

# Vertical Logo Usages



Georgia  
First

BANK

Bank On *Common Ground*



Georgia  
First

Bank On *Common Ground*



Georgia  
First

BANK



Georgia  
First



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Georgia  
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# Horizontal Logo Usages



Bank On *Common Ground*



Bank On *Common Ground*



Bank On *Common Ground*



Bank On *Common Ground*



Bank On *Common Ground*



Bank On *Common Ground*



# Dark Background Logo Usages



Georgia  
First  
BANK



Georgia  
First



Georgia  
First  
BANK



Georgia  
First

# Fonts and Colors

## Branded Font

Playfair Display Regular

*Playfair Display Italic*

Playfair Display Bold

*Playfair Display Bold Italic*

Playfair Display Black

*Playfair Display Black Italic*

## Secondary Font

Helvetica Neue Regular

*Helvetica Neue Italic*

Helvetica Neue Medium

*Helvetica Neue Medium Italic*

Helvetica Neue Bold

*Helvetica Neue Bold Italic*

Helvetica Condensed Bold

**Helvetica Condensed Black**

Helvetica Neue Thin

*Helvetica Neue Thin Italic*

Helvetica Neue Light

*Helvetica Neue Light Italic*

## Font Used in “BANK”

DIN SCHRIFT: 1451 MITTELSCHRIFT

## Font Used in Some Headlines

ANTONIO

PMS **350**

CMYK 80 24 69 70

RGB 40 78 54

HEX #284E36

solid uncoated is lighter and slightly more greyish on green colors in general so it is recommended that you do a custom build for uncoated uses, such as letterheads, envelopes and business cards, if you choose uncoated papers.

PMS **403**

CMYK 14 18 22 42

RGB 146 139 129

HEX #928B81

PMS **5497**

CMYK 35 8 19 25

RGB 137 159 153

HEX #899F99

PMS **5503**

CMYK 39 3 11 8

RGB 153 191 194

HEX #99BFC2

HEX  
#E2CA21

HEX  
#BDB14C

HEX  
#383F3F