

United Community

Corporate Brand Standards



Contents

The standards in the following pages are the building blocks of the United brand. They help us define and clearly demonstrate who we are and the value that we provide to our customers. Our brand standards show what sets us apart, why we speak in the way that we do, and how we show up in the world—and they ensure that we do all of those things consistently.

- Contents 2
- Logo 3
- Color 19
- Typography 20
- Photography 22
- Design Elements 25
- Editorial and Design 27
- Messaging 30
- Grammar 38
- Brand Examples 44
- Resources 47

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Logo



Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Logo: Spacing Guidelines



Spacing Guidelines

The area surrounding the logo should be kept free of graphics, type, photos, and illustrations. This “clear space” promotes brand recognition by allowing the logo to be viewed without interference from other visual elements. The logo should always be presented in such a way that backgrounds or other elements do not interfere with the recognition of the logo. The capital “U” from United should be used as a guide for minimum clear space above and beside the logo. The “C” from Community should be used as the minimum clear space below the logo.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Logo: Standard

These are the acceptable color variations for our logo. The Full Color or Reverse version should be used unless limited by production.



Standard Logo - Full Color



Standard Logo - Reverse

Full Color

Use the Full Color logo on light backgrounds to allow for high contrast and ensure that our brand is visible.

Reverse

Use the Reverse logo on dark backgrounds where the full color would not be visible.



Standard Logo - Black and White



Standard Logo - Single Color Black

Black and white/Black

Should only be used when production is limited to grayscale or black printing.



Standard Logo - Single Color Blue



Standard Logo - White

Single Color

Used only if production is limited to single color printing. All other applications should use the Full Color or Reverse versions.

[Download logo files >](#)

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

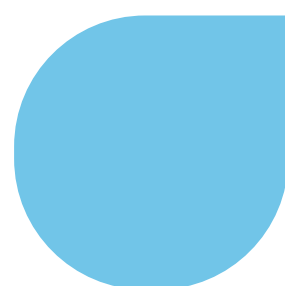
Logo: Design Attributes



Lettermark/Icon Full Logo



INTEGRITY
PANTONE 301 C
RGB 14,79,135
CMYK 99/76/21/5
HTML 0E4F87



CLARITY
PANTONE 297 C
RGB 113,197,232
CMYK 52/0/1/0
HTML #71C5E8

Acumin Variable Concept Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Acumin Variable Concept Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Logo fonts should not be used outside of logo development.
Refer to typography section for brand approved fonts.*

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

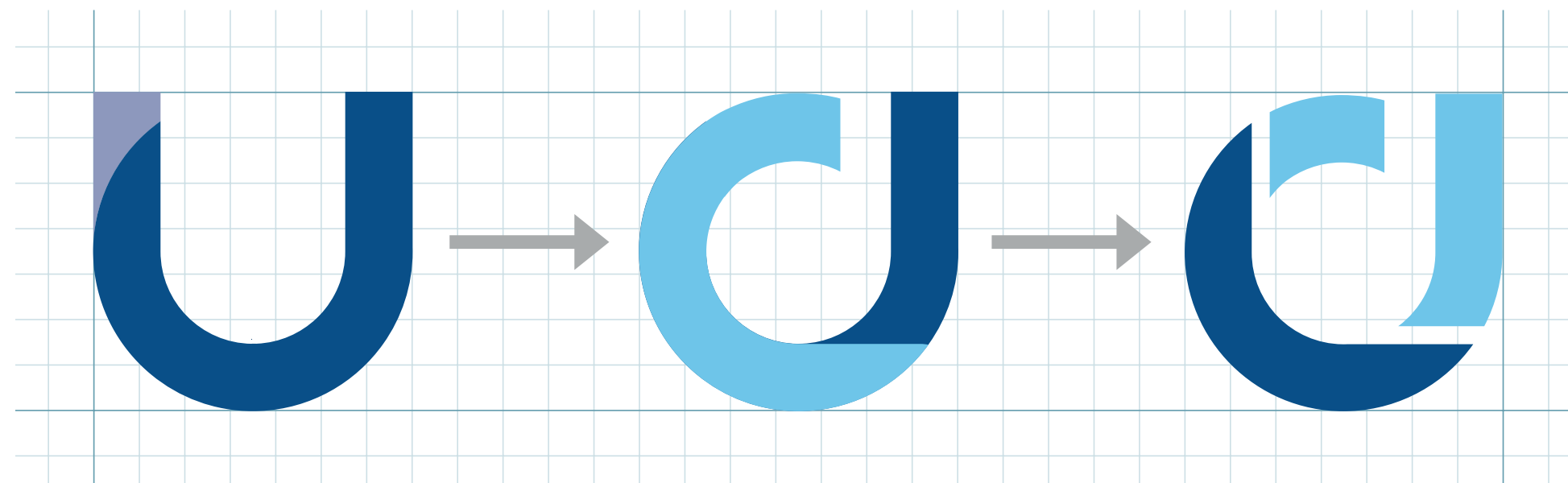
Messaging

Grammar

Brand Examples

Resources

Logo: Design Attributes



The lettermark icon was created using United Community's initials, "U" and "C". The mark was simplified down and slightly abstracted to make an interesting mark unique to United Community. This mark is not only incorporated in the full logo; it can also stand alone to represent our brand.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Logo: Icon

The lettermark icon can be used when space is limited and on branded merchandise. This icon was created to be used as part of the full logo or alone when space is limited, and paired with the full logo as an additional branded design element.



Lettermark Logo - Full Color



Lettermark Logo - Reverse



Lettermark Logo - Black and White



Lettermark Logo - Single Color Blue



Lettermark Logo - White



Lettermark Logo - Single Color Black

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Logo: Icon

Icon logo examples



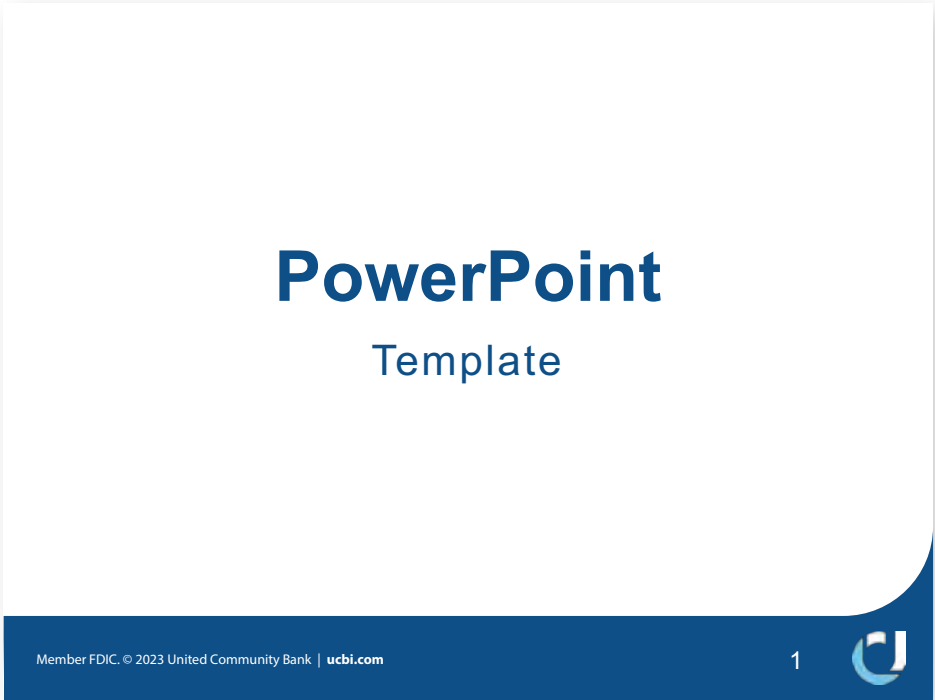
Teller Envelope



App Icon



Business Cards



PowerPoint Template

- Contents
- Logo
- Color
- Typography
- Photography
- Design Elements
- Editorial and Design
- Messaging
- Grammar
- Brand Examples
- Resources

Logo: Horizontal

The horizontal logo is to be used when the space provided is horizontally oriented and the standard logo layout isn't ideal. This version was created to allow our logo to be larger and more prominent when space is limited vertically.



Horizontal Logo - Full Color



Horizontal Logo - Reverse



Horizontal Logo - Black and White



Horizontal Logo - Single Color Black



Horizontal Logo - Single Color Blue



Horizontal Logo - White

Logo: Horizontal

Horizontal logo examples



Yard Sign



Digital Ad



Branded Shirt

Logo: Vertical

The vertical logo is to be used when the space provided is vertically oriented and the standard logo layout isn't ideal. This version was created to allow our logo to be larger and more prominent when space is limited horizontally.



Vertical Logo - Full Color



Vertical Logo - Reverse



Vertical Logo - Black and White



Vertical Logo - Single Color Blue



Vertical Logo - White



Vertical Logo - Single Color Black

Logo: Vertical

Vertical logo examples



Mobile App



Branded Mug



Debit Cards



Teller Envelope

- Contents
- Logo**
- Color
- Typography
- Photography
- Design Elements
- Editorial and Design
- Messaging
- Grammar
- Brand Examples
- Resources

Logo: Inappropriate Formatting



X Don't squish or stretch



X Don't place on low contrast backgrounds



X Don't flip



X Don't add effects



X Don't change color



X Don't rotate



X Don't change the layout



X Don't change the proportions



X Don't place on a busy background

Logo: Architecture

Logos are formed by a specific naming and font structure. When referring to United Community as a whole or a specific part, the appropriate approved logo should be used. As United Community continues to grow and evolve, the United Community logo architecture requires a definitive methodology and standard.

Tier 1

Reserved for the official United Community and United Community Banks Inc. logos.



Tier 2

Used for United Community lines of business. These logos incorporate the standard logo paired with a description tag underneath.



[Download logo files >](#)

Logo: Architecture

Tier 3

United Community product titling.
See page 15 for specific guidelines for department and product graphic usage.



Tier 4

Logos of subsidiaries of United Community operating under a stand-alone brand. These logos may or may not incorporate elements from the United brand such as our brand colors, fonts, and logo structure.



Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Logo: Architecture

Tier 5

Temporarily used during an acquisition process to increase awareness and support a seamless brand transition.



Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Logo: Department Graphics and Titling

To streamline our brand and promote a strong brand identity, unique logos for internal departments, lines of business, and programs will not be created or used.

All United departments and lines of business should utilize the standard United Community logo on any letterhead, presentations, and branded materials. The specific program or department name can then be incorporated into the title of the piece. The only exceptions to this rule will be mortgage, wealth, and advisory. See Tier 2 for the logo options for these lines of business.

In the event that a program/product needs to be specified with the logo, the design convention from Tier 3 of the logo architecture will be used.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

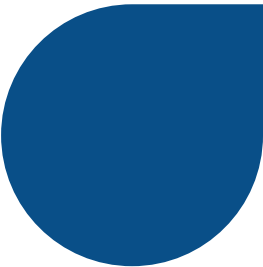
Brand Examples

Resources

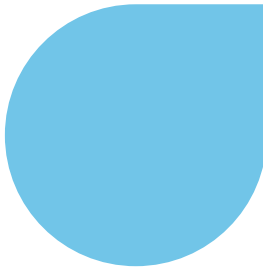
Colors

Signature Palette

Two colors—Integrity and Clarity—comprise the signature color palette for United Community. Integrity is primarily used for headlines and color elements, and Clarity is reserved for design elements and accents. The signature palette is used for our logo and provides a clean and professional look for our brand.



INTEGRITY
PANTONE 301 C
RGB 14,79,135
CMYK 99/76/21/5
HTML 0E4F87

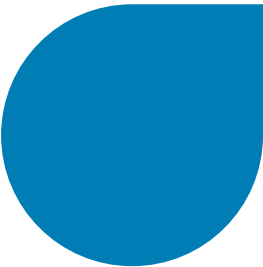


CLARITY
PANTONE 297 C
RGB 113,197,232
CMYK 52/0/1/0
HTML #71C5E8

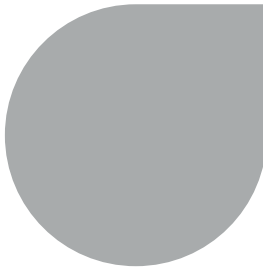
Clarity is too light to be used for header or body text. This should be used for design elements and icons only.

Secondary Palette

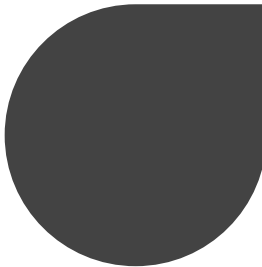
The secondary palette provides additional color options that support the bold signature palette—allowing these colors to truly stand out. The tonal palette includes grays and blues that will both complement and support the signature colors.



LOYAL
PANTONE 7690 C
RGB 0,118,168
CMYK 95/41/10/0
HTML #0076A8



WISDOM
COOL GRAY 5 C
RGB 177,179,179
CMYK 13/9/10/27
HTML #B1B3B3



UNITED GRAY
COOL GRAY 10
RGB 88,89,91
CMYK 40/30/20/66
HTML #63666A

Loyal can be used for design elements and a secondary header color option.

Wisdom can be used as a neutral secondary color when extra color options are needed.

United Gray is softer than black and matches better with our blue color palette. Because of this, it should be used for body copy when placed on a white background.

Typography

Primary Typeface

Our corporate typeface is Myriad Pro. This typeface complements our logo, is easily readable, and provides a modern and friendly appearance.

Myriad Pro Regular For body copy	123456789—Point size 10 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Myriad Pro Italic For body copy as needed	<i>123456789—Point size 10 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
Myriad Pro Semibold For additional emphasis as needed	123456789—Point size 10 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Myriad Pro Bold For additional emphasis as needed	123456789—Point size 10 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headline Typeface

Myriad Pro is used for large headlines, typically in sentence or title case to give a more friendly and personal feel.

Myriad Pro Bold	POINT SIZE 14 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Myriad Pro Regular For Sub headlines with less emphasis	POINT SIZE 14 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Contents
Logo
Color
Typography
Photography
Design Elements
Editorial and Design
Messaging
Grammar
Brand Examples
Resources

Typography

Secondary Typeface

When Myriad Pro is unavailable, Arial is acceptable. Arial is very similar and has minor differences, unnoticeable to most people.

Arial Regular

For body copy

123456789—Point size 10 and up
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic

For body copy as needed

*123456789—Point size 10 and up
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Arial Bold

For additional emphasis as needed

**123456789—Point size 10 and up
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Photography

Image Selection

Our first impressions are visual. Because of this natural inclination, image selection is key to successful communication in an ad, brochure, flyer, buckslip, website—any type of marketing where a concept is portrayed, an audience is appealed to, and a message is sent.

Image Usage

- Images must relate to the audience with real-life circumstances.
- Image quality is essential. Images must be high resolution and professionally shot.
- Images including people must be diverse in age, race, ethnicity, gender, and physical attributes.



Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Photography

Stock Photo Specifications

- Up-to-date imagery using relevant clothing, technology, and color balance.
- Lighter in overall color and lighting.
- Image must not be overly cluttered and have a clear focus/subject.
- Blue accents is a bonus.



Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Photography

Headshots

Professional headshots or team photos will need to be provided for your marketing materials. Headshot photography should reflect the following elements:

- Angle of the body created by camera or subject's position to create interest and movement.
- Smile to show friendly nature of individual.
- Solid white background to draw attention to individual.
- Clean professional attire (avoid loud patterns).

[Contents](#)[Logo](#)[Color](#)[Typography](#)[Photography](#)[Design Elements](#)[Editorial and Design](#)[Messaging](#)[Grammar](#)[Brand Examples](#)[Resources](#)

The Half-Pipe

The half-pipe is a clean, simplified design element that reflects the rounded shape of our icon and can be used throughout the brand as a unifying design element.



To those
looking for a
new bank,
we're here.

We treat our customers like family to ensure they receive the best banking solutions and personalized service they deserve. That's why, when you transition to United Community Bank, we take care of everything.

Speak with us or visit ucbi.com/switch to see how easy it is to join our family.

GAFFNEY

311 S. Limestone Street | 864-487-8900



Member FDIC. © 2023 United Community Bank | ucbi.com

Buckslip



To those
looking for a
new bank,
we're here.

We treat our customers like family to ensure they receive the best banking solutions and personalized service they deserve. That's why, when you transition to United Community Bank, we take care of everything.

Speak with us or visit ucbi.com/switch to see how easy it is to join our family.

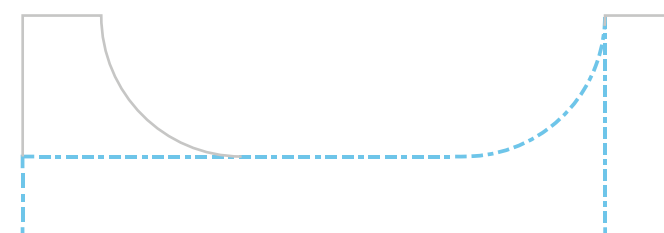
GAFFNEY

311 S. Limestone Street | 864-487-8900



Member FDIC. © 2023 United Community Bank | ucbi.com

Buckslip



To keep the element from getting too distracting, we use half of the typical half-pipe shape ("quarter-pipe"). When creating a design, do not use both sides of the shape.

The half-pipe should be used as a dividing element, separating images from copy or disclosures at the bottom of the ad.

The half-pipe should appear in either Integrity Blue or White. A subtle gradient of our blues is acceptable when additional emphasis is needed.

The Half-Pipe

United for You.

We care deeply about our local communities, and we're excited to bring that commitment to (state/town).

We're proud to support
Organization Name Here.



Member FDIC. © 2023 United Community Bank | ucbi.com | 23-1006-M

To learn more about United or to find a location near you, **visit ucbi.com.**

Print Ad

Lock in a great rate today.


Ask our bankers about our fixed-rate loans.



© 2023 United Community Bank | ucbi.com | This is not a commitment to lend. Normal credit criteria apply.

Yard Sign

Mobile Deposit



Deposit checks from your mobile device

Download the United Mobile app on your smartphone and follow the steps below to deposit checks.*

- 1 Log in to the United Mobile app.
- 2 Tap the **Deposit** icon then select **New Deposit**.
- 3 Choose the account for deposit.
- 4 Enter the amount of the check then select **Continue**.
- 5 Take a photo of the front of the check, making sure all four corners are in frame and focused.
- 6 Tap **Use Photo or Retake**, if necessary.
- 7 Repeat process with the back of the check.
- 8 Check the confirmation screen to ensure accuracy.
- 9 Keep the physical check until after the deposit posts.

*Limitations and fees may apply.

Rack Card



Banking, Simplified.

Easily manage your money with United Essential Banking.

Set yourself up for financial success with our low-cost, low-stress checking account. United Essential Banking is BankOn certified, meaning the account has a number of helpful features, like access to all of our digital banking services, without overdraft fees or a minimum balance requirement.

Enjoy peace of mind and 24/7 access.

All of our personal checking accounts come with the features you need to manage your money your way.



Online and Mobile Banking Access¹



Bill Pay¹



FREE 24-hour United and Publix Presto! ATM Access²



Mobile Deposit¹



Mastercard® Debit Card



FREE eStatements³

Open your account online or at a branch near you.

You can open a United Essential Banking account online at ucbi.com/united-essential-banking or at your closest United branch with as little as \$25. There's no daily balance requirement, just a low, monthly service fee of \$5.



Member FDIC. © 2023 United Community Bank | ucbi.com | Message and data rates may apply. Fees may apply for certain optional services through Personal On-line and Mobile Banking. *ATM transactions outside of United Community Bank or Publix Presto! ATM networks are subject to charges by other institutions. There is a \$1 fee charged by United for ATM transactions/inquiries outside our network. Paper statements are available for a \$2 monthly fee.

Flyer

- Contents
- Logo
- Color
- Typography
- Photography
- Design Elements
- Editorial and Design
- Messaging
- Grammar
- Brand Examples
- Resources

Editorial and Design

Less is More

Our customers have limited time. That's why it's important to provide them with the information they need as quickly as possible. Condensed information, whether in design or copy, will help get and keep our audience's attention and ensure that our messages are delivered.

In general, keep copy light and convey as much as possible through design and imagery. Provide just enough information to catch their attention and convince them they should get in touch with us.

[Contents](#)[Logo](#)[Color](#)[Typography](#)[Photography](#)[Design Elements](#)[Editorial and Design](#)[Messaging](#)[Grammar](#)[Brand Examples](#)[Resources](#)

Editorial and Design

Show, Don't Tell

This plays out in two different scenarios:

The value we bring to our customers, and what makes us different, is much more powerful if we can show them rather than telling them. For example, try to avoid saying things like “We’re trustworthy” or “We care” or “We’re___.” Whenever possible, show these ideas through the messaging without saying them outright.

The same is true when providing advice—on how to use our services, how to manage their finances, or any other topic. Instead of telling them to budget, show them how to do it and how it’s worked well for someone else. Instead of telling them to set up Card Controls, give them screenshots of the steps they can take to get there.

[Contents](#)[Logo](#)[Color](#)[Typography](#)[Photography](#)[Design Elements](#)[Editorial and Design](#)[Messaging](#)[Grammar](#)[Brand Examples](#)[Resources](#)

Editorial and Design

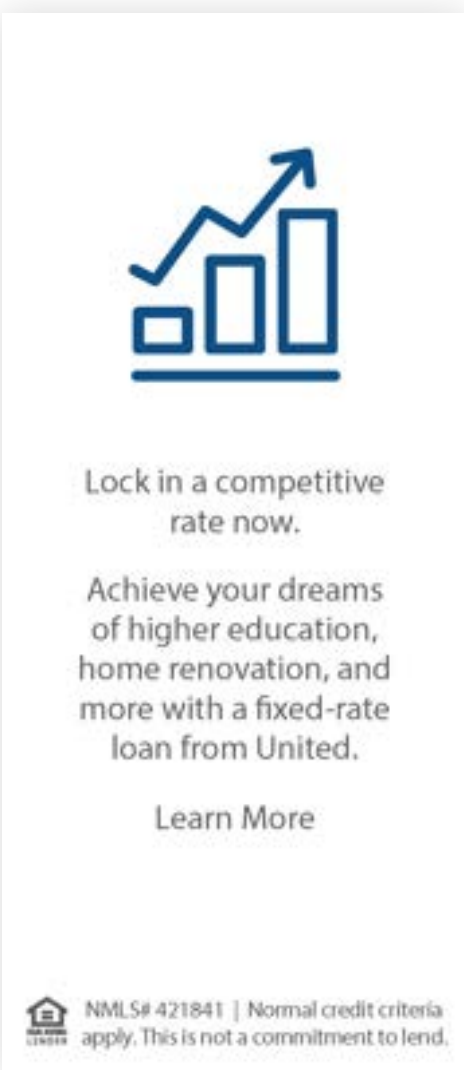
Provide Direction

When a reader or viewer looks at something we've created, they should instantly know where to look and what to do. Clear design and simplified content will help move the reader or viewer through our website, articles, or ads without feeling lost, overwhelmed, or confused.



The advertisement features a dark blue header with a white line-art icon of a bar chart with an upward-pointing arrow. Below the header, the text "Lock in a competitive rate now." is displayed in a large, bold, dark blue font. Underneath, a paragraph in a smaller, dark blue font reads: "Achieve your dreams of higher education, home renovation, and more with a fixed-rate loan from United." A dark blue button with white text "Learn More >" is positioned below the paragraph. At the bottom, a small icon of a house with a dollar sign is followed by the text "NMLS# 421841 | Normal credit criteria apply. This is not a commitment to lend."

Good Hierarchy



The advertisement features a white header with a dark blue line-art icon of a bar chart with an upward-pointing arrow. Below the header, the text "Lock in a competitive rate now." is displayed in a small, dark blue font. Underneath, a paragraph in a smaller, dark blue font reads: "Achieve your dreams of higher education, home renovation, and more with a fixed-rate loan from United." A dark blue button with white text "Learn More" is positioned below the paragraph. At the bottom, a small icon of a house with a dollar sign is followed by the text "NMLS# 421841 | Normal credit criteria apply. This is not a commitment to lend."

Bad Hierarchy

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Brand Persona: Competent Caregiver

A brand archetype is a representation of a brand as a persona based on 12 key human desires and values. We've chosen the Caregiver archetype for United because of the archetype's primary goal to help and serve others. Caregiver brands are warm, welcoming, and treat everyone like family. They are a safe place for people to land, and they extend excellent customer service.

In addition to the Caregiver archetype, we've added one of the five dimensions of brand personality to add additional color to our persona: competence. As a bank, it is imperative that we communicate to our customers that we are trustworthy, intelligent, and responsible with their money. Not only do we care for them well; we also have the knowledge needed to care for their finances well.

We should always keep these two characteristics in mind when we're writing for United. Our messaging should always reflect that we'll go out of our way to provide financial solutions and guidance for our customers. The secondary, but equally as vital, emphasis of our messaging is that our expertise qualifies us to provide this guidance.

Compassion drives our brand, and we aspire to make people feel secure and cared for. We are aware of our customers' needs and pain points, and we want to be a part of the solution.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Voice

Overall, United's voice should be positive, accessible, friendly, and humble. Our voice should have a quiet confidence—never prideful, but with poise and certainty in our claims and the service we provide. When we write for United, our goal is to inspire confidence in our service and offerings and convey the brand's commitment to caring for its customers, communities, and team members. To achieve this, we must be sincere, humble, succinct, and accurate.

The brand pyramid (next page) will help us fully understand United's voice, motivations, and qualities. This will give us a solid foundation for our writing.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Brand Voice Foundations

When writing for United, make sure that the language used matches with the following foundations of our brand. Our personality, values, and attributes all build upon our brand essence—and each of those categories differentiate us from other brands. Because of this, the way we speak to our audience should always reflect these traits.

Brand attributes: functions and features that create customer benefits

Brand values: most important promises delivered to the customers

Brand personality: key traits perceived by the customer

Brand essence: heart, soul, mantra, and core



Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Personality

Personality describes human characteristics that our brand and messaging should always embody.

Confidence: With over 70 years of experience, we are confident in our products and services and in our team’s ability to provide financial guidance and support.

Sincerity: We mean what we say, and we genuinely care for the success of each of our customers, communities, and team members.

Dedication: United’s commitment to excellence is evident in all that we do. We go above and beyond to ensure that our customers have the best experience possible—with our people and our products.

Support: United exists to provide a service, and we are always willing to go the extra mile to do the right thing for our customers.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Values

Values describe areas where United places the most significance and are treated as promises to be delivered to the customer.

Team: We play to win together as a team. We have high standards for our team members and their performance and service—but none of us could do it alone. We all need the support and tools provided by our teammates.

Trust: Through sincerity, honesty, and a long history of delivering on our promises, United instills trust in each of our customers.

Truth: We don't avoid or hide the truth. We bring any potential problems into the light in a positive manner to help us overcome them and improve as a company.

Caring: We operate with a people-first mentality. We exist solely to make our customers' lives easier and to make the communities we do business in better.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Attributes

Attributes denote the primary benefits that United offers to its customers.

Integrity: We are dedicated to doing right by those we serve: our customers, our employees, our shareholders, and our communities.

Humility: We were built on service, and it's the core of everything that we do at United. Our team is characterized by putting others before ourselves.

Safety: We take our customers' security seriously. It's our priority to protect each customer's personal information and to provide them with a dependable online experience.

Expertise: With over 70 years of experience and industry-leading team members across our bank, we'll provide the financial guidance and service that our customers can rely on.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Tone

Voice is our brand's personality, and it will always be the same. Tone is how we express that personality in our various channels and contexts. Our tone can impact the benefits we focus on, the structure of our writing, the emotions we invoke, and even the types of words we use.

For example, our tone will change significantly between a channel like social (the most casual) and a letter to customers regarding account information/changes (the most formal). Our tone will also shift depending on which of our audiences we're speaking to.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Tone (continued)

Our tone should shift slightly to better serve each of our primary audiences. Consider the following examples of how the focus of our language and the words we choose may change depending on who we're primarily speaking to:

Potential and Current Team Members: Focus on United's commitment to excellence, our service-oriented culture, and our consistent designation as a 'best place to work.' Speak to the growth of the bank and the opportunities for team members to flourish with it. Invite potential employees to discover how rewarding a career at United can be.

Retail: Create a tone that is warm, smart, professional, and welcoming. Be as brief as possible, while avoiding too much industry-specific terminology or jargon. This writing should be accessible to all audiences, depicting United as an approachable industry leader.

Commercial: Be clear, concise, and confident. Inspire assurance in our ability to support their business and focus on the personalized service they would receive from us that they may be missing from a larger institution. Professionalism is key here, while still maintaining the personal touch we are known for.

Investors: Be concise, confident, and professional. Focus on United's long history of stability and the ways we've positioned ourselves for even more future growth. Inspire confidence that our company is a great investment and will continue to be—and that our growth is an exciting thing to be a part of.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

General Best Practices

How We Refer to Ourselves

United is primarily referred to as “United Community” on first use. On subsequent uses, shorten the name to “United” to simplify and avoid repetition. Never refer to United as “UCB” in any form of marketing copy.

UCBI, or United Community Banks, Inc., is reserved for formal environments where the holding company is being specifically referenced. (The only exception to this is hashtags/cashtags on Twitter and any reference to our NASDAQ symbol.)

In-Branch Best Practices

For materials that are displayed within a United branch, our copy should be written in first person, reference bankers as ‘we’ or ‘our team,’ and CTAs should direct customers to ask questions or start a conversation.

Banking References

Because we’ve dropped ‘Bank’ from our brand name, we need to be mindful of mentioning banking or financial services in our copy. Customers should not question what type of company we are or what type of services we provide. If those phrases do not fit anywhere in the copy, then use ‘banking centers’ to reference our branches instead of ‘locations.’

Grammar and Style

United uses the Chicago Manual of Style.

[Contents](#)[Logo](#)[Color](#)[Typography](#)[Photography](#)[Design Elements](#)[Editorial and Design](#)[Messaging](#)[Grammar](#)[Brand Examples](#)[Resources](#)

Headlines and Titles

For headlines that form a complete sentence or are longer than 4-5 words, use sentence case. Always include necessary punctuation for those that form a sentence.

Examples:

- What a 9.1% inflation rate means for interest rates
- Why are mortgage rates rising?

For shorter headlines, use title case and the following guidance:

- Capitalize the first and the last word (regardless of the following lowercase rules).
- Capitalize nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions.
- Lowercase articles, coordinating conjunctions, and prepositions (regardless of length).

Examples:

- Online and Mobile Banking including Bill Pay
- Talking to Kids about Money
- Lowercase the 'to' in an infinitive (e.g., I Want to Play Guitar).
- Capitalize the second part of hyphenated major words (e.g., Self-Report not Self-report).

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Common Words and Phrases

Do	Don't
United Community; United	UCB, UCBI, United Bank, United Community Bank
Homeownership	Home ownership; home-ownership
Home buying	Homebuying
eStatement	estatement; e-statement
Prequalified	Pre-qualified
Customer	Client
Banking Center*; Location	Branch; Office
Southeast, community	footprint
Employees; Team	Associates; Teammates

**Only use banking center when banking is not otherwise referenced in the piece.*

In older pieces of United-branded material, the phrases “The Bank that SERVICE Built” and “Together for Good” are sometimes used. These phrases have been retired from official marketing materials and should now only be used internally (or in the case of ‘Together for Good,’ only on specific initiatives from the Community Development and Engagement team).

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Formatting

Category	Do	Don't	Notes
State Order	AL, FL, GA, NC, SC, TN		Alpha order
State Abbreviations	SC, US, NC	S.C, U.S., N.C.	
Phone Numbers	111-111-1111	111.111.1111; (111)-111-1111	
Website URLs	ucbi.com	https://www.ucbi.com	Avoid capitalizing URLs
Dates	May 10, 2022; the fall of 2019	5.10.22; 5-10; 5/7	
Job Titles (generic)	John Doe, a teller	John Doe, a Teller	
Job Titles (specific)	John Doe, State President	John Doe, state president	
Products (generic)	mobile banking, checking account	Mobile Banking, Checking Account	
Products (specific)	Bill Pay, United Essential Banking	Bill pay, essential banking	
Credentials	John Doe, MBA, SHRM	John Doe MBA SHRM	
Time	9:00am, 3:00pm	3:00 am, 9:00PM, 5:00p.m., 7:00 a.m.	
Addresses (Ads)	Greenville 2 West Main Street	2 West Main Street, Greenville, SC 12345	For branch locations on ad placements, always start with the city name, followed by the street name. Do not include the state or zip code.
Addresses (general)	2 West Main Street Greenville, SC 12345	2 W. Main Street	Spell out addresses when space allows. If not, abbreviate common words (W, N, Blvd, St), but do not use periods after the abbreviations.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Punctuation

General

- United always uses the Oxford comma.
- Use exclamation points sparingly, especially in headlines.
- Never double space after a period.

En and Em Dashes

- En dashes connect a span of something, like time. Don't place any spaces around the en dash.

Examples: from May–July, Monday–Friday, 1:00pm–5:00pm

- Em dashes are used for impact at the end of the sentence, act like a super comma, and build tension or add a punch. They can also be used as interjections in a sentence. Don't place any spaces around the em dash.

Example: We can promise you something better—access to the latest in online and mobile banking options and unsurpassed, quality service.

[Contents](#)[Logo](#)[Color](#)[Typography](#)[Photography](#)[Design Elements](#)[Editorial and Design](#)[Messaging](#)[Grammar](#)[Brand Examples](#)[Resources](#)

Punctuation

Hyphens

- Hyphens are used to connect two or more words that are acting as a compound adjective. They should only be used if directly modifying a noun:

Example: long-term savings

Example: saving for the long term

- Don't use when the compound adjective ends in -ly:

Example: newly established partnership

- When there are two words that should be hyphenated, both end with the same second adjective, and they are separated by an "and," the first term must also have a hyphen after it.

Example: We offer 6- and 12-month CD options.

Ampersands

- Avoid ampersands unless they are part of a company's name. If an ampersand is necessary for space, be consistent with its usage throughout the entire piece.

Ellipses

- Ellipses should only be used in direct quotes to show that information was removed. Never use an ellipsis for dramatic effect or timing.

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Brand Examples



Yard Sign



Mobile App



Branded Mug



Business Cards



Debit Cards

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging


Grammar

Brand Examples

Resources

Brand Examples

Now available
at our branch!



**Quick. Easy.
Personal.**

Get *live teller assistance* plus...

- Enjoy extended hours
- Deposit and cash checks
- Transfer funds
- Make loan payments
- And more!

We invite you to try a new way to bank
with us. Learn more at ucbi.com


Member FDIC. © 2023 United Community Bank | 23-1592-M

Buck Slip

United for You.

We care deeply about our local
communities, and we're excited to bring
that commitment to (state/town).

We're proud to support
Organization Name Here.



Member FDIC. © 2023 United Community Bank | ucbi.com | 23-1606-M

To learn more about United or to find
a location near you, **visit ucbi.com.**

Print Ad

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

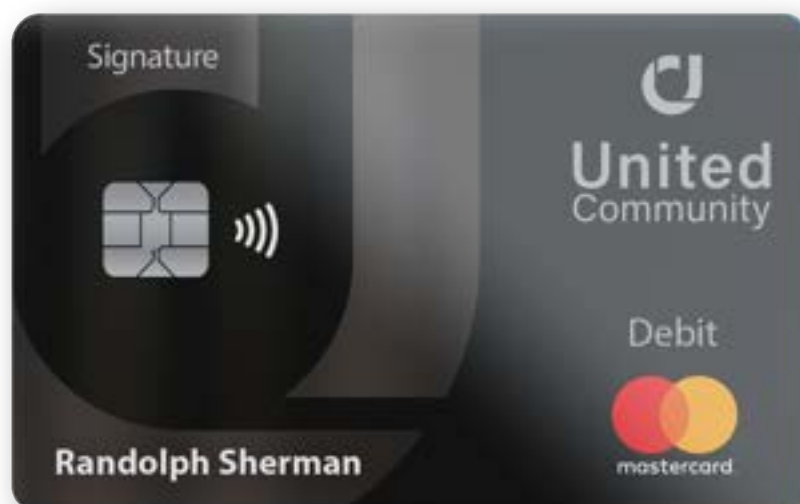
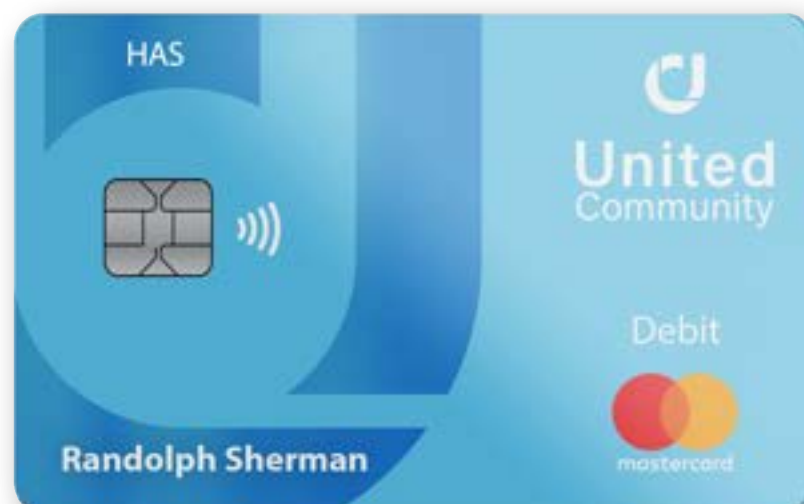
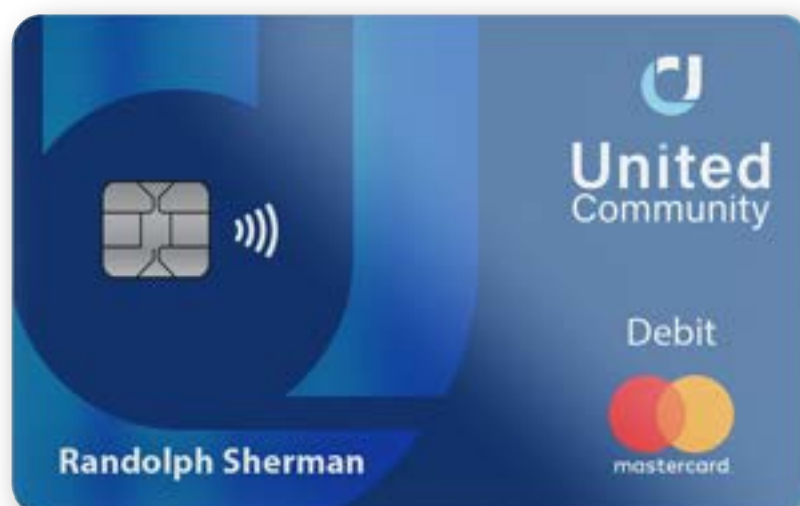
Messaging

Grammar

Brand Examples

Resources

Brand Examples



Debit Cards

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

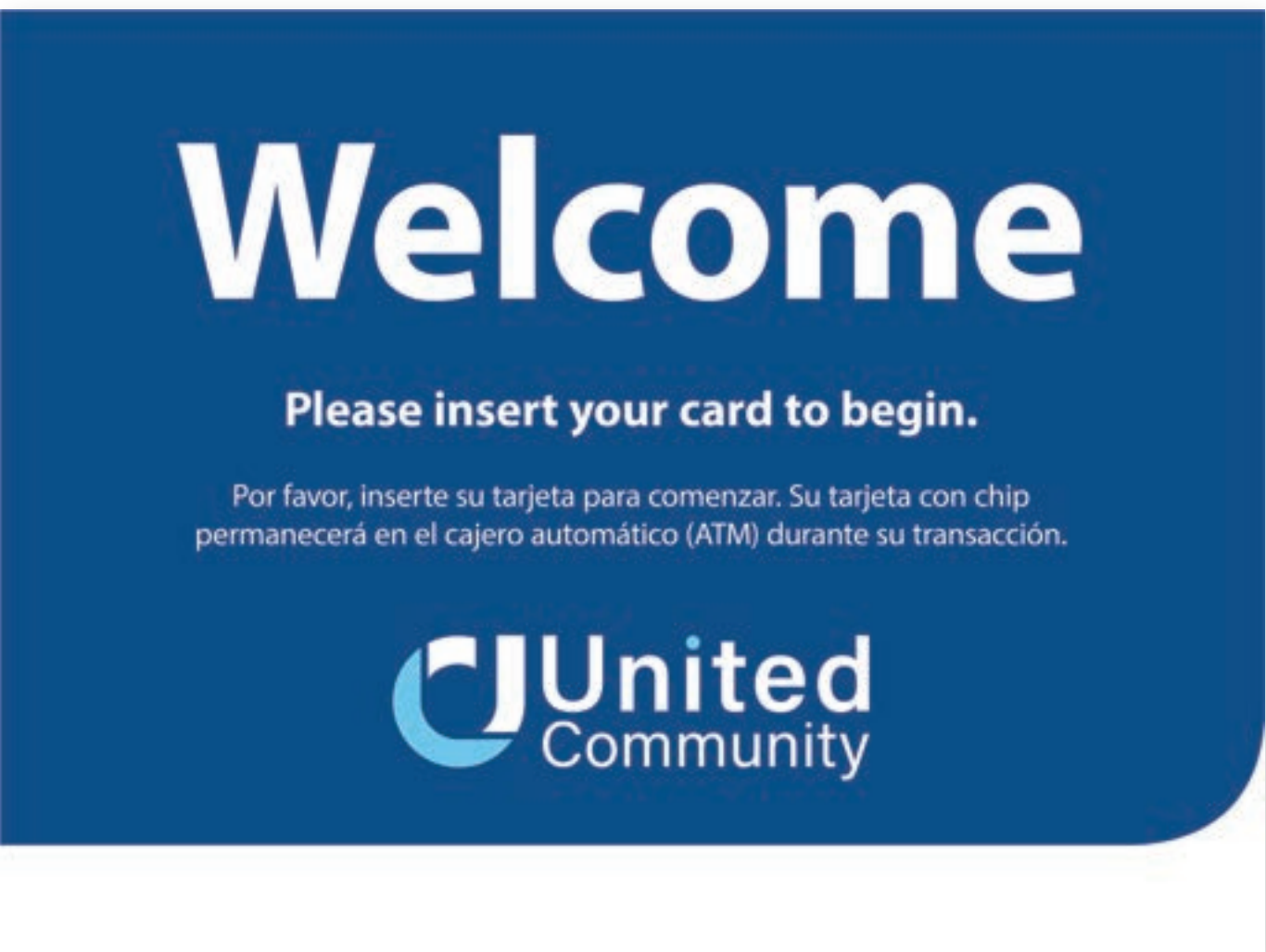
Brand Examples

Resources

Brand Examples



Digital Ad



ATM Welcome Screen



Digital Ad

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources

Additional Resources

All work produced for the United Community brand should adhere to these standards, and this document should always be referenced first. However, for additional context, specific use cases, and other technical resources, we have put together the following guides:

[Signage Standards](#)

[Email Standards](#)

Website Standards

Social Media Standards

Corporate Templates

[Logo Files](#)

Contents

Logo

Color

Typography

Photography

Design Elements

Editorial and Design

Messaging

Grammar

Brand Examples

Resources