



# Corporate Identity Guidelines

(Abridged Version)

# FirstBank Logo

FirstBank Primary Logo



FirstBank Secondary Logo



Colour breakdowns for the secondary logo will follow the same guidelines as per the primary logo.

FirstBank Primary Logo – Reversed



FirstBank Primary Logo – Mono



FirstBank Primary Logo – Mono Reversed  
(this logo option may also be reversed out of our primary blue)

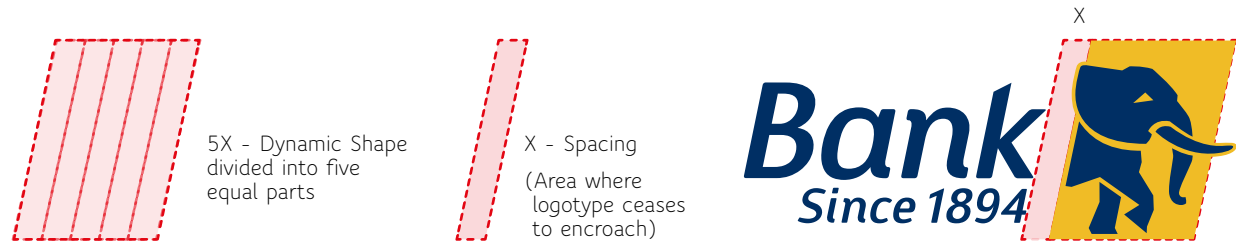


# Internal Space Dimensions

The FBN Identity is immediately recognizable by its design. This features a core logo icon comprised of an African elephant encompassed by the Dynamic Shape (some logo icon's do not feature the elephant). This dynamic rectangle is the basis on which the icon as a whole is configured.

All logotype descriptors for the various company groups align to this shape and sit immediately to its left, visually centrally aligned. Within this logotype space, the various group names have freedom to exist up to a maximum of two lines.

To calculate the space between the logotype and Dynamic Shape at any size, simply divide the dynamic shape into 5 equal widths. The clear space is one of these widths - shown to the right as 'X'.



All FBN identity logotypes have a set space as to how far from the Dynamic Shape they align. This 'X-spacing' is calculated as one fifth the width of the Dynamic Shape at any size.



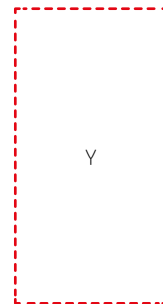
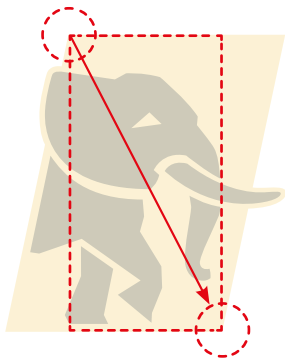
Double line logo option

# Logo Clear Zone

The FirstBank logo should never be redrawn, recreated or translated.

To enhance the presentation of all the FBN logos, an area of clear space has been defined. The logo must be surrounded on all sides by a minimum clear space which is determined by the height of the brands Dynamic Square. This element exists in all the groups logo's and allows the identity to be kept clear of competing text, images and graphics so that it can always stand proud.

To measure the size of this space draw a rectangle from the top left to bottom right corners of the Dynamic Square. This minimum clear space is defined as 'X'. The minimum clear space of 'X' should always be applied. This method will work on any size logo. Try to maximize clear space whenever possible.



Y - Size of logo rectangle to be used as measurement of Clear Zone.

## Landscape



## Stacked





## Minimum Logo Size

The FirstBank horizontal logo lockup may not be reduced further than the indicated size of the Dynamic Square below.



The FirstBank stacked logo lockup may not be reduced further than the indicated size of the Dynamic Square below.



# Brand Identity Misuse

Here are a few of the most common ways in which the FBN Holdings Identity must never be used.

Never resize, redesign or alter the spacing of the Identity's elements.



X

Never re-colour the identity's elements.



X

Never change the shape of the identity's dynamic shape or reshape it.



X

Never give the Identity a drop shadow.



X

The FBN Identity should never be used on a background that causes the identity to become illegible.



X

The FBN Identity should never be used over an image so as to cause conflict between image and logo.



X

Never compress or expand the logo lockup disproportionately.



X

Never substitute or alter the identity with other typefaces.



X

The FirstBank logo should always be seen clearly and dramatically. When using the logo on backgrounds, always make sure that it is positioned away from any competing imagery so that it stands out from the background colour. Because every image is different, be sure to choose a background colour with a strong contrast to place the logo on. An area of the image that is not busy in order to enhance legibility.

# FirstBank Core Logo Colour Breakdowns

All FirstBank logos have been created and supplied in RGB, CMYK, Specials/Spot and as Hexadecimal. For indepth colour wheels, please refer to chapter 7.



## CMYK

Cyan, Magenta, Yellow and Black colours are used in four colour process print communications such as mass print ads in newspapers and billboard posters.

## Specials/Spot

Specials colour palette is used for when less than four colours are used or if the print is required to have a premium look.

## RGB

Red, Green, Blue colour palette is principally used in digital media such as web and TV communications.

## Hexadecimal

The code is generally associated with HTML and websites, viewed on a screen, and as such the hex value pairs refer to the RGB colour space.

C100 M82 Y41 K39

Pantone 295C

R0 G40 B85

#002855

C0 M24 Y86 K7

FBN Gold (Pantone 124)

R234 G170 B0

#EAAA00

# 'You First' Proposition and minimum logo size

A lockup has been created for the 'You First' proposition.

The lines on either side of You First have been developed as an integral part of the overall design. These were originally determined to match the specifications of the entire lockup. This must operate as one design mechanic and should not change or be interfered with.

Typeface:  
Speak - Heavy Italic

Primary lockup - Blue and Gold on white background

*-You First-*

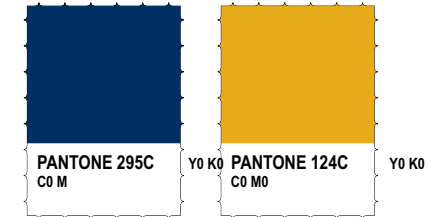
*-You First-*

*-You First-*

*-You First-*

FirstBank  
Since 1894

Primary 'You First' lockup  
Blue and Gold



Secondary lockup -  
Blue and white on Gold background

The Hyphens at each end of the proposition are cut at the same angle as the Dynamic Shape

The 'You First' proposition lockup may not be reduced further than the indicated size of the Dynamic Shape of whichever FirstBank logo it is used in conjunction with. For more information on this size guideline please see sections 2.34 and 2.35.

If needed, to establish this size first secure the 'You First' proposition and it's FirstBank Logo Lockup so they coincide together correctly as seen in slide 3.11 Then reduce both elements simultaneously to the required size taking care that the horizontal FirstBank logo Dynamic Shape does not reduce further than 4mm in height.

*-You First-*

FirstBank  
Since 1894

4mm

# SSA Market and FBNBank UK Logos

SSA Market logos

All the markets use FBNBank exactly the way it is shown here on the right



DRC DO NOT have the elephant icon in the dynamic shape



Only FBNBank UK retains the name appellation as shown here.



# SSA Market You First Usage

All English speaking countries use the You First and FBNBank logo lockup except Ghana.

Ghana as at today does not use the Tag line You First



Social Media Logos has name appellations

In French speaking countries You First is translated to French as Vous d'abord

DRC Congo use only the Dynamic Shape and the Vous d'abord tag line as a lockup

*-You First-*



*-Vous d'abord-*



*-Vous d'abord-*



# SSA Market logo usage on social media

The different countries do not use name appellations in all communication materials except on social media profile images for identification.



# Naming Convention

Product and service 'Brands' exist within the portfolio of FirstBanks customer offerings. i.e. KidsFirst and FirstXpress.

There are many existing products and services out in the market that have no clear rule to their name or logo design. Many have the principle of DESCRIPTOR (i.e. Kids) followed by FIRST, and equally many have FIRST followed by DESCRIPTOR (i.e. Express). The guidance is - All existing product / service names should not change, however the logos should adopt a consistent guideline, as indicated. However, all future new names that are created should follow the rule - DESCRIPTOR followed by FIRST, and should adopt the logo guidelines.

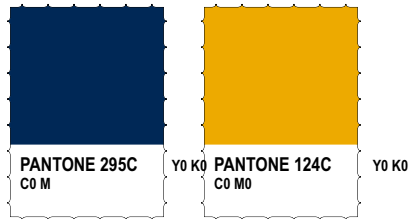
Existing Logo Examples -





# Product Logo Creation Rules

Product and service 'Brands' must follow the corporate identity in the adoption of the two primary brand colours: Blue (PMS 295c) and Gold (PMS 124c).



In the development of any logos the agency should endeavour to get a 70-30 balance between the blue and the gold.

The gold can be used as the highlight colour. FIRST should always be written in the corporate identity font. The descriptor can adopt alternative fonts and marks if this is felt appropriate to expressing the product, or appealing to the target market.

The logo for 'First Xpress' features the word 'First' in a dark blue serif font, followed by a large, stylized gold 'X' that also serves as a highlight, and then the word 'press' in a dark blue serif font.



Reworked Logo Examples -



Me First Logo



Xplore First Logo



Kids First Logo

## Product Logo Usage



***FirstAdvance***  
FirstBank

 ***Firstmonie***  
Agent

***FirstCustomer***  
FirstBank

***FirstCredit***  
FirstBank

***FirstBank  
Women  
Network*** 

# Divider 70:30 guide



## Dimension:

Height=3.174mm

Length varies based on length of words

**Colour:** Yellow Gold before Blue but will be reverse white based on background colour

**Ratio:** 70:30 (60 Yellow Gold, 40 Blue)

**White Space:** The space between Yellow Gold and Blue bars, will permanently be same

**Dimension:** Length = 0.771mm

## Dos

To increase the length of each bar, use the shape tool to drag individually



## Don'ts

Never increase or reduce length of divider as a group

Do not pull from the middle or side

For small sized designs, such as web banner, social media post and many more,  
reduce the divider by 50%



100%

Small size 50%

The word is never longer than the line.

Inspiring

Local Business Action

for Sustainable Impact ✓

Inspiring

Local Business Action

for Sustainable Impact ✗

Driving Digital  
Transformation

Through Digital  
Banking Solutions ✓


Driving Digital  
Transformation

Through Digital  
Banking Solutions ✗

# Divider and Header Usage

Divider line should be used on mostly press adverts. The word or phrase above the divider should make a complete statement.

But when the header is concise, the divider line stays below it.




## 6 Ways to open an account!

It's so easy to open an account with FirstBank.

How?

- FirstMonie Agent - visit any Firstmonie Agent
- USSD Quick Banking - dial \*894\*0#
- FirstMobile - download Firstmobile App
- Direct Sales Executive (DSE) App - talk to a FirstBank staff anywhere, anytime
- FirstBank ATM - visit the nearest ATM
- FirstBank Branch - visit the nearest branch

Open an account with zero Naira today!



**You First**

FIRSTBANK IS AN FBN HOLDINGS COMPANY

Contact us: 01-4485500, 0700-34778-2658228 / [firstcontact@firstbanknigeria.com](mailto:firstcontact@firstbanknigeria.com) / [complaints@firstbanknigeria.com](mailto:complaints@firstbanknigeria.com) / RC 0250



## Supporting agriculture through the years



### So you can feed the world today

You're not afraid to till the land.  
After all, the land creates and sustains wealth.  
As your successes have grown, so have your ambitions.  
Our SME loans are just what you need to enable you go further.

**Take a bowl**

**You First**

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Contact us: 01-4485500, 0700-34778-2658228 / [firstcontact@firstbanknigeria.com](mailto:firstcontact@firstbanknigeria.com) / [complaints@firstbanknigeria.com](mailto:complaints@firstbanknigeria.com) / RC 0250



## Keep your ajo for other things ...we'll keep your kids in school



With **FirstBank Naira Credit Card**, enjoy 45 interest-free days loan to pay school fees.

- Dial \*894\*11# to access 50% of your net salary in one minute with **FirstAdvance**
- Transfer their school fees conveniently with **FirstMobile** or **FirstOnline**.

Learn more @ [www.firstbanknigeria.com](http://www.firstbanknigeria.com)

\*Terms and Conditions Apply

**You First**

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# Tone of Voice

Our brand must have a clear and definitive way to communicate using the right tone of voice that reflects our personality and definitive character. Tone of voice can mean a few different things, but it usually comes down to attitude - the quality or feeling expressed by the words you are using. As such it is very important that our brand has one clear tone of voice and we must all speak with that 'one voice'.

'One voice' that is distinguishable, easily understood and engaging.

'One voice' will keep all of our communications consistent and individual.

'One voice' will be heard across our whole organisation and will be instantly recognizable and personable.

'One voice' will bring us together as employees and connect us.

When establishing our 'one voice' we should use language that is warm and proactive and that demonstrates our brand personality.

We need to think of what the customer wants to hear, not what we want to sell them.

We should make all interactions personal and warm - say 'hello' instead of 'welcome'.

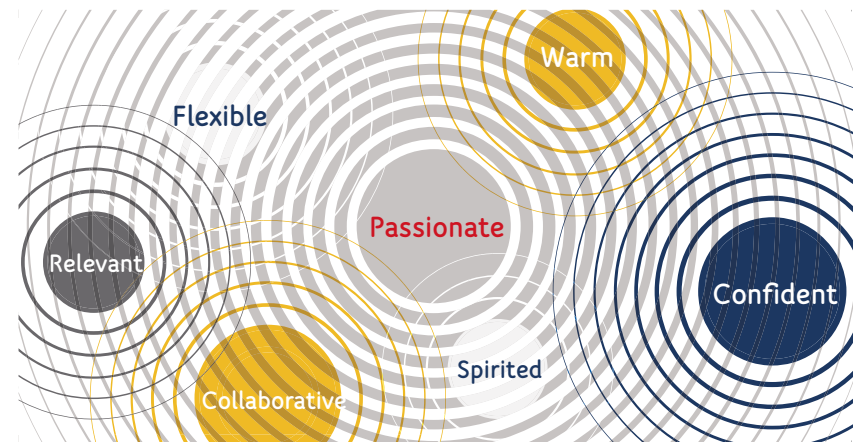
Our 'one voice' should not just be used in the way we speak but also the way we write across all of our communications.

## tone of Voice

Every time you communicate with a customer or a colleague you act as an ambassador for our brand.

What you say, and how you say it, will impact on our business. Written communications should closely follow and support our brand charter - vision and values.

## Our brand tone of voice should be:





# Tone of Voice

## ATL Brand advertising:

Brand advertisements should depict the brands personality and the benefits of the brand to its customers. We need to communicate to a broad spectrum of FirstBank customers. Brand ATL communication should convey a human trait, personality, occupation or emotion rather than a specific service or product.

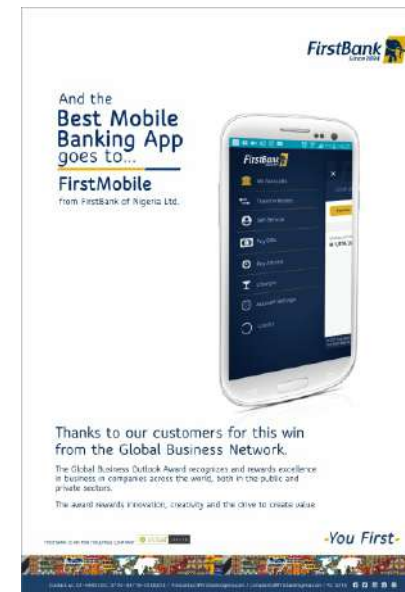
Utilising this type of advertising helps build awareness for FirstBank as a refreshing alternative from its competitors. A place to do business where the customer is the centre of focus.

## Product/Service advertising:

The way we say something is often as important as what we say. When writing copy use plain language and an informal tone, which reinforces and compliments the images used.

Keep the message simple and direct. Avoid technical jargon or corporate speak. Make our messages relevant to our audience by speaking in terms that they can identify with. The Headline message should be from a customer-benefit perspective, with a connection to a product or service.

Think of what the customer wants to hear, not what we want to sell. In this way, we establish a personal connection with our audience making our message more accessible and more memorable. This is demonstrated in the examples shown in the Product/Service layout options.



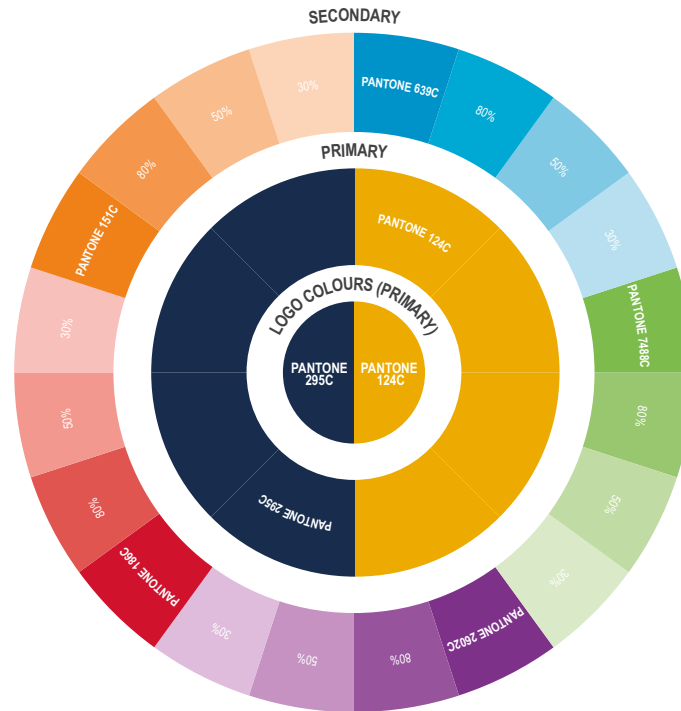


# Primary and Secondary Colour Wheel

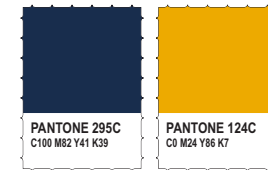
This is the colour wheel for FBN Mass Retail.

Only these primary and secondary colours may be used for image treatments in this segment.

A primary colour palette is used as a background, secondary gradient colours are used in conjunction with primary colours to add depth, contrast and accents.



Primary Swatch



For External Applications



Secondary Swatch



# FirstBank Endorser

Divider line should be used on mostly press adverts. The word or phrase above the divider should make a complete statement.

But when the header is concise, the divider line stays below it.

FIRSTBANK IS AN FBN HOLDINGS COMPANY



# Logo and Endorser Positioning on Press Adverts

**FirstBank**  
Since 1894

## 6 Ways to open an account!

It's so easy to open an account with FirstBank.

How?

- FirstMonie Agent - visit any Firstmonie Agent
- USSD Quick Banking - dial \*894\*0#
- FirstMobile - download Firstmobile App
- Direct Sales Executive (DSE) App - talk to a FirstBank staff anywhere, anytime
- FirstBank ATM - visit the nearest ATM
- FirstBank Branch - visit the nearest branch

Open an account with zero Naira today!

**You First**

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Contact us: 01-4485500, 0700-34778-268226 / [Firstconnect@firstbanknigeria.com](mailto:Firstconnect@firstbanknigeria.com) / [compliance@firstbanknigeria.com](mailto:compliance@firstbanknigeria.com) / RC 0290

**FirstBank**  
Since 1894

## Growing SMEs through the years

**You First**

**So you can call the shots today**

You have the idea, the drive and the courage. That's how you've made it this far on your own terms. If anyone can rule the world, it's you - with us always putting you first.

Go get 'em, we'll enable you!

Visit <https://smeconnect.firstbanknigeria.com> to learn more.

**You First**

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**FirstBank**  
Since 1894

## Keep your ajo for other things

**E GO BETTER**  
Daily Contribution Services

Card No. \_\_\_\_\_  
Name: K. O. Chiem  
Address: \_\_\_\_\_  
Sign: \_\_\_\_\_  
Kasi owo yika ni odun titun

...We'll keep your kids in school.

With **FirstBank Naira Credit Card**, enjoy 45 interest-free days loan to pay school fees.

- Dial \*894\*11# to access 50% of your net salary in one minute with **FirstAdvance**
- Transfer their school fees conveniently with **FirstMobile** or **FirstOnline**.

Learn more @ [www.firstbanknigeria.com](http://www.firstbanknigeria.com)

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**You First**

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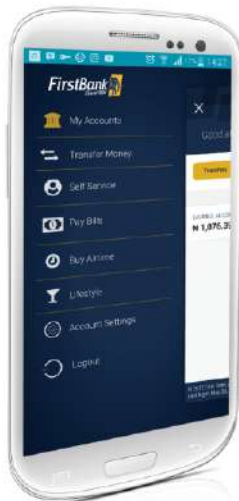


# Press Adverts Template

**FirstBank**  
Since 1894

And the  
**Best Mobile  
Banking App**  
goes to...

**FirstMobile**  
from FirstBank of Nigeria Ltd.



Thanks to our customers for this win  
from the Global Business Network.

The Global Business Outlook Award recognizes and rewards excellence  
in business in companies across the world, both in the public and  
private sectors.

The award rewards innovation, creativity and the drive to create value.

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**You First**

Contact us: 01-4485500, 0700-34778-2608228 / [fbcontact@firstbanknigeria.com](mailto:fbcontact@firstbanknigeria.com) / [complaints@firstbanknigeria.com](mailto:complaints@firstbanknigeria.com) / RC 0290

**FirstBank**  
Since 1894

**Success** is  
built with **YOU**

Over 125 years of supporting and enabling  
dreams, over 125 years of resilience, relevance,  
trust, safety and security.  
Let's continue working to create your  
envisioned success together.

Visit [www.firstbanknigeria.com](http://www.firstbanknigeria.com) to learn  
more about us.

FIRSTBANK IS AN FBN HOLDINGS COMPANY

**You First**

Contact us: 01-4485500, 0700-34778-2608228 / [fbcontact@firstbanknigeria.com](mailto:fbcontact@firstbanknigeria.com) / [complaints@firstbanknigeria.com](mailto:complaints@firstbanknigeria.com) / RC 0290

**FirstGem**  
FirstBank

**FirstBank**  
Since 1894

**DisruptHER**

FirstGem 3rd Anniversary Conference



FirstBank will be hosting 1,000 women to celebrate the 3rd Anniversary  
of FirstGem - its female focused product. The event themed - The Modern  
Woman Manifesto will focus on what every woman needs to build on, in the  
quest to improve personal wealth.

**Theme:** The Modern Woman Manifesto

**Date:** 21 November 2019 **Time:** 09:00am

**Venue:** Harbour Point, 4 Wilmot Point Rd, V.I Lagos

To register, visit: <http://bit.ly/firstgemregistration>

*Empowering Women, Creating Wealth*

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**You First**

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# Press Advert (Bottom Strip) Template

## Expertise

It's in our DNA

In an ever changing economy, with 125 years of serving YOU, we remain strong, trustworthy, dependable, safe and consistent.

You can be confident that we will continue to deliver innovative banking products and services which seamlessly and conveniently suit your lifestyle needs.

Visit [www.firstbanknigeria.com](http://www.firstbanknigeria.com) to learn more about us.



**FirstBank**  
Since 1894

*-You First-*

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PRUDENTIAL BOARD LISTED

Contact us: 01-4485500; 0700-34778-2668228 / [firstcontact@firstbanknigeria.com](mailto:firstcontact@firstbanknigeria.com) / [complaints@firstbanknigeria.com](mailto:complaints@firstbanknigeria.com) / RC 6290

**\*894#**

**Quick Banking**  
...so easy, so simple!

## As fast as

**\*894#**



**FirstBank**  
Since 1894

*-You First-*

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PRUDENTIAL BOARD LISTED

Contact us: 01-4485500; 0700-34778-2668228 / [firstcontact@firstbanknigeria.com](mailto:firstcontact@firstbanknigeria.com) / [complaints@firstbanknigeria.com](mailto:complaints@firstbanknigeria.com) / RC 6290



## Newspaper Splash

## Tabloid Single Page

To showcase functions or events for FirstBank in a single page editorial, a Tabloid splash grid has been designed. To create this, take a basic tabloid single page format and make a blue 8mm thick border all round. Next, divide your format into 8 equal rectangles (4 high and 2 wide) with a 1mm space between each rectangle (Diagram 1).

This starting point is a modular grid that can be adjusted according to the amount of images needed. If one needs a larger, smaller or portrait size image, simply join or divide in half the required grid rectangles. Note, the top left and bottom two rectangles are always kept clear of images as this is reserved for the logo, headline, sub head, You First proposition, two-line pattern and name designations.

The example far right illustrates some layout options available. Note: The images used here are solely for placement purposes.

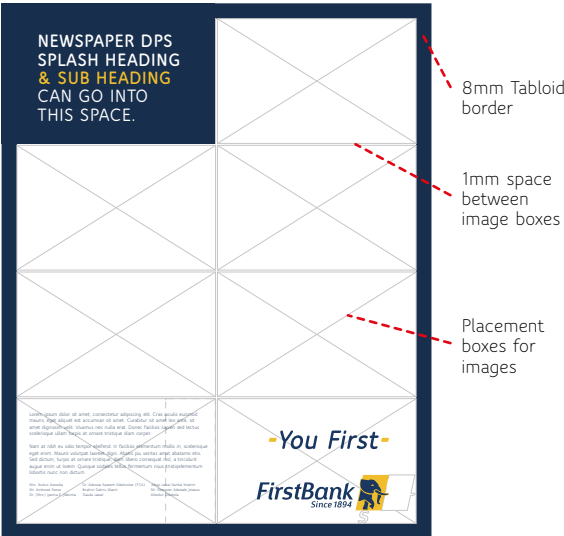


Diagram 1 - Starting grid for Tabloid single page Splash layout



Image layout option





Since 1894

# Empowering the Youth

## for the Future

For over 125 years of nation building, FirstBank has been empowering young ones for the future through partnerships with organisations such as Junior Achievement Nigeria (JAN).









As a sponsor of the JAN Company program in select cities and culminating National Company of the Year (NCOY) Competition, FirstBank remains committed to youth entrepreneurship and financial literacy. We congratulate JAN on its 20th anniversary celebration. It has been two decades of preparing Nigerian youths for the world of work, and we are proud to associate with you.

**You First.**

Contact us 01-4465500, 0700-34778-2669226 / [firstcontact@firstbanknigeria.com](mailto:firstcontact@firstbanknigeria.com) / [complaints@firstbanknigeria.com](mailto:complaints@firstbanknigeria.com) / RC 6230







# Photography / Image Choice

## Using the right image is of paramount importance.

Whether choosing stock images or commissioning photography, all portraits must be relevant and portray the aspirations and needs of the product being promoted.

The choice of image should be:

Natural, Uncluttered, Real, Simple, Aspirational, Honest, Accessible and Warm where moments are captured and connections are made with the viewer.

Express the Brand values of a progressive, confident, welcoming, contemporary and individual way.

A consistent tonal quality and art direction style.

Promotes an accurate reflection of the business segments through activity, dress code and age.

Composition: Simple, Clean, Straight talking. Not posed.

Relevant to subject.

## Core Principles

The following is a guide to achieving the correct tone of voice for all Mass Retail people photography.

Being a cut-out style the person will always be the main focus.

Background colours:-

Mass Retail: This can be a neutral light gray or the primary Pantone 124c.

Other Segments: This is determined by segment primary colour pallet.

The main focus of the shot must be the face, shoulders and chest. In extreme cases the shot may be cropped as far as the subjects waist.

The subject does not need to be looking at the lens.

The aim must be to capture a moment of integrity and something of the personality of the person.

The subject must look relaxed and project a sense of fun and personality. The photograph must not look like a passport photograph.

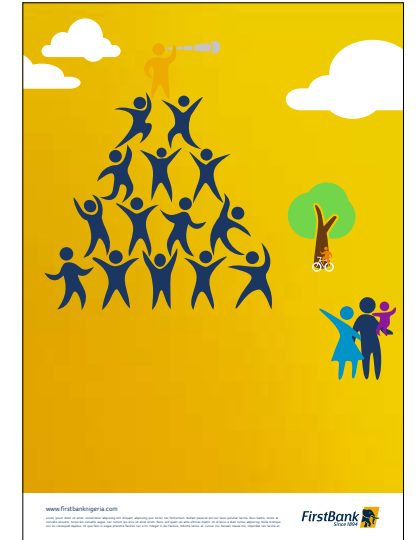
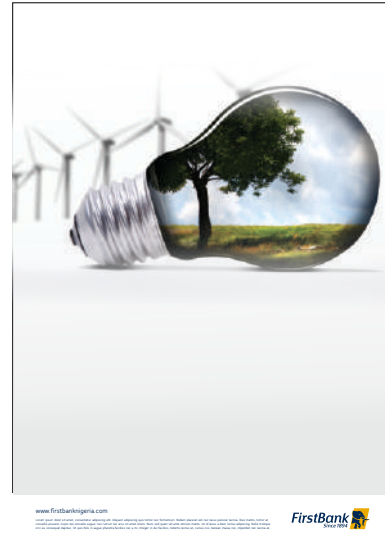
Don't be afraid to ask the subject to move for you.

Promotes and is an accurate reflection of the business and it's business segments.

Presents a cohesive and consistent style and photographic direction.

The printed colours shown throughout this manual are not an exact match to the actual colours specified. Always refer to Pantone colour standards guide for accuracy. Pantone registered trademark of Pantone Inc.

# Photographic/Illustration Relationship





# FirstBank – Photographic Style

Image choice for FBNHoldings & FirstBank should follow the basic cues of warm, friendly, bold, clean and simple. This is a basic synopsis of the type of image inherent for this group.



## FBN Mass Retail – Photographic Style

Image choice for FBN Mass Retail should follow the basic cues of warm, friendly, bold, clean and simple. This is a basic synopsis of the type of image inherent for this group.





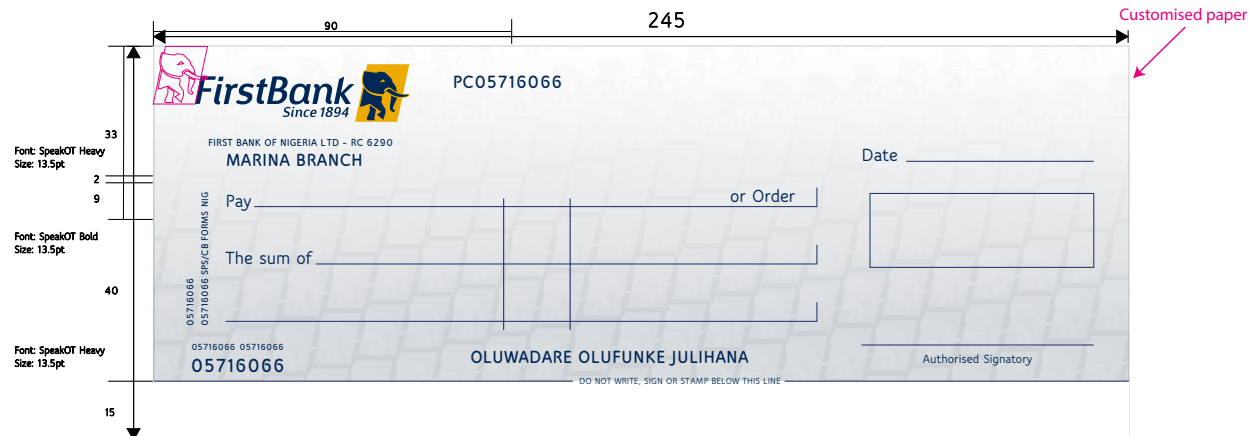
ICONIC  
OBJECTS  
REPRESENT  
PRODUCTS





BOLD  
BRIGHT  
VIBRANT  
PLAYFUL  
SIMPLE  
SILHOUETTES  
ICONIC



# Cheque Book






# Cheque Book

<b>FirstBank</b> Since 1894		PC05716066	
FIRST BANK OF NIGERIA LTD - RC 6290			
Pay	<b>NAME</b>	or Order	Date <b>30/09/2016</b>
The sum of	<b>AMOUNT</b>		₦ <b>AMOUNT</b>
			 Authorised Signatory
DO NOT WRITE, SIGN OR STAMP BELOW THIS LINE			
0000000000 1111111111 : 2222222222 01			

FirstBank Cheque book

FirstBank Co-branded Cheque book


<b>FirstBank</b> Since 1894		PC05716066		
FIRST BANK OF NIGERIA LTD - RC 6290				
Pay	<b>NAME</b>	or Order	Date <b>30/09/2016</b>	
The sum of	<b>AMOUNT</b>		₦ <b>AMOUNT</b>	
			 Authorised Signatory	
DO NOT WRITE, SIGN OR STAMP BELOW THIS LINE				
0000000000 1111111111 : 2222222222 01				

# Annual Report Cover



# Communication material example

## DL Flyer - Feedback & Complaints



### FirstBank Cards



Enjoy the convenience of paying for goods and services with a wide array of FirstBank cards. Apply for your FirstBank cards at any FirstBank branch nationwide.

**Naira MasterCard**  
Rule the world with a swipe of a FirstBank Naira MasterCard; a Chip and PIN Debit Card that enables you make purchases online, pay bills and access cash at ATMs worldwide. And interestingly, you do not need to source for FOREX in making international transactions.

**Naira Credit Card (NCC)**  
Gain access to a revolving line of credit that offers up to 45 interest-free days. The NCC gives you extra cash via ATM, ability to pay online and can be used in locations around the world where the VISA logo is displayed.

**Verve Prepaid Card**  
Give your life more verve with a FirstBank Verve card. A Verve card guarantees you 24 hour access to funds, flexible and risk-free transactions Online, POS and ATM. And enables you recharge your airtime and pay your utility bills without stress.

**Visa Prepaid Card**  
With our highly secure Visa Prepaid card you have absolutely nothing to worry about when making purchases online, paying bills with a POS and accessing cash at ATMs.




### Bank on the go!

Enjoy easy access to your funds wherever you are, with unique mobile solutions that provide you with a more convenient mobile banking experience and the freedom to bank your way.

**FirstMobile**  
A mobile banking platform that allows you carry out financial transaction directly from your bank accounts on your mobile phone. Available for Android, BlackBerry and Apple devices.

**FirstMonie**  
Send and receive money, pay bills, buy airtime and more with your mobile phone; using your mobile phone number as your account number.

**FirstOnline**  
Experience banking transactions online without the restrictions of branch banking.



### Bank Accounts

At home or abroad, enjoy the maximum benefits that FirstBank accounts offer you, including attractive interest rates, reduced charges and multiple currency transactions among others.

**FirstSavings Plus**  
A unique savings account that offers you the benefits of a current account.

**FirstExclusive Current Account**  
This is an interest-bearing current account designed for high-end savers, entrepreneurs and SMEs. You also enjoy zero COT by maintaining certain turnovers.

Terms & Conditions apply

Contact us: 01-4485500; 0700FIRSTCONTACT(0700-34778-2668228); firstcontact@firstbanknigeria.com  
complaints@firstbanknigeria.com | www.firstbanknigeria.com | RC 6290 | SMS short code: 30012


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*Live life on your own terms; Let FirstBank show you how*



**-You First-**


**FirstBank**  
Since 1894



### FirstBank Cards

Enjoy the convenience of paying for goods and services with a wide array of FirstBank cards. Apply for your FirstBank cards at any FirstBank branch nationwide.


**Expressions Card**  
Carry your smile and memories everywhere you go, with FirstBank Expressions card. A Chip and PIN debit card that enables you create the look and feel you want. You can use Expressions card anywhere in the world; Online, ATM and POS; and you can count on a prompt alert, every time.



### Payment Solutions

Process your payments without breaking a sweat.

**PayPal**  
A faster and more secure way for you to send money without sharing your financial information.

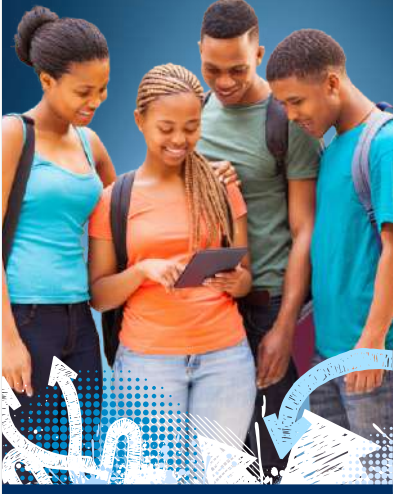


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*It's never too early to look good financially*



**-You First-**

**FirstBank**  
Since 1894

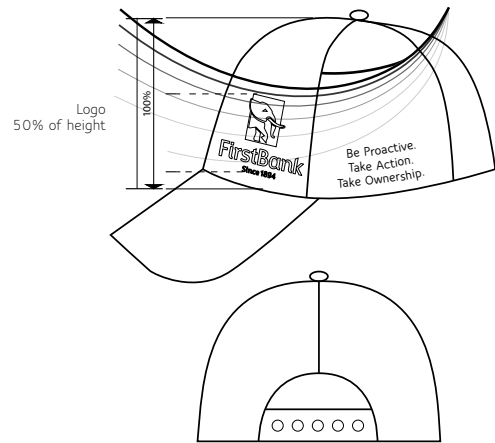


# Branded Merchandise - Cap & Note pad

## Adjustable Baseball Cap

Baseball Cap - Adjustable

Raised embroidered Logo 'First Bank' on front of cap  
Cap colour - Pantone 295 C  
White type 'Be Proactive. Take Action. Take Ownership.' embroidered  
Printed CMYK



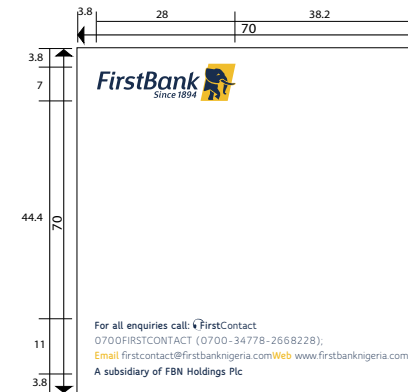
Stacked Logo CMYK



## Block Pad

Block Pad

Printed CMYK  
Pantone 295 C  
Pantone 124 C



# Branded Merchandise - T-Shirts

T-Shirts - Mens  
T-Shirt - Me

Cotton T-Shirt -



## Branded Merchandise - T-Shirts

## T-Shirts - Womens

Cotton T-Shirt - White and Blue options  
Printed CMYK



# Branded Merchandise - Stationery / Corporate

## Wrist Bands

Silicone Rubber Wristbands Debossed  
Type 'Be Proactive. Take Action. Take Ownership.'  
Printed CMYK

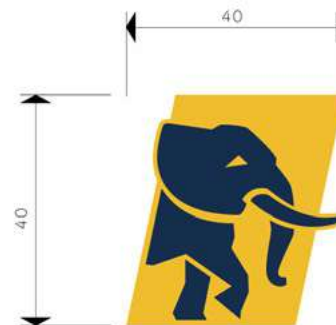


Silicone Rubber Wristbands Print  
Type 'Be Proactive. Take Action. Take Ownership.'  
'First Bank' Logo



## Dome Badges

Dome Badges  
Printed CMYK



## Pens

Ball Point Pens  
Printed CMYK  
Pantone 295 C  
Pantone 124 C



# Pull-Up Banners

Introducing  
**smeconnect**  
FirstBank




All your business solutions  
in one place.

Visit [www.smeconnect.firstbanknigeria.com](http://www.smeconnect.firstbanknigeria.com)  
and get the #FirstBankEdge #FirstBankSMEConnect

*You First.*  
FirstBank

[FirstBankNigeria](#) [@FirstBankNG](#) [FirstBankNG](#)  
[FirstBankNigeriaLtd](#) [@firstbanknigeria](#)  
[www.smeconnect.firstbanknigeria.com](http://www.smeconnect.firstbanknigeria.com)



**FirstBank**  
Since 1894

**\*894#**

**Quick Banking**  
...so easy, so simple!

**Transfer Money**  
\*894\*amount\*account number#

**Buy Airtime**  
\*894\*amount#

**Check Balance**  
\*894\*00#

[FirstBankNigeria](#) [@FirstBankNG](#) [FirstBankNG](#)  
[FirstBankNigeriaLtd](#) [@firstbanknigeria](#)  
[www.smeconnect.firstbanknigeria.com](http://www.smeconnect.firstbanknigeria.com)



**XploreFirst**  
FirstBank



**Level Up with  
the XploreFirst  
Promo!**

Stand a chance  
to win a  
**scholarship worth  
N150,000  
and N5,000**  
in consolation prizes monthly

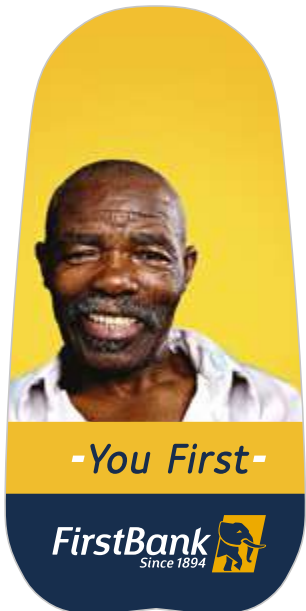
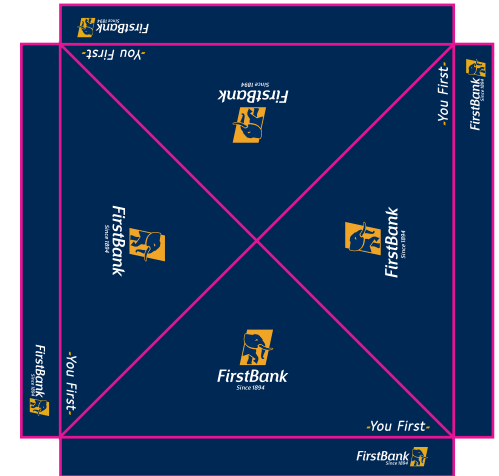
Promo runs from  
**October 1, 2018  
to March 31, 2019**

*You First.*  
FirstBank

[FirstBankNigeria](#) [@FirstBankNG](#) [FirstBankNG](#)  
[FirstBankNigeriaLtd](#) [@firstbanknigeria](#)  
[www.smeconnect.firstbanknigeria.com](http://www.smeconnect.firstbanknigeria.com)



# Brand Event Elements



## Vehicle Branding



# Website Dimensions

New Web banner  
1200 x 400px

Height 47 px

217 px

112 px

871 px

299 px

Height 49 px

NO IMAGE  
RENDERED  
USE  
DYNAMIC  
SHAPES

Keep your  
details safe  
Bank Smart!

FirstBank will not request your ATM Card PIN,  
online banking passwords, OTP and other  
personal account details via phone calls,  
texts or emails.



Keep your  
details safe  
Bank Smart!

FirstBank will not request your ATM Card PIN,  
online banking passwords, OTP and other  
personal account details via phone calls,  
texts or emails.



ONLY  
IMAGE/INFORMATION  
WITHIN THIS  
AREA WILL BE  
RENDERED  
871 x 299px





We are aware you might be having challenges making your DSTV payments through our channels.

We apologise for any inconvenience and are working on rectifying the issues in the shortest possible time.

Thank you for your patience.



Get **Extra 5 Litres** of fuel at select Oando petrol stations nationwide when you buy fuel worth **N3,000** and above with your **FirstBank Verve card**.

6am - 8pm Every Friday | Valid till 8th November 2019

Get a FirstBank Verve Card today at any of our branches nationwide.



Get a brand new Suzuki car with as low as **N89,000** monthly.

Enjoy a year of free fuel and car servicing, free car registration and 3 years manufacturer car warranty.

Promo runs till **June 30, 2020**.

Visit the nearest FirstBank branch to get started.



# Social Media

**FirstBank**  
Since 1992

We keep **pushing**  
the **boundaries**  
just for **you!**



**You First**

**VISA**

**FirstBank**  
Since 1992

Enjoy Merchant  
Discounts Abroad  
and Stand a Chance to  
Win Home Appliances



Offer valid till September 13, 2019.  
Visit [visa.com.ng](http://visa.com.ng) for more details.  
Get a FirstBank Visa Card at any FirstBank branch today.  
Terms and Conditions apply.

**You First**

**FirstBank**  
Since 1992

**Pay for Lekki-Epe Expressway &  
Lekki-Ikoyi Link Bridge Tolls  
On FirstMobile**



Top-up your LCC toll account with the  
'Pay Bills' menu on your FirstMobile app.  
**It is seamless. Go on, try it now!**

Download • Activate • Bank your way

**You First**

**FirstBank**  
Since 1992

Winter is gone,  
**Summer**  
is coming!

Power is Power...  
Be king this summer  
with your FirstBank cards.



**You First**

**cfao**

**FirstBank**  
Since 1992

Get a brand new  
**Suzuki car**  
with as low as  
**N89,000 monthly.**



Enjoy a year of free fuel and car servicing,  
free car registration and 3 years  
manufacturer car warranty.

**Promo runs till June 30, 2020.**  
Visit [www.firstbanknigeria.com](http://www.firstbanknigeria.com) to get started.

**You First**

# Mobile/Apps

**FirstBank**  
Since 1894

**COVID-19**  
#FIRSTBANKCARESXCVID19

**It's all on  
your phone!**

Do you really need to  
go to a branch?  
Do it all online!

**\*894#**

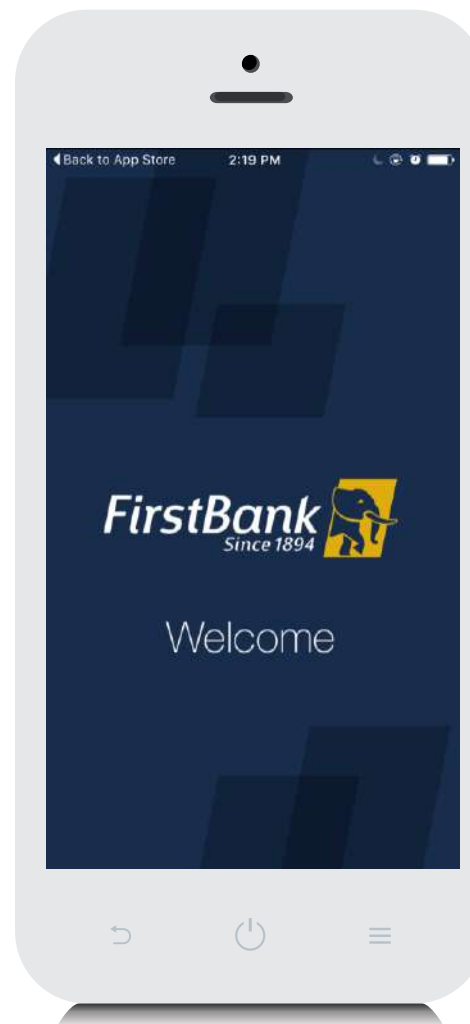
**FirstMobile App**

**FirstOnline**

**FirstAdvance**

**FirstBank Cards**

**You First**



**FirstBank**  
Since 1894


**Recharge  
&  
Win**  
with  
**FirstMobile!**

Buy airtime worth N500 or more between 7am and 9am and stand a chance of winning N500 bonus airtime.

Promo runs till 29 January 2020

**Terms and Conditions Apply**


**You First**





INTERNAL USE ONLY

## We did it again!



Just while we were basking in the euphoria of our latest win with FirstMobile, the recently concluded 2019 KPMG BICCS Survey saw FirstBank as one of the highest movers in 2019 as we recorded an increase in Customer Experience scores which moved us from 8th to 5th position in the Retail segment and from 10th to 9th in SME segment.


We couldn't have done this without YOU.

Let's not rest on our oars until FirstBank attains and remains at number one position in the financial services industry.

For more enquiries: [marketing@firstbanknigeria.com](mailto:marketing@firstbanknigeria.com) | 1100017711 | 110000222

INTERNAL USE ONLY

## Coronavirus (COVID'19); A 2 Minute Survey



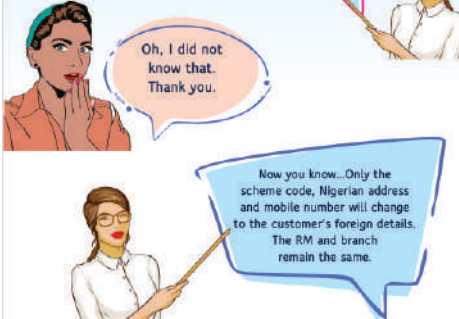
Please take a few minutes to answer FirstBank's COVID-19 preparedness questions and suggest ways we can prepare better.

[Click here](#) to get started!

For more enquiries: [marketing@firstbanknigeria.com](mailto:marketing@firstbanknigeria.com) | 1100017711 | 110000222

INTERNAL USE ONLY

## Account Migration Update



Did you know that when a generic account is migrated to diaspora suite, the RM and branch do not change?

Oh, I did not know that. Thank you.

Now you know...Only the scheme code, Nigerian address and mobile number will change to the customer's foreign details. The RM and branch remain the same.

Please let us guide our existing customers based abroad to update their accounts properly and also profile it for diaspora banking services.

For more enquiries: [marketing@firstbanknigeria.com](mailto:marketing@firstbanknigeria.com) | 1100017711 | 110000222

INTERNAL USE ONLY

## FirstAdvance

## Make this season a cheerful one



Bag of Rice  
Shoes  
Chicken  
Gifts  
Clothes  
Family Hangout

**Get up to 50% of your salary in one minute**  
Update your FirstMobile App or dial \*894\*11\* to get extra cash now.

Open a Salary Account today to enroll for FirstAdvance

Visit [www.firstbanknigeria.com](http://www.firstbanknigeria.com) for more information. Terms and Conditions apply.

For more enquiries: [marketing@firstbanknigeria.com](mailto:marketing@firstbanknigeria.com) | 1100017711 | 110000222

## Portal Banner

Are your customers  
**approaching** their  
**businesses this way?**

Discover the solutions  
your customer's business needs with  
[www.firstbanknigeria.com/smeconnect](http://www.firstbanknigeria.com/smeconnect)



FirstBank  
Since 1994

-You First-

**Scan and share  
with QR today!**

Share love with your colleagues within the  
Head office, McCarthy & Elephant house.  
Visit the 7th floor cafeteria & scan the  
displayed QR to pay for discounted gift items.

**Promo ends on 13 February 2020.**

For enquiries, send a mail to  
[AcceptanceBusiness@firstbanknigeria.com](mailto:AcceptanceBusiness@firstbanknigeria.com)



FirstBank  
Since 1994

-You First-

The Bank has updated its Privacy  
Policy to provide additional clarity  
and assurances about the  
information we collect and how it  
is used.

To view the new privacy policy,  
please [click here.](#)



**Recharge  
&  
Win**  
with  
**FirstMobile!**

Recharge with N500 or more  
on the FirstMobile App.

Between 7am & 9pm and  
stand a chance to win  
N500 bonus airtime.

Promo runs till  
29 January 2020.

Terms and Conditions apply



FirstBank  
Since 1994

-You First-

# E-Mail Signature

## Keep your ajo for other things ...We'll keep your kids in school.

With FirstBank Naira Credit Card, enjoy 45 interest-free days loan to pay school fees.

- Dial \*894\*11# to access 50% of your net salary in one minute with FirstAdvance
- Transfer their school fees conveniently with FirstMobile or FirstOnline.

Visit [www.firstbanknigeria.com](http://www.firstbanknigeria.com) for more



-You First-

125 seasons of creating  
memories with you.

Compliments of the season.



-You First-

# Zero

Account Opening

Open a Savings account with no kobo  
and operate it with just N100.

Dial \*894\*0#, visit the nearest Firstmonie agent, FirstBank ATM  
or FirstBank branch closest to you to get started.




FirstBank  
Since 1894


-You First-



# HTML Template



## Card Services on FirstMobile



Read our mail safety tips below

**You can now manage your credit card on FirstMobile.**

Simply follow the steps below:


- Click on the drop down menu icon
- Click on Card Services and select the card type from the lists available (Credit Card, Debit Card and Visa Prepaid).

**The new Card Services feature allows you to:**


- Get real time card account balance.
- Get card statements on the go.
- Know your credit card status & block cards at your convenience.

**Update your FirstMobile App to the latest version on the store.**


Keep your records with us up to date at any of our branches close to you.

 Don't reveal your online banking password, token response, card number or ATM PIN to anyone. We will never request for these secret details from you. Report suspicious calls to 07080625000, 01-4485500 or email [abuse@firstbanknigeria.com](mailto:abuse@firstbanknigeria.com).


Contact us:  
01-4485500, 07080625000, [firstbankcontact@firstbanknigeria.com](mailto:firstbankcontact@firstbanknigeria.com),  
[compliance@firstbanknigeria.com](mailto:compliance@firstbanknigeria.com), [www.firstbanknigeria.com](http://www.firstbanknigeria.com),  
F.R.C. 8.250 / 1545 Short Code: 30012



**You First**



## Spend globally with 4 currencies on 1 card anywhere you go



Read our mail safety tips below

With FirstBank Visa Debit Multicurrency card in your wallet, you can transact in multiple currencies anywhere in the world. Spend in Naira, Dollars, Pound Sterling or Euros; all on one debit card. We give you the world, because we put You First.

**Features**

- Spend globally with four currencies (N, \$, £, €) on one card anywhere in the world
- Make online purchase, pay bills, and access cash at ATMs worldwide
- Secured by Chip and PIN technology
- Acceptable locally and internationally on ATM, POS and WEB
- Additional protection for web-based transactions with "Verified by Visa" (VbV).


**Daily Limits**

Channel	Local	International
ATM	N150,000	\$1,000
POS	Current account – N2,500,000 Savings account – N500,000	\$2,500
WEB	N1,000,000	\$5,250


Visit the nearest FirstBank branch to request for your FirstBank Visa Debit Multi-currency Card today.

Thank you for banking with FirstBank.


Keep your records with us up to date at any of our branches close to you.

 Don't reveal your online banking password, token response, card number or ATM PIN to anyone. We will never request for these secret details from you. Report suspicious calls to 07080625000, 01-4485500 or email [abuse@firstbanknigeria.com](mailto:abuse@firstbanknigeria.com).


Contact us:  
01-4485500, 07080625000, [firstbankcontact@firstbanknigeria.com](mailto:firstbankcontact@firstbanknigeria.com),  
[compliance@firstbanknigeria.com](mailto:compliance@firstbanknigeria.com), [www.firstbanknigeria.com](http://www.firstbanknigeria.com),  
F.R.C. 8.250 / 1545 Short Code: 30012



**You First**



## How can you lose your appetite because of 'ordinary' school fees?



Read our mail safety tips below

School fees is a walk in the park with us.


With the FirstBank Naira Credit Card and its really flexible repayment plan, you can pay for tuition and other school expenses now.

Contact your Relationship Manager or visit a FirstBank branch today to request for your Naira Credit Card.


**Card Services on FirstMobile**

You can now manage your credit card on FirstMobile.


Update your FirstMobile App to version 1.9.7.0 to access this new feature.

Available in these stores:  


Keep your records with us up to date at any of our branches close to you.

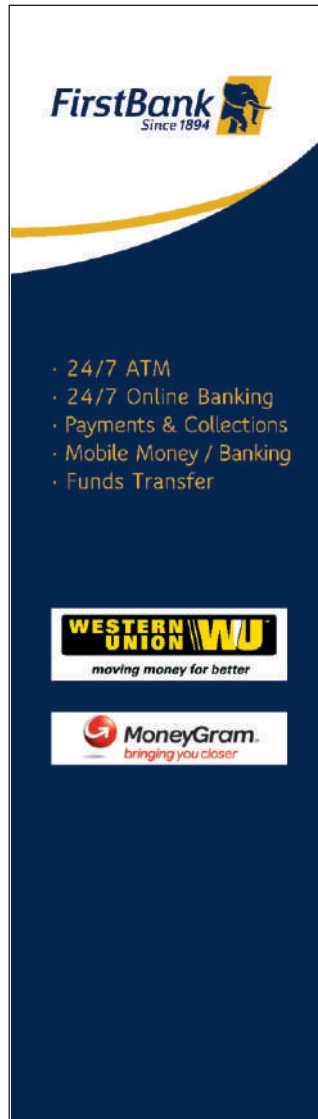
 Do not reveal your online banking password, token response, card number or ATM PIN to anyone. FirstBank will not request for these secret details from you for any reason. Report suspicious calls or emails to these numbers 07080625000, 01-4485500 or send an email to [abuse@firstbanknigeria.com](mailto:abuse@firstbanknigeria.com).

Contact us:  
01-4485500, 07080625000, [firstbankcontact@firstbanknigeria.com](mailto:firstbankcontact@firstbanknigeria.com),  
[compliance@firstbanknigeria.com](mailto:compliance@firstbanknigeria.com), [www.firstbanknigeria.com](http://www.firstbanknigeria.com),  
F.R.C. 8.250 / 1545 Short Code: 30012



**You First**

# Signages



Pylon



ATM Directional Signs



Bulk Head



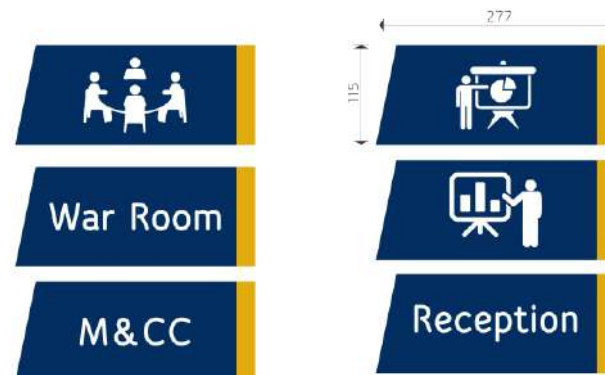
QSP Sign

# Signages

Department door  
In Branch  
Unit sign



Door Signs



Unit Signs	
Brands & Stakeholder Mgt.	Media & External Relations
Brand Quality Assurance	Sponsorship & Events
Digital Marketing	Internal Communications
Publications & Conferences	Corporate Responsibility & Sustainability

# Mobile Truck

