

Brand
Guidelines
/ JUNE 2017



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Introducing Our Brand / VALUE PROPOSITION STATEMENT

WHAT IS A BRAND?

Our brand is a business asset built over time that increases in value as we strengthen our bond with customers and other stakeholders by promising and consistently delivering unique solutions that help us guide people to a lifetime of financial success.

VALUE PROPOSITION STATEMENT

For people focused on achieving financial success, Enterprise Bank & Trust is a financial services partner that empowers growing businesses to improve their ability to compete; growing families to secure their financial futures; and growing communities to advance quality of life for all by providing specialized expertise, convenient online and in-person services and personal relationships based in trust and loyalty.

Brand Attributes

Brand attributes are foundational elements of our brand – characteristics of our company and culture that are meaningful to the stakeholders we serve.

They signal who we are, what we believe in and how we’re different from our competitors.

They shape perceptions of our company by reflecting our past and present reality as well as future aspirations and by complementing our internal mission, values and principles

They address brand preferences and purchase drivers of our customers while helping us tell a consistent story across communication channels

As a result, we always put one or more of our brand attributes at the center of Enterprise Bank & Trust communications.

AMBITION

Embracing an intense inner drive for ever-greater success for ourselves and those we serve.

TEAMWORK

Pursuing personal and professional shared success as partners on one team.

FOCUS

Spotting growth niches and consistently capitalizing on them in a disciplined way.

TRUTH

Facing every challenge head-on with honesty, openness and clarity.

GUIDANCE

Offering knowledge, strategic counsel and practical advice to help our clients grow.

CHALLENGER

Shaking up the status quo by continuously adapting and honing our entrepreneurial spirit and agility.

RESPECT

Recognizing individual points of view, unique talents and harnessing our diversity.

OPPORTUNITY

Combining expertise and resources to open up new possibilities for all.

Brand Personality

Just like successful people, great brands have distinct, engaging personalities. Brand personality is simply the manner in which we talk and act as we deliver value to the people we serve. It's a combination of the words we use and the tone we take when communicating with people about our company.

As a guide who partners with people to achieve a lifetime of financial success, Enterprise Bank & Trust is equal parts explorer and sage.

In written or spoken communications, we refer to our audience whenever possible as “people.” That's because people are at the heart of our relationships and growth.



Brand Platform

Our brand platform is a blueprint for action that reflects the enduring promise we make to clients and stakeholders, why people should believe it and how we will tell our story for maximum impact.

PROMISE
Our unwavering commitment

PILLARS
How we deliver on our promise

PROOF
Clear reasons to believe

PERSONALITY
How we talk and act



Tagline

A tagline serves a special purpose: Short, memorable and motivating, it is a phrase that communicates what our brand promises to our audiences.

Our tagline, **Together There's No Stopping You**, can be used independently or locked up with our primary stacked logo.

For optimal legibility, the logo tagline lockup should not be used smaller than 1.5 inches wide.

TAGLINE

Together, There's No Stopping You

LOGO TAGLINE LOCKUP



Together, There's No Stopping You

Key Messages

- 01** Enterprise Bank & Trust is a financial services partner focused on guiding people to a lifetime of financial success.
- 02** Enterprise Bank & Trust focuses on growth: We empower growing businesses to improve their ability to compete; help growing families to secure their financial futures; and invest in growing communities to advance quality of life.
- 03** Enterprise Bank & Trust is proud of earning a reputation for exceptional client service and satisfaction by devoting ourselves to long-standing personal relationships.
- 04** Enterprise Bank & Trust offers a wide range of specialized financial expertise and helps connect people to make the most of personal and professional economic opportunities through its deep network of knowledgeable professionals and partners.
- 05** Enterprise Bank & Trust is committed to supporting communities we serve in our current markets of St. Louis, Kansas City and Phoenix by investing in regional economic development initiatives and by continuing to strengthen Enterprise University, our highly-acclaimed business education program available to current and prospective clients at no charge.

Brand Architecture

Our brand architecture is a visual representation that clarifies the relationships between brand entities such as units, products and programs within our overall corporate structure.

We create new entities within this structure only in certain situations. It must generate significant revenue in one of two ways: as a non-banking product such as wealth management or by serving a unique client base such as aircraft finance.



HOLDING COMPANY



PARENT BRAND



DIVISION SUB-BRAND



PROGRAM

Logo / MARKS

The Enterprise Bank & Trust logo has two main elements - the **GRAPHIC** and the **WORDMARK**. The relationship between the graphic and the “Enterprise” in the wordmark is fixed in all formats.

The **PRIMARY MARK** is the preferred logo treatment to be used across most brand materials. The **ALTERNATE MARKS** are available for use only in applications where there is a limited amount of vertical space and the impact or readability of the primary brand mark is diminished within that space.

Minimum size for any version of the marks is 1 inch wide.

PRIMARY MARK STACKED



ALTERNATE MARKS HORIZONTAL



CENTER STACKED



Logo / CLEARSPACE

Clearspace is the area surrounding the logo that must be kept free of any text or graphical elements. Leaving ample space around the logo ensures that it stands out on all communication.

Clearspace is measured by the height of the “E” in the Enterprise Bank & Trust logo. The minimum clearspace must always be the height of the “E” on all sides of the logo.

PRIMARY MARK
HORIZONTAL STACKED



ALTERNATE MARK
HORIZONTAL



CENTER STACKED



Logo / CORE BRAND

2-COLOR

For use on white backgrounds.



2-COLOR REVERSED

For use when the background does not position our brand for optimal visibility.



1-COLOR

For use in printing when only 1 color is available.



1-COLOR REVERSED

For use in printing when only 1 color is available and when the background does not position our brand for optimal visibility.



Logo / CO-BRANDING

The co-branded logo lock-up arrangement has been designed to unify the Enterprise Bank & Trust logo with other brands – presenting them as a group to indicate partnership while maintaining a clear distinction between both.

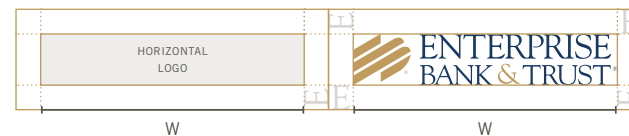
The logos should be proportional and separated by a solid line. Clearspace should always be honored.

To convey the importance of our client relationships, logos representing the people we serve should always be placed in the lead position. In other instances, our logo can be placed in either position.

MAXIMUM HEIGHT EXAMPLE



MAXIMUM WIDTH EXAMPLE



Logo / BEST PRACTICES

Our logo was designed the way it was for a reason – any alteration is considered misuse.



DO NOT change the colors of the logo.



DO NOT change the relationship between the graphic and wordmark.



DO NOT use the wordmark without the graphic.



DO NOT alter the typesetting of the wordmark.



DO NOT distort the logo or resize it disproportionately.



DO NOT skew the logo.



DO NOT outline the logo.



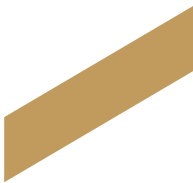
DO NOT apply drop shadows.

Color / PALETTE

Maintaining consistent colors is a vital part of keeping a brand strong. Follow this core color palette when developing any communications materials.

Tints of the palette colors are acceptable for supporting design elements. Sample uses may include backgrounds or super graphics.

PRIMARY PALETTE



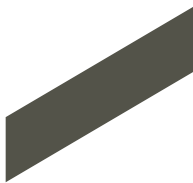
GOLD

PMS	7562 C
CMYK	25 / 37 / 73 / 2
RBG	191 / 155 / 93
HTML	BF9B5D



DEEP BLUE

PMS	2955 C
CMYK	100 / 83 / 35 / 24
RBG	23 / 57 / 99
HTML	173963



GRAY

PMS	418 C
CMYK	62 / 54 / 64 / 36
RBG	83 / 83 / 73
HTML	535349

SECONDARY PALETTE



YELLOW

PMS	123 C
CMYK	0 / 22 / 93 / 0
RBG	255 / 197 / 47
HTML	FFC52F



BLUE

PMS	2935 C
CMYK	100 / 68 / 4 / 0
RBG	36 / 89 / 169
HTML	2359A8



ORANGE

PMS	1645 C
CMYK	0 / 72 / 84 / 0
RBG	255 / 108 / 54
HTML	FF6C36

Graphic Treatment / SUPER GRAPHIC

The graphic may be used alone as a super graphic. However, a full logo must always appear in the communications somewhere.

Please keep in mind the following guidelines:

- Do not distort or skew the graphic.
- Use only brand colors.
- When applying to a white background, a 10-15% tint should be used for the graphic depending on usage.
- When applying over a 100% full bleed background of color, an 85-90% tint of the same color should be used for the graphic depending on usage.
- At least one side should always bleed off the side of the background field.
- The right-hand curve of the graphic should never be cropped.



Typography / FONTS

GOUDY OLD STYLE is the typeface used in core Enterprise Bank & Trust brand elements, including the wordmark. To keep core brand elements distinct from other text, the use of Goudy Old Style should be limited. Examples of uses may include headings and prominently featured copy.

TRADE GOTHIC is the complementary typeface for the Enterprise Bank & Trust brand and should be used for most needs, such as body text.

In web applications, **Source Sans Pro** is an acceptable substitute for Trade Gothic. **Sorts Mill Goudy** can be used instead of Goudy Old Style.

In other cases where Trade Gothic is unavailable such as e-mails and Microsoft Office documents, **Calibri** is an acceptable substitute. If Goudy Old Style is unavailable, **Georgia** should be used.

GOUDY OLD STYLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

TRADE GOTHIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Compliance

This is not an all-inclusive list and is meant to provide high-level direction to expedite the review process with our compliance team.

BOILERPLATE LANGUAGE

The following boilerplate should be used on all company news releases and leadership bios:

About Enterprise

Enterprise Financial Services Corp (NASDAQ: EFSC), with approximately \$5 billion in assets, is a bank holding company headquartered in Clayton, Mo. Enterprise Bank & Trust operates 28 branch offices in the St. Louis, Kansas City and Phoenix metropolitan areas. Enterprise Bank & Trust offers a range of business and personal banking services, and wealth management services. Enterprise Trust, a division of Enterprise Bank & Trust, provides financial planning, estate planning, investment management, and trust services to businesses, individuals, institutions, retirement plans and non-profit organizations. Additional information is available at enterprisebank.com.

BANK REFERENCE

Refer to the bank in the following way in the first reference in external facing communication: Enterprise Financial Services Corp (EFSC), the parent company of Enterprise Bank & Trust (Enterprise).

ADVERTISING AND PROMOTION

Advertisement is defined as a commercial message, in any medium, that is designed to attract public attention or patronage to a product or business. The following types of advertisements DO NOT require use of the official advertising statement "Member FDIC." All other marketing communications should use this statement.

- Statements of condition and reports of condition of an insured depository institution
- Insured depository institution supplies such as stationery, envelopes, etc.
- Directory listings
- Advertisements by radio or television which do not exceed thirty (30) seconds in time;
- Promotional items

HOME LOAN

- All advertisements and marketing materials mentioning lending products / services require the Equal Housing Lender Logo.
- All advertisements and marketing materials mentioning consumer loan products / services require Enterprise Bank's NMLS# of 593661.
- If a specific lender is mentioned, their individual NMLS # must appear.

EQUAL OPPORTUNITY EMPLOYER

- All job postings or advertisements specific to applying for a position with Enterprise Bank & Trust will include the phrase Equal Opportunity Employer.

Compliance phrases such as **Member FDIC, 593661** and **Equal Opportunity Employer** should be typeset in Trade Gothic, always with adequate spacing away from the Enterprise Bank & Trust logo. For example, they should be visually treated more as a footer of a document. They should never be used as a tagline of the logo.

