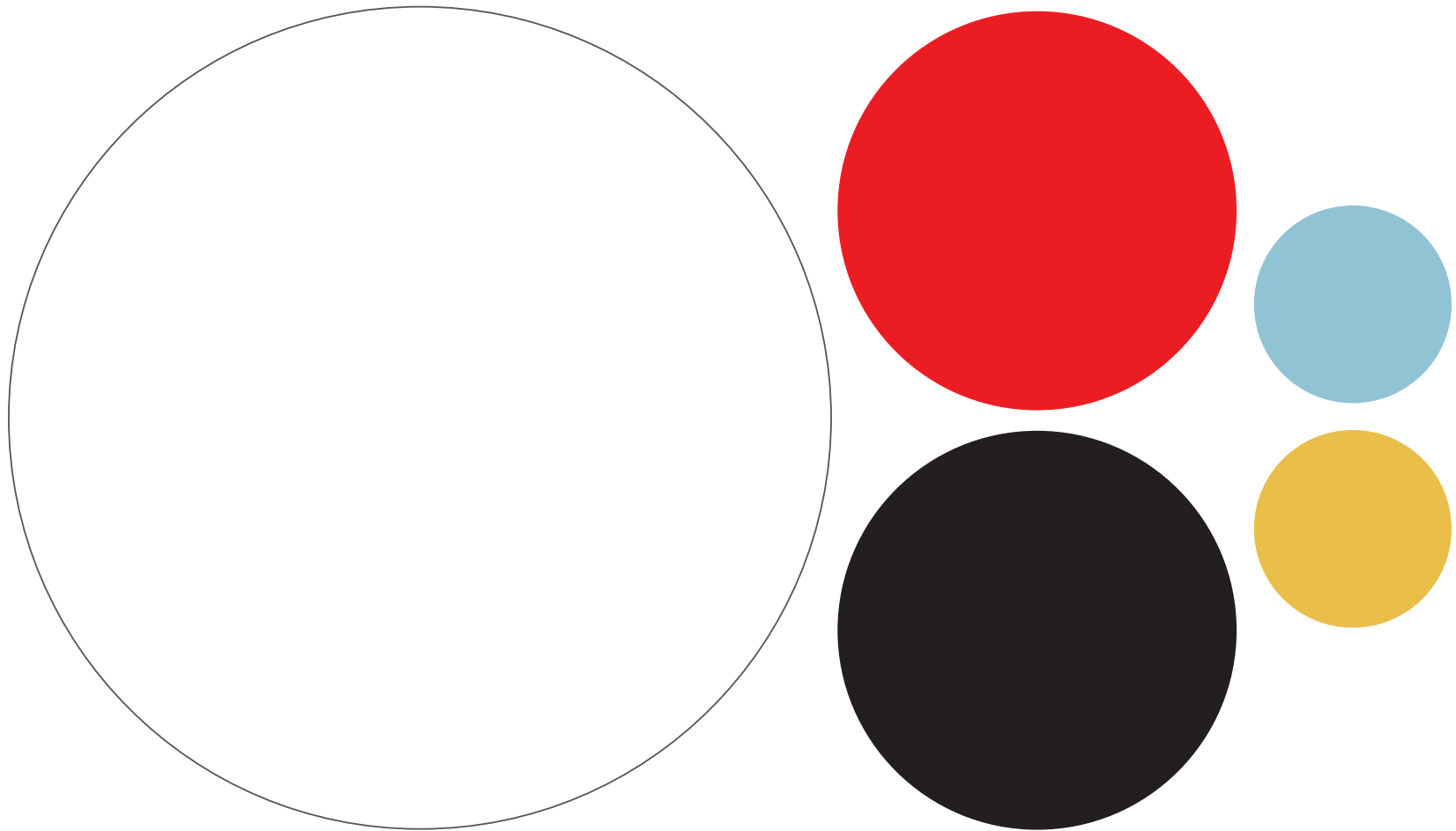
Yellow

Our secondary yellow should be used only sparingly as an accent color, or in charts. It should never be used with red and black/gray on its own, to avoid confusion with Mastercard. This color should be used only in conjunction with our secondary blue.

PMS: 4017 C
CMYK: 5, 22, 81, 4
HEX: #EDC35F
RGB: 237, 195, 95

Color Balance

This is a visual representation of our ideal use of colors. It's important to maintain this balance for branding consistency.



Typography

Our approach to typography is bold and simple.

Headline

Azo Sans, Bold

Title here lorem ipsum.

Subhead

Azo Sans, Regular

Subtitle sed ut perspiciatis unde omnis
iste natus error sit voluptatem.

Body

Azo Sans, Regular

Cras non ornare orci. Maecenas velit magna, condimentum sit
amet vulputate id, lobortis sit amet arcu. Ut molestie sagittis
commodo. Donec ipsum nulla, elementum in nisl non, iaculis
elementum nisi.

Disclosures

Azo Sans, Regular

Mauris aliquet porttitor pretium. Sed vitae pulvinar nisi. Praesent faucibus ex
felis, luctus finibus lectus tincidunt mollis. Donec accumsan tellus nunc, in ac-
cumsan enim egestas ac. Fusce nec mauris rhoncus eros aliquam elementum.
Nullam aliquet gravida eros, eu aliquet risus posuere.

Photography

Our photography should convey authenticity—relatable moments with emotion. These images were captured at just the right time by a good photographer.

Only use images that really feel authentic. Avoid anything that looks staged, posed, stylized, shot under studio lighting, or in any studio at all.

Stylistic Checklist

- ✓ **Authentic/candid**
- ✓ **Natural light**
- ✓ **Diversity (race, age, gender)**
- ✓ **Regional**
- ✓ **Mix of big life moments and everyday**
- ✓ **Photos should not be stylized**
(no color tints, high contrast, filters, etc.)



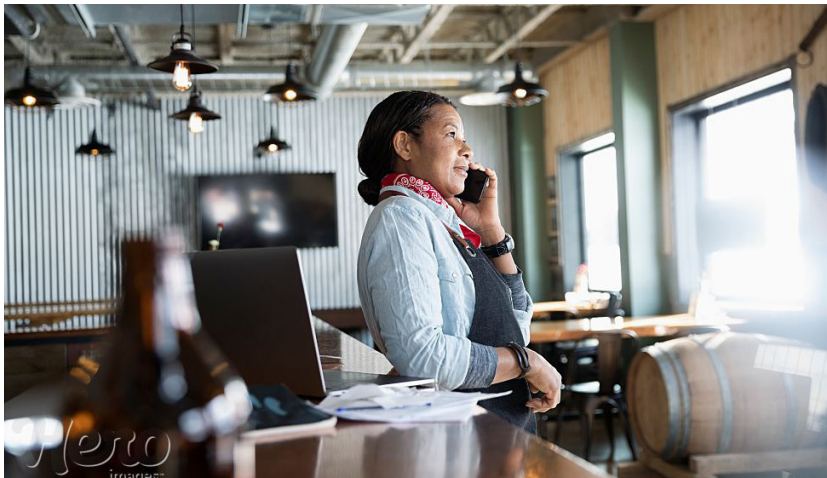
Lifestyle Photography

Lifestyle photos shouldn't feel staged or "forced" for that perfect moment. These photos should be realistic and give the feeling of real-life. The photography should capture the joy of the moment. It should feel like a photographer just came along for the ride, capturing events as they unfolded.



Portraits

In many cases, such as a small business profile, the environment helps tell the story. The photos should feel candid—not posed or with the person smiling at the camera.



Sponsorships

In sponsorship scenarios, try to capture a candid moment. It could be the person in action, having a conversation, or a simple moment (like a golfer cleaning his or her clubs). Using a shallow depth of field helps to ensure that the photo comes across as a portrait. The goal is always authenticity.



Corporate Headshots

For corporate headshots, backgrounds should attempt to match the Simmons Bank gray color for consistency. Clothing with busy patterns should be avoided. If the Simmons Bank pin is worn, it should be on the left lapel.

It is preferred that headshots not include the environment, have background colors other than gray or have the subject tilting at an angle.



Illustration

Illustrations are used as an alternative to photography. As part of the brand, it's important that our illustrations maintain consistency. This is done through consistent use of color and illustration style.

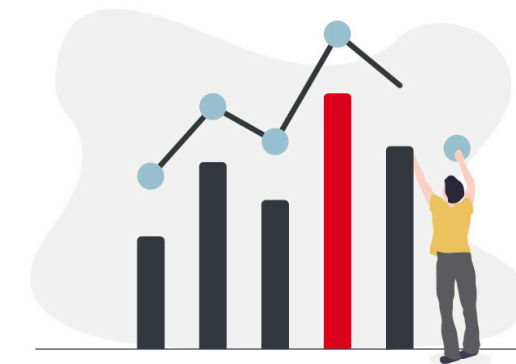
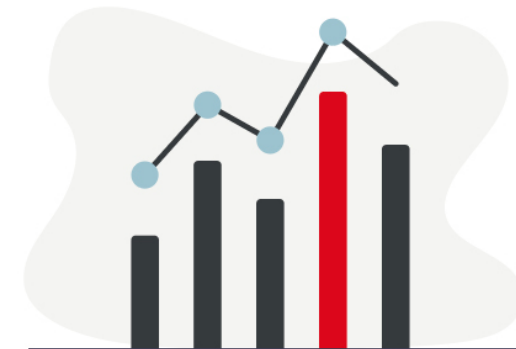
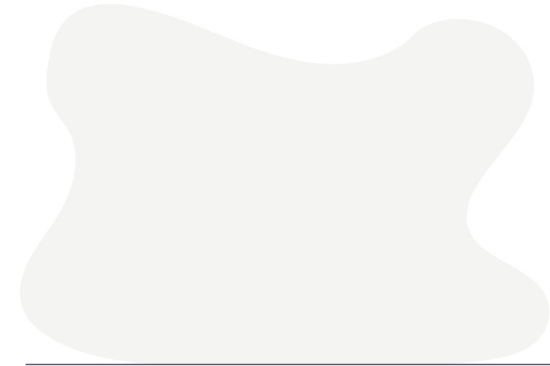


Illustration

When creating illustrations, start with the horizon line to anchor the illustration, and an optional background shape to help define the area of the illustration.

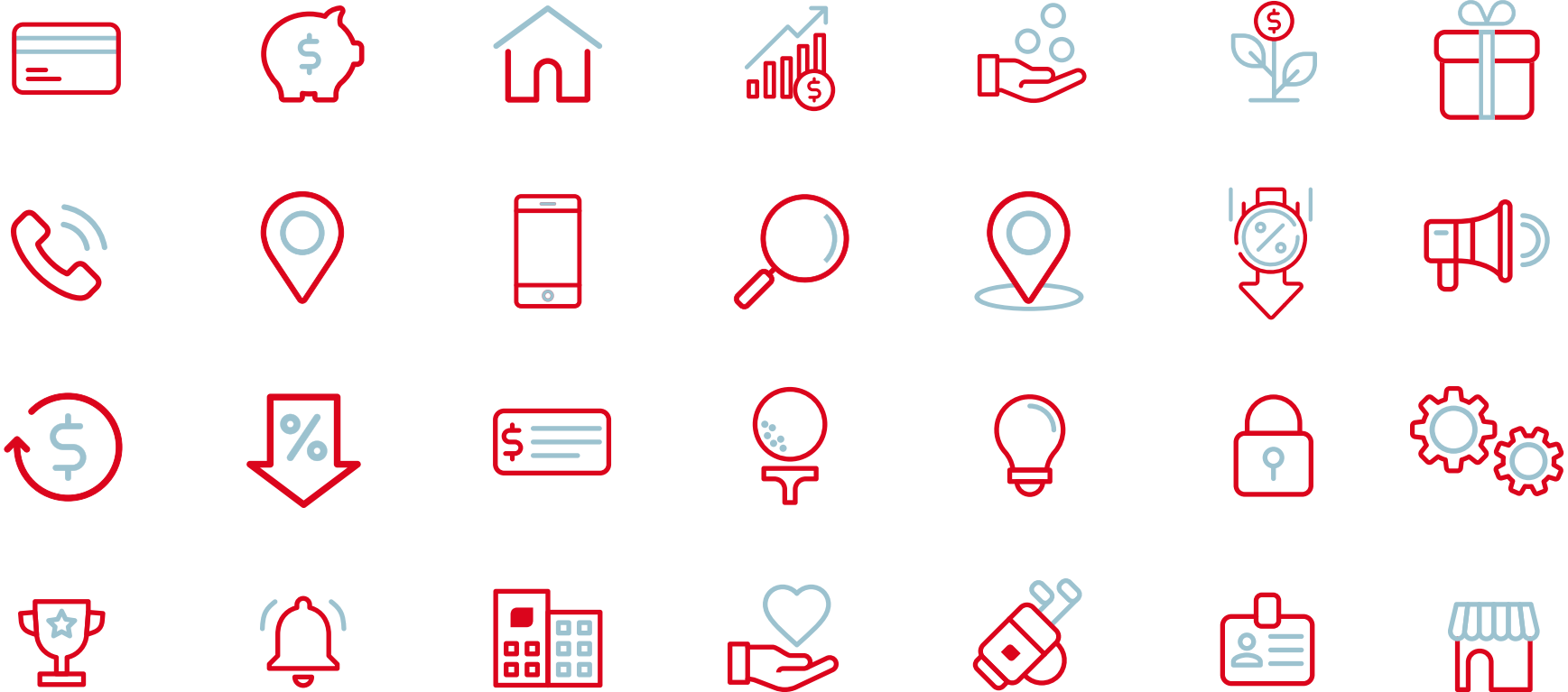
The illustration should be made using solid shapes and minimal lines. The use of color is very intentional—red is used for a focal point, dark gray and blue for larger areas of color, and only a small accent of yellow.

As a last step, people are added to create interest and a unique twist. The people should be engaging with the illustration in some way whenever possible. The placement of people is in front of the horizon line, with a drop shadow.



Icons

Icons are a distinct visual element vs. illustrations. Whereas illustrations are used in place of photography, icons should be used in a more functional way. While primarily used in digital, icons can be used in print in certain situations, such as next to a phone number or website URL.



Templates

Print ad templates



Lorem ipsum dolor sit amet consectetur.

This is a subhead. It can be Simmons Red or Black.

All copy should be simple, and straight to the point. Copy must be sentence-cased, even headlines. This ad shows the representative as the call-to-action.

It's important to be mindful about padding and whitespace around copy and images. This will keep the add legible, clean and on-brand.

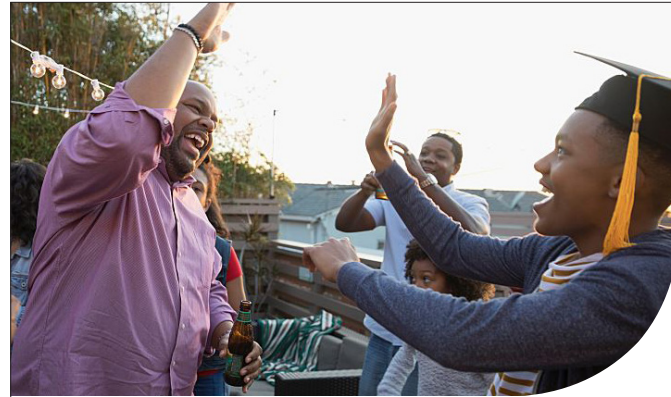


Firstname Lastname
Title position goes here, NMLS#
Address
XXX.XXX.XXXX
Fistname.Lastname@email.com



Member FDIC | simmonsbank.com

Disclaimer copy here. Rem ipsum dolor sit amet, consectetur adipiscing elit. Nullam at ex tempor eros malesuada lacinia in ut orci. Mauris aliquet justo ut nulla tempor, condimentum ultricies urna dapibus. Donec tenses auctor vel, volutpat libero. Sed in sem ut ipsum efficitur accumsan vel ac metus. Aenean malesuada.



Lorem ipsum dolor sit amet consectetur.

This is a subhead. It can be Simmons Red or Black.

All copy should be simple, and straight to the point. Copy must be sentence-cased, even headlines. A print ad always needs a call to action. It could be a phone number, QR code and/or website. Icons can be used in print in certain situations, such as next to a phone number or website URL.



Member FDIC | simmonsbank.com



Call a representative
XXX.XXX.XXXX

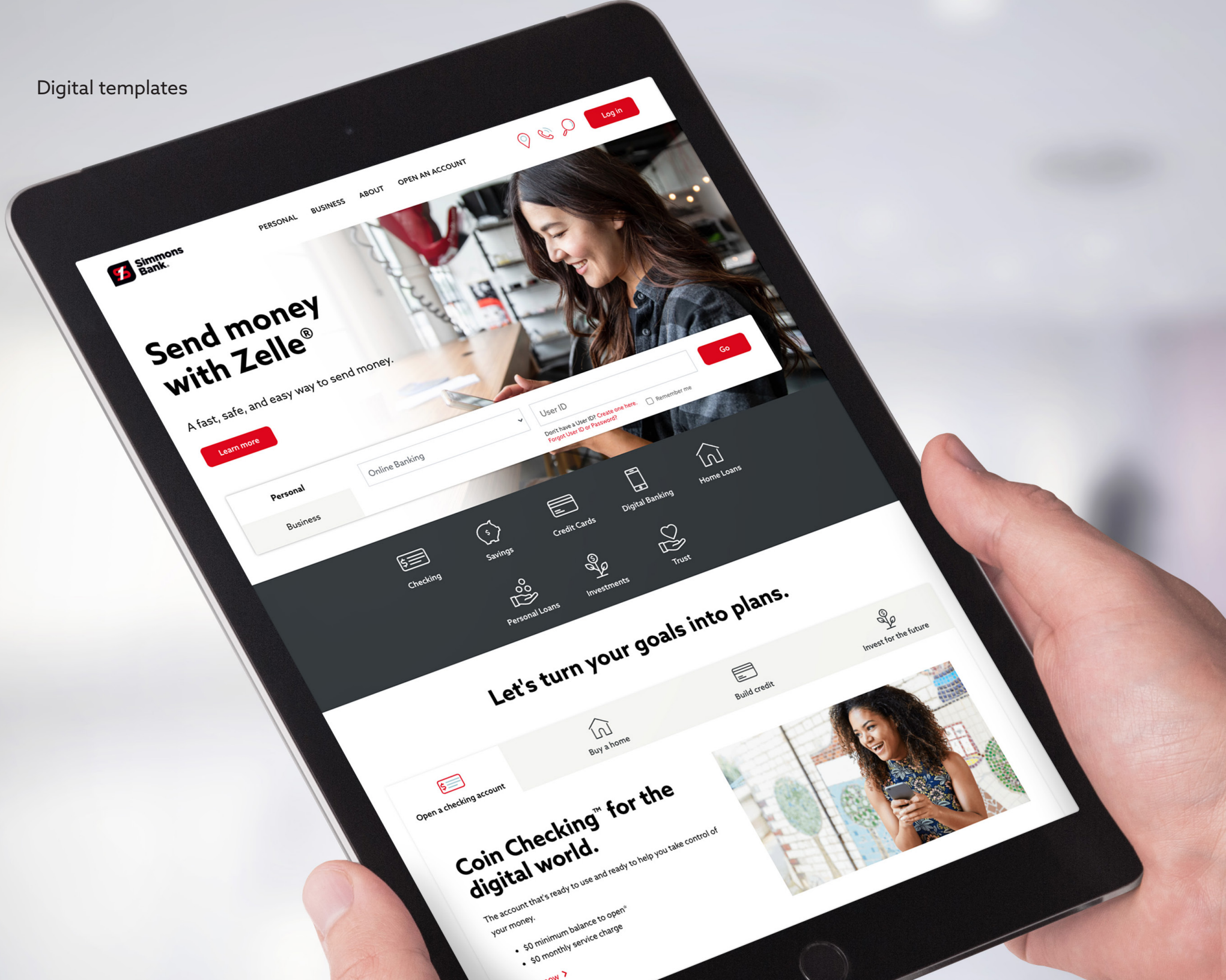


Find your local branch at
www.simmonsbank.com



Disclaimer copy here. Rem ipsum dolor sit amet, consectetur adipiscing elit. Nullam at ex tempor eros malesuada lacinia in ut orci. Mauris aliquet justo ut nulla tempor, condimentum ultricies urna dapibus. Donec tenses auctor vel, volutpat nec libero. Sed in sem ut ipsum efficitur accumsan vel ac metus. Aenean malesuada.

Digital templates



PERSONAL BUSINESS ABOUT OPEN AN ACCOUNT

Log in

Send money with Zelle®

A fast, safe, and easy way to send money.

Learn more

Go

User ID Remember me
Don't have a User ID? [Create one here.](#)
Forgot User ID or Password?

Personal

Business

Online Banking

Home Loans

Digital Banking

Credit Cards

Savings

Trust

Investments

Personal Loans

Checking

Let's turn your goals into plans.

Invest for the future

Build credit

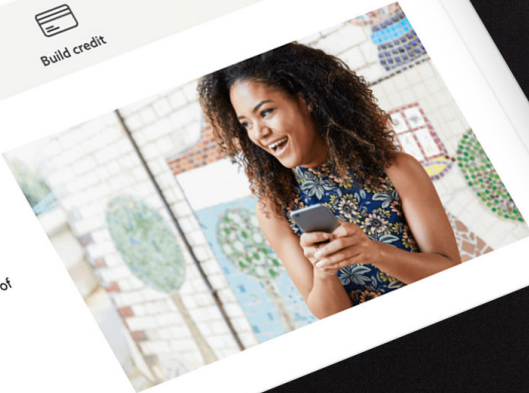
Buy a home

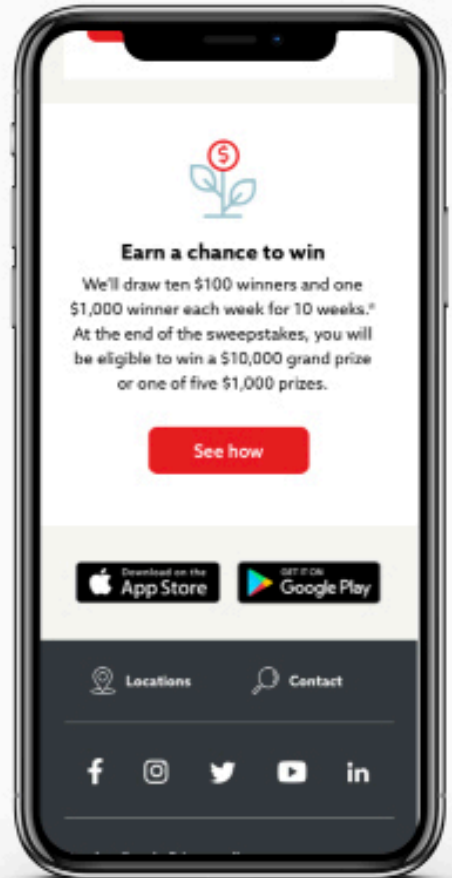
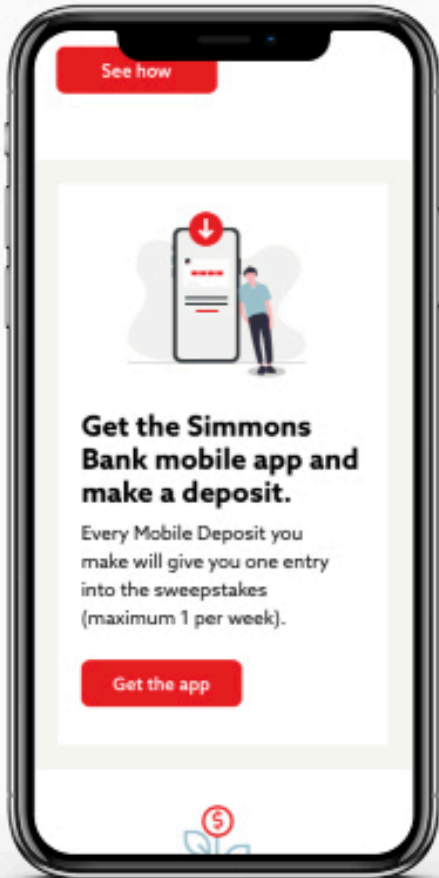
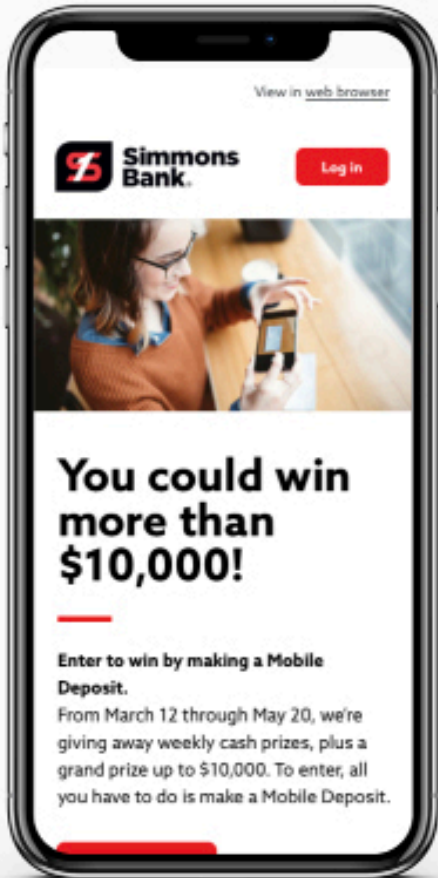
Open a checking account

Coin Checking™ for the digital world.

The account that's ready to use and ready to help you take control of your money.

- \$0 minimum balance to open*
- \$0 monthly service charge





Social templates



Coin Checking™. Ready when you are.

Let's explain

What is APY?

AKA Annual Percent Yield

Arkansas Children's Hospital Pine Bluff Clinic

Pine Bluff, Arkansas

It all starts here.

VISA

FOUNDATION CARD

Simmons Bank

Should I refinance?

#Whatsyourquestion

Summer Soirée



Optional subtext can go here. two image example.

Power Point templates

Month DD, YYYY

Simmons Bank Presentation Cover 4

Optional subhead for presentation cover template 4


Section title template 1



Optional description text for section title template 1. Icon options can be found at the [LinkHere](#).



Optional footnote or disclaimer such as "For Internal Use Only—Not for External Distribution." XX

Content template 2

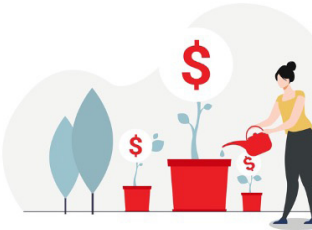

Here is an example of how photography can be incorporated

Optional footnote or disclaimer such as "For Internal Use Only—Not for External Distribution." XX

Section title template 2

Optional description text for section title template 2. Illustration options can be found at [LinkHere](#). The illustration is recommended to bleed off the slide. Never crop over 50% of the graphic.





Optional footnote or disclaimer such as "For Internal Use Only—Not for External Distribution." XX

Content template 1

What makes a slide look like a Simmons Bank slide?


- Big, bold headlines—the shorter the better
- Lots of white space—try not to pack the slide full
- Pops of red—the short red line is a great way to bring this in
- Focused—aim to have only 1-2 primary focal points on a slide



Optional footnote or disclaimer such as "For Internal Use Only—Not for External Distribution." XX


Content template 3

Content can be split into columns



Topic One

Icon options can be found at [LinkHere](#).
If a new icon is needed, contact marketing@simmonsbank.com




Topic Two

Integer vel massa pretium, pretium metus quis, accumsan justo. Morbi congue a dui ac dapibus. Morbi ipsum arcu, gravida id est tincidunt, facilisis consectetur nunc.



Topic Three

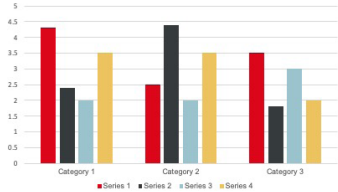
Morbi congue a dui ac dapibus. Morbi ipsum arcu, gravida id est tincidunt, facilisis consectetur nunc.




Optional footnote or disclaimer such as "For Internal Use Only—Not for External Distribution." XX

Content template 4

Chart Title




Charts and graphs use the brand color palette. See mySimmons for approved brand colors. We recommend that there always be a focal point of a slide. If the chart is the focus, try to keep copy to a minimum. This also helps with legibility of the chart.



Optional footnote or disclaimer such as "For Internal Use Only—Not for External Distribution." XX

Thank you

Optional subtitle goes here




Optional footnote or disclaimer such as "For Internal Use Only—Not for External Distribution." XX

Signage Guidelines

All signage must be approved by Simmons Bank Marketing. Please email marketing@simmonsbank.com for approvals.

The Simmons Bank stacked and left horizontal are preferred for any interior and exterior signage.



Centered and right versions of the Simmons Bank logo are not currently in use and not approved for signage.



For use on dark backgrounds, use the reversed logo that includes the white rule around the S1 bug.

Signage Guidelines

All signage must be approved by Simmons Bank Marketing. Please email marketing@simmonsbank.com for approvals.

The letter "i" in Simmons is the scale for the distance.

The space from the outer edge or the bug to the text (with or without the white rule) should always be two of the letter "i".

The white rule should always be on the outside of the S1 bug.

The scale (2x letter "i") would be measured from the edge of the white rule to the "Simmons Bank" text.



The distance between the S1 bug and the "Simmons Bank" text for all logos should be 2x the scale, meaning the distance between the S1 bug and the text is 2x the width of the letter "i".



When using the stacked Simmons Bank logo, the "Simmons Bank" text should be scaled where the remaining distance above and below "Simmons Bank" is 1x above and below the text, where the letter "i" is flush with the top and bottom of the S1 bug.



Only for exterior sign purposes should the "Simmons Bank" text be increased in the horizontal logo. "Simmons Bank" should be equal height to the "S" in the S1 bug.