

Welcome to Republic Bank.
It's just easier here.



There is a bank...

...where everyone feels welcome. Where life seems more agreeable and easier every day. Where you can find mortgages with no money down required, online banking that's easy to navigate and mobile banking that's simple to use. It's a bank where people are actually happy to see you when you walk through the door. Where you can get answers to your questions from your own zip code.

Welcome to Republic Bank. Banking is just easier here.

**REPUBLIC
BANK**
It's just easier here.

Brand Overview

Life's easier when your bank is too.

The term "easier" describes the customer's experience with the Republic brand. Because Republic treats customers so well and provides them with such a high degree of responsiveness, advanced technology, convenience, family friendliness, and upfront straightforward honesty they experience something unique to the banking industry – banking with ease.



Republic Bank

One of the strongest banks in America

The latest technology for online, laptop and mobile money management

A mobile banking app that lets you check accounts in less than 30 seconds

The lowest loan rates

Convenient branch and ATM locations

Reimbursement of ATM fees from other banks

Second Chance Programs

No money down home mortgages

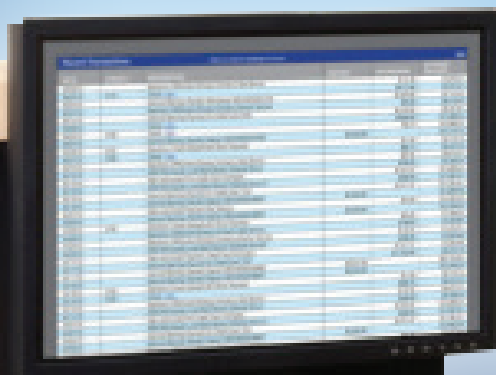
Community support and sponsorship

Local ownership and decision making

Authentically friendly tellers and other staff

The Easy Switch Kit

Opening a new account in 10 minutes or less

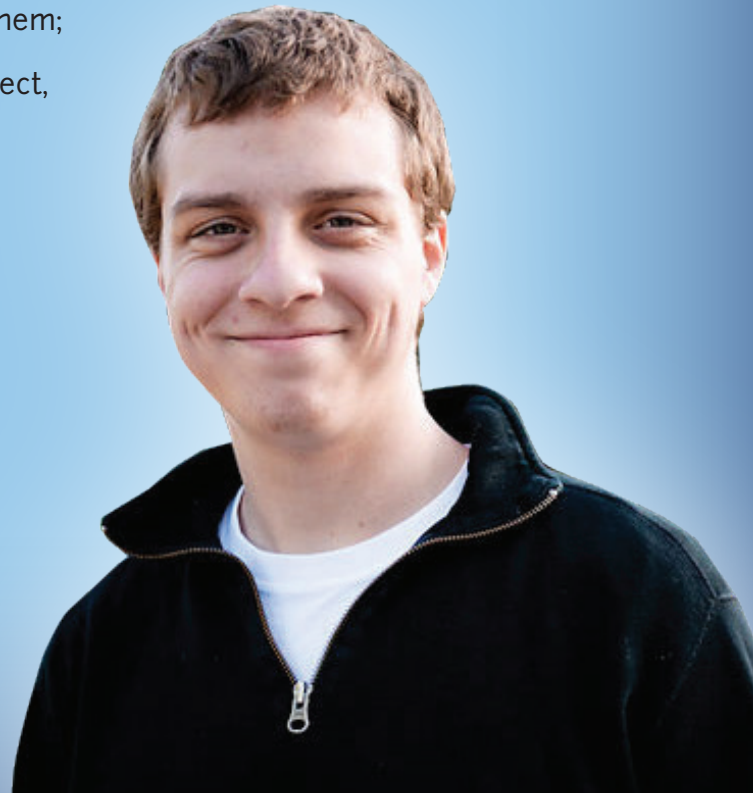


“We will make banking easier than anyone else for our customers.”

That statement is the vision that lays the foundation for the way we will deliver banking to our customers at Republic. Each and every employee helps Republic live this vision by finding ways to reach out to customers with respect, a sense of urgency to meet their needs, and willingness to provide outstanding service to them.

This means that as a company, each and every Republic employee must:

- Desire that customers value company products and are happy with the customer service that they receive;
- Desire to fix problems as fast as possible and to ensure that customers leave better off than when they came in or contacted Republic;
- Be honest with customers and build trust in what we say and do, providing them with confidence in Republic to look out for them;
- Demonstrate empathy, thoughtfulness, respect, a sense of urgency and sincerity;
- Ensure that customers are satisfied before leaving the bank.



The Power of Easy

“Easy” is a powerful word. It is a word that means your experience with us has been met or exceeded. It means that something you have done, or something that has been done for you has been remarkably positive, simple and uncomplicated. It means you are happy, confident and satisfied. It means we have made your life a little less troubled, a little less confusing, and a lot more enjoyable.

To be easy is to be accessible.

To be easy is to make customers feel important, wanted and accommodated.

To be easy is to create customers without problems or fears.

To be easy is to be convenient.

To be easy is to be locally owned.

To be easy is to be knowledgeable, understanding and flexible.

To be easy is to be technologically advanced, yet simple to use.

To be easy is to be upfront, straightforward and honest.

To be the easiest bank in the region where we do business, Republic will exceed customer expectations for responsiveness, service and overall performance.

We will make sure our products are easy to understand and use.

We will make sure you are greeted like family.

We will make sure your online banking is easy.

We will make sure your mobile banking is easy.

We will make sure getting a loan is easy.

We will make sure getting a checking account is easy.

We will make sure you are happy with our response to your questions.

We will make sure you are happy with your experience in our branches.

We will make sure you are happy with your ability to quickly open new accounts.

We will make sure you are happy with your ability to check balances.

We will make sure you are happy with your ability to manage accounts.

We will make sure you are happy with your ability to get answers quickly, locally.

We will make sure every experience with us is an easy one, especially the one where you switch to us.

Brand Attributes

What can you say about a forward-thinking regional bank with a responsive, customer-first attitude as strong as Republic's?

Here are some of the words we can use:

**Focused. Committed. Honest. Growing. Strong.
Straightforward. Upfront. Giving. Full Service.
Family. Friend.**

And, for a regional bank, one very important word: **Easy.**

Brand Promise

We are friendly. We put people at ease. We put their satisfaction first. And last, they bring us their “tangled balls of yarn” and we unravel them for them. Yet, we can't expect everyone to know everything there is to know about Republic. So we must inform them. Tell them a little about us, our services, loans, second chance programs and checking products, our best deals and lowest rates, our easy advanced online and mobile banking, and our outstanding customer service in a voice that's plain, clear, direct and welcoming. In marketing terms it's called the “Makers” voice because it is spoken from the company's point of view. And the more they learn about us and how easy we can make things for them, the more satisfied everyone will be.

Brand Values

Integrity.

Honesty.

Trust.

Some people have built their lives on these values.

Republic has built its bank on them.



Graphic Identity

The look created for Republic is one that is simple, clean, approachable and straightforward. It conveys the simplicity and ease of doing business locally with Republic, while at the same time adding a level of leading-edge technological sophistication and expertise one would expect from a national bank.

It's just easier here.

**REPUBLIC
BANK**

What if every bank had
rates this low?



The Everything Loan

For a limited time, use the equity in your home to get a super low rate for anything and everything.

1.99% 12 MONTH
APR FIXED RATE

3.25% ONGOING
APR VARIABLE RATE

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AaBbCc
AaBb

Typefaces

Junction is the primary typeface for headlines in all media. The sans-serif typeface Gotham can be used for body copy. Both Junction and Gotham should be used primarily in a regular weight, but may be used in bold and italic where appropriate.

Junction

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Gotham

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Light

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Bold

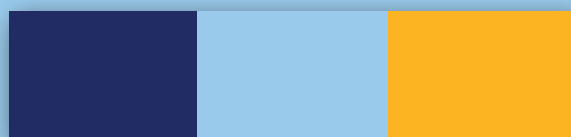
Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

Color Palette

Color can be a powerful tool, building the Republic brand and adding visual interest to our communications. But, it should always be used appropriately.

Primary Palette



PANTONE®
280

PANTONE®
291

PANTONE®
7459

Secondary Palette



PANTONE®
7509

PANTONE®
2572

PANTONE®
376

Logotype

The Republic Bank logo should always appear cleanly and legibly, with no other type or graphics touching it or printed over it. The logo is to be rendered in PMS 280, black or white.



A clearance width of the height of the Capital "R" should be surrounding the logo on all sides as illustrated above.

**REPUBLIC
BANK**
It's just easier here.



The logo may also be reversed out of a dark background.

Marketing Communication Samples

How easy can we
make your mortgage?



0% Down payment

Tatur ad minvent eum labo. Ossi omnim fuga.
At eicimet doluptatus.Iquodi beat. Erspiciet archic
tempor reculliqui berunt, occab ipisquatiam, si rendi
restotas que quis dic to vitis experna ipsam.

**REPUBLIC
BANK**
It's just easier here.

Print Ad

Marketing Communication Samples

What if every bank paid
your ATM fees from other banks?



CheckCard/ATM Card

Tatur ad minvent eum labo. Ossi omnim fuga. At eicimet doluptatus.
Iquodi beat. Ersapiciet archic tempor reculliqui berunt, occab
ipisquatiam, si rendi restotas que quis dic to vitis expernamusam.

**REPUBLIC
BANK**
It's just easier here.

Print Ad

Marketing Communication Samples

What if every bank had rates this low?



The Everything Loan

For a limited time, use the equity in your home to get a super low rate for anything and everything.

1.99% 12 MONTH
APR FIXED RATE

3.25% ONGOING
APR VARIABLE RATE

**REPUBLIC
BANK**
It's just easier here.

Print Ad

Marketing Communication Samples

What if every bank gave people
a second chance?



Checking Builder

Tatur ad minvent eum labo. Ossi omnim fuga. At eicimet doluptatus.
Iquodi beat. Erspiciet archic tempor reculliqui berunt, occab
ipisquatiam, si rendi restotas que quis dic to vitis expernamusam.

**REPUBLIC
BANK**
It's just easier here.

Print Ad

Marketing Communication Samples

It's just easier here.

**REPUBLIC
BANK**

Smooth banking ahead.

**REPUBLIC
BANK**

Life's easier when your bank is too.

**REPUBLIC
BANK**

Branding Out-of-home

Marketing Communication Samples

Bank with ease.

**REPUBLIC
BANK**

Easy banking for hard earned money.

**REPUBLIC
BANK**

Branding Out-of-home

Marketing Communication Samples

What if every bank paid your ATM fees?

CheckCard/ATM

**REPUBLIC
BANK**

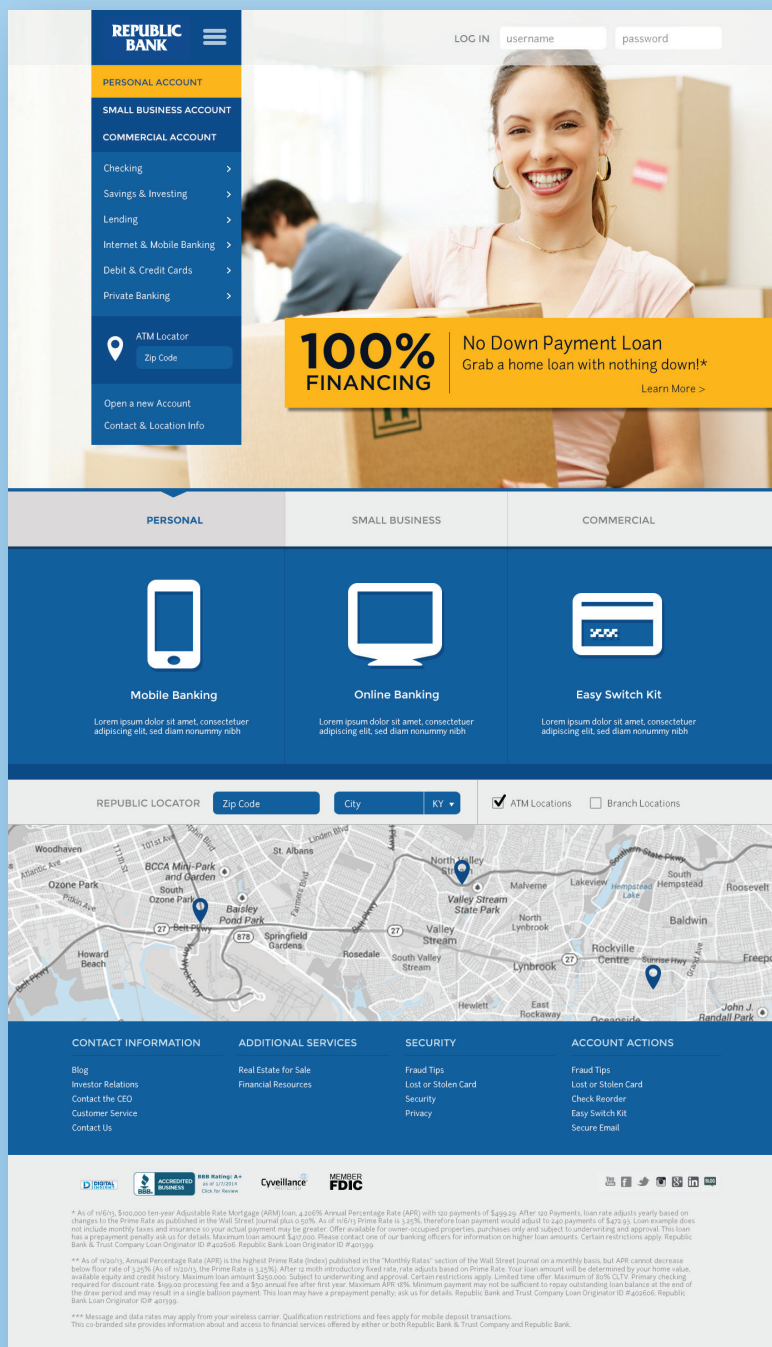
How easy can we make your mortgage?

0% Down payment

**REPUBLIC
BANK**

Product Out-of-home

Marketing Communication Samples



Webpage