



wayne
BANK™

Every Day Better™

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PROMISE

To make every day better by providing the tools, support, and expertise to help our customers reach their goals, both big and small.

MISSION

To help our customers and communities build strong financial futures, so that every day, every year, every generation, is better than the last.

VISION

To be an essential and transformative part of every community we serve.

Every day, opportunity knocks at the door,
offering a wealth of new chances.
The chance to work harder.
Laugh louder.
Shine brighter.
Be kinder.

Every day, we embrace those chances.

We're dedicated to working together to
help our friends and neighbors dream bigger,
go further, and breathe easier.

We're passionate about improving lives by
building real relationships with our customers,
and cheering each other on as we make our
communities amazing places to live.

Together, we welcome the opportunity
to make every day brighter.
Every day bolder.
Every day better.™



Logo

Logo Components

The Wayne Bank logo should always be reproduced as a complete unit, comprised of the logo mark and logotype, with a consistent position and color set. The mandatory trademark symbol is included to indicate that the contents of the entire logo lockup are trademarked (this includes the logo mark, the logotype and the tagline).



Logo

Logo Minimum Clear Space

The safe area around the perimeter of the logo shall be equal to or greater than the area of the logo mark within the logo (see example). This rule applies to all versions of the logo.

LOGO CLEAR SPACE IS BASED ON
THE AREA OF THE LOGO MARK



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Logo

Logo Reproduction Size

The Wayne Bank logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small in print and digital mediums, it is no longer legible and its impact is diminished.

There are minimum reproduction rules for three styles of logos in this family of logos:

NOTE: THE “LOGOTYPE” WIDTH IS THE WIDTH OF THE WORD “WAYNE”

The logo with tagline – If the logo has the *tagline included*, it must never be reproduced with the “logotype” width being smaller than 1 inch (1.00”) wide or 72 pixels wide.

The logo without the tagline - If the logo *does not include the tagline*, the “logotype” width must not be smaller than 3/4 inch (0.75”) or 54 pixels wide.

The smallest isolated logo mark should be 1/4” tall or 18 pixels tall.

DO NOT MAKE HEIGHT OF LOGO
MARK LESS THAN 1/4 INCH TALL
(18 PIXELS TALL)



VERTICAL LOGO

WITH TAGLINE



DO NOT MAKE WIDTH OF LOGOTYPE
LESS THAN 1 INCH WIDE
(72 PIXELS WIDE)

WITHOUT TAGLINE



DO NOT MAKE WIDTH OF “WAYNE” IN THE
LOGOTYPE LESS THAN 0.75 INCH WIDE
(54 PIXELS WIDE)

HORIZONTAL LOGO

WITH TAGLINE



DO NOT MAKE WIDTH
OF LOGOTYPE
LESS THAN 1 INCH WIDE
(72 PIXELS WIDE)

WITHOUT TAGLINE



DO NOT MAKE WIDTH
OF “WAYNE” IN THE LOGOTYPE
LESS THAN 0.75 INCH WIDE
(54 PIXELS WIDE)

Logo

Logo Configurations: Acceptable Use



Logo

Logo Configurations: Unacceptable Use

The logo elements, including the tagline, should not be positioned or configured in any other manner than shown on the Acceptable Use page. Properly configured logos can be found on page 8.



Logo

Logo Color Formats: Acceptable Use

The logo may only be used in the color formats shown here. The marketing department may use additional treatments for apparel and other specialty items; however, employees and third-party individuals may only use the treatments shown below unless directly instructed or authorized by the marketing department.

TYPICAL
COLOR

IN A GREYSCALE ENVIRONMENT USE MONO-WHITE OR MONO-BLACK

ALSO, IN AN ENVIRONMENT THAT PROVIDES ENOUGH CONTRAST, THE YELLOW LOGO MARK AND BLUE LOGOTYPE CAN BE USED



BRAND GUIDELINES



Logo

Logo Color Formats: Unacceptable Use

The logo shall at no time be used in any color formats other than what’s specified in the “Acceptable Use” section of this guide. Properly colored formats can be found on page 10.



AVOID LOW CONTRAST COLOR SETTINGS

Logo

Logo Guidelines

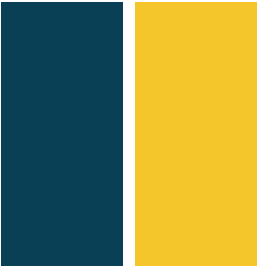
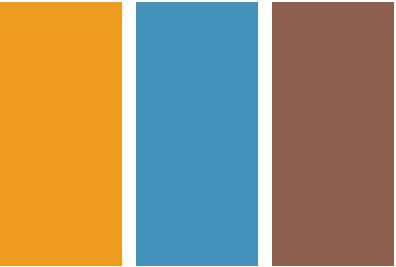
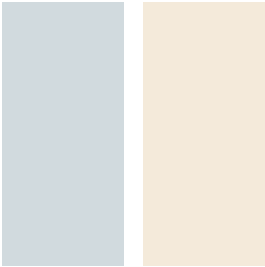
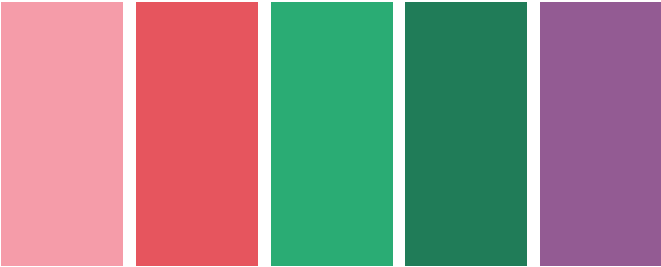
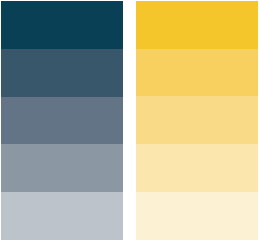
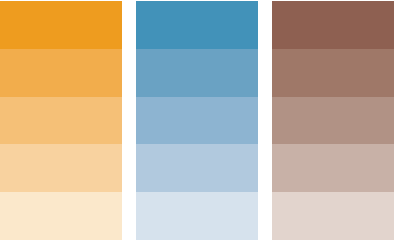
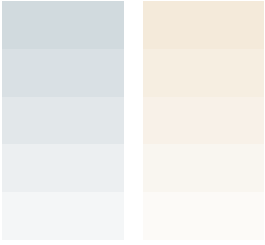
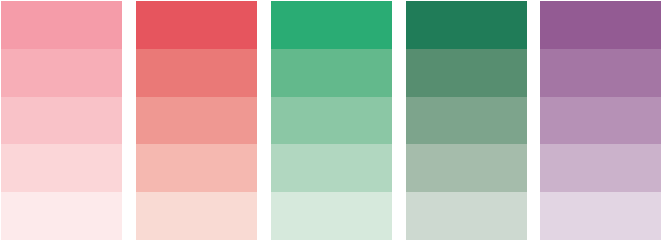
- May not be altered or embellished in any way.
- May not be used as part of—or combined with—a larger mark, title or graphic.
- May not be overprinted on any graphic element that is perceived to dilute the impact or readability of the logo.
- Logotype may not be screened to any tints or colors.
- Can be used separately from the tagline.
- Should not be used in any other font, official logos should always be used.



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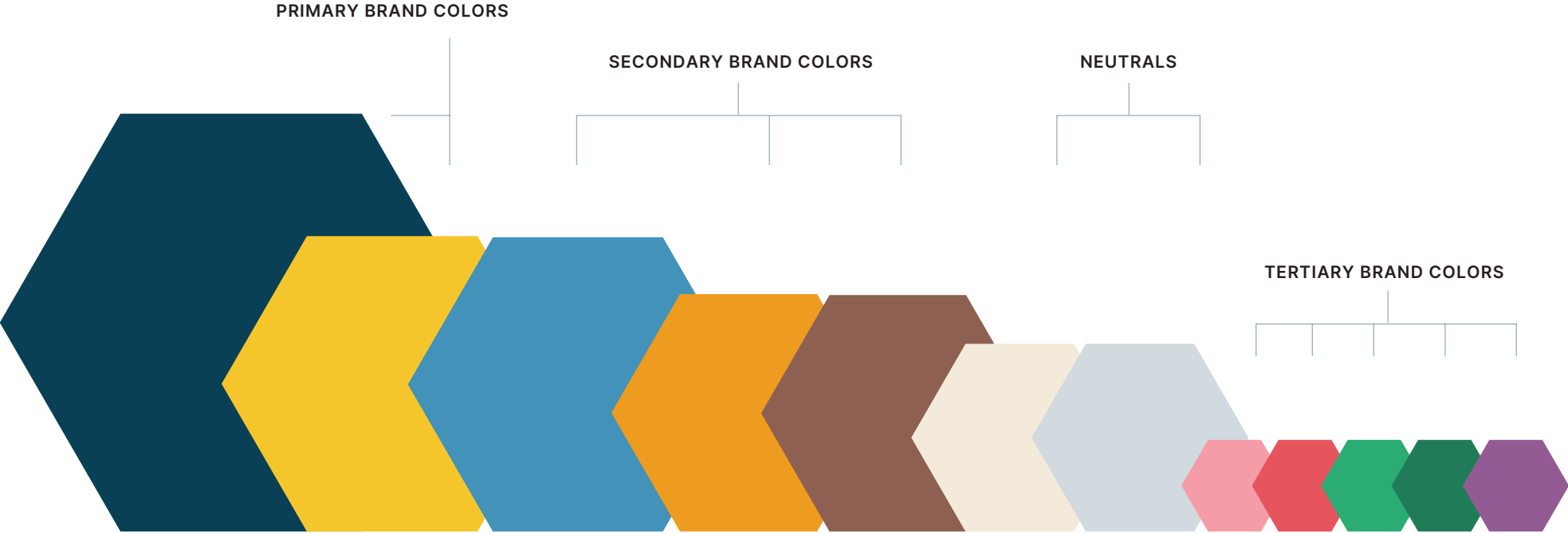
BRAND GUIDELINES

Color Palette

| | Primary | | Secondary | | | Neutrals | | Tertiary | | | | |
|----------------|--|------------|--|------------|-------------|--|-------------|--|-----------|------------|-------------|------------|
| CMYK Swatches |  | |  | | |  | |  | | | | |
| CMYK | 97 67 46 35 | 4 21 92 0 | 5 44 100 0 | 73 31 15 0 | 37 61 65 20 | 17 9 9 0 | 4 7 13 0 | 0 48 17 0 | 5 81 56 0 | 77 6 73 0 | 83 29 77 14 | 47 75 14 1 |
| RGB | 2 65 86 | 246 198 47 | 237 155 33 | 66 145 185 | 141 97 81 | 209 218 221 | 241 231 217 | 245 156 170 | 229 87 96 | 40 171 117 | 40 124 89 | 149 92 148 |
| Hex | 024156 | f6c62f | ed9b21 | 4291b9 | 8d6151 | d1dadd | f1e7d9 | f59caa | e55760 | 28ab75 | 287c59 | 955c94 |
| PMS (coated) | 2189 C | 7406 C | 7569 C | 9688 C | 4056 C | N/A | N/A | 197 C | 702 C | 2249 C | 342 C | 7654 C |
| PMS (uncoated) | 2189 U | 7405 U | 7569 U | 7688 U | 7609 U | 5315 U | 663 U | 197 U | 7423 U | 2249 U | 7728 U | 7655 U |
| Tints |  | |  | | |  | |  | | | | |

Color Priority

This chart is intended to convey the hierarchy of color in the Wayne Bank brand. Some colors will naturally be used more than others, and this chart will guide you as you apply color to future work.



Wall Paint Color

Wayne Bank uses Benjamin Moore wall paint. Here are the swatch codes that coincide with our corporate brand color palette.



HC-154
Hale Navy



2021-10
Yellow Fish



2157-20
Golden Harvest



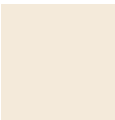
2063-40
Sailor's Sea Blue



2099-30
Espresso



OC-22
Calm



OC-18
Dove Wing



1346
N/A



2086-40
Deep Carnation



600
N/A



2041-20
Fiddlehead
Green



1378
N/A

Typography

Typography: Fonts For Design Use

Typography and its consistent use is a fundamental way to create an effective brand experience for Wayne Bank. The Wayne Bank brand and any sub-brands use the same typefaces for core purposes. If you are required to use these typefaces on behalf of Wayne Bank, you can purchase licensed versions of the following:

P22 Mackinac Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Breathing

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If you have questions about a specific layout or project, please contact the marketing department for review before completion.

P22 Mackinac Pro

P22 Mackinac Pro is a versatile type family that allows for great flexibility of use. P22 Mackinac Pro is our core serif font and can be used for most purposes: headlines, introductory copy, body copy, callouts as well as captions, etc.

Oblique or Italic versions of these weights are approved for use.

P22 Mackinac Pro is an Adobe Font and can be accessed through Adobe Creative Suite.

P22 MACKINAC PRO
BOOK
ABCDEFGHJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

P22 MACKINAC PRO
MEDIUM
ABCDEFGHJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

P22 MACKINAC PRO
BOLD
ABCDEFGHJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

P22 MACKINAC PRO
EXTRA BOLD
ABCDEFGHJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

*P22 MACKINAC PRO
BOOK ITALIC
ABCDEFGHJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

*P22 MACKINAC PRO
MEDIUM ITALIC
ABCDEFGHJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

*P22 MACKINAC PRO
BOLD ITALIC
ABCDEFGHJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

*P22 MACKINAC PRO
EXTRABOLD ITALIC
ABCDEFGHJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Inter

Inter font family is a multifaceted set of fonts that creates readability and approachability across the brand. Inter fonts can be used for most purposes: headlines, sub-headlines, body copy, callouts as well as captions, etc. Oblique and Italic versions of the weights presented here are approved for use. Inter is licensed through Google Fonts.

Inter is available in the following weights:

Thin
Thin Italic
Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Medium
Medium Oblique

SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

INTER
LIGHT
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

INTER
SEMIBOLD
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

INTER
REGULAR
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

INTER
BOLD
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Breathing

Breathing is a special use font for our brand. It is primarily used for graphic representations of the brand tagline, plus graphic accents that use brand related keywords. Any other use will require official approval from Wayne Bank's marketing department.

Breathing

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Typography

Typography: Fonts For Web Use and General Correspondence

All web communication and standard forms of communication such as email and printed letters use two primary typefaces when the primary brand typefaces cannot be used.

Cambria

Serif font used in digital applications where P22 Mackinac Pro is not available or functional.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

Sans serif font used in digital applications where Inter is not available or functional.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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Brand Voice

Brand Voice

Wayne Bank is here to make every day better. One way we do that is using language that's helpful, friendly, and easy to understand. We talk to our customers the way we'd talk to a friend or loved one, so our language is conversational, not corporate. We're straightforward, welcoming, and warm. We want to meet people where they are, so we approach every conversation with empathy, understanding, and a genuine desire to help. Our tone is affirmative and empathetic. We make every day better by making our customers feel appreciated and supported.

We are:

Open and honest
Happy to help
Confident and knowledgeable
Relatable and kind
Accessible and inclusive

We are not:

Cold and corporate
Self-important and unapproachable
Complicated and overly technical



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Visual Style

A consistent visual style is a key component in maintaining the integrity of the Wayne Bank brand. Our visual style is modern, approachable, fun and authentic. Photography should be treated as shown in the following pages, properly focused and have some emotion. Avoid photos that feature stale, unemotional overly “stock photography” people and situations (see examples). When appropriate, photos should have a candid feeling and an authentic emotive quality. Imagery should also feel local, like the people and places we serve. Avoid photos with subject matter that wouldn’t naturally be found in the markets we serve. If you have questions about an image, please refer to the Wayne Bank marketing department for approval before using.



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BRAND GUIDELINES

Visual Style

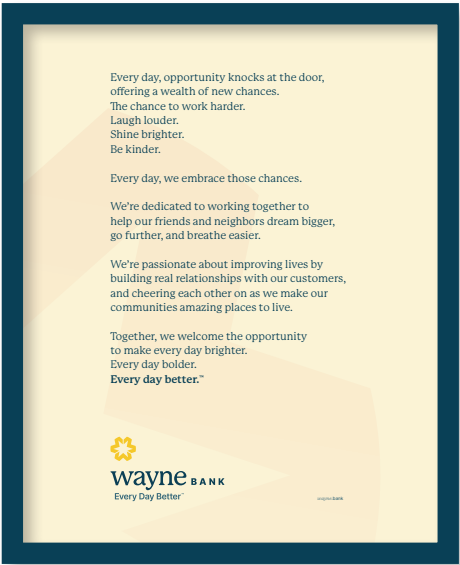
Internally Focused Communication

*Illustrations shown below are not to scale.

Brand Book



Brand Story Poster



Core Values Posters



Visual Style

Externally Focused Communication

*Illustrations shown below are not to scale.

External Promotion



Live Every Day Better™
with wayne BANK™

Life is at its best when you're making it better.

When you're growing something, building something, dreaming something. Whether you've got your sights set on your first home, your next move, or your lasting legacy, we're here to help. With expertise, service, and over 150 years of experience, we specialize in making Every Day Better™ for our customers and our clients.

Visit us at wayne.bank.



wayne BANK
Every Day Better



Community



Wayne knows Scranton.
And Wayne knows you.

We know Parade Day isn't the same as St. Patrick's Day. We know that bagpipes, not bands, are the stars of the day. We know that if there's green food or drink to be had, this is the time and place to have it. Scranton is a special place, but what's remarkable about it is you—the people who call it home. When we know our communities, we're better able to serve them. Don't be a stranger. We can't wait to know you!



Visit us at wayne.bank.



Retail Deposits



Business



It's never just business.

To us, it's business is personal.

Our most important investments are in the relationships we build with neighbors and friends. So, we support all your business needs with hometown service and top bank tools and technology. Whether you're just getting started or need help growing to the next level, our seasoned team of business experts offer a comprehensive array of loans and financial solutions to make your business even better.



Visit us at wayne.bank.



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Visual Style

Badging

The badging graphic elements shall not be positioned or configured in any other manner than shown on this page. These can be used in any brand color to match the environment it is found within. It is also acceptable for these to be used in different percentages of transparency to contribute to them being more subtle.

Badges:

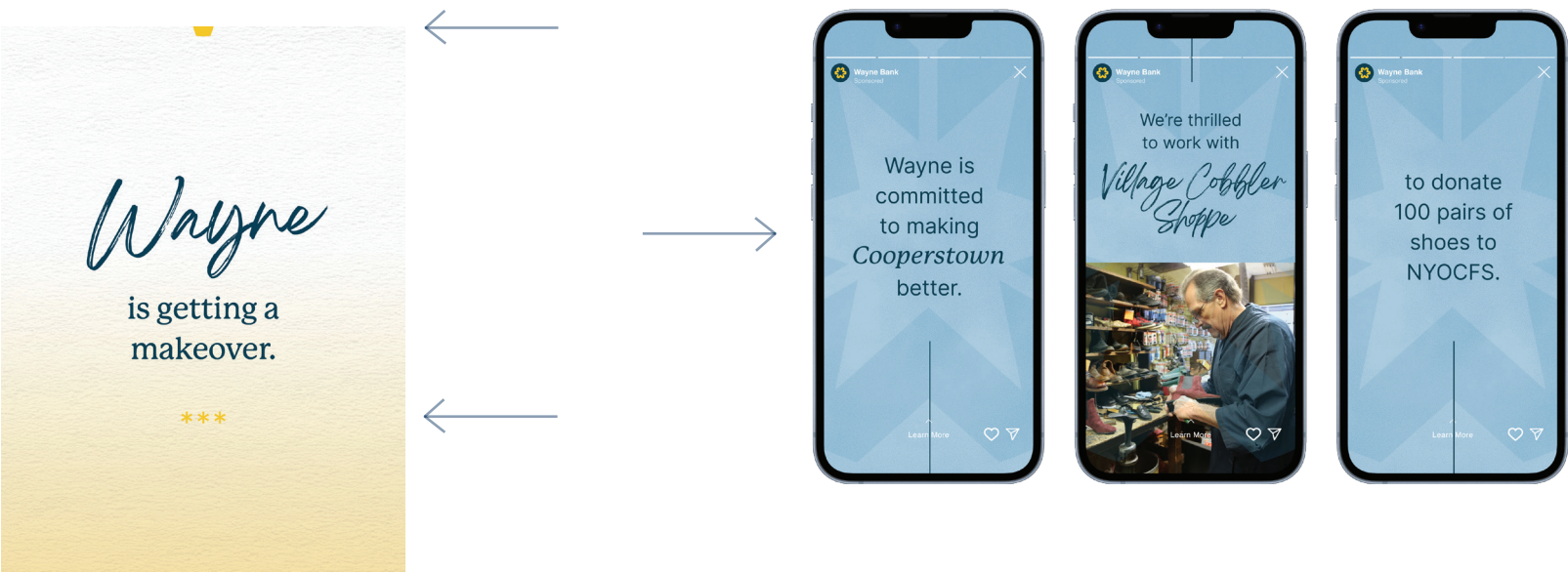


These graphic elements can be supplied by your marketing department.

Visual Style

Badging: Acceptable Use

Here are examples of a brand badge applied appropriately.



These graphic elements can be supplied by your marketing department.

Visual Style

Graphic Application of Our Tagline

There are a number of graphic representations of our brand tagline that we use to promote “Every Day Better” as a brand position. Here are a few applied versions. New designs can be created, but should always only be used after the Wayne Bank marketing department has provided an official approval. It is very important to know that the brand tagline as it is used in the approved logo lockups should never be changed in any way. The designs below are only for use in various methods of brand promotion.



When the logo lockup includes the tagline, it should appear (be formatted) as shown above and should never appear any other way.



Visual Style

Acceptable Photography



Visual Style

Unacceptable Photography



(Too staged and conceptual)



(Too staged and too much idealism)



(Too conceptual and impersonal)



(Too impersonal)



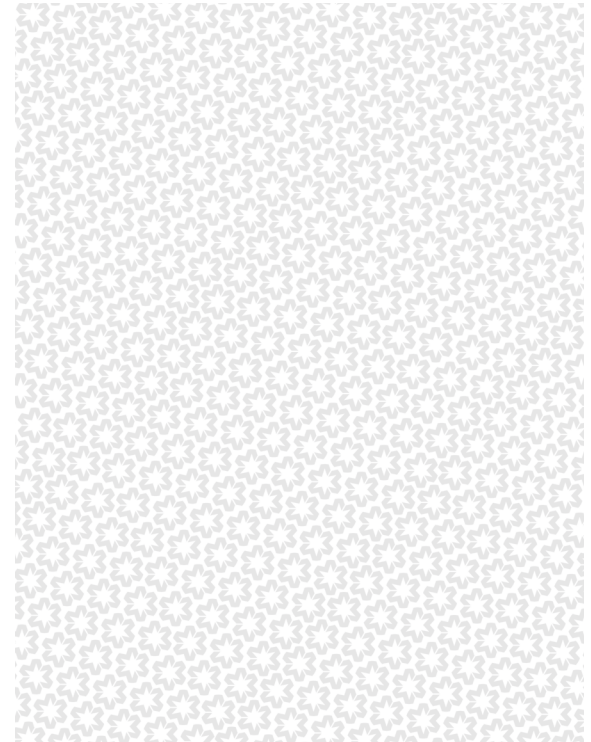
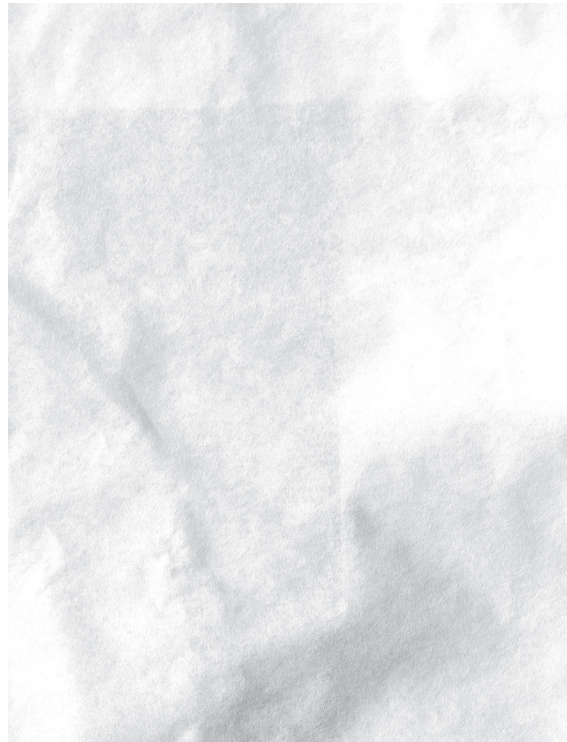
(Too staged no emotion)



(Too dated, no emotion, too many focal points)

Visual Style

Approved Brand Textures



Signatures, Web Address, Telephone/Fax Numbers

Format telephone numbers, fax numbers, web addresses and email addresses using the sample email signature shown here as a guide for all forms of communication that apply (from external marketing to internal communication).


- The name should appear in Arial Bold, 18 pt. (RGB formula: R=66 G=145 B=185).
- The title should appear in Arial Bold Italic, 11 pt. (RGB formula: R=2 G=65 B=86).
- The phone number should appear in Arial Bold, 12 pt. (RGB formula: R=66 G=145 B=185).
- All other text should appear in Arial Regular, 12 pt. (RGB formula: R=2 G=65 B=86).
- The URL should have a link color assignment.
- The official color palette can also be found on page 13. Refer to Outlook Directions for guidance when assigning text color.*

The “APPLY NOW” button should ONLY be used for Mortgage Lender’s email signatures.

All email correspondence must be on a white background only. The body of the email should be composed using Arial, 11 pt. size in standard black.





Signature format to be used by all associates
Font used for digital signature: Arial, varying colors, weights and sizes

Kristen E. Lancia, CFMP
Vice President and Marketing Manager

 **wayne** BANK™

Corporate Center
Phone: **570.253.8594**
kristen.lancia@wayne.bank
wayne.bank | Locations

APPLY NOW

Name (bold weight / 18pt size / R=66 G=145 B=185)

Title (bold italic / 11pt size / R=2 G=65 B=86)

Other Text (regular weight / 12pt size / R=2 G=65 B=86)

Phone (bold weight / 12pt size / R=66 G=145 B=185)

Other Text (regular weight / 12pt size / R=2 G=65 B=86)

“APPLY NOW” button ONLY for Mortgage Lenders

Social icons (R=66 G=145 B=185)

Email Reply Signature (shorter version)
Font used for digital signature: Arial, varying colors, weights and sizes

Kristen E. Lancia, CFMP
Vice President and Marketing Manager
Phone: 570.253.8594
NMLS# 462082

(bold weight / 12pt size / R=66 G=145 B=185)
(regular weight / 8pt size / R=2 G=65 B=86)

(if applicable)

* Outlook Directions: To create a custom color in Outlook, highlight the text that you want to modify and click on the text color button in the menu. When that menu opens, click on “More Colors...” at the bottom. This will open a new window. Click on the “Custom” tab and select “RGB” as your color model. Type in the coordinating colors and press OK once finished.

Compliance: Mandatory Compliance Logos

Member FDIC | Equal Housing Lender -- or --  

Note: The Member FDIC | Equal Housing Lender notice can be used as “type only” or as the logo combinations in printed or online materials in either of the configurations shown here. It is preferable, for continuity, for the typography to be in P22 Mackinac Pro. This is to be used on materials containing only bank information.

EPS files are vector graphics and can be resized—larger or smaller—without image degradation. If the native software is available, the logo can be screened back—no more than 50%—as demonstrated here. This is to be used on materials containing only bank information.

wayne.bank

Note: The Wayne Bank URL should be included in all printed and online promotions. It should be set in P22 Mackinac Pro Book Italic and Inter Medium. The “www” will not be included, and the URL is all lowercase as shown. This rule applies to email addresses and when the URL is used within a sentence.

Design Tip: The use of these mandatory elements, in most cases, would be to align along the bottom in an appropriate size not to compete with the logo or other selling information.

Correspondence

Included here are general guidelines for formatting letters. Certain departments may include other standard elements that are not shown here. Please prepare your communications based on this presentation but adjust accordingly as needed.

When producing a letter for Wayne Bank, formatting should be as follows.

LETTERHEAD

In Microsoft Word:
Arial 10.5pt., single line spacing,
0pt. before and after spacing,
align text left

Begin letter 2” from the top

1 line space

2 line spaces

1 line space

1” left margin

1” right margin

1 line space

2 line spaces

3 line spaces

.67” bottom margin



*Illustration shown is not to scale.

Production Specs

Image Standards for Internet

All images used on the internet should be 72 dpi jpeg, png or gif images optimized for internet use unless the developer specifies otherwise.

Image Standards for offset printing:

CMYK and Grayscale

300 dpi images at 100%

Image Standards for digital printing:

CMYK and Grayscale

300 dpi images at 100%

Image Standards for web press printing:

CMYK and Grayscale

300 dpi images at 100%



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