

Enterprise Formatted Email Guidelines

Version 2.0 February 26, 2013



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Key updates since Version 2.0:

4 Brand Architecture added

2.0-3.5 Note added regarding use of Citi in headings.

Introduction

Email is one of the most widely used forms of communication within Citi. It is important that the purpose of each message is clear and distinguished.

Our email templates should enable simple implementation of messages that reinforce the greater Citi identity and allow readers to quickly and easily discern the type of communication.

The guidelines within this document are aimed to empower you with the knowledge needed to produce them in a manner that is consistent with our values and standards for quality.

Architecture Overview

Brand architecture informs how we communicate our offerings to our various audiences by organizing the hierarchy and relationships that exist between the various capabilities that comprise our company. The Citi master brand unites all businesses, corporate groups and service platforms across our enterprise, clearly signaling Citi's breadth of offerings to the market.

Enterprise

The Citi logo is used to represent our brand across the enterprise.



Businesses and Corporate Groups

Name artwork or approved logos (e.g., Citibank logo) are used to represent our businesses and corporate groups.



Service Platforms

Name artwork is used to represent our service platforms.



Additional architecture levels are covered on the following pages.

Blue wave and Executive emails

In this section are two of the most important forms of Citi-branded emails: the blue wave template, used for a range of promotional messages from various approved groups within Citi, and the executive template, used for important internal communication from Citi leadership.

Blue Wave Email Template – Specifications

The blue wave email serves as general branded communication from groups within Citi. The example at right illustrates the proper placement and application of content and below are descriptive specifications of the different elements.

Overall Message Layout

Begins flush with top of email window;
Centered horizontally in window;
650px. width; height depends on email message length;
36px. interior margin

Blue Wave Band

Houses group name and Citi logo;
650 x 70px.

Citi Logo

White logo with red arc (with registration mark)

Group Identification

This may be a business name, service platform or global function;
Interstate Light; Title case; 14pt.; #FFF

Meta Content

Includes To, From, Date and Subject (Re:);
Arial Bold headings / Arial Regular descriptions;
Description block starts 54px. in;
10pt. / 14pt. line-height; #53565A

Divider Rule

1px; #CCC

Body Message

Paragraphs separated by one carriage return space.
Arial Regular; 10pt. / 14pt. line-height; #53565A

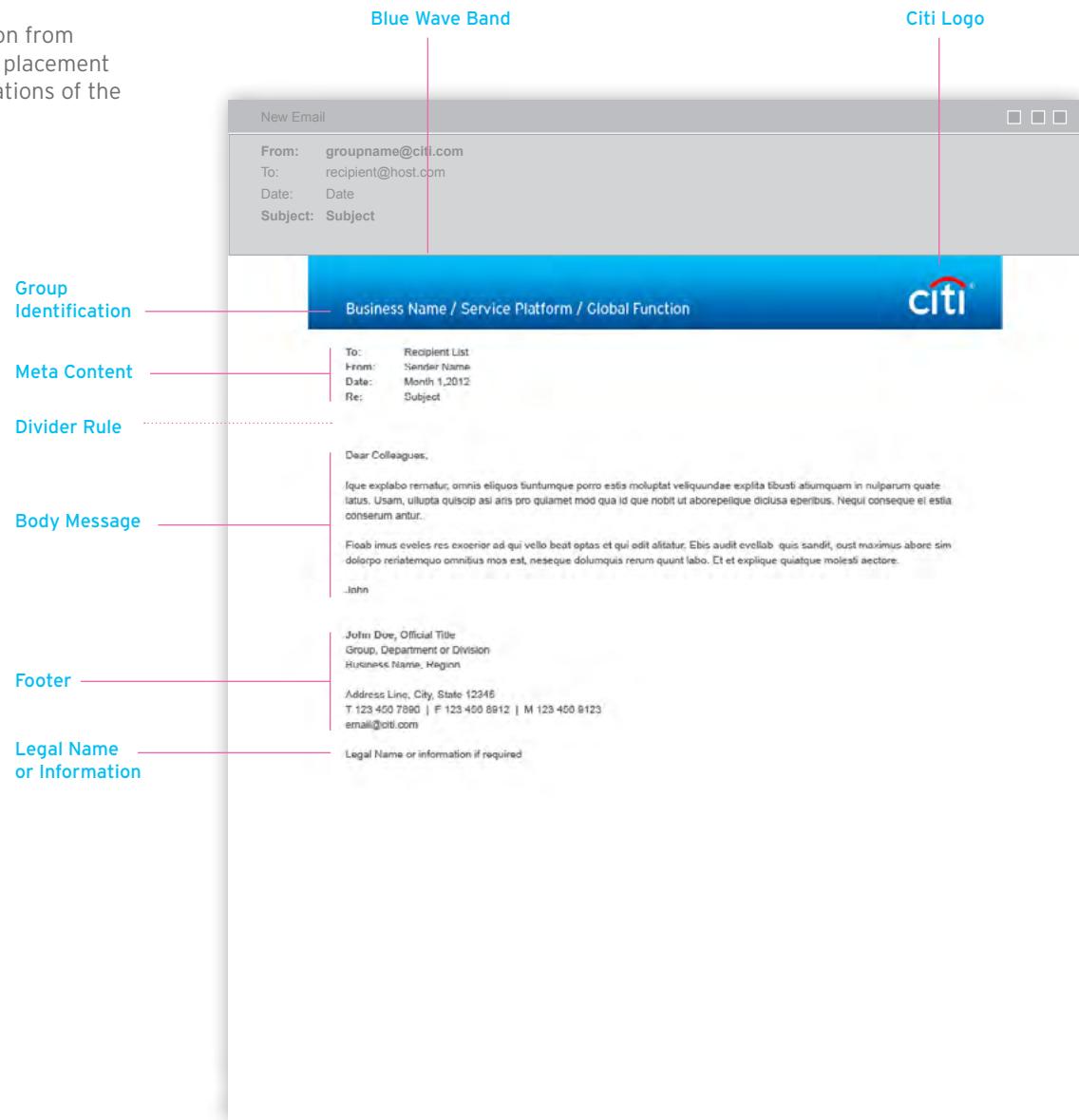
Footer

Use official Citi-supplied footer (without logo)
Arial Regular; 10pt. / 14pt. line-height; #53565A

Legal Name or Information (if required)

Arial Regular; 10pt. / 14pt. line-height; #53565A

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.



Executive Email Template – Specifications

The executive email serves as internal communication tool for select executives within Citi. The example at right illustrates the proper placement and application of content and below are descriptive specifications of the different elements.

Overall Message Layout

Centered horizontally in window;
650px. width; height depends on email message length;
36px. interior margin

Citi Logo

White logo with red arc (with registration mark);
20px. margin to top of email

Executive Identification

This may be a business name, a service platform or a global function;
30px. margin to top of email
Interstate Light; Title case; 14pt.; #FFF

Divider Rule

Meta Content

Includes To, From, Date and Subject (Re):
Arial Bold headings / Arial Regular descriptions;
Description block starts 54px. in;
10pt. / 14pt. line-height; #53565A

Body Message

Paragraphs separated by one carriage return space.
Arial Regular; 10pt. / 14pt. line-height; #53565A

Footer

Use official Citi-supplied footer (without logo)
Arial Regular; 10pt. / 14pt. line-height; #53565A

Legal Name or Information

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.

Executive Identification

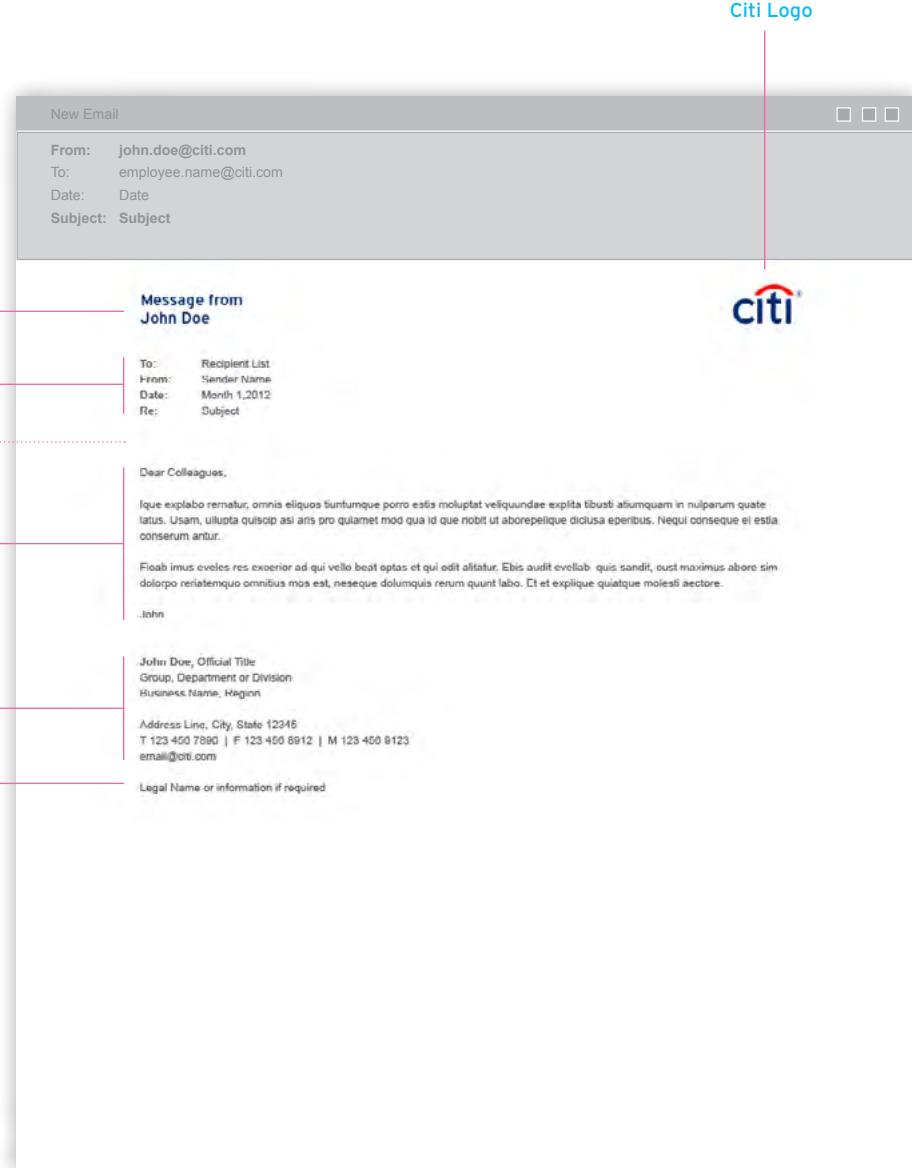
Meta Content

Divider Rule

Body Message

Footer

Legal Name or Information



Blue Wave and Executive Email Templates – Incorrect Use

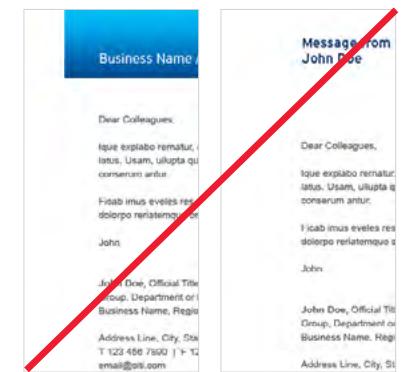
There are several things to avoid when working with our email templates. For this reason, we encourage you to become familiar with the correct use of the formatting outlined on the previous pages. Displayed on this page are some examples of template misuse.



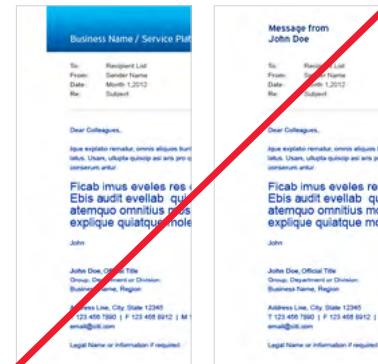
Do not: Create headers for unapproved groups or personnel



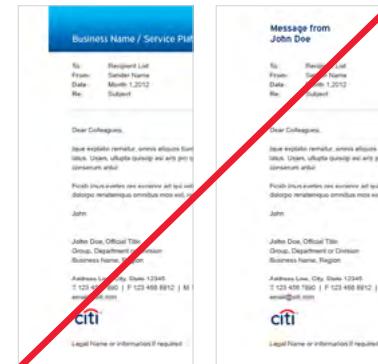
Do not: Use an alternate font or type style for group names or executive identification



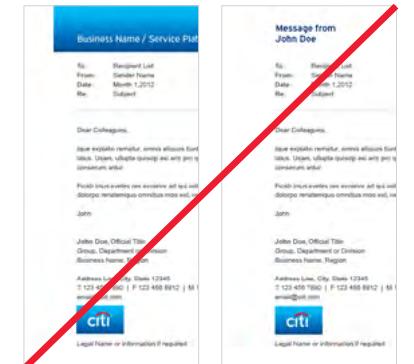
Do not: Remove any section from the email body



Do not: Change the body type color or size



Do not: Use the logo footer with the blue wave or executive email template, as the logo is already in the header



Do not: Create or use any other footer identification or images

Blue Wave and Executive Email Templates – Template Files

The blue wave email template and the executive email template are each comprised of several functional and working files. Both templates have a version coded for 10pt. type and another version coded for 10px. type. Consult with the Internal Communications team to determine the right template to use.

HTML files can be used to create templates in Outlook or other email distribution platforms. Header images can be created from pre-formatted PSD files. Overall working/layout PSDs are also available, for reference.

Note: All PSD files created in Adobe Photoshop CS4.

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.

Blue Wave Email Template



HTML Files Code

10pt. Type: *citi-standard-blue-wave-email_10pt.html*

10px. Type: *citi-standard-blue-wave-email_10px.html*

Images

Blue wave header: *groupname_bluewave.gif*
("fpo" is replaced with name of group when individual header images are created)

Gray Rule: *horiz_rule.gif*

Margin Spacer: *clear.gif*

PSD Files	Header: <i>Citi_email_template_blue_wave.psd</i>
	Working/Layout: <i>Citi_email_template_blue_wave.psd</i>

Executive Email Template



HTML Files Code

10pt. Type: *citi-exec-email_10pt.html*

10px. Type: *citi-exec-email_10px.html*

Images

Executive name header: *fpo_message_header.gif*
("fpo" is replaced with name of executive when individual header images are created)

Gray Rule: *horiz_rule.gif*

Margin Spacer: *clear.gif*

PSD Files	Header: <i>Citi_email_header_template_exec.psd</i>
	Working/Layout: <i>Citi_email_template_exec.psd</i>

HTML-Formatted Newsletter emails

In this section, we cover email newsletters that can be used to promote Citi's most important initiatives and events to internal or external audiences. These harness the graphic rendering ability of HTML formatting to present visually rich, engaging communications and leverage our brand identity elements to the fullest extent possible.

HTML Email Newsletter with Lead-In – Template Specifications

The HTML email newsletter with thematic lead-in is used to communicate details around a singular topic. The body of these messages lead with a topic image and a block of overview text that speak to the theme, which are followed by discrete sub-sections of images and text that further explain different elements of the topic.

Overall Message Layout

Begins flush with top of email window; Centered horizontally in window; 650px. width; height depends on email message length; 36px. interior margin; 18px. gutters between images and text

Blue Wave Band

Houses group name and Citi logo; 650 x 70px.

Citi Logo

White logo with red arc (with registration mark)

Group Identification

This may be a business name, service platform or global function; Interstate Light; Title case; 14pt.; #FFF

Feature / Theme Image

650 x 172px. (including Email Title Band overlay)

Email Title Band

650 x 48px. #FFF (80% opacity)

Email Title

Interstate Light; 30px.; #002D72

Topic Overview Image

180 x 118px.

Topic Overview Text

Arial Regular; Sentence Case; 18pt. / 22pt. line-height; #53565A

Section Heading

Arial Regular; 18pt.; #002D72

Sub-Section Heading

Arial Regular; 10pt. / 14pt. line-height. (followed by one carriage return before text); #002D72

Sub-Section Rule

1px.; #CCC

Sub-Section Image

78 x 78px.

Sub-Section Text

Arial Regular; 10px. / 14px. line-height; #53565A

Text Link Style

Underline; #00BDF2

Footer

Use standard Citi footer with appropriate links: Arial Regular; 10pt. / 14pt. line-height; #97999B and blue Citi logo with red arc

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.

Group Identification

Feature / Theme Image

Email Title / Band

Topic Overview Image

Topic Overview Text

Section Heading

Sub-Section Heading

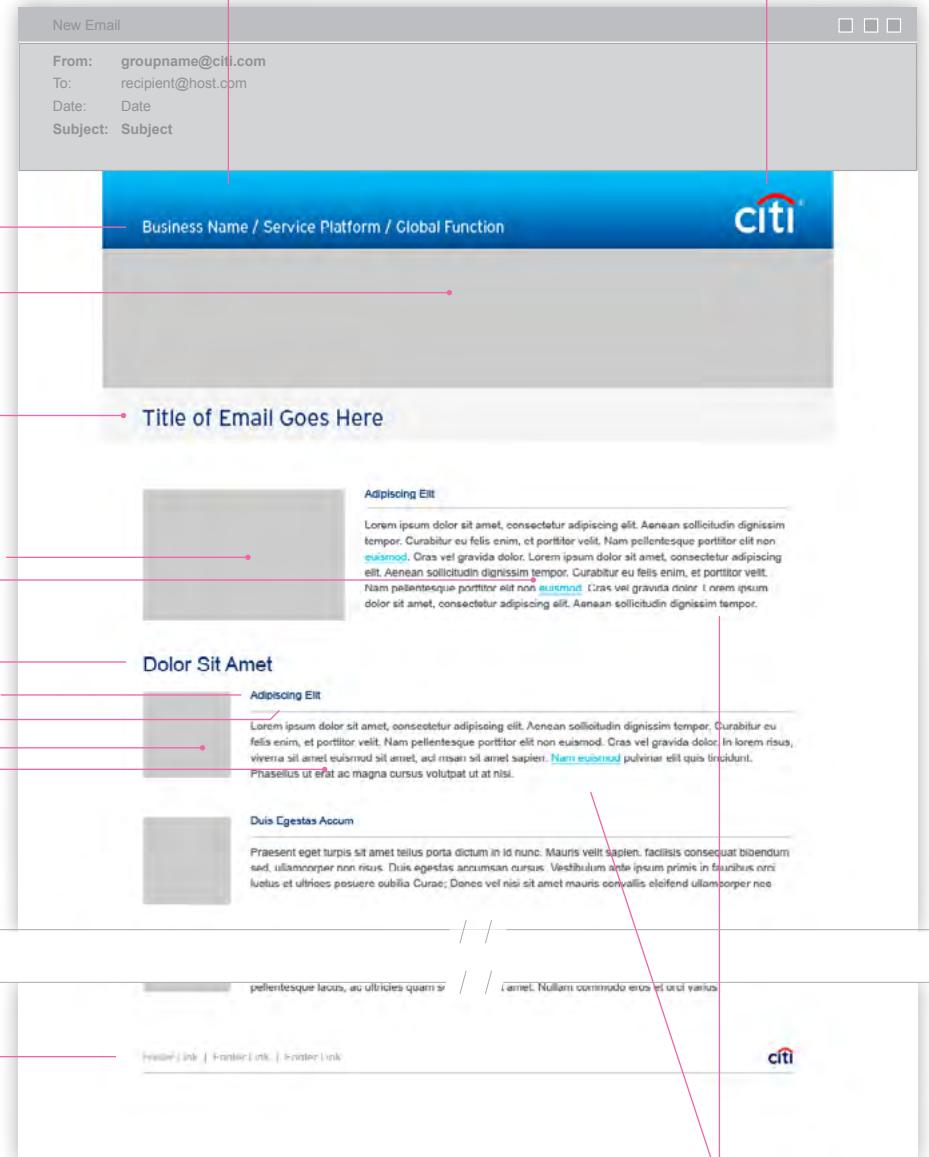
Sub-Section Rule

Sub-Section Image

Sub-Section Text

Blue Wave Band

Citi Logo



HTML Email Newsletter without Lead-In – Template Specifications

Multi-topic HTML emails can be used to communicate about a range of different topics. These may or may not necessarily relate to a single overarching theme, aside from just a timely update on various goings-on.

Overall Message Layout

Begins flush with top of email window; Centered horizontally in window; 650px. width; height depends on email message length; 36px. interior margin; 18px. gutters between images and text

Blue Wave Band

Houses group name and Citi logo; 650 x 70px.

Citi Logo

White logo with red arc (with registration mark)

Group Identification

This may be a business name, service platform or global function; Interstate Light; Title case; 14pt.; #FFF

Feature / Theme Image

650 x 172px. (including Email Title Band overlay)

Email Title Band

650 x 48px. #FFF (80% opacity)

Email Title

Interstate Light; 30px.; #002D72

Section Heading

Arial Regular; 18pt.; #002D72

Sub-Section Heading

Arial Regular; 10pt. / 14pt. line-height. (followed by one carriage return before text); #002D72

Sub-Section Rule

1px.; #CCC

Sub-Section Image

78 x 78px.

Sub-Section Text

Arial Regular; 10px. / 14px. line-height; #53565A

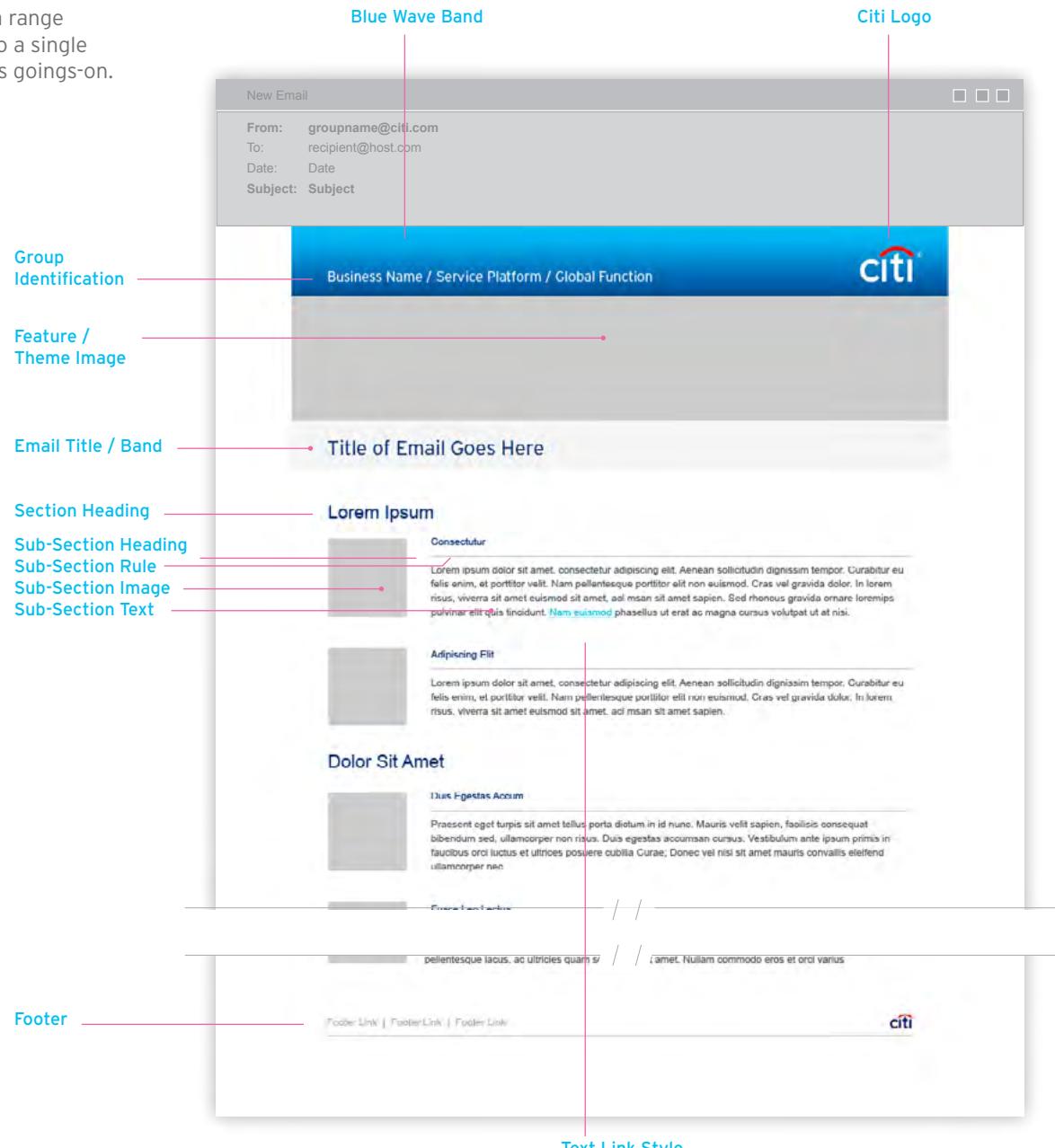
Text Link Style

Underline; #00BDF2

Footer

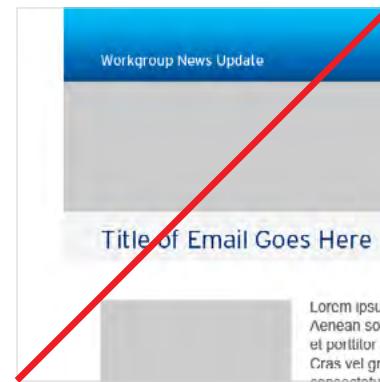
Use standard Citi footer with appropriate links: Arial Regular; 10pt. / 14pt. line-height; #97999B and blue Citi logo with red arc

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.

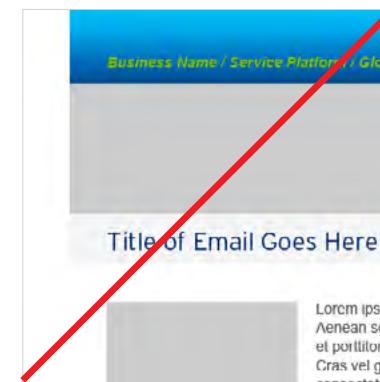


HTML-Formatted Email Newsletters – Incorrect Use

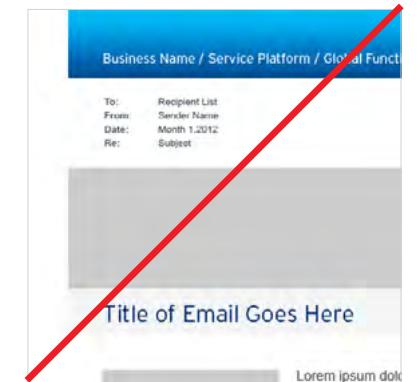
There are several things to avoid when working with our email templates. For this reason, we encourage you to become familiar with the correct use of the formatting outlined on the previous pages. Displayed on this page are some examples of template misuse.



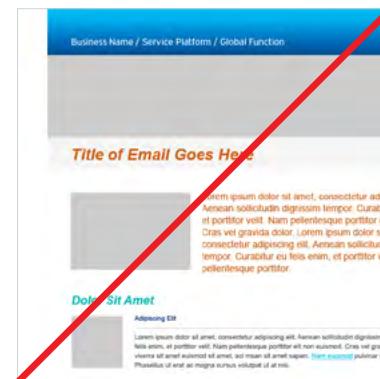
Do not: Create headers for unapproved groups or personnel



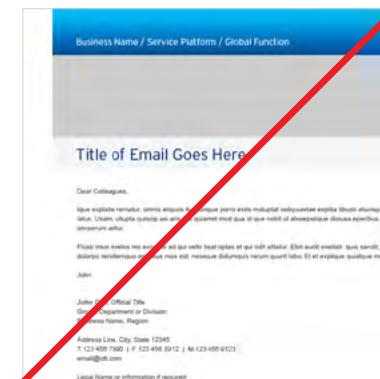
Do not: Use an alternate font or type style for group names or executive identification



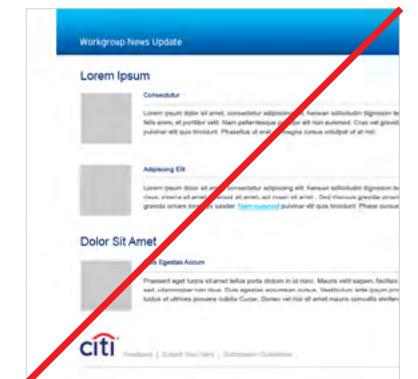
Do not: Add meta content to HTML newsletters



Do not: Use different typefaces, colors or other type styles than specified



Do not: Use the newsletter for personal correspondence, or use a personal signature for email newsletters



Do not: Reconfigure or use alternate logos in the footer for newsletter templates

HTML-Formatted Newsletter Email – Template Files

The HTML newsletter email templates are each comprised of several functional and working files. Both templates have a version coded for 10pt. type and another version coded for 10px. type. Consult with the Internal Communications team to determine the right template to use.

HTML files can be used to create templates in Outlook or other email distribution platforms. Header images can be created from pre-formatted PSD files. Overall working/layout PSDs are also available, for reference.

Note: All PSD files created in Adobe Photoshop CS4.

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.

HTML Newsletter Template with Lead-in



HTML Files Code

10pt. Type: *citi-newsletter-a_10pt.html*

10px. Type: *citi-newsletter-a_10px.html*

Images (Photos to be replaced for each message)

Blue wave header: *fpo_bluewave.gif.gif*
("fpo" is replaced with name of group when individual header images are created)

Gray Rule: *rule_1px_ccc.gif*

Margin Spacer: *clear.gif*

Footer Logo: *logo_footer.gif*

PSD Files Header: *citi_email_header_template_newsletter.psd*

Working/Layout:
citi_email_template_newsletter_a.psd

HTML Newsletter Template without Lead-in



HTML Files Code

10pt. Type: *citi-newsletter-b_10pt.html*

10px. Type: *citi-newsletter-b_10px.html*

Images (Photos to be replaced for each message)

Blue wave header: *fpo_bluewave.gif.gif*
("fpo" is replaced with name of group when individual header images are created)

Gray Rule: *rule_1px_ccc.gif*

Margin Spacer: *clear.gif*

Footer Logo: *logo_footer.gif*

PSD Files Header: *citi_email_header_template_newsletter.psd*

Working/Layout:
citi_email_template_newsletter_a.psd

Microsoft Word-formatted Newsletter emails

This section covers templates that can be edited and distributed directly through Microsoft Word, so that day-to-day events or initiative can be communicated internally.

Microsoft Word-Formatted Email with Lead-in – Template Specifications

The thematic lead-in Word® email newsletter is used to communicate details around a singular topic. These lead with an image and a block of overview text that speak to the theme, which are followed by discrete sub-sections of text that further explain different elements of the topic.

Overall Message Layout

Begins flush with top of email window; Centered horizontally in window; 650px. width; height depends on email message length; 36px. interior margin; 18px. gutters between images and text

Blue Wave Band

Houses group name and Citi logo; 650 x 70px.

Citi Logo

White logo with red arc (with registration mark)

Group Identification

This may be a business name, service platform or global function; Interstate Light; Title case; 14pt.; #FFF

Lead-in Image

180 x 118px.

Lead-in Text

Interstate Light; 14px / 18px. line-height.; #53565A

Sub-Section Heading

Arial Regular; 10pt. / 14pt. line-height. (followed by one carriage return before text); #002D72

Sub-Section Rule

1px.; #CCC

Sub-Section Text

Arial Regular (Bold for limited emphasis); 10px. / 14px. line-height; #53565A

Text Link Style

Underline; #00BDF2

Footer

Use standard Citi footer with appropriate links: Arial Regular; 10pt. / 14pt. line-height; #97999B and blue Citi logo with red arc

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.

Blue Wave Band

Citi Logo

New Email
From: groupname@citi.com
To: recipient@host.com
Date: Date
Subject: Subject

Business Name / Service Platform / Global Function



Group Identification

Lead-in Image

Lead-in Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sollicitudin dignissim tempor. Curabitur eu felis enim, Cras vel gravida dolor. In lorem risus, viverra sit amet euismod sit amet, ac lmsan sit amet sapien. Sed rhoncus gravida ornare. Nam cuismod pulvinar elit quis tincidunt. Phasellus ut erat ac magna cursus volutpat ut at nisi.

Sub-Section Heading

Sub-Section Rule

Sub-Section Text

Dolor Sit Amet

Praesent iaculis ipsum eget sapien imperdiet vel egestas justo luctus. Fusce congue nisi non forus elementum nec aliquam libero congue. Donec ultricies lobortis nisi et molestie. Sed malesuada, mauris sed tempor dapibus, purus velit adipiscing arcu, non aliquam mauris erat et justo. Ut nee nibh urna. Nunc nisi metus, porta tempor vestibulum eu, consectetur vel risus. Sed an nisi mauris. Nam nec libero nulla, vitae porttitor eros. Sed rhoncus mi et nisl mollis id vulputate ipsum varius. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at diam non nisl iaculis feugiat non elementum tortor.

Aliquam Aenean Frat

Sed rutrum est vitae elit adipiscing pulvinar non vel iaculis. Sed sed dui nunc, eu ullamcorper neque. Curabitur ut volutpat sem. Sed rhoncus velit ac ipsum ultrices vel tincidunt risus mollis. Curabitur ipsum litor, consectetur vilas egesias nec, pellentesque vilas dul. Aliquam arcu erat, rhoncus in lacinia ut, faucibus ut sapien. Donec feugiat, augue et iobonts tindidunt, libero magna volutpat leo, et interdum nunc sem vel iugula.

Consectetur Adipiscing Ell.

Aenean dolor orci, eleifend sit amet mollis ac, consectetur a tortor. Aenean eu orci augue. Praesent varius iustus erat ut consectetur. Aenean interdum tempus tellus eget posuere. Morbi bibendum tincidunt felis, vitae nuntum diam accumsan a. Morbi a elit vel felis mattis semper. Quisque in mi quis mauris pulvinar hendrerit vitae at mi. Donec justo turpis, euismod vitae consequat.

Aenean Sollicitudin Dignissim Tempor

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leo, et interdum nunc sem vel iugula. Sed eu orci eu est mole. Nullam consequat justo quis arcu imperdiet nec laoreet justo iaculis. Aenean pulvinar posuere ante, in sollicitudin felis eleifend vel.

Footer

Feedback | Submit Your Story | Submission Guidelines



Text Link Style

Microsoft Word-Formatted Multi-Topic Email – Template Specifications

Multi-topic Word emails can be used to communicate about a range of different topics. These may or may not necessarily relate to a single overarching theme, aside from just a timely update on various goings-on.

Overall Message Layout

Begins flush with top of email window; Centered horizontally in window; 650px. width; height depends on email message length; 36px. interior margin; 18px. gutters between images and text

Blue Wave Band

Houses group name and Citi logo; 650 x 70px.

Citi Logo

White logo with red arc (with registration mark)

Group Identification

This may be a business name, service platform or global function; Interstate Light; Title case; 14pt.; #FFF

Section Heading

Arial Regular; 18pt.; #002D72

Sub-Section Heading

Arial Regular; 10pt. / 14pt. line-height. (followed by one carriage return before text); #002D72

Sub-Section Rule

1px.; #CCC

Sub-Section Image

78 x 78px.

Sub-Section Text

Arial Regular (Bold for limited emphasis); 10px. / 14px. line-height; #53565A

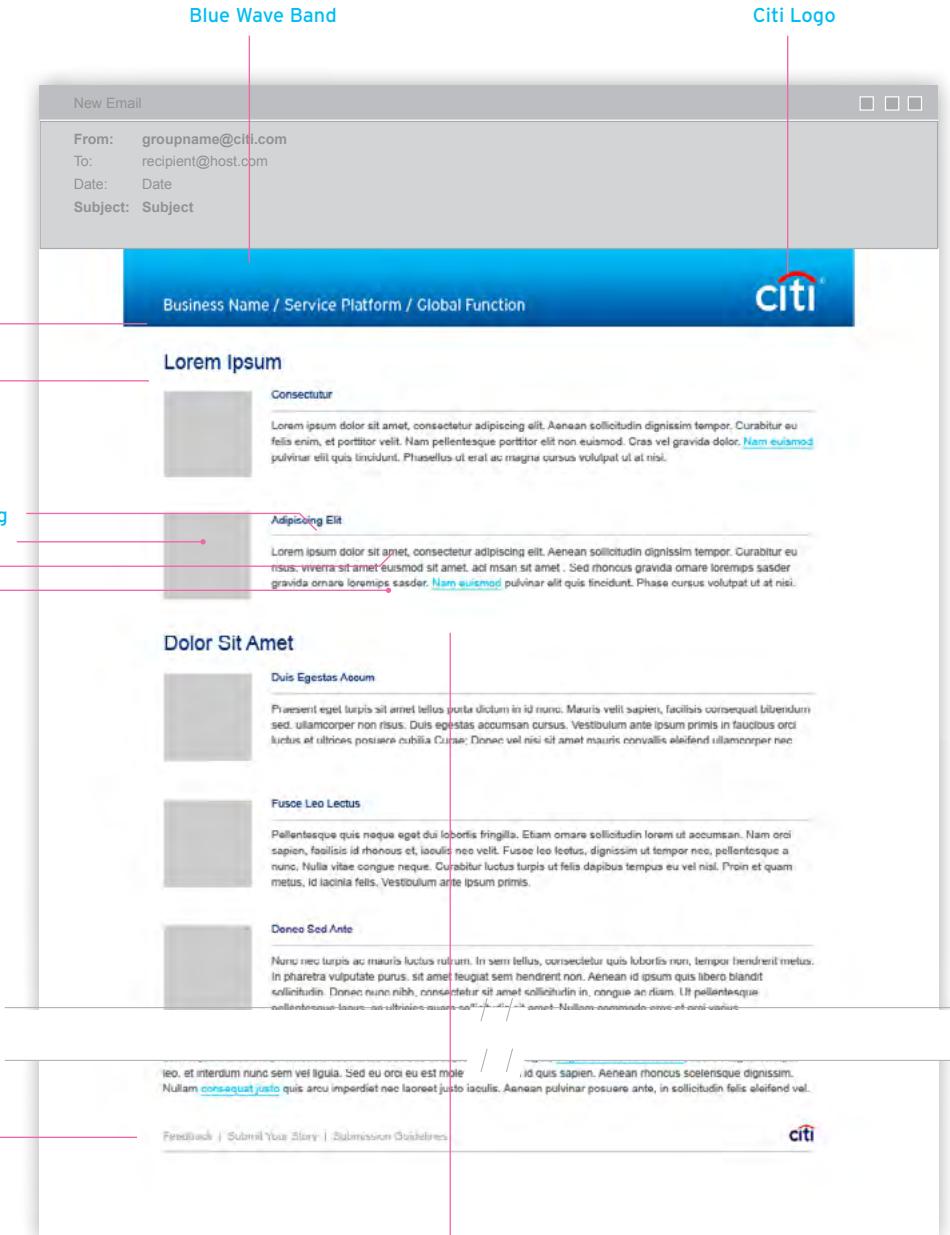
Text Link Style

Underline; #00BDF2

Footer

Use standard Citi footer with appropriate links: Arial Regular; 10pt. / 14pt. line-height; #97999B and blue Citi logo with red arc

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.



Microsoft Word-Formatted Text Newsletter – Template Specifications

Text newsletter templates can be used when appropriate imagery cannot be sourced to support topics that need to be communicated. These emails may cover any number of issues related to a timely topic.

Overall Message Layout

Begins flush with top of email window;
Centered horizontally in window;
650px. width; height depends
on email message length; 36px.
interior margin; 18px. gutters
between images and text

Blue Wave Band

Houses group name and Citi logo; 650 x 70px.

Citi Logo

White logo with red arc
(with registration mark)

Group Identification

This may be a business name,
service platform or global
function; Interstate Light; Title
case; 14pt.; #FFF

Message Title

Arial Regular; 18pt.; #002D72

Sub-Section Heading

Arial Regular; 10pt. / 14pt. line-height. (followed by one carriage return before text); #002D72

Sub-Section Rule

1px.; #CCC

Sub-Section Image

78 x 78px.

Sub-Section Text

Arial Regular (Bold for limited emphasis); 10px. / 14px. line-height; #53565A

Text Link Style

Underline; #00BDF2

Footer

Use standard Citi footer with appropriate links: Arial Regular; 10pt. / 14pt. line-height; #97999B and blue Citi logo with red arc

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.

Blue Wave Band

Citi Logo

New Email

From: groupname@citi.com
To: recipient@host.com
Date: Date
Subject: Subject

Business Name / Service Platform / Global Function

Citi

Welcome to Update New York, a monthly overview of Citi events around New York City.

Upcoming Seminars

Bright Horizons Webinar for Parents
On October 2, Bright Horizons will offer Discipline for Young Children, a webinar for parents, from 8 p.m. – 9 p.m. EDT.
[Register here](#)

- Don't forget to visit the [Bright Connections family portal](#). This site contains information on child care and adult/elder care, and our entire webinar series, which includes topics such as bullying and helping tweens build healthy eating habits.
- Remember to register your children for Citi's [Back-Up Care Advantage Program](#) (username: rcm / Password: group), to be covered with care when schools are closed or during inclement weather. Your children must be registered before they can use the program, and registration is free. Visit the site above or call (877) 242-2737 for additional details.

Citi Women Event: The iEVolution Begins – Featuring Faith Popcorn
If you think that women are taking over the workplace, you are right! Women control \$12 trillion of the economy and two-thirds of the world's consumer spending. By the end of the decade, there will be more businesses started by women than men. Faith Popcorn frames this widespread shift as The SHE CHANGE. Join us on Tuesday, October 8 to hear what this noted futurist and best-selling author has to reveal about the global ascension of female power and values followed by a panel of our senior leaders discussing how Citi's strategy is serving our female customers. Please [RSVP here](#). Live meeting access is also available.

- Location: 399 Park Avenue, 12th Floor Auditorium. Registration will begin at 8 a.m. The event will begin at 8:30 a.m.

Citi and Sustainability – the \$80B Commitment
Do you know that Citi has made a 10-year, \$50 billion commitment to green projects? And do you know that Citi's environmental commitments go even further than this? Green Team-NYC is excited to host a panel discussion highlighting Citi employees who are moving green initiatives forward.

Join us on Tuesday, October 16 to hear senior-level Citi executives discuss the nature of Citi's \$80B commitment, and the specific projects they are leading. For more information and to RSVP, please email [melanie.schulte@citibank.com](#).

- Location: 300 Greenwich, 26th floor
- Time: 6 p.m. – 7:30 p.m., followed by optional post-event networking

Employee Assistance Seminars

Embracing Change
Change is normal, natural, and inevitable. It's also frequently unexpected, challenging, and stressful. Dealing with unwanted change while having no control over the outcome is the biggest challenge of all. (Note: this seminar focuses on change in participants' personal lives. For organizational change, see Navigating the Seas of Organizational Change under "Special Workplace Situations.")
Objectives: Following this seminar, participants should be better able to:

leo, et interdum nunc sem vel ligula. Sed eu orci eu est mole
Nullam [consequat justo](#) quis arcu imperdiet nec laoreet justo iaculis. Aenean pulvinar posuere ante, in sollicitudin felis eleifend vel.

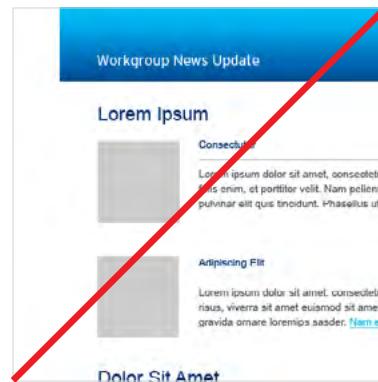
Feedback | Submit Your Story | Submission Guidelines

citi

Text Link Style

Microsoft Word-Formatted Email Newsletters – Incorrect Use

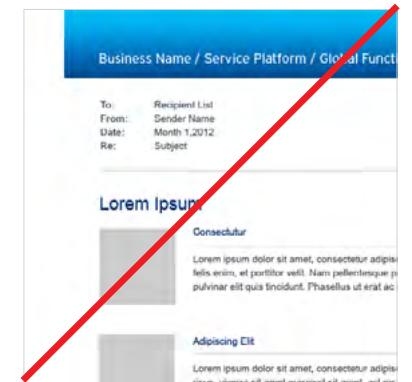
There are several things to avoid when working with our email templates. For this reason, we encourage you to become familiar with the correct use of the formatting outlined on the previous pages. Displayed on this page are some examples of template misuse.



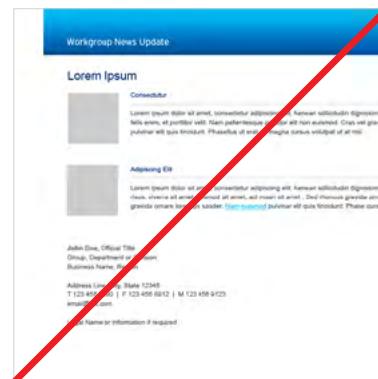
Do not: Create headers for unapproved groups or personnel



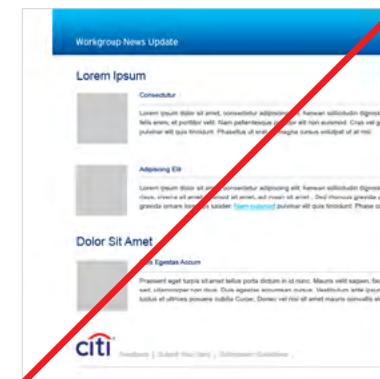
Do not: Use an alternate font or type style for group names or executive identification



Do not: Add meta content to HTML newsletters



Do not: Use a personal signature for email newsletters



Do not: Reconfigure or use alternate logos in the footer for newsletter templates

Microsoft Word-Formatted Newsletter Email – Template Files

For reference, there are PSD layout template files available for Microsoft Word-formatted email newsletters. Consult with the Internal Communications team for instruction on templates to use in Microsoft Word.

Note: All PSD files created in Adobe Photoshop CS4.

Note: As with all other stationery and marketing communications, the Citi name should not precede business or function names in email headers.

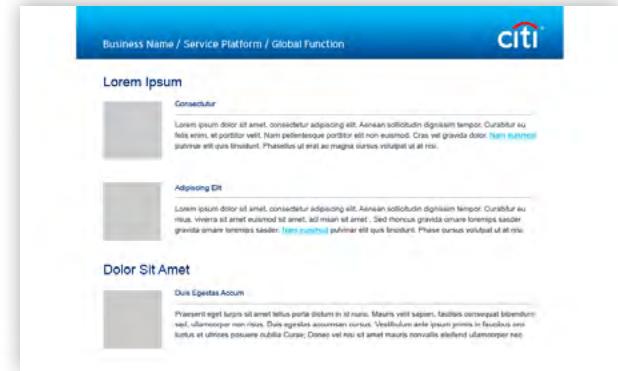
Microsoft Word-Formatted Newsletter with Lead-in



PSD Files

Working/Layout:
[citi_email_template_newsletter_word_a.psd](#)

Microsoft Word-Formatted Multi-Topic Newsletter



PSD Files

Working/Layout:
[citi_email_template_newsletter_word_b.psd](#)

Microsoft Word-Formatted Text Newsletter



PSD Files

Working/Layout:
[citi_email_template_newsletter_word_c.psd](#)

Additional Resources

Should you have any questions regarding the guidelines set forth in this document, or to source artwork, templates or additional information, please visit Citi Brand Central:

brandcentral.citi.com

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