

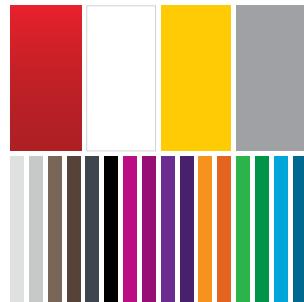
Core Brand Standards

WELLS
FARGO

Our foundational brand expression resource

Version 3.7 — February 2017

WELLS
FARGO



abc



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Every communication is an opportunity to tell the Wells Fargo story.

The Core Brand Standards is our foundational visual brand resource, and they are your starting point for understanding our brand elements and how to use them. These standards provide basic direction, specifications, and examples that will help inspire well-branded design.

Also refer to our in-depth standards and guidelines — found on [Brand Central](#) — when using brand elements in specific media and with different customer segments.

Our standards were designed to give our businesses a great deal of flexibility into how our brand elements are used to reach and engage key audience segments. And, they continue to adapt and evolve to meet new challenges and opportunities for our marketing teams.

Please note: If you encounter a brand element being used in the marketplace in a way that seems counter to, or out of character with, these standards, it is likely an exception that was approved on a conditional basis by the Brand Identity & Engagement team. These exceptions should **not** be applied to other projects without Brand team approval.

If you have a need for an exception, please write to us at help@brand.wellsfargo.com and we'll be happy to work with you to develop a solution for your unique needs.

Key updates since version 3.6 – December 2014 include:

- » Changes to our brand platform and strategy
- » Enhanced logo guidance, including logo position, alternative treatments, and new “misuses”
- » Lines-of-business logo updates
- » New guidance on using our corporate signature
- » Updated tone-on-tone stagecoach guidance
- » New stagecoach icon “misuses”
- » Enhanced color guidance, including new things to watch out for
- » Enhanced typography guidance
- » Updated photography section with new imagery styles
- » Updated contacts and resources

Our brand

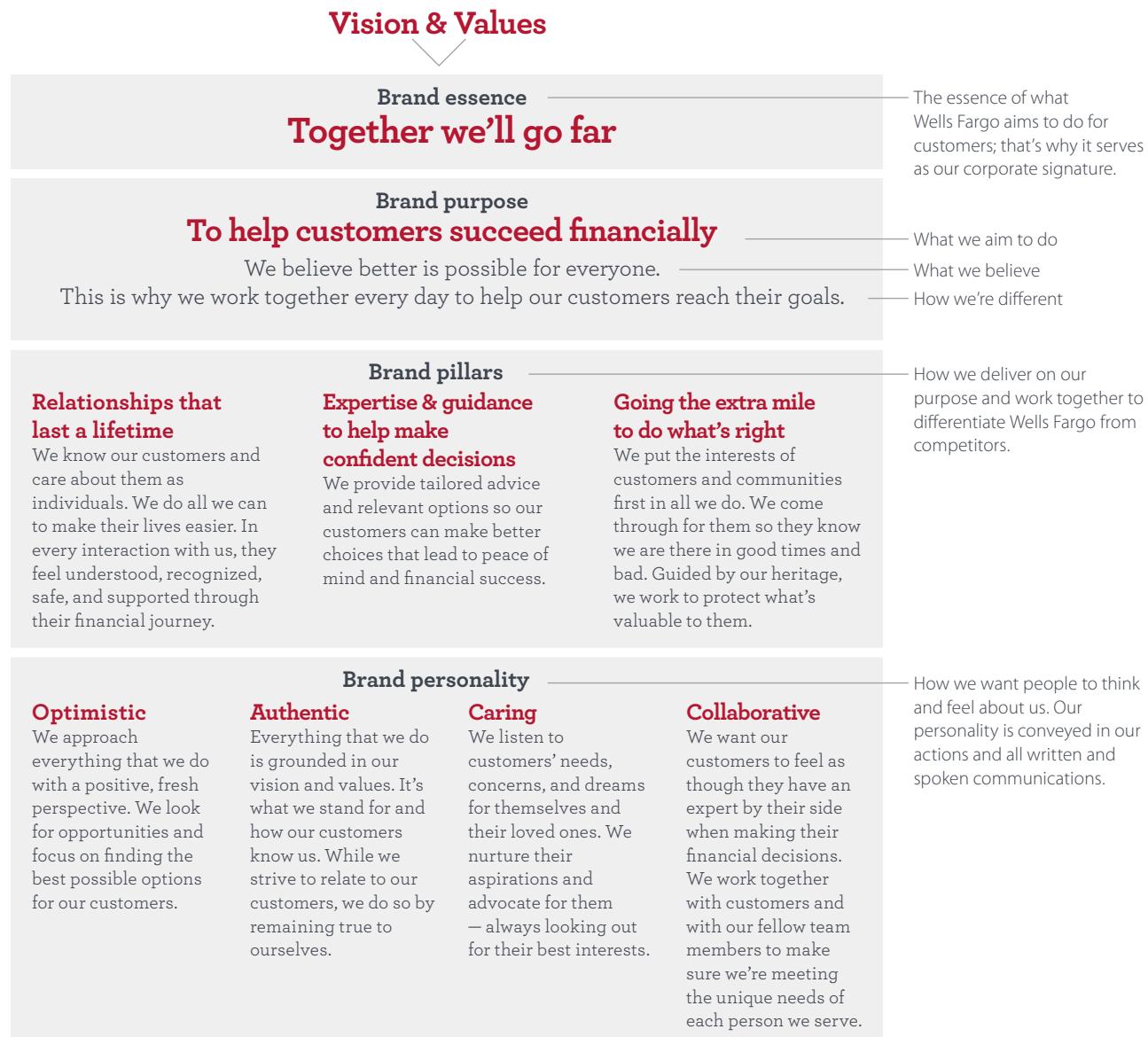
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Our “Working together” brand strategy

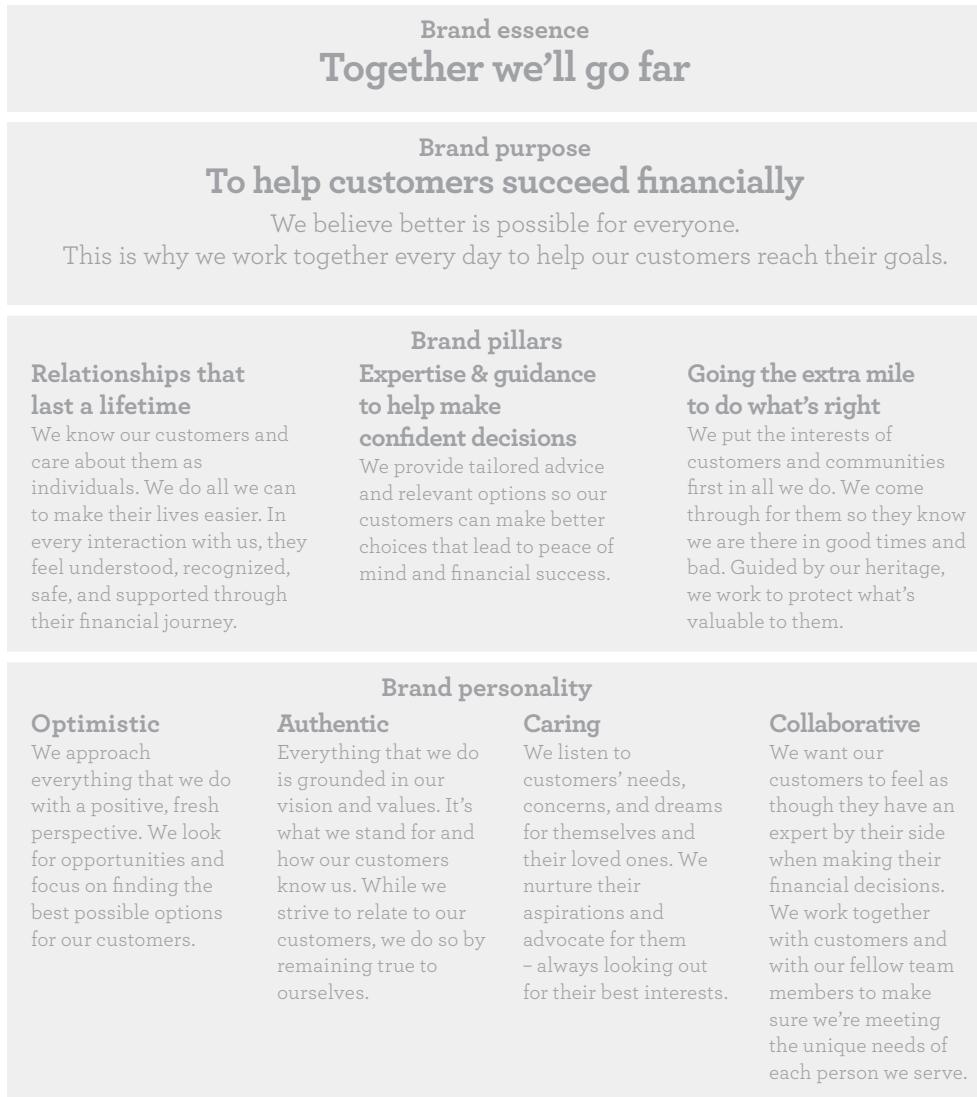
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Our brand is what people say about Wells Fargo to their friends and family. It's how they feel about doing business with us and how they describe those feelings.

We have a brand platform that defines our brand and who we are for customers and team members.



The consistent expression of our brand, in how we speak, act, and present ourselves to our customers — regardless of channel, line of business, audience, or geography — helps us connect with our customers and differentiate Wells Fargo.



Communications
(such as, Brand Campaign)

Experience
(such as, Relationship Recognition)

Culture
(such as, Culture of Caring)

To each unique audience
our brand voice sounds like:

**A friendly,
helpful
conversation**

You'd describe our voice as:

Authentic: always believable and true to who we are by representing our Vision and Values and brand essence of “Together we'll go far.”

Audience-centric: puts their needs and goals first and emphasizes how we can be of most value.

Resonant: establishes an authentic rapport with each audience by knowing them and their needs so we can offer helpful guidance.

Relatable: friendly, accessible, and approachable.

Balanced: relatable without sacrificing our credibility — remembering that we are a financial services provider who offers meaningful guidance.

Caring: conveying an attitude of truly being invested in our customers' financial well-being; sincere about having our customers' best interest in mind.

Helpful: providing beneficial options and guidance so that customers can make their best choice.

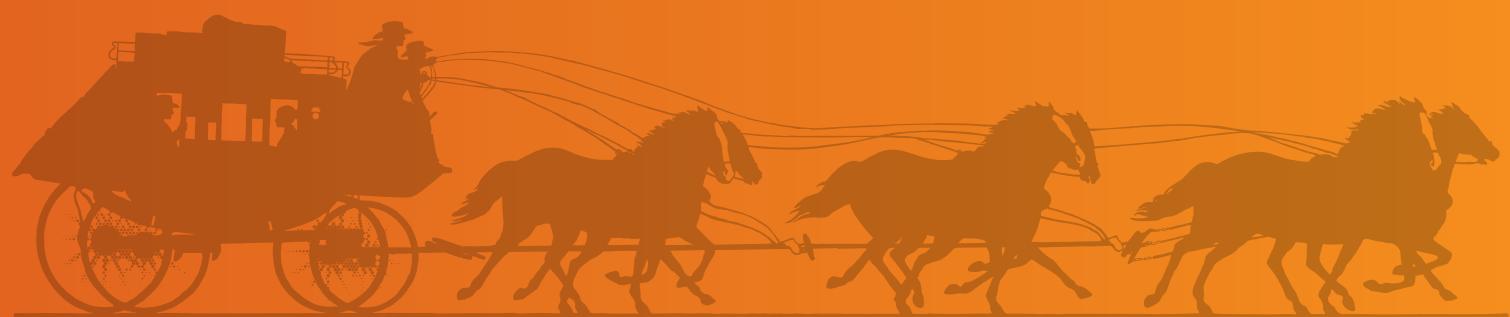
Transparent: upfront and clear about information most important to the audience — not vague or unclear.

Welcoming: inviting our customers to join us in conversation so we can understand their unique needs and provide the support and guidance they're looking for.



More information can be found in our [Voice Guidelines](#) found on Brand Central.

Brand elements



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The effective and consistent use of our brand elements enables Wells Fargo to express our unique identity. Each element, and our design system as a whole, gives designers creative options so they can develop compelling communications that resonate across different channels and audiences.

Logo



Stagecoach icon



Color



Typography



Photography



Iconography and infographics



While our brand elements offer a great deal of flexibility, general design principles help us create a consistently recognizable, relatable brand.

- » We reassure customers by always identifying ourselves through our **logo**, and we show we're there for them over the long term by using our **stagecoach icon lockup**.
- » We use **generous white space** (actual white, or fields of color) to make our communications legible, easy to navigate, friendly, and approachable.
- » We take ownership of **our primary brand color, Wells Fargo Red**, by leveraging it with pride across all channels and communications.
- » We use our recognizable **Archer and Myriad Pro typefaces** to differentiate our text.
- » We humanize our brand with **warm and optimistic imagery** and make ourselves approachable with **simple, friendly icons** and **infographics** that read especially well in digital and mobile channels.

Logo



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The Wells Fargo red box logo is our primary brand identifier. Its unique combination of red and yellow has been associated with Wells Fargo since our stagecoach first carried customers' most important possessions across the country. Consistent and correct use of the logo makes it easy for customers to identify us and feel confident that a communication is from Wells Fargo.



The red box logo, flat or with highlight, is our primary logo. The preferred use is in color on a white or neutral background.

Because our logo helps customers identify us, we never alter, modify, or recreate it; doing so dilutes the value of our brand. That's why it's a violation of our Brand Policy. Team members can download the Brand Policy from the [Policy Library intranet site](#).

Advanced Design Users can access red box logo art in EPS and PNG formats on [Brand Central](#). To ensure quality control, only EPS logo formats should be shared with external vendors who are developing materials unless the logo has been specifically created and sized for the application. The EPS logos can be sized larger or smaller without any loss of quality.

In-Language logos

Our logo is also available in Simplified and Traditional Chinese. These are the only approved translations of the Wells Fargo name. Any other Chinese versions or translations in other languages are prohibited. Use of the Simplified Chinese logo requires permission. Please see the In-Language Corporate Signatures and Logos document on [Brand Central](#) in the Resources section for more information.

Red box logo with highlight

The red box logo with highlight should be used in digital applications, on plastics, or offset printed on coated paper stock. It is not recommended for uncoated paper stocks.

Please note: In printed applications, this is a four-color process logo.



Flat-red box logo

The flat-red box logo should be used on print communications, primarily on uncoated paper stocks. This logo is available in spot colors (Wells Fargo Red and Wells Fargo Yellow) and process colors.



One-color master brand logo

The one-color master brand logo should be used on one- or two-color (black plus one color) applications such as newspaper advertising or forms.

Please note: The lettering in this version of the logo is always white, not transparent to the background.



Alternative formats of the logo were created to optimize our brand expression across the full range of channels — including mobile, sponsorships, merchandising, and in co-branding situations. They are to be considered as exceptions used only with the approval of the Brand team.

- **One-line logos** are reserved for situations where the red box logo does not provide the appropriate brand impact due to the available space in which it appears.
- **The outline logo** is reserved for merchandise and postproduction treatments like foil stamping and embossing. It should not be used in print or digital applications other than co-branding situations.

Please note: When the Wells Fargo name is used in text and outside the red box, it must always appear on one line and never be abbreviated to “Wells” or “WF”.

To request the one-line logo or outline logo artwork and usage approval, please email help@brand.wellsfargo.com.

One-line logo on red field

The one-line logo on a red field is reserved for signage, sponsorship signage, mobile phone use, and online in secure transactional sessions where the user is already immersed in the Wells Fargo experience. The background may have a flat or gradated red field, depending on the application.

We are currently exploring the optimal expression of this logo in digital applications. Where possible, use the red box logo and introduce the one-line logo on a red field for mobile using adaptive design to ensure the logo is appropriately represented across all digital formats. For exceptions or other uses, please send a proposal to help@brand.wellsfargo.com.



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One-line logo

The one-line logo can be used for branch and corporate signage, on brand approved plastics (Propel card), merchandising, and co-branded applications. Depending on its application, it may appear in Wells Fargo Red, Wells Fargo Yellow, black, or white.



WELLS FARGO

Outline logo

The outline logo is available by request and has limited use for merchandise (in a tone-on-tone treatment where the logo color is slightly darker than the background color), foil stamping, embossing, plastics, and certain co-branding applications (in black or white only). It should not be used in printed applications because it is not a strong identity element, and it is not a good visual match with our other brand elements, like our stagecoach icon lockup.



WELLS
FARGO

While we are a master brand (we are all Wells Fargo and use our primary logo in most places), certain lines of business must be differentiated:

- **To fulfill legal mandates** to separate their business from traditional banking (Insurance, Securities, Advisors)
- **To maintain clarity** about mortgage originations and servicing (Home Mortgage)
- **To distinguish services** for high-net-worth customers (The Private Bank, Advisors, Asset Management, Private Mortgage Banking)

These lines of business lock up the master brand logo with a business descriptor, to convey a unified Wells Fargo brand. No other lines of business need lockups.

Please note: The space that separates the Wells Fargo logo from the business descriptor is transparent, not white.

All clear space and alignment rules are identical to those for the master brand logo. The lines-of-business logos may also appear in black and white.

Flat and highlight logos are available for Wells Fargo Advisors, Home Mortgage, Insurance, and Securities. Not all LOB logos are available on Brand Central. For access to logos, contact the LOB logo owner. See the Line of Business Logo Contacts document on [Brand Central](#) in the logos collection.



Wells Fargo Wealth Management



Wells Fargo Private Bank



Wells Fargo Advisors



Wells Fargo Asset Management



Wells Fargo Home Mortgage



Wells Fargo Private Mortgage Banking



Wells Fargo Insurance



Wells Fargo Securities

Please note: Wells Fargo Financial and Wells Fargo Advantage Funds have been retired and should no longer be used:

- **Wells Fargo Financial** — Use the Wells Fargo master brand logo instead.
- **Wells Fargo Advantage Funds** — Use the Wells Fargo Asset Management logo instead

Because our logo is one of our most valuable brand assets, we always size and position it for maximum impact and give it plenty of room to “breathe.”

Position

The logo is traditionally placed in the upper-right corner of printed applications. For online and digital applications, the logo is typically positioned in the upper left. In rare cases, such as on greeting cards or invitations, the logo may be centered on an application with the approval of the Brand Identity & Engagement team. Contact help@brand.wellsfargo.com with questions.

Clear space

Clear space frames the logo, separating it from other elements such as headlines, text, subject matter in imagery, and the outside edge of printed materials.

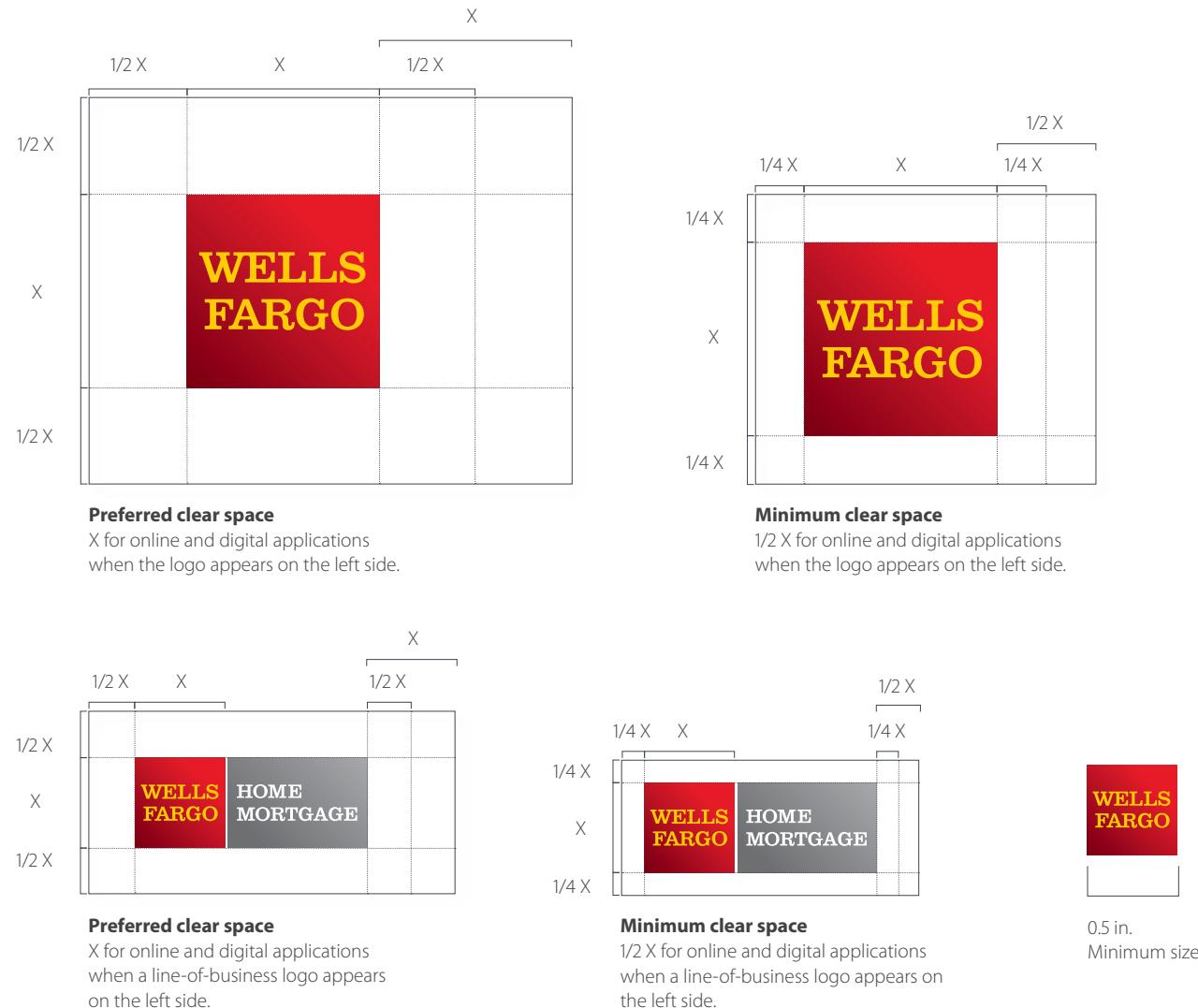
The examples shown on the right represent the preferred and minimum clear space.

Please note: For online and digital applications where the logo appears on the left side, the clear space to the right of the logo increases. This ensures that any other elements appearing next to the logo on the right do not appear to be locked up to it.

Minimum size

In reproducing our logo, consider its size and legibility and use your best judgment. A logo that is too small can no longer communicate. The minimum size for the Wells Fargo logo is 0.5 inch.

Remember, the EPS logos can be sized larger or smaller without any loss of quality.



Please note: These rules apply equally to the master brand logo and all the lines-of-business logos.

Using the Wells Fargo logo

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Landing page

The red box logo with highlight gives our communications a modern, energetic feel.



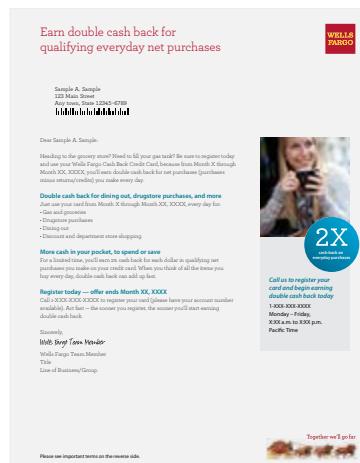
Microsoft® PowerPoint® presentation

The flat-red box logo should be used on presentations.



Co-branded site

The one-line logo may be used in co-branding situations where the size of our red box logo would not have the appropriate impact to achieve parity with other parties' logos.



Direct mail

The flat-red box logo should be used on uncoated paper stock.



Direct mail

The red box logo with highlight may be used on print applications on a coated paper stock.



Merchandising

The one-line logo may be used on merchandising when space is limited.



Mobile banking

The one-line logo on a red field is reserved for signage, sponsorship, or mobile phone use.



Brochure cover

Our logo may be placed over an image if we maintain sufficient color and visual contrast and place it in a neutral area of the image.

Misuses of the logo

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Whether you're using the Wells Fargo red box master brand logo or lines-of-business logos, our logo is an essential part of our brand.

Use our logo strategically, and once per piece. Exceptions apply in video and direct mail. Overuse of our logo can also diminish its impact.

Always treat our logo with respect. Don't redraw, colorize, stretch, squeeze, or link the logo to other elements (including names, images, or symbols). Any modifications to the Wells Fargo logo can dilute its meaning and lessen its impact.

Avoid using our logo in a disrespectful way such as on a floormat or on stairs, no matter what the environment.

Use approved logo artwork only, do not recreate the logo or approximate its resemblance in Microsoft® Office products using text. Advanced Design Users can access logo art in EPS and PNG formats from Brand Central.

Please note: These apply equally to the master brand logo and all of the lines-of-business logos.



Approximating the red box or one-line logo on a red field in Microsoft Office.



Linking regional symbols or flags to our logo.



Changing the logo color.



Reversing the logo to white. Instead, use the approved outline version.



Modifying the shape.



Using graphic effects like drop shadows on our logo.



Placing the logo on top of an image where it encroaches on the subject matter.



Loren Ipsum dolor

Loren Ipsum dolor



Locking up images to our logo.



Removing the box from the logo (contact help@brand.wellsfargo.com for exceptions).



Using unoptimized logo artwork that was retired in 2009. The colors and scaling are different from our current version.

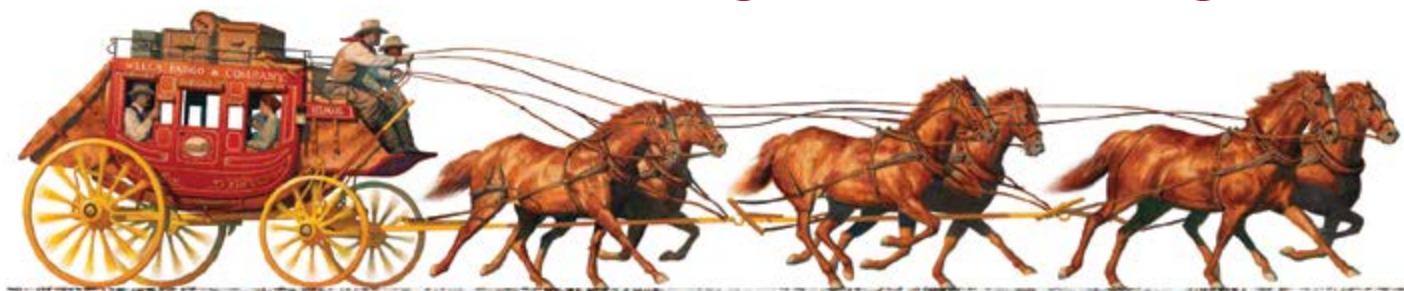
Stagecoach icon



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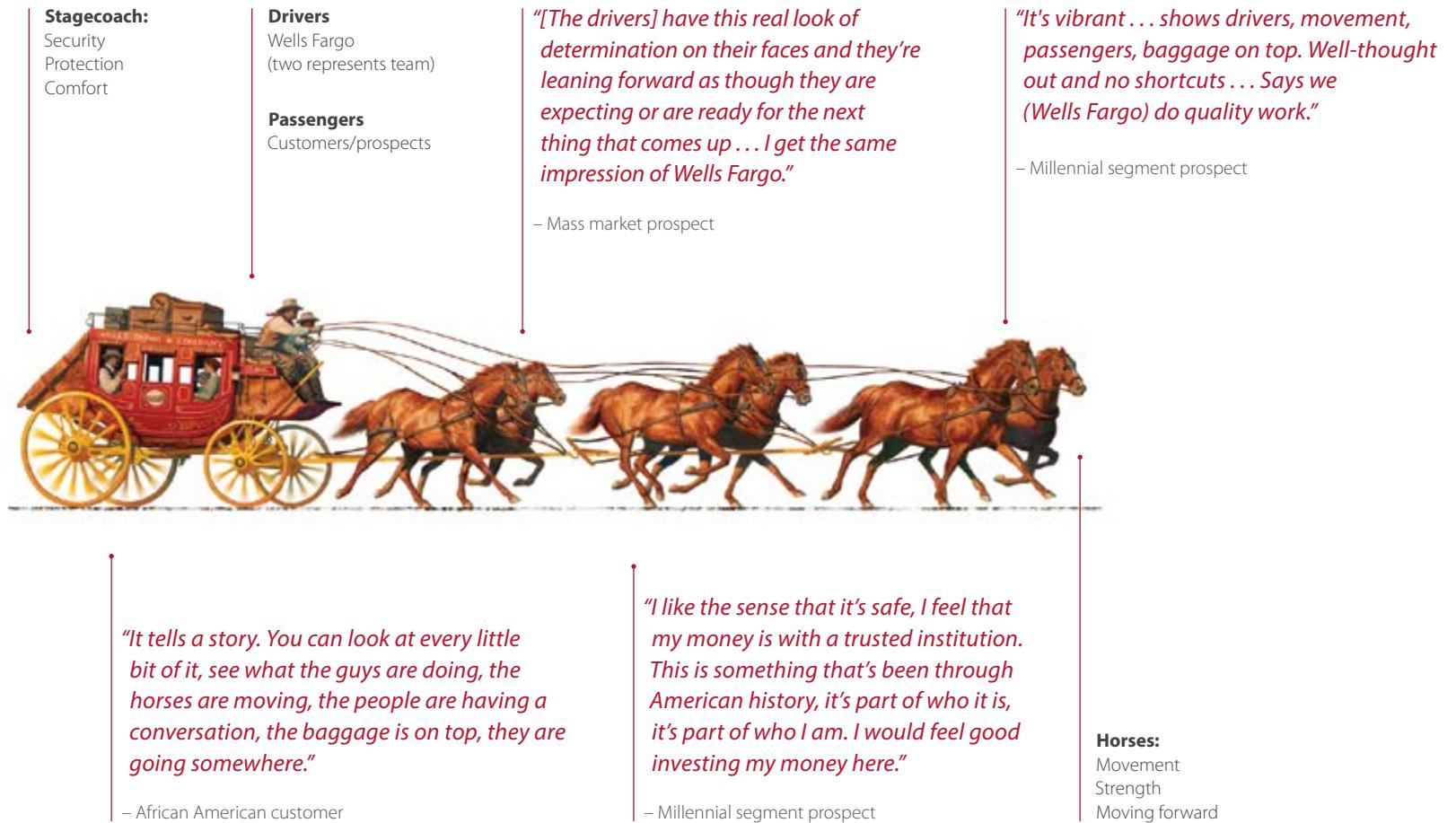
Like our logo, customers and team members recognize our stagecoach as an emotionally rich and differentiating symbol of our brand. The stagecoach icon with our corporate signature are unique to Wells Fargo and when used together as a lockup, they convey our unique history, our promise to work together now and over time, and our pillars of Relationship, Guidance, and Going the Extra Mile.

Together we'll go far



Describing the meaning of our stagecoach icon

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More than a tagline, “Together we’ll go far” is our personal commitment to help our customers and team members reach their financial goals and feel confident about their future.

- » We respect how and where we use this valuable asset to help reinforce its power and meaning.
- » We want to be careful in how and where we use the individual phrases “together” or “go far” to avoid diluting the strength of this mark.
- » The stagecoach and corporate signature are mutually reinforcing and work best when used together.

Using “together,” “go,” and “far” as a natural part of your writing vocabulary.

- Let’s prepare for your retirement together
- Learn how far your savings can take you
- ◆ Do not create new taglines or mutations using “Together we’ll” for headlines or hashtags such as, #GoFarTogether, Together we’ll grow far

Using parts of our corporate signature can sometimes help reinforce our brand position.

These are typically for high visibility, enterprise-wide projects and require a conversation with the Brand Identity & Engagement team before using.

- ▲ Go Far Rewards is our major new platform for a rewards program
- ▲ The Better Together Culture of Caring mind-set is our promise to deliver on our values not only externally, but also internally
- ▲ Security. Convenience. Together. is the theme of the new Brand Advertising campaign
- ▲ Go farther together helps to describe a strategic engagement framework for team members
- ▲ Together we’ll go far is our brand essence
- ▲ Together is Beautiful is the 2016 LGBT Pride theme

Using our corporate signature alone.

These treatments require a conversation with the Brand Identity & Engagement team before using.

- ▲ Together we’ll go far is locked up to our logo in some advertising treatments
- ▲ Together we’ll go far is used as a header in strategic internal communications to show clear alignment between the messaging and our brand
- ◆ Do not use together we’ll go far as a stand-alone headline or phrase on everyday communications



Approved treatment



Send usage proposal to
help@brand.wellsfargo.com



Not approved

Because customers and team members not only see our stagecoach icon lockup as a critical identifier and authenticator, but they also connect with it on an emotional level as a symbol of our heritage and security, we leverage it on most materials across all communication channels.

The John Rush stagecoach icon lockup is the preferred stagecoach on our communications and should only be used once on an item to prevent overbranding.

Do not use the stagecoach icon lockup:

- When there is insufficient physical space (like on forms or small banner ads).
- On negative communications (such as account in arrears)
- When your primary image on the application is a stagecoach image, in order to avoid duplication.
- In-branch merchandising (where there are already other uses of the stagecoach in the branch)
- On materials where a second program identity is featured, to alleviate visual clutter. Consult the Brand Identity & Engagement team with any questions at help@brand.wellsfargo.com.

In-Language Stagecoach Icon Lockups

Our stagecoach icon lockup is available in other languages. Translation of our corporate signature into languages other than those featured in our [In-Language Corporate Signature and Logos resource guide](#) requires approval. Please see the resource guide for instructions.

Stagecoach with red corporate signature

The stagecoach with the red corporate signature is used on the vast majority of our communications and across all channels, including TV, print, and online.



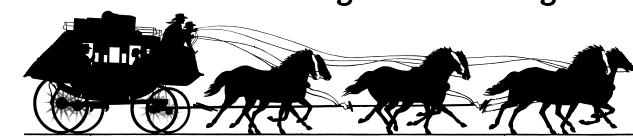
Stagecoach with gold corporate signature

The stagecoach with the gold corporate signature is used on all Wells Fargo Gold logo materials for Wealth and Investment Management (WIM).



Stagecoach silhouette with corporate signature

The stagecoach silhouette with the corporate signature is only used on one-color applications.



The preferred presentation of the stagecoach icon is in its entirety with the signature lockup. However, there are situations (such as promotions, trade shows, plastics, and signage) where the stagecoach icon can be used as a stand-alone element, and we can selectively focus on its various parts.

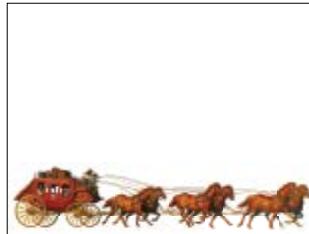
The stagecoach icon may be cropped in the three ways shown on the right:

- To create dramatic scale, such as on a Wells Fargo welcome sign or credit card
- For storytelling by focusing in on individual components such as the team and reins

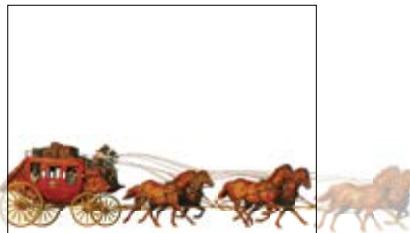
Please note: When cropping the stagecoach icon, do not include the corporate signature.

These are the only approved crops of the stagecoach icon for all media. Additional crops of the stagecoach on plastics must be approved by the Debit, Credit, and Brand Identity & Engagement teams. Email help@brand.wellsfargo.com to begin the review process.

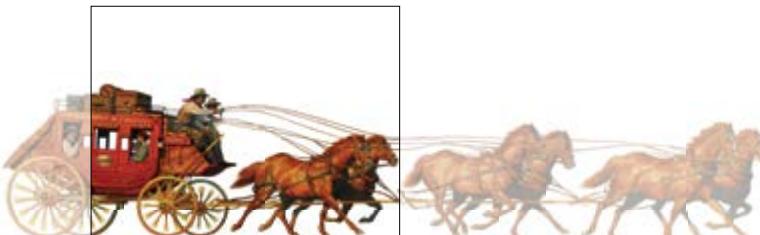
Approved stagecoach croppings



Full-format application



Two sets of horses and a slightly cropped stagecoach icon



One set of horses and two-thirds of the stagecoach icon

Because customers connect to the visual detail of the stagecoach, it is important to consider its size and legibility. We give it ample clear space to “breathe,” and we maintain a minimum size of no less than 1.5 inches wide.

- Traditionally, the stagecoach icon lockup is positioned on the lower-right side of the front of most applications.
- It may be positioned on the back or inside when space dictates.
- For online use, when the logo appears in the upper left, the stagecoach may appear on the lower-left side above the footer or legal disclosures, or in the upper right on the same baseline as the logo. Designers can see [Other Wells Fargo Sites Brand Standards](#) on Brand Central for more details.

Our business and designer templates have the Wells Fargo logo and stagecoach icon lockup already embedded in the optimal size relationships. Our [business templates](#) are built in Microsoft® Office, and our [designer templates](#) are built in Adobe® Creative Suite; both can be found on Brand Central. If you need to create your own unique application, you should use the size relationships shown in the templates as a guide.

Clear space



Minimum size



Logo and stagecoach icon lockup size relationship

Preferred



$2/3 X$ is the preferred height relationship of the stagecoach icon lockup to the logo. Avoid making the stagecoach any smaller in relation to the logo.



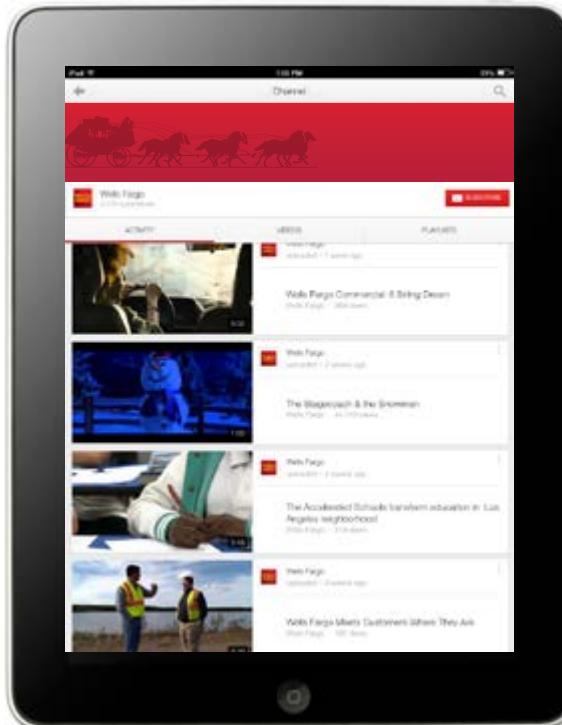
X is the maximum height relationship of the stagecoach icon lockup to the logo. Avoid making the stagecoach icon lockup larger than the logo, unless it is being used as a main graphic, such as on a folder or note card.

Silhouette stagecoach icon treatments

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Our tone-on-tone stagecoach silhouette provides additional flexibility for layouts and a more contemporary feel while still representing our core values.

It may be used on merchandise, plastics, signage, print, and digital applications when we need a more understated stagecoach icon presence or as a background element. It may be cropped to provide more dynamic compositions in small or large spaces (see page 25 for cropping guidance).



The tone-on-tone stagecoach icon can be a strong brand identifier.



The active color palette adds a level of vibrancy.



The neutral palette helps achieve a quieter and more subtle appearance.



Embossed stagecoach icon

The embossed stagecoach icon is used primarily on note cards, report covers, and invitations. The preferred use for this stagecoach icon is tone-on-tone (for example, foil embossed pearl on white), but it may also be used in gold or silver.



The tone-on-tone treatment can be an effective background as long as type or other elements do not interfere with the coach and team.

Tone-on-tone color stagecoach icon options

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The tone-on-tone stagecoach icon can be used in select colors from the active and earth palettes to add vibrancy and depth, or it can be created by using select colors from the neutral palette to achieve a quieter and more subtle appearance.

The tone-on-tone stagecoach icon may be shown in its entirety or it can be cropped (see [page 25](#)). Do not place other elements of the layout on top of the stagecoach icon, even when real estate is limited.

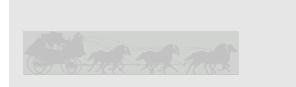
To see the corporate signature, contrast is essential. For this reason, the tone-on-tone stagecoach icon does not include our corporate signature.

The tone-on-tone graphic can be used in flat or gradient backgrounds in any of our primary, active, earth, or neutral colors EXCEPT:

- Teal/Dark Teal
- Green/Dark Green
- Magenta/Dark Magenta
- Aqua/Dark Aqua
- Blue/Dark Blue
- Aqua Blue

These colors, due to their close association with other leading brands, feel at odds with this core brand element.

Please note: The stagecoach tone-on-tone version is not literally placed in a box. See examples on [page 27](#).

Primary tone-on-tone	Active palette tone-on-tone	Earth palette tone-on-tone	Neutral palette tone-on-tone on solid background
			
Wells Fargo Red	Orange/Dark Orange	Brown/Dark Brown	Light Gray
			
Gold	Plum/Dark Plum	Amber/Dark Amber	Stone
			
Silver	Ebony/Dark Ebony	Purple/Dark Purple	Breeze
			
Dark Gray	Cool Gray Medium/Cool Gray Dark	Eggplant/Dark Eggplant	Air
			
Spruce/Dark Spruce	Warm Gray Medium/Warm Gray Dark	Khaki	

Creating the tone-on-tone stagecoach icon silhouette

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The tone-on-tone stagecoach icon silhouette is created by visually adjusting the foreground and background colors of both the stagecoach icon and the background, and by layering the same color stagecoach over the background color. A light gray stagecoach on a white background is also acceptable.

A black stagecoach may be used only if the opacity is adjusted so that the stagecoach reads as true tone-on-tone color. An opaque black or dark gray stagecoach should not be used on a color background.

The color contrast is flexible and can vary according to the context. Designers can access layered PSD and AI tone-on-tone files from the template section of [Brand Central](#).

Creating a tone-on-tone stagecoach icon silhouette is a simple, three-step process.

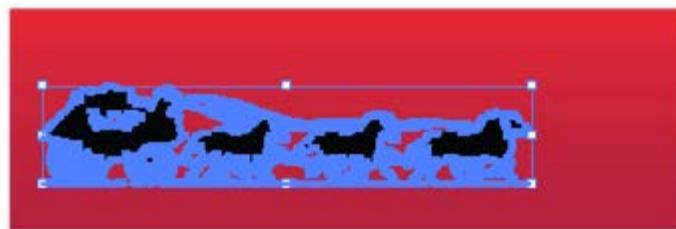
Step 1.

Establish your background color, which can be a flat or gradated color from our primary or secondary color palettes.



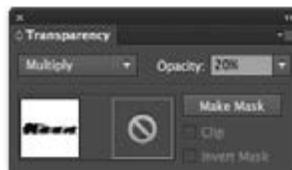
Step 2.

Select the black stagecoach icon silhouette, minus the corporate signature, and size it as appropriate. The stagecoach icon silhouette can be the full graphic with six horses or cropped to two or four horses.



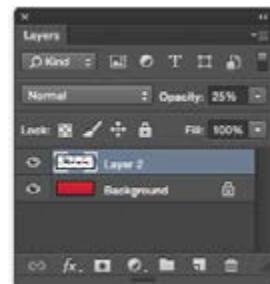
Step 3.

Color the stagecoach icon silhouette the same as the background color and adjust the effects to the multiply function and set the opacity filters from 20% to 100% in Adobe Illustrator or Adobe Photoshop to achieve the desired contrast.



Adobe® Illustrator®

In the Transparency window, select multiply and adjust the opacity.



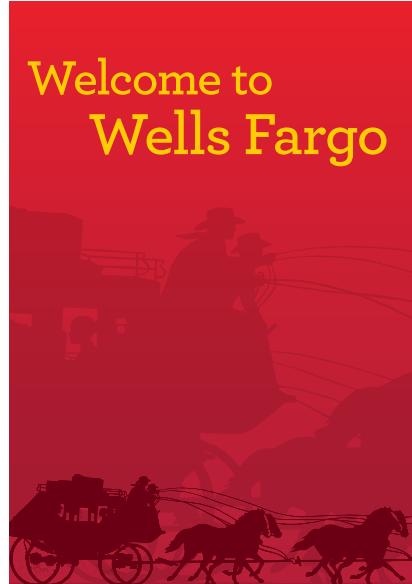
Adobe® Photoshop®

In the Layer window, adjust the opacity.



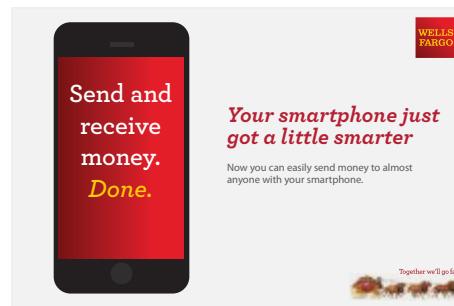
Banner ad

The tone-on-tone use of the stagecoach allows us the flexibility to leverage our icon while emphasizing a product or service.



Branch Welcome Wall

The tone-on-tone use of the stagecoach allows us to dial up emotion through cropping, scale, and dimension. This double stagecoach treatment is only for Welcome Walls and tradeshows. For other applications, write to help@brand.wellsfargo.com.



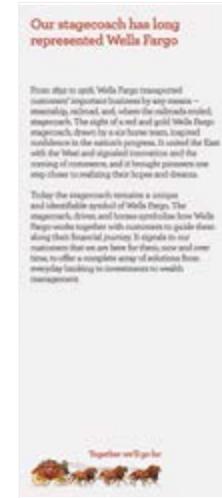
Direct mail

The stagecoach lockup is placed on the bottom-right corner and right aligned with the Wells Fargo logo.



Social media

The red tone-on-tone use of the stagecoach may be used on social media cover pages.



Collateral

While the preferred placement of the stagecoach icon lockup is on the front of materials, placing it on the inside front cover, or back cover, along with the stagecoach story, can broaden and deepen its relevance and meaning. The stagecoach icon lockup should be left aligned with the stagecoach story.



Plastics

Different treatments of the stagecoach are acceptable in plastics with the approval of the Brand Identity & Engagement team.

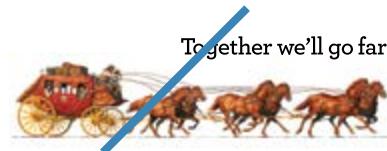
Misuses of the stagecoach icon

| > skip to next chapter

Consistent use of the stagecoach icon lockup is essential because our customers associate it with Wells Fargo. Modifying it confuses its meaning and diminishes its impact. These examples illustrate what not to do so you can see how distortions to the stagecoach harm our brand.

In addition to the examples on this page, do not:

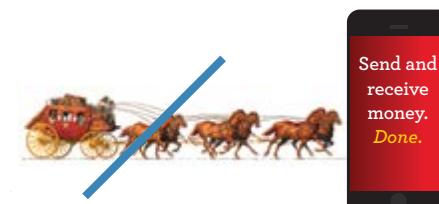
- Stretch or modify the shape of the stagecoach icon lockup
- Substitute other animals for the horses
- Substitute other figures for the drivers or passengers
- Lock up any additional text to the stagecoach icon (such as headlines or business names)
- Add or eliminate horses except for approved crops shown on [page 25](#)
- Create a large-scale cardboard cutout for display purposes
- Add drop shadows or reflections
- Change the color of “Together we’ll go far”
- Flip the stagecoach — it always drives left to right



Changing the color of the corporate signature. It is Wells Fargo Red (Gold for WIM) only.

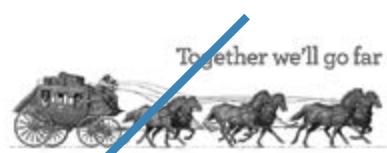


Adding a background or other graphic elements.



Showing the stagecoach “running into” objects.

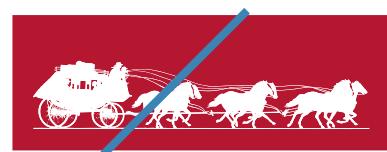
Obscuring the tone-on-tone with other graphics or copy (the stagecoach should be clear of all superimposed elements).



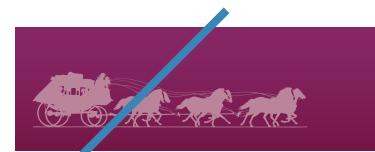
Changing to grayscale.



Changing the position of the corporate signature.



Placing a white, black, or other 1-color stagecoach icon lockup on a colored background. (The silhouette version of the stagecoach icon should always be black against a white background or tone-on-tone.)



Making the tone-on-tone stagecoach lighter than the background color on which it sits.

Color

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The laptop screen shows a webpage from wellsfargo.com. The header features the Wells Fargo logo and navigation links for 'Ages & Stages', 'Tools & Checklists', 'Common Concerns', and 'Blogs, Videos & More'. The main headline reads 'Have a conversation with your parents about finances' with a 'Read Article' button below it. To the right is a photo of two women looking at a laptop together. Below the headline are four cards: 'Tools & Checklists' (with a pie chart showing credit history components), 'Common Concerns' (with text about wills), 'Retirement Blog' (with a large '\$' icon), and 'Speak with a professional' (with a photo of a man).

Like the colors of a favorite sports team, our customers see our colors as a strong and identifiable part of the Wells Fargo brand. Our use of red and yellow sets us apart in a sea of blue and green financial services companies. Color makes a powerful brand statement.

Primary brand colors



Secondary colors



Find more information in the Colors and Tints Guide here on [Brand Central](#).

While there is a great deal of flexibility in how we use color, some general principles will help you create dynamic communications that are recognizably Wells Fargo.

- » **Red takes the lead** — it is our recognizable brand color and helps make it easy to identify Wells Fargo communications.
 - We prefer Wells Fargo Red for headlines.
 - We use Wells Fargo Red plus up to two accent colors from our active or earth palettes, plus one optional neutral color.
- » **Our secondary colors are visual spice** — they help call out key information and give designs energy.
 - While Wells Fargo Yellow is a primary brand color, we use it sparingly like a secondary color. We don't tint it or use it as a large flood in order to maintain the same balance of red and yellow shown in our logo.
 - We use secondary colors judiciously because too many in one design can conflict with the maturity and sophistication customers expect from financial services, fragment our message, and compete with imagery.
 - We are sensitive to the audience, business segment, and business context when using large blocks or floods of color because certain colors can sometimes be polarizing for specific audiences, or can be associated with competitors' brands (blue, green, magenta, purple).
- » **White space is used generously** — whether white or a color background, this neutral space makes our communications easy to navigate, friendly, and approachable.
 - We have the option of color backgrounds, as long as the layout doesn't feel busy, cluttered, or reminiscent of another leading brand or competitor, and there is contrast with the logo.
 - We use specific color backgrounds to create differentiation for some lines of business (Wealth Management and Advisors).
- » **Color gradients and transparencies are options** — gradients and transparent color over imagery help us create dynamic layouts.
 - We are careful to make sure our communications are readable with appropriate contrast. We follow the Web Content Accessibility Guidelines (WCAG) 2.0 Levels A and AA.

In the financial services category, the combined use of red and yellow is unique to Wells Fargo. This color combination, used most visibly in our logo, creates a solid and visible foundation for all our communications.

Wells Fargo Red and Yellow are proprietary color blends, and do not have a Pantone® equivalent for print. Information on our spot color ink formulas can be found on [Brand Central](#) in Resources/Design, Project & Print Production. For information on inks used for screening on merchandise, please contact help@brand.wellsfargo.com.

Wells Fargo Gray is primarily used for our lines-of-business identities. Wells Fargo Wealth Gold and Advisors Gold are used to support those lines of business only.

Wells Fargo Red is for text

The red used for text is Wells Fargo Red. Use the HEX formula BB0826; CMYK formula C:10, M:100, Y:80, K:20; or the RGB formula R:187, G:8, B:38.

Please note: We are careful that our communications are readable with the appropriate contrast. For example, we don't use yellow text on a white background, or white text on a yellow background. Read more at the [World Wide Web Consortium site](#).*



Wells Fargo Red

C:10 M:100 Y:80 K:20
R:187 G:8 B:38
HEX: BB0826



Wells Fargo Yellow

C:0 M:20 Y:100 K:0
R:252 G:198 B:10
HEX: FCC60A

Lines-of-business logo colors



Wells Fargo Gray

PANTONE® Cool Gray 8
C:0 M:0 Y:0 K:44
R:143 G:143 B:143
HEX: 8F8F8F



Wells Fargo Wealth Gold

PANTONE® 874
C:10 M:35 Y:70 K:30
R:165 G:125 B:80
HEX: A27F48



Wells Fargo Advisors Gold

PANTONE® 871
C:0 M:18 Y:45 K:35
R:178 G:150 B:108
HEX: B0904A

The colors, CMYK and RGB breakdowns shown on this page and throughout these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE-color Standards. For accurate PANTONE-color Standards, refer to the current edition of the PANTONE formula guides. PANTONE® and PANTONE MATCHING SYSTEM® are the property of Pantone, Inc.

*We provide links to external websites for convenience. Wells Fargo does not endorse and is not responsible for their content, links, privacy or securities policies.

Additional color palettes

| > skip to next chapter

Active palette

The active palette includes a range of bright contemporary colors that add a dynamic energy to our communications.

Please note: Warm Red and Dark Red are used for color gradients only and should never be tinted. Our Wells Fargo Red and Yellow should never be tinted.

Hyperlink blue

There are two values of hyperlink blue that are to be used for all links. The RGB formula R:51, G:102, B:204 should be used for internal-facing applications. The RGB formula R:81, G:116, B:184 should be used on all external-facing applications.

WCAG AA color standard

Colors marked WCAG AA* meet the Web Content Accessibility Guidelines (WCAG) 2.0 level AA accessibility standards for color contrast, and they may be used as color blocks with white type no smaller than 12 point. Other color combinations should be tested using the [WebAIM Color Contrast Checker](#).* A contrast ratio of 4.5:1 for normal text (14 point and bold or larger) and 3:1 for large text (18 point or larger) is required.

For more information, the Online Accessibility Information document can be found on [Brand Central](#). You can also reference the World Wide Web Consortium's (W3C) [Web Accessibility Initiative \(WAI\) site](#).*

Active palette	PMS	CMYK				RGB			HEX	WCAG AA*	
Warm Red		485	0	95	100	0	236	28	41	#EC1C29	no
Dark Red		187	7	100	82	26	174	30	35	#AE1E23	yes
Warm Red and Dark Red are only to be used to create red gradients and are not to be used for text.											
Teal		639	100	0	5	5	0	149	200	#0095C8	no
Dark Teal		7705	100	13	5	41	0	105	140	#00698C	yes
Green		361	77	0	100	0	70	160	51	#46A033	no
Dark Green		348	96	2	100	12	0	115	55	#007337	yes
Orange		144	0	51	100	0	237	136	0	#ED8800	no
Dark Orange		159	0	72	100	7	206	76	0	#CF4C00	yes
Plum		526	73	100	0	0	112	47	138	#702F8A	yes
Dark Plum		269	80	98	5	27	77	59	101	#4D3B65	yes
Magenta		675	18	100	0	8	174	37	115	#AE2573	yes
Dark Magenta		7649	30	100	0	20	130	24	97	#821861	yes
Ebony		7531	16	29	38	53	122	104	85	#7A6855	yes
Dark Ebony		7519	24	42	45	68	87	69	55	#574537	yes
Cool Gray Dark		Cool Gray 11	48	36	24	66	68	70	74	#44464A	yes
Cool Gray Light		Cool Gray 1	4	2	4	8	217	217	214	#D9D9D6	no
Cool Gray Medium		Cool Gray 3	8	5	7	16	191	192	190	#BFC0BE	no

*We provide links to external websites for convenience. Wells Fargo does not endorse and is not responsible for their content, links, privacy or securities policies.

Additional color palettes (continued)

| > skip to next chapter

Earth palette

The choice and range of colors used in our communications should reflect the content and audience. The deeper colors in our earth palette help to convey the expertise and heritage of a respected financial institution.

WCAG AA color standard

Colors marked WCAG AA* meet the Web Content Accessibility Guidelines (WCAG) 2.0 level AA accessibility standards for color contrast, and they may be used as color blocks with white type no smaller than 12 point. Other color combinations should be tested using the [WebAIM Color Contrast Checker](#).* A contrast ratio of 4.5:1 for normal text (14 point and bold or larger) and 3:1 for large text (18 point or larger) is required.

For more information, the Online Accessibility Information document can be found on [Brand Central](#). You can also reference the World Wide Web Consortium's (W3C) [Web Accessibility Initiative \(WAI\) site](#).*

Earth palette	PMS	CMYK				RGB			HEX	WCAG AA*	
Warm Red		485	0	95	100	0	236	28	41	#EC1C29	no
Dark Red		187	7	100	82	26	174	30	35	#AE1E23	yes
Warm Red and Dark Red are only to be used to create red gradients and are not to be used for text.											
Aqua		7704	93	4	8	24	0	133	173	#0085AD	no
Dark Aqua		7707	100	18	12	52	0	97	127	#00617F	yes
Spruce		625	64	16	45	30	80	127	112	#507F70	yes
Dark Spruce		626	80	18	56	54	40	92	77	#285C4D	yes
Brown		723	6	60	98	20	179	98	36	#B06224	yes
Dark Brown		469	24	79	100	73	115	70	38	#734626	yes
Amber		1675	5	83	100	27	169	67	30	#A9431E	yes
Dark Amber		7594	0	67	70	60	128	59	43	#803B2B	yes
Blue		646	72	31	3	12	94	138	180	#5E8AB4	no
Dark Blue		653	94	57	4	18	50	98	149	#326295	yes
Purple		7677	68	78	0	0	111	80	145	#6F5091	yes
Dark Purple		269	80	98	5	27	77	59	101	#4D3B65	yes
Eggplant		689	24	89	5	37	137	59	103	#893B67	yes
Dark Eggplant		7642	0	86	5	64	108	43	70	#6C2B46	yes
Warm Gray Medium		Warm Gray 8	17	24	25	49	140	130	121	#8C8279	no
Warm Gray Dark		Warm Gray 11	26	36	38	68	103	91	83	#675B53	yes

*We provide links to external websites for convenience. Wells Fargo does not endorse and is not responsible for their content, links, privacy or securities policies.

Additional color palettes (continued)

|

> skip to next chapter

Neutral palette

The neutral palette complements our primary brand colors, helps us achieve a unified system, and gives us the necessary creative flexibility for different applications and audiences.

WCAG AA color standard

Colors marked WCAG AA* meet the Web Content Accessibility Guidelines (WCAG) 2.0 level AA accessibility standards for color contrast, and they may be used as color blocks with white type no smaller than 12 point. Other color combinations should be tested using the [WebAIM Color Contrast Checker](#).^{*} A contrast ratio of 4.5:1 for normal text (14 point and bold or larger) and 3:1 for large text (18 point or larger) is required.

For more information, the Online Accessibility Information document can be found on [Brand Central](#). You can also reference the World Wide Web Consortium's (W3C) [Web Accessibility Initiative \(WAI\) site](#).*

Please note: The neutral palette colors should be used flat with no gradation.

Neutral palette		PMS	CMYK				RGB			HEX	WCAG AA*
Light Gray		427	9	6	7	0	224	227	226	E0E3E2	no
Stone		7534	4	4	13	8	215	211	199	D7D3C7	no
Breeze		454	9	6	17	0	218	219	191	DADBBF	no
Air		7500	8	8	23	0	242	226	189	F2E2BD	no
Khaki		5595	7	0	8	7	191	206	194	BFCEC2	no
Aqua Blue		290	25	0	0	0	194	222	234	C2DEEA	no
Dark Gray		Cool Gray 11	48	36	24	66	68	70	74	44464A	yes

*We provide links to external websites for convenience. Wells Fargo does not endorse and is not responsible for their content, links, privacy or securities policies.

Gradients give our active and earth palettes added flexibility, energy, and dimension.

Our gradients are created by blending color pairs, consisting of a light and dark version of a color in our color palette.

Both light and dark versions of our colors may also be used independently of the gradients. Each pair serves as one color.

Please note: When overlaying white type on a gradient, the gradient needs to err on the darker end of the spectrum to meet color accessibility requirements for public-facing Wells Fargo websites.

Active palette

Gradient pairs



Vertical gradient

Diagonal gradient

Earth palette

Gradient pairs



Vertical gradient

Diagonal gradient

Creating color gradients

> skip to next chapter

Gradients may be vertical or diagonal

- To create the vertical gradient from bottom to top, drag the gradient tool from the bottom midpoint to the top midpoint of the shape.
- To create the diagonal gradient, drag the gradient tool from the bottom-left corner to the top-right corner of the shape.
- The gradient directions are flexible.

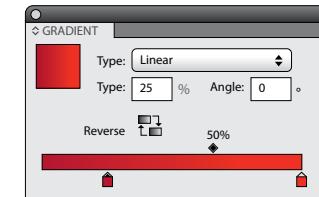
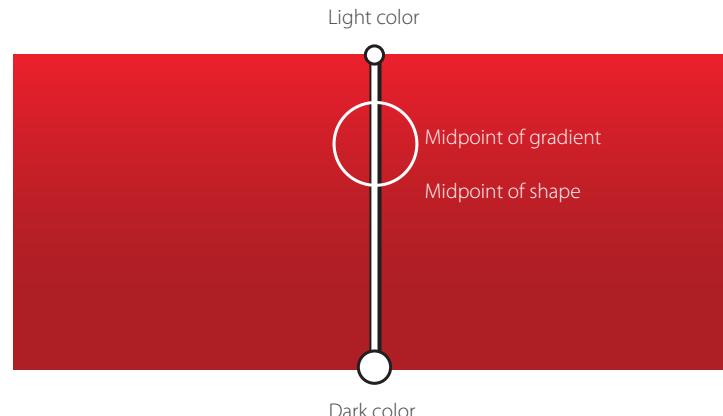
The gradient should be weighted disproportionately so that the midpoint of the gradient does not fall on the midpoint of the shape.

Creating gradients for various graphic and desktop programs

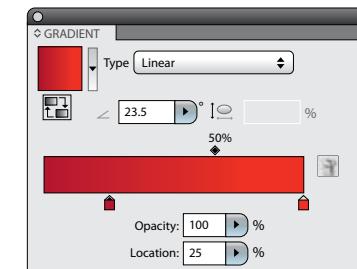
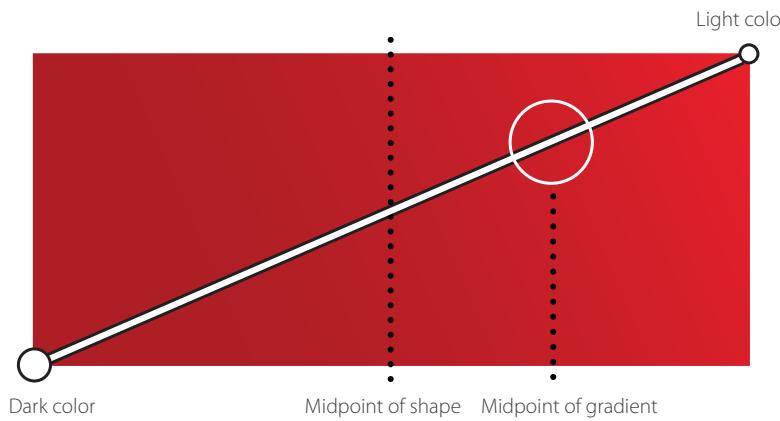
While each graphic program has its own toolbox to create gradients, the same principles apply.

Creating gradients to meet online accessibility requirements

When placing text on a gradient color for use online, please be sure that the text sits on the darker end of the spectrum to ensure compliance with Web Content Accessibility Guidelines (WCAG) AA accessibility standards. See [page 39](#) for more information and resources.



Demonstration shown using
Adobe® InDesign®



Demonstration shown using
Adobe® Illustrator®

Combining colors in applications

> skip to next chapter

Wells Fargo Red plus one accent

You can combine Wells Fargo Red with one accent color from our active palette or earth palette. While red is our primary brand color, it is also OK for it to be used as a secondary color (for example, the headline can be Wells Fargo Red and the main

theme color of an application can be another color from our palette). Note that dark and light colors from the same color pair count as one color, whether used as a gradient or flat.



Wells Fargo Red
+
Earth palette
Dark Purple

Tinting color gives our palette additional flexibility. Tinting the slices of the pie chart increases our range of color and creates color consistency.

Wells Fargo Red
+
Active palette
Dark Teal
Teal

Accent colors can be used to highlight key information. Using dark and light versions of the same color helps increase range while ensuring consistency.

Combining colors in applications (continued)

|

> skip to next chapter

Wells Fargo Red plus two accents

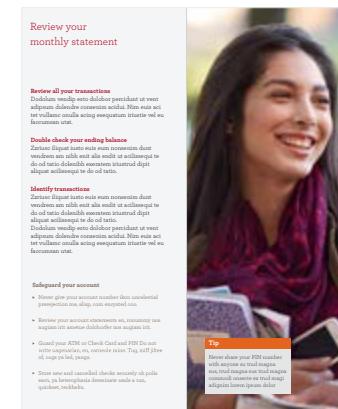
You can combine Wells Fargo Red with two colors from our active palette or earth palette. Color can be from the same tonal family (such as orange and amber, or blue and green) or contrast (such as orange and purple).



Wells Fargo Red can be secondary as a headline color, with the bright accents taking the spotlight.



Accent colors can be used as a support color to highlight key information.



Color can help create a visual hierarchy of information making it easy to scan and read.

Combining colors in applications (continued)

> skip to next chapter

Wells Fargo Red plus two accents and a neutral

You can combine Wells Fargo Red with up to two colors from our active or earth palette, and a supporting neutral color. The use of more than two active or earth colors requires an exception from your Brand Steward, except in the case noted on the bottom right where additional colors are used in charts.



This screenshot shows a website for 'Wells Fargo Advisors'. The header includes the Wells Fargo logo and navigation links like 'Ages & Stages', 'Common Concerns', 'Tools & Checklists', 'Blogs, Videos & More', and a search bar. Below the header, there's a main headline 'Have a conversation with your parents about finances' with a 'Read Article' button. To the right, there are four boxes: 'Tools & Checklists' (with a pie chart), 'Common Concerns' (with text), 'Retirement Blog' (with a dollar sign icon), and 'Speak with a professional' (with a person's face).



A large field of an accent color provides graphic pacing and visual interest. Be careful when combining red and green that materials do not take on a holiday theme.



A neutral color used as a background helps highlight the information graphic.



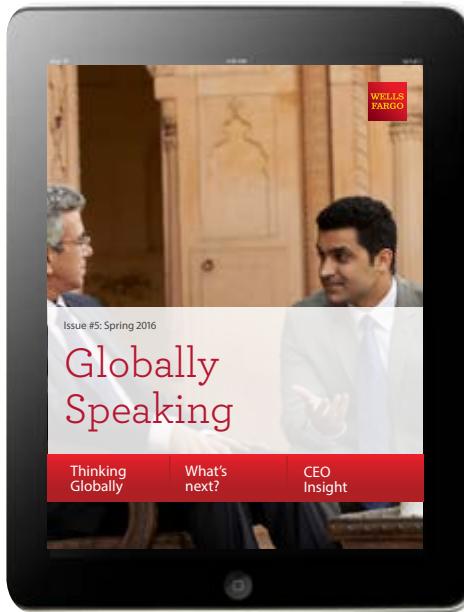
In addition to Wells Fargo Red, we use a maximum of two accent colors in order to maintain our recognizable and professional look and feel. The exception is when we use additional colors to differentiate individual segments of a chart.

Using color transparency

| > skip to next chapter

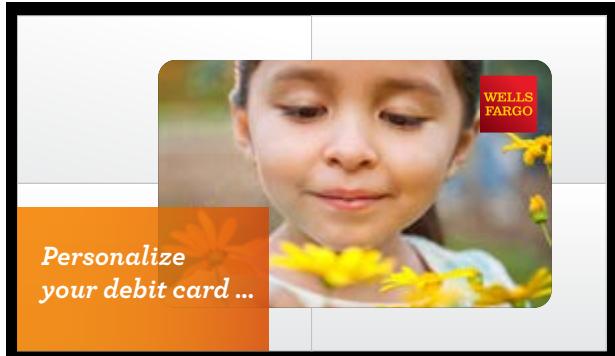
Transparency allows us to layer color or white over imagery to create dynamic layouts.

- When applying transparent color over an image, set the color transparency to multiply to maintain color saturation.
- White transparency is managed through the opacity setting.
- Do not use tints to create color transparency. This technique loses the saturation and the transparency can look unintentional.



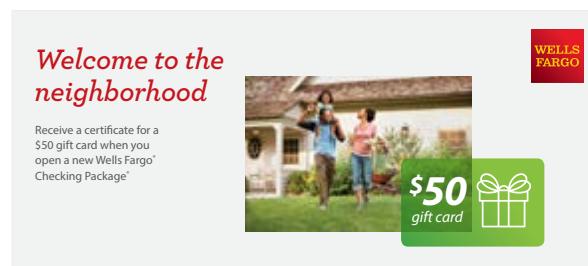
Digital

Transparency may be used to create a staging area for titles when leveraging full-bleed photography. **Please note:** The white transparency is managed through the opacity setting.



Digital signage

Transparent shapes allow us to layer messaging over imagery.



Statement insert

Transparent color enables us to layer our messages and create dynamic layouts and calls to action. **Please note:** The green color transparency is set to multiply with 100% opacity.



ATM

Transparency may be used for both color and white, enabling us to layer text over imagery and keep information highly legible. **Please note:** In ATMs, Myriad Pro is exclusively used to meet accessibility requirements.



Do not use black as a transparency color on printed material. It does not speak to our optimism.

Leveraging our brand colors

Our brand colors — Wells Fargo Red and Yellow — are bold and exciting. Red is an impactful color for headlines and naturally attracts attention. It is also a key brand identifier that should be leveraged as much as possible to reinforce our brand voice for our audiences. Our general formula is Wells Fargo Red with up to two accents and a neutral (dark and light color in the same pair count as one color).

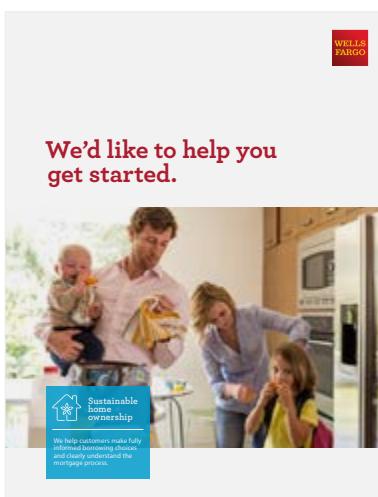
However, we also understand that red may not be appropriate for all situations, and it may not be a good choice when used as a full flood since it does not provide adequate contrast for our logo. While our core brand color is a significant differentiator in the marketplace, we should also seek to connect to our audiences on their terms. Color can be a very effective tool to help frame the tone and manner of our materials.

Using the active and earth palettes

Be aware that when used in large fields, certain active colors can resemble those of our competitors and, therefore, they may not be the best choice as a background color. Apply care when using those colors — limit the amount of space they occupy and ensure that there is adequate contrast between the logo and the background.

The infographic compares the cost of health care with and without an HSA. It features a red dome icon with a minus sign and '30%' indicating savings from not having an HSA. It also features a pink piggy bank icon with a plus sign and '+30%' indicating savings from having an HSA. Text below explains that taxes are taken out of your paycheck often at 30% when not using an HSA, while with an HSA, you don't pay taxes on the money you put in, so you can save the full amount. A small red 'WELLS FARGO' logo is in the top right corner, and a '#HSA' hash tag is at the bottom right.

When materials are posted or may be shared on a social media platform, Wells Fargo Red is a highly visible and effective brand building color for headlines and graphics.



A small field of teal highlights key information and is aligned with our visual system. A large field of teal can be associated with competitors' brands.

The infographic compares the cost of health care with and without an HSA. It features a red dome icon with a minus sign and '30%' indicating savings from not having an HSA. It also features a pink piggy bank icon with a plus sign and '+30%' indicating savings from having an HSA. Text below explains that taxes are taken out of your paycheck often at 30% when not using an HSA, while with an HSA, you don't pay taxes on the money you put in, so you can save the full amount. A small red 'WELLS FARGO' logo is in the top right corner, and a '#HSA' hash tag is at the bottom right.

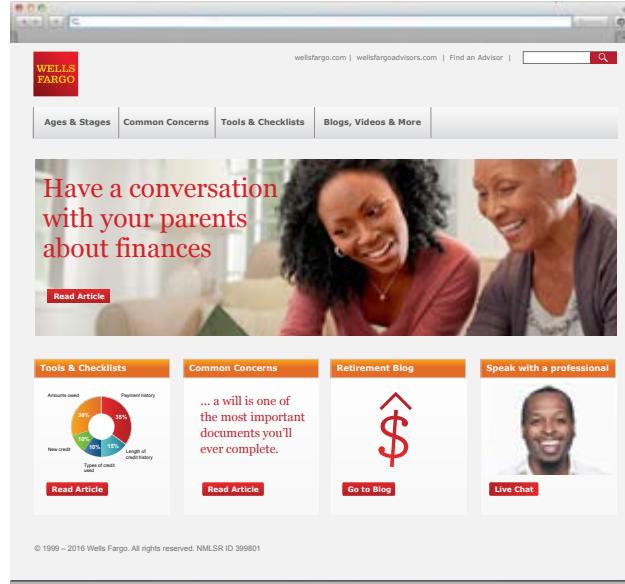
Wells Fargo Red acts as the lead in a headline, but it may be paired with our active or earth palettes to establish a hierarchy of information and add visual interest.

A photograph of a family in a kitchen. A man holds a baby, a woman stands nearby, and a young girl sits at a table. A teal callout box in the bottom left corner contains the text 'We're the bank that travels with you' and 'We help customers make fully informed decisions and clearly understand the mortgage process.' A small red 'WELLS FARGO' logo is in the top right corner, and a '#GetBankingDone anywhere you go' hash tag is at the bottom right.

It is important to balance our choice of colors with the rest of our visual brand elements to ensure that all communications look and feel like as if come from Wells Fargo.

Using color (continued)

> skip to next chapter



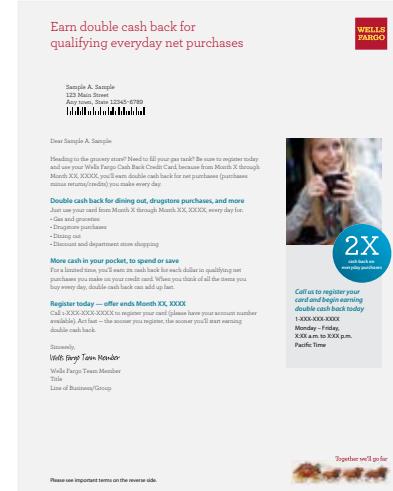
Landing page

Our active palette in combination with Wells Fargo Red gives dimension to our communications and conveys a friendly, optimistic tone. Remember, we only use more than two accent colors to differentiate individual segments in a chart.



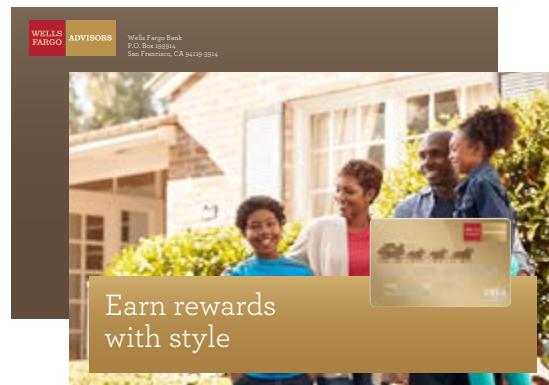
Product sheet

Connecting color to photography can create a strong and impactful business message.



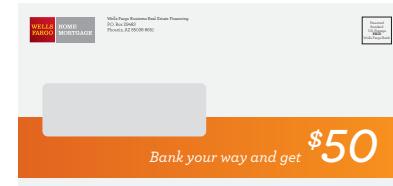
Direct mail letter

A gradation may be used to highlight a promotion.



Direct mail

We can leverage the design elements from our card products, including color, for direct mail applications.



Welcome to the neighborhood

Color can be used to highlight a call to action and connect the outer envelope to the interior message.

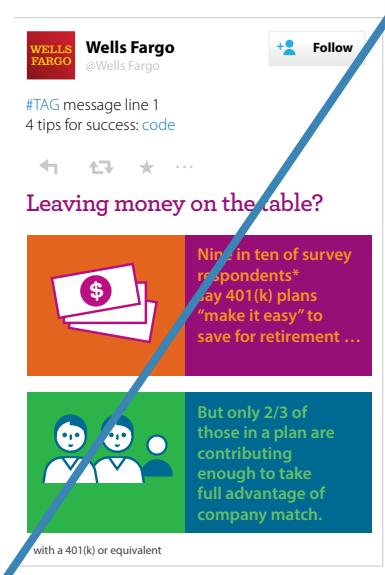
Things to avoid

> skip to next chapter

Color can be a very effective tool to help frame the tone and manner of our materials, but the inappropriate use of color can dilute our message.

In addition to the examples on this page, the following should be avoided:

- Wells Fargo Red for negative news.
- Wells Fargo Yellow text on a white background because it can be very difficult to read.
- Large floods of yellow. While we may use yellow as an accent color, it should not be used as a replacement for Wells Fargo Red, our primary brand color.



Avoid mixing too many colors in a communication. Wells Fargo customers expect us to maintain an authentic and measured tone with financial matters.



Please ensure that all Wells Fargo on screen communications meet WCAG AA 2.0 Color Accessibility standards for color contrast.



Avoid color combinations that vibrate, and those that overpower or detract from our photography.



Avoid confusion with established brands recognized by their uses of teal, green or magenta by confining those active colors to small areas.

Typography

- 49 Typography introduction
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A large, white, lowercase sans-serif font 'abc' is centered on a solid orange background. The letters are bold and have a clean, modern appearance.

Archer, with its distinct style, is the primary typographic expression of Wells Fargo. Myriad Pro adds tonal range and dimension.

Archer is used for headlines.

Myriad Pro can be used for subheads and support text, including captions.



Find more information in our Type Usage Matrix document here on [Brand Central](#).

Archer captures the look and feel of our brand voice, a friendly, helpful conversation. It's our primary font, one that customers quickly associate with Wells Fargo. We feature Archer in most communications channels, and it's a good option for headlines, titles, and body copy.

Archer requires special design software to manipulate that is not available on common desktops. As a result, it is only available to design professionals within Wells Fargo. Those team members may request Archer from help@brand.wellsfargo.com. Third-party service providers may purchase Archer (Archer 1 Basic package) at typography.com.* We don't use Archer in Microsoft® PowerPoint®, Excel®, Word, or Outlook®.

Archer ScreenSmart

We have secured an enterprise-wide license for Archer ScreenSmart that will be made available only to those in-house design professionals with the ability to host web-safe fonts on their own server. For more information, or to request the web kit, please write to help@brand.wellsfargo.com.

Please note: Extra Light, Thin, Hairline or any of the Heavyweights faces are not legible in all situations and should be avoided.

Archer

Archer Light

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Book

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Medium

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Semibold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*We provide links to external websites for convenience. Wells Fargo does not endorse and is not responsible for their content, links, privacy or securities policies.

Myriad Pro is a smart and straightforward supporting font for Archer.

- It works equally well in print and onscreen.
- It can be scaled down in mobile applications without losing resolution.
- It is highly legible when used on solid or transparent color, and over imagery.

While Archer, with its distinct characteristics, will continue to be our primary typographic style, Myriad Pro gives us added dimension and flexibility. It is a good option for subheads and support text, including captions. In ATMs, Myriad Pro is used exclusively to meet Americans With Disabilities Act (ADA) accessibility requirements. Exceptions exist for headlines in other spaces with approval from the Brand Identity & Engagement team.

The font Myriad Pro is available for purchase at adobe.com/type.*

Myriad for Web

We have secured an enterprisewide license for Myriad for Web that will be made available only to those in-house design professionals with the ability to host web-safe fonts on their own server. For more information, or to request the web kit, please write to help@brand.wellsfargo.com.

Please note: Myriad Pro Condensed is only used as a last resort where there is limited space, never for headers or body copy. Myriad Pro Black is not legible in all situations and should be avoided.

*We provide links to external websites for convenience. Wells Fargo does not endorse and is not responsible for their content, links, privacy or securities policies.

Myriad Pro

Myriad Pro Light

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Online and desktop applications

Our desktop applications (Microsoft® PowerPoint®, Excel®, Outlook®, and Word) use the system fonts Georgia and Verdana. These fonts are included with most computer operating systems. Using Georgia and Verdana for day-to-day Microsoft Office projects allows us to share our email, documents, and presentations, both internally and externally, without any computer conflicts or loss of quality.

Online, using Georgia and Verdana as HTML headers and text provides optimal accessibility for those teams who do not have the ability to host web-safe versions of Archer and Myriad.

Georgia

Georgia is our primary font for online and desktop applications such as Microsoft PowerPoint and Word documents. Its visual appearance is close to Archer and takes on Archer's role when Archer can't be used. Georgia is also used for headlines in our PowerPoint templates.

Verdana

Verdana is our secondary font used online and for desktop applications. Verdana is used for forms and body copy in our PowerPoint templates.

Georgia

abcdefghijklmnoprstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana

abcdefghijklmnoprstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Suomi Hand Script OT

When you want to use a signature on a letter, we recommend that you use the signer's actual signature, placing it as an image file as you would a logo or other image. If the actual signature is unavailable, Suomi Hand Script OT is the approved signature font. Team members can request the font via help@brand.wellsfargo.com, and third-party service providers can purchase it at fontshop.com.* Suomi is not to be used for any other typographic applications.

There may be other types of applications where a handwriting font can convey a more personal or festive touch, such as in holiday greetings or invitations. Please reach out to help@brand.wellsfargo.com to discuss.

Suomi Hand Script OT

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*We provide links to external websites for convenience. Wells Fargo does not endorse and is not responsible for their content, links, privacy or securities policies.

Lining figures

The Archer font family comes with both Proportional Oldstyle figures and Proportional Lining. The default figure style on Archer is set to Proportional Oldstyle, which should be used only in continuous body copy and in paragraphs that are longer than four lines.

Please use Adobe Illustrator's and Adobe InDesign's OpenType functionality to choose Proportional Lining for headlines, paragraph headers, numbers, financial tables, or mailing addresses.

The appropriate lining and tracking have been embedded in our Adobe InDesign templates found on [Brand Central](#).

Avoid Oldstyle figures for terms such as 3-D or in abbreviations.

Please note: For applications that do not support OpenType features, Archer also comes in Postscript form with Archer LF for lining figures.

Ligatures

As part of Archer's distinct personality, a ligature, such as an "f" combined with an "i," is set to On by default in Adobe InDesign and should not be switched to Off.

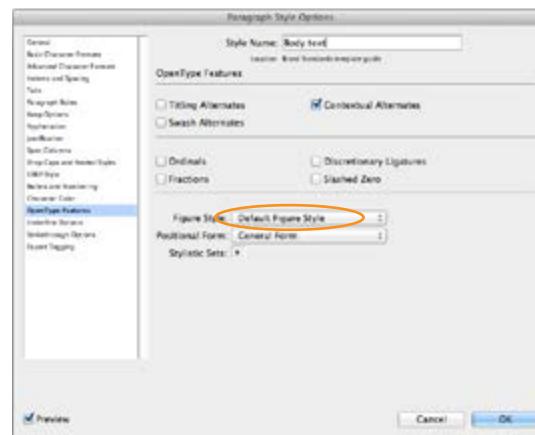
Tracking

Be sure to consistently track Archer -20 in Adobe Creative Suite or -4 in QuarkXPress so that it looks its best across all applications.

Aa Bb Cc 12345

Archer's default setting for figure styles is Proportional Oldstyle. If you are not using the provided templates and want to change the setting, see below or use the manual of the software you are using for details about OpenType features. Use the Oldstyle figures style for body copy and copy that flows to several lines.

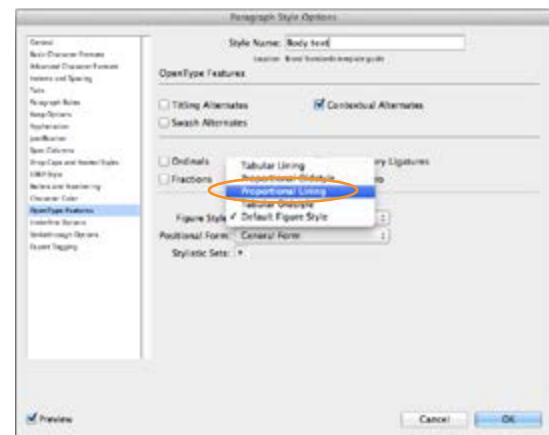
Using Adobe® InDesign® CS6



In the drop-down menu in Adobe InDesign CS6, select the **OpenType Features** chapter and the **Paragraph Style Options** window.

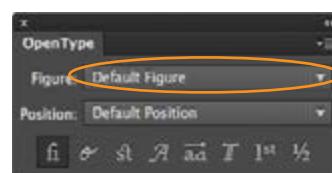
Aa Bb Cc 12345

To use Proportional Lining, follow the steps described below or use the manual of the software you are using for details about OpenType features. Use Proportional Lining for headlines, headers, copy that is less than three lines, numbers, financial tables, or mailing addresses.

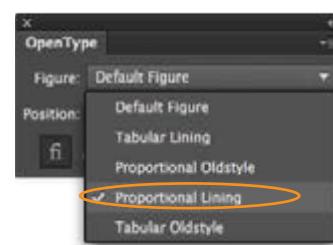


Select **Proportional Lining** from the **Figure Style** drop-down menu.

Using Adobe® Illustrator® CS6



In the drop-down menu window in Adobe Illustrator CS6, choose **Type** and select the **OpenType** window.



Select **Proportional Lining** from the **Figure** drop-down menu.

Headlines and subheads are where friendly, helpful conversations begin. The general headline and subhead formats that visually represent our conversational style.

- Sentence case, left aligned is used for the majority of our applications.
- Periods or question marks can be used in headlines and subheads that are complete sentences.
- Do not use exclamation marks as the copy should be enticing enough.

There are exceptions when the business need or context requires:

Center aligned headlines or text

Center aligned headlines or text can be used for applications like in-branch merchandising, announcements, and invitations, and is best reserved for very small text blocks to ensure readability.

All caps

Using all capital letters is an option for creating a brand look and feel for a program identity, for card names on plastics, to aid legibility on applications such as billboards and signage, and to help establish a clear hierarchy of information in communications. When using all capitals, we recommend limiting the number of words to seven or less to help maintain readability and not appear as if we're shouting.

Bold or italic faces

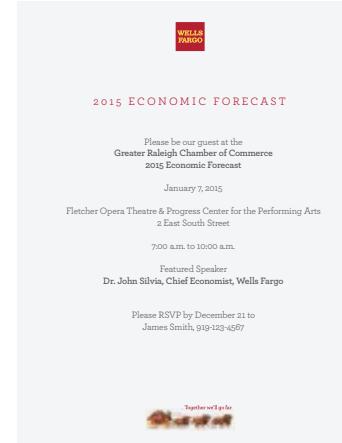
Boldface or italics can be used effectively to emphasize a word or phrase within a headline or subhead, but they should be used sparingly and purposefully. These faces can be hard to read when used in large chunks of copy or in digital formats.



In-branch merchandising

A balanced use of Archer and Myriad Pro gives communications dimension while representing our brand in a contemporary way.

Text can be centered on merchandising for display purposes.



Invitation

Centered text can be used for applications, including invitations, to create a more formal or celebratory expression of the Wells Fargo brand.



Banner ad

All caps, in a right- and left-justified format, can be used for program identity to help establish a branded look and feel. See [Program Identity Brand Standards](#) for more information.

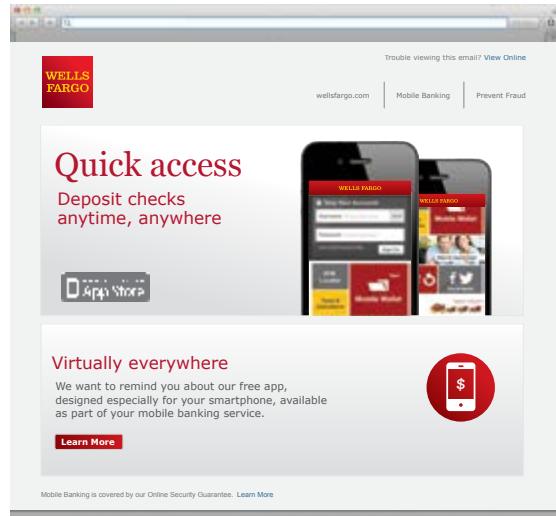


Interior brochure layout

All caps, with letterspacing, can be used to help establish a clear hierarchy of information.

Using typography (continued)

> skip to next chapter



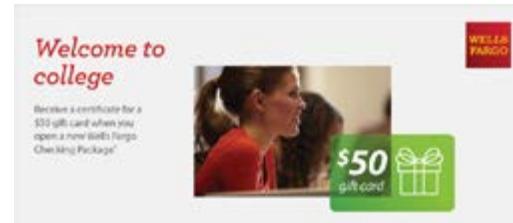
Landing page

Georgia and Verdana are substituted for Archer and Myriad Pro in online applications. Web-safe versions of Archer and Myriad Pro can also be used by in-house teams who have hosting ability.



Collateral

Both Archer and Myriad Pro complement each other and give our lines of business more typographic flexibility, both in print and onscreen.



Statement insert

Myriad Pro Bold is a highly legible font when placed over an image. Please note: The green color transparency is set to multiply with 100% opacity.



In-branch digital display

Archer allows us to leverage a consistent typographic voice across all media, including digital and print. Please note: The red color transparency is set to multiply with 100% opacity.

Wells Fargo On Your TimeSM

Schedule an appointment online to meet with a banker at your convenience.

[Learn More](#)



Banner ad

Georgia and Verdana fonts are used for banner ads on wellsfargo.com.

Creating an effective visual hierarchy with type

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> skip to next chapter

Altering type size, space, and contrast can help guide a reader's eye and create a visual typographic hierarchy that best expresses our brand voice.



Before

- The subhead is oversized relative to the headline.
- The headline leading is too large.
- There is not enough contrast between the subhead and the type.
- There is equal space between the subhead and the text preceding and the text after the subheads.



After

- The relationship hierarchy between the headline and the subhead is improved.
- The subhead uses a different font style and is smaller.
- The readability of the bullets is improved by adding more space between each bullet or paragraph.
- Clearly defined subheads support sections of the text.

The effective use of typography helps us support a helpful, friendly conversation with our audiences. The examples on the right demonstrate some misuses of type styles and formatting that should be avoided.

In need of financial advice?

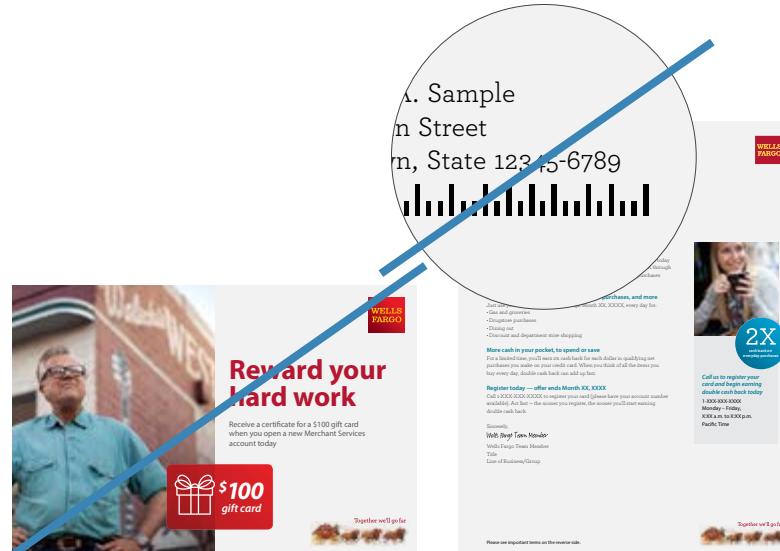
We have answers to your questions.

Do not mix desktop and designer fonts in the same application (that is, no Archer with Verdana, or Georgia with Myriad).

In need of financial advice?

We have answers to your questions.

Do not use fonts outside our system (like handwriting or script fonts) without approval from the Brand Identity & Engagement team.

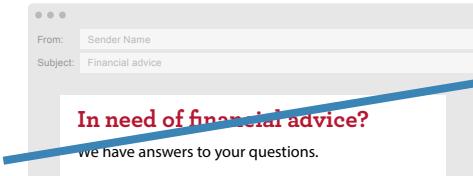


Do not use Myriad in headlines (exceptions apply).

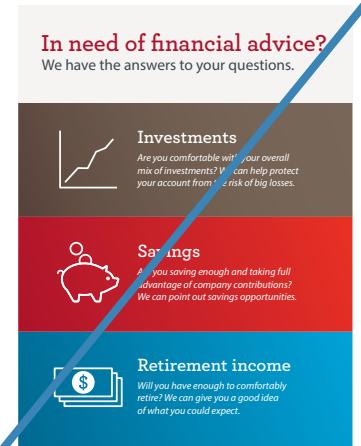
Do not use Archer Proportional Oldstyle or Georgia on mailing and return address blocks — these are easily misread by postal equipment.

TALK TO US FOR FINANCIAL ADVICE!

Do not set all caps headlines in red with an exclamation point (feels like shouting).



Do not use Archer or Myriad in Microsoft® Office products — they will default to another font when viewed by the end user.



Do not set blocks of copy in bold or italics — they are hard to read.

Photography



- 60 Photography introduction
- 61 Photography style
- 62 Community Bank photography
- 63 Affluent photography
- 64 Small Business photography
- 65 Wholesale photography
- 66 Stagecoach photography
- 67 Using photography
- 68 Using stagecoach photography
- 69 Things to avoid

In a word, our imagery is optimistic. We capture unscripted and spontaneous everyday moments to create a down-to-earth style that shows our customers we live and work in their communities and understand their individual needs and aspirations.

Community Bank



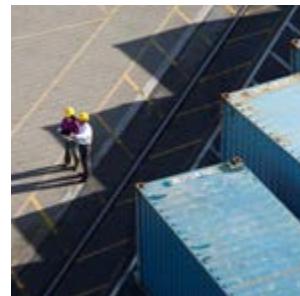
Affluent



Small Business



Wholesale



Stagecoach



More information can be found in our [Photography Standards](#) on Brand Central.

Photography style

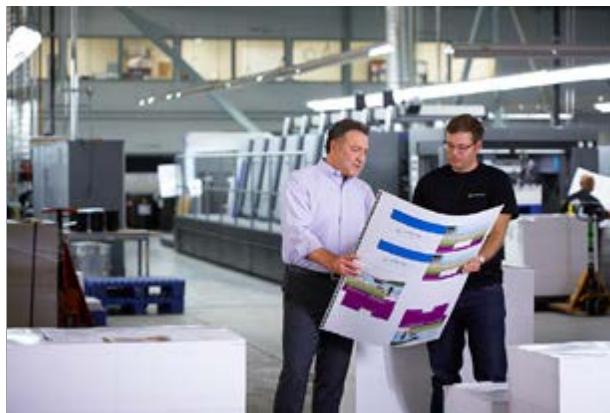
| > skip to next chapter

Great imagery is one of the fastest ways to tell a story and make an emotional connection. That's why using images that support our brand personality traits and represent our diverse customers is so important.

Our image style maintains our sense of optimism, and it is fresh and unposed, with a more active shooting style that leverages natural light, selective focus, and depth of field. We use images that project a slice of everyday life and capture warm, inviting, active moments that cross all customer and team member segments.

Read more about our photographic style in the Photography Brand Standards. For more information about photographic style for the millennial segment, please see the Millennial Marketing Playbook found in the Resources section of [Brand Central](#).

Please note: Our custom library on [Brand Central](#) is regularly updated with new photography, so consider checking there before using stock photography. To learn more about stock imagery and enterprise-wide discounts offered by our stock image vendors, see the “Stock Image Resources” document on [Brand Central](#) in Resources/[Photography & Icons](#).



Our Community Bank images should be direct and descriptive. They showcase the tangible benefits associated with banking (such as, going to a branch, raising a child, going on vacation, buying a home).



Mass affluent customers are those with \$250,000 to \$1 million in investable assets. Imagery targeted to this audience should be consistent with their lifestyle and activities, reflecting sophistication, subtlety, and a high attention to detail.

It's important for photo subjects to look strong, positive, confident, diverse, and successful. These qualities should be demonstrated in a way that's understated and never opulent or lavish.

- It's important to understand that there are various levels of affluent customers that we market to: mass affluent, high-net-worth, and ultra high-net-worth customers. The Affluent Images on Brand Central reflect the mass affluent customers.
- Additional custom imagery for the high-net-worth (\$1-5 million in investable assets) and ultra high-net-worth (\$5 million+) segments is managed by the Wealth and Investment Management (WIM) creative team within the [In House Agency](#).



Small Business photography

|

> skip to next chapter

Our Small Business imagery shows diversity of businesses and people. Images should have a clear sense of energy and activity. Small business never stops, and seeing a real one at work emphasizes that point.

When showcasing small business owners, one option is portrait photography — images featuring them taking pride in the establishments they've created, and that portray them as confident, welcoming, and ready to do business. Showing the confidence and support provided to the business owner is key.

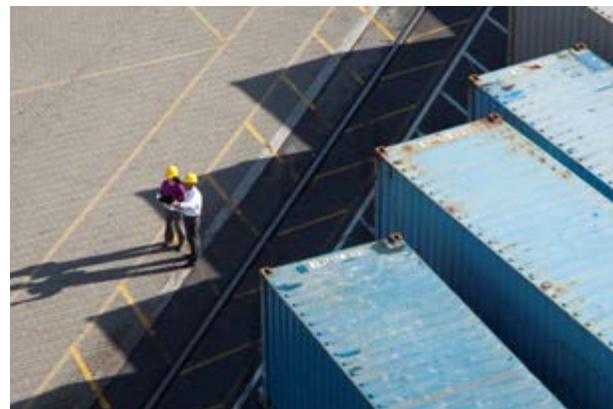
- When using “hero shots,” in many instances it is appropriate for the small business owners to look directly into the camera to convey the personal connection.
- It’s important for the situation and the person to convey a sense of ownership rather than appearing to be an employee in a larger enterprise.
- Show small business owners and a Wells Fargo representative working together in a productive and mutually respectful way.



Our Wholesale imagery conveys the many dimensions of working together in industry and commerce. It shows specific industry categories and global scale.

Each Wholesale image should tell a story and make an emotional connection. When selecting imagery with people, their expressions should appear candid and convey energy and optimism.

Our industry-based images look at the world of business on a macro and micro level and demonstrate to our customers that we will roll up our sleeves to work with them, understand their business, and to solve their individual financial needs. When creating digital pieces, we recommend weaving in a mix of people and industry images to demonstrate our strength and expertise. This mix of imagery reflects the audience and context, and it says that we are relatable and approachable.



You can leverage stagecoach photography as our primary image across a range of critical touchpoints.

Stagecoach photography is used in materials where the emphasis is on Wells Fargo and our legacy rather than on a particular product or service (like in community service statements, annual reports, investor relationship presentations, welcome kits, tradeshow booths, and museum or historical materials).

As an especially powerful symbol of our brand, the stagecoach is also an option for social media, digital signage, and ATMs.

Stagecoach photography may be cropped, but care should be taken to preserve the key details.

The stagecoach icon and stagecoach photography are not used together on the same page or screen, as using both simultaneously can seem like over-branding and may dilute the power and meaning of the stagecoach.

Only use those stagecoach images found on [Brand Central](#), and do not use retired imagery. When greatly enlarging images for use on large formats like billboards or tradeshow displays, be sure to select digital imagery that was shot in 2012 or later. These have a much higher resolution than our earlier analog images. You can find when each image was shot by clicking on the information button under each image on Brand Central. We also have a number of higher-resolution large-format stagecoach outtakes that are not available on Brand Central that may fit your needs. For more information write to help@brand.wellsfargo.com.



Please note: For most marketing materials, customer-led imagery bests captures our story, not stagecoach imagery. For this reason, stagecoach photography is generally not a cover option for marketing materials.

Using photography

| > skip to next chapter



Landing page using multiple images

Often our digital materials are targeted to a specific customer segment — choose images that will resonate with your audience.

Social media posts



Use imagery to connect to the lifestyles of our customers.



Choose imagery that clearly and quickly tells a story.



Choose imagery that will resonate with those viewing it on a mobile device.



Direct mail with full-bleed image

When the image leads on direct mail, the stagecoach icon lockup is placed on the back.



Dynamic image presentation

Multiple images tell a micro or macro story that can speak to a range of solutions and industries. When there is limited space on the front of materials, the stagecoach icon lockup may be placed on the back cover.



Social media landing page

Select imagery that reflects the diversity of our audiences.

Using stagecoach photography

> skip to next chapter



Cover image on social media

Cover images strengthen our brand presence and reinforce campaign or key messages. Stagecoach photography is very powerful in this context.



Business card back

A photo of the stagecoach may be used on the back of our business card.



Calendar cover

Twelve monthly beautiful stagecoach images give customers and team members a special reminder of our brand.



Welcome kit

Stagecoach photography may be leveraged on key customer relationship documents. The logo may be layered over a photograph, provided the logo is placed in a neutral area with significant visual contrast.

Never use both the stagecoach icon and stagecoach photography on the same page or screen.



Collateral

A sequence of cropped images may be used to create a stagecoach story.



Presentation cover

Stagecoach photography may be leveraged to reinforce key presentations about Wells Fargo.

Things to avoid

| > skip to next chapter

At its best, our photography brings to life our authentic, approachable, and relatable personality while communicating that we understand our customers and their financial goals. We carefully select photography that celebrates these values and upholds our brand promise of working together. **With these goals in mind, the following should be avoided:**

Photography that could offend

- Presents customers or communities in a disrespectful or stereotyped light
- Shows people smoking, gambling, or drinking alcohol (Note: There are exceptions for Wells Fargo businesses that serve gaming companies and small business like wineries.)
- Has religious or political symbols
- Includes overly romantic or sexual images

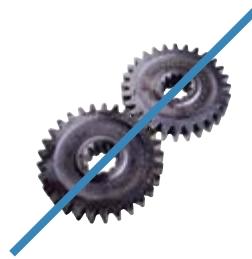
Photography that appears low quality, dated, or inauthentic

- Overly brown, dark, beige, or monotone images
- Color that is too saturated (it looks dated and generic)
- Expected or obviously posed images

Photography that may pose legal issues

- Books with legible titles
- Images containing the names, logos, products, or branding of other companies
- Images pulled from the internet that Wells Fargo does not own or have written permission to use
- Flags or military emblems

For more information, visit the [IP Legal intranet site](#), or see the Wells Fargo Advertising/Communications Criteria document found on [Brand Central](#) under Resources/Other.



Do not use old clichés such as cogs or globes.



Do not superimpose type on any part of the stagecoach or team; type must be placed in neutral areas (sky, ground) only.



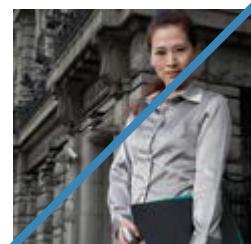
Do not show people in distress.



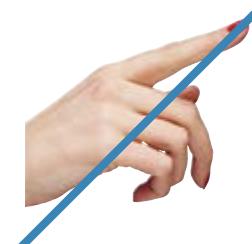
Do not use images that are negative. Our brand is positive and optimistic.



Do not use imagery that shows a staged or unnatural situation or perspective.



Do not use obvious models or contrived situations — use real-life styling.



Do not use cutouts of individual limbs unless they are a part of a product demo (such as, inserting a bank card into an ATM).



Do not alter historical images in any way.



Do not combine lifestyle images and stagecoach images on the same page or screen.



Do not advocate the use of alcohol, firearms, or tobacco.

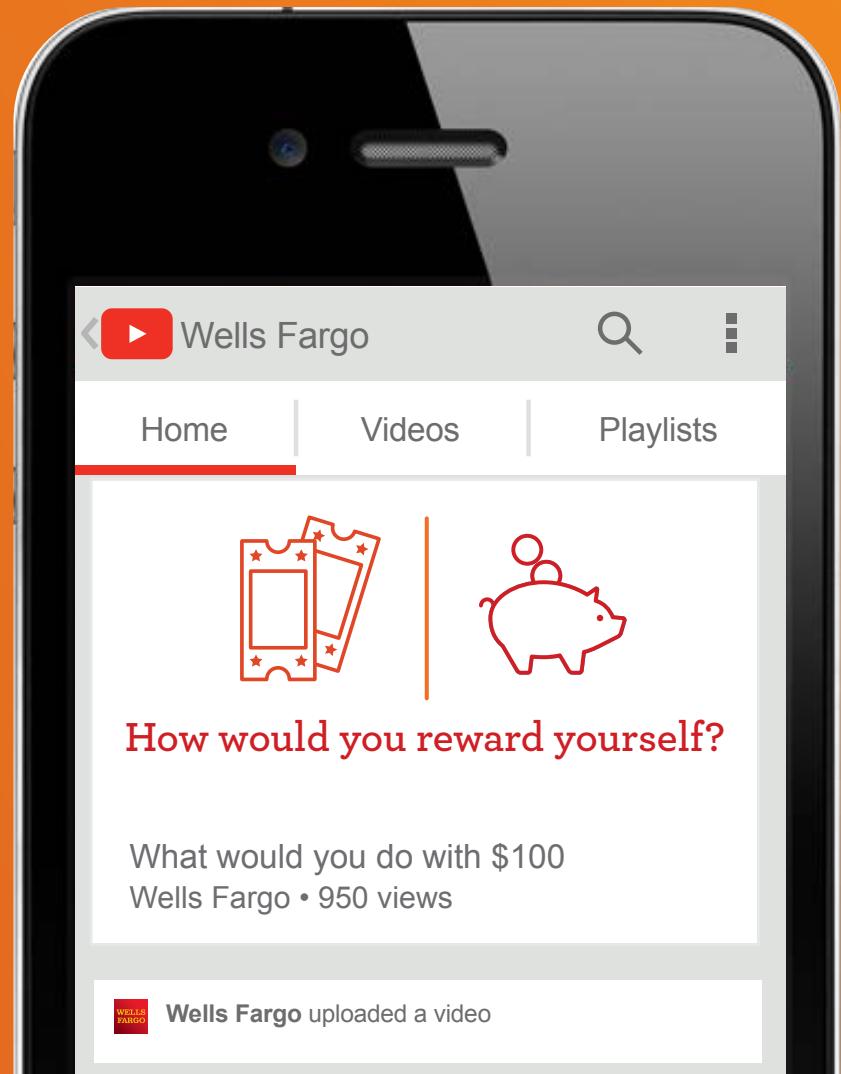


Do not apply sepia tones to contemporary images. It lacks authenticity and makes us look old-fashioned.



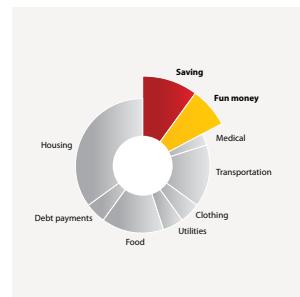
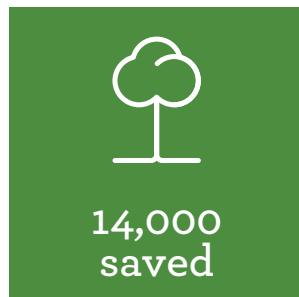
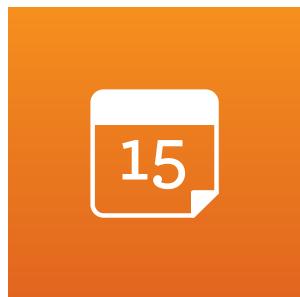
Do not use images that are complex, cluttered, highly manipulated, or collaged.

Iconography and infographics



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The graphic simplicity of our icons and infographics helps us communicate our messages in a clear, friendly, visual language that is easy for our audiences to understand.



More information can be found in the [Infographics Brand Standards](#) and [Icon Brand Standards](#) on Brand Central.

Our icons lend themselves to a wide variety of uses across all media channels.

When combined with a helpful friendly message, and other elements such as type and color, icons help create engagement by:

- Supporting a concept
- Identifying an action
- Simplifying navigation
- Illustrating a process or explaining a difficult concept as part of an infographic

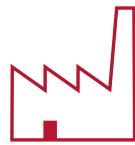
In digital banners and social media, icons and infographics can be easily animated to help engage and inform our customers.

Basic and Advanced Design Users can access our icons on [Brand Central](#).

Our icons are designed to work in both positive and reversed white out of a color background. Advanced Design Users will find this additional icon art as part of the icon EPS zip files on [Brand Central](#).

All new icons must be approved by the Brand Identity & Engagement team. Advanced Design Users who see a need for the creation of a new icon should complete the [New Icon Request/Review Form](#), which is in the Graphic Icons collection on the site.

Please note: While icons can have a friendly and accessible character, customers view money as a serious matter. If our icons are perceived as too cute or cartoon-like, we can appear to be minimizing the importance of the subject.



Infographics are storytelling devices that enable you to present information clearly and concisely.

Because many people are visual learners, information supplied graphically can be easier to recall, more persuasive, and more engaging.

We use Wells Fargo language, type, color, and graphic elements to create compelling infographics across media that support our Wells Fargo brand.

More information can be found in the [Infographics Brand Standards](#) on Brand Central.

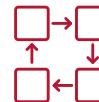
There are four types of infographics



Data graphics

Numbers, facts, and figures

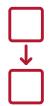
- Shows how things add up
- Compares and contrasts amounts and percentages
- Highlights changes and trends
- Includes tables, pie, bar, and line charts



System graphics

Structure and architecture

- Shows how things connect or work together
- Includes organizational charts, technical diagrams, maps, networks, and environments



Process graphics

Sequence or methodology

- Shows how something happens as a series of steps or activities
- Includes timelines, workflows, and decision trees



Concept graphics

Editorial graphics, designed stories, or strategies

- Tells a bigger story
- Can include various brand elements and/or other types of information graphics (e.g., iconography, data graphics, word clouds) to help visualize the story

Using iconography

| > skip to next chapter



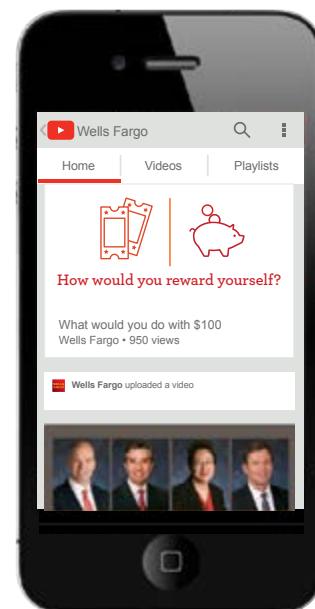
Digital newsletter

Engaging visuals combine both words and images. Please be sure there is a consistent weight of icons.



Data graphic

Link all data points under a single icon to keep the graphic simple.



Social media post

Icons are clear and concise, so they can be read easily on mobile devices.

Small businesses are being cautious with capital investments



Data graphic

Visually depicting a change from one point to another with icons and arrows can be an alternative to a bar chart.



Process diagram

Icons can be combined to create a process diagram; however, some simplification or editing may be required.



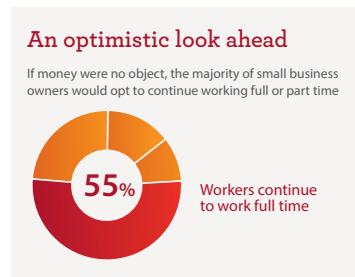
Banner ad

Icons can quickly and effectively communicate a product category.

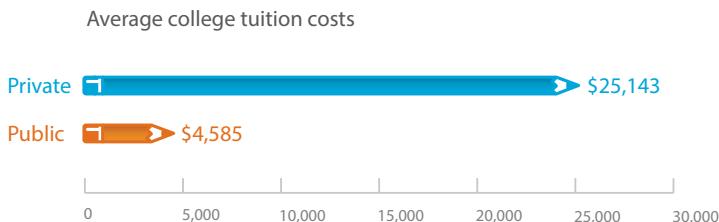
Using infographics

> skip to next chapter

Data graphics



Simple charts can tell a quick story about key numbers.



Icons can help the viewer quickly understand data.

Process graphics



Icons can be helpful to visually demonstrate a process.

Concept graphics



We can tell longer stories using all our elements together, being mindful of creating information hierarchies with text, color, neutral boxes, and sizing.

Business owners are talking

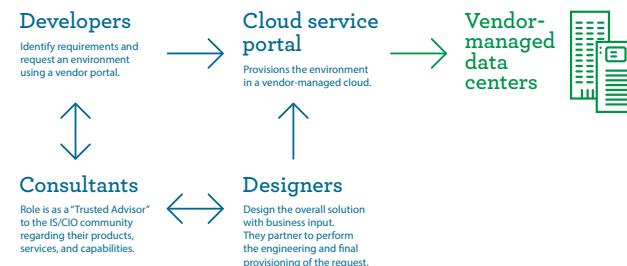
21% of business owners say attracting new business is their biggest challenge.



Speech bubbles are a dynamic visual when communicating a point of view or story.

System graphics

Phase two server provisioning



Arrows and simple icons help us show complex connections in a simple way.

Things to avoid

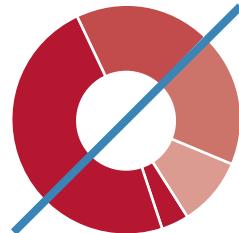
> skip to next chapter

With icons and infographics, it is best to keep things simple. Wherever possible:

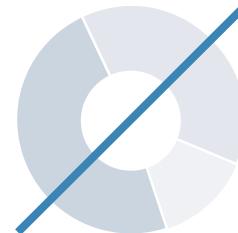
- Remove extraneous elements that may complicate the graph.
- Keep important information, like keys and legends, separate from the data. Avoid drop shadows and 3-D effects.
- Create graphics appropriate for the intended medium (for example, mobile vs. print).

Do not use icons or infographics pulled from the internet which Wells Fargo does not own or have permission to use.

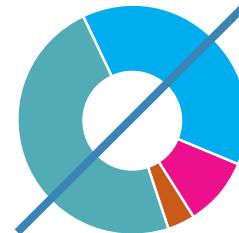
All Wells Fargo public online content must meet the Online Accessibility Standards, which require WCAG AA compliance with the Web Content Accessibility Guidelines (WCAG) 2.0*, established by the World Wide Web Consortium. Team members can access additional information and the standards from this page of the Enterprise Digital Properties intranet site.



Do not use tints of red.



Do not use tints below 20%.



Do not use colors outside of our palettes.

Investments this year



New equipment and machinery

↓ 6%



New computers

↓ 5%



New software or website

↓ 6%

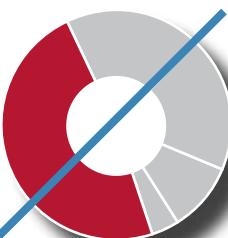


New mobile devices

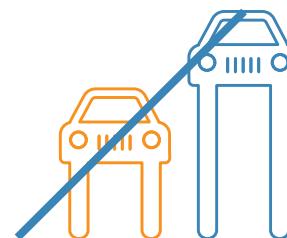
↓ 11%



Do not pair colors that don't pass color contrast requirements.



Do not apply drop shadows to charts.



Do not manipulate icons in such a way that they no longer make sense. It is important to maintain the integrity of the icon's shape.



Do not alter the weight of the icons. Use the enhanced layer in each icon file to scale icons while controlling the line width.

*We provide links to external websites for convenience. Wells Fargo does not endorse and is not responsible for their content, links, privacy or securities policies.

Helpful resources

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Helpful resources

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Supporting Brand Standards

Multiple supporting brand standards and resources have been developed to address specific channels or media requirements such as Social Media, Video, Co-branding, or Infographics to name a few. Other resource documents exist to support the creative design and writing process, including Colors and Tints, Stock Image Resources, Style Guide, and others. These tools are meant to support the Core Brand Standards and were created to establish and maintain a strong, consistent, and distinctive brand for Wells Fargo. In each you'll find specifications and examples to enable you to create compelling, well-branded communications. These additional documents can be found on Brand Central under Brand Standards and Resources.

Accessibility Guidelines

Wells Fargo has created and published a policy, [Americans with Disabilities Act Title III](#), found in the policy library on our intranet, that will help you understand your responsibilities when working with individuals who have disabilities, whether they are customers, potential customers, or their companions, and whether these individuals use or attempt to use Wells Fargo services, locations, and facilities. This policy applies to all lines of business and includes details about auxiliary aids and services for individuals with disabilities.

For general accessibility information, go to [Sites A-Z on the Teamworks intranet site](#) and look under C for Corporate Risk. Click the Quick Link for Risk Sites A-Z and click the [ADA/Effective Communication link](#) found in the Regulatory Compliance Risk Management (RCRM) section.

For online accessibility information, go to [Sites A-Z on the Teamworks intranet site](#) and look under D for Digital Properties Governance (formerly Web Governance), click on the link for Policies, Standards & Guidelines, and scroll down to *Online Accessibility Standards*.

Brand Policy

All Wells Fargo-branded businesses — including their team members, contractors, agencies, and vendors — have the responsibility to understand, use, and reinforce the expression of our brand correctly and consistently. This includes compliance with all components of Wells Fargo's approved brand strategy and its brand standards.

To achieve this consistency of expression company-wide, each Wells Fargo-branded business has established a brand compliance ("brand stewardship") program. These programs have business-designated managers known as "Brand Stewards" who will collaborate with the Brand team to ensure that brand standards are understood and upheld.

For more information on the Brand Stewards program, see this page on [Brand Central](#), under "What's the role of a Brand Steward?"

To review the Wells Fargo Brand Policy, visit the [corporate Policy Library](#) on our intranet.

Helpful contacts

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The following contact information is provided as an additional resource for those needing specific information to complete their creative projects.

Brand Central

[Brand Central](#) is our externally hosted brand resource site. All team members have access through Single Sign On. External marketing and design service providers can get access after completing brand education, which requires Brand Steward approval.

Brand Education

This program offers learning opportunities for both team members and third-party service providers based on their roles. For more information, visit the [Brand Education](#) tab on Brand Central.

Brand Identity & Engagement Team

Team members are encouraged to visit [Brand Central](#) for all brand-related information. To contact this team, send an email to help@brand.wellsfargo.com.

Brand Stewards

To see a complete listing of all company-wide Brand Stewards, Team Members can access the Brand Steward master list from the [Brand Platform & Governance](#) section on [Brand Central](#) under “What are my responsibilities?”

Brand Strategy Team

This team provides help with customer value propositions (CVPs), messaging, and naming. For naming approval on internal or external programs, products, services, or events, please visit the Naming Center of Excellence pages under the Brand Platform & Governance section on [Brand Central](#). For other strategy questions contact katy.frohling@wellsfargo.com.

The Knowledge Center

Team members can visit this [intranet site](#) to access valuable market research and analysis.

Customer Friendly Communications Team

This team provides helpful resources for creating communications that are clear, consistent, and show customers we understand their needs. Visit their [intranet site](#) to learn more.

Corporate Video Services Team

For help with video or live event production, Wells Fargo On Demand, or the VNet satellite network, please visit their [intranet site](#).

In-House Agency

For help with revising existing creative or developing new design and copy, visit their [intranet site](#).

In-Language Customer Experience Team

For help with translations in any language across any medium, visit the [language resources intranet site](#), or write to translationhelp@wellsfargo.com.

Paper selection and the environment

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Wells Fargo encourages the use of environmentally responsible processes and products for our marketing communications. That includes using electronic communications when possible, designing for conservation in mind — such as, printing on both sides of a sheet of paper when feasible, as well as using paper made with post-consumer waste (PCW) materials and wood that comes from sustainably managed forests.

To facilitate these objectives, we have established Paper Guidelines that specify a recommended selection of paper brands that meet our criteria. By using recommended paper options, you are using the best selection for our company given a mix of priorities such as price, environment, quality, availability, etc. Our recommended paper brands all contain a percentage of PCW and are certified by the Forest Stewardship Council (FSC). Use of FSC-certified paper helps prevent widespread deforestation even if the print vendors we use do not have FSC chain-of-custody certification and we are unable to feature the FSC logo on our printed materials.

Environmentally responsible paper guidelines are just one part of Wells Fargo's environmental initiatives.

To learn more, we encourage you to write to Environmental.Affairs@wellsfargo.com or leverage the Environmental Affairs resources:

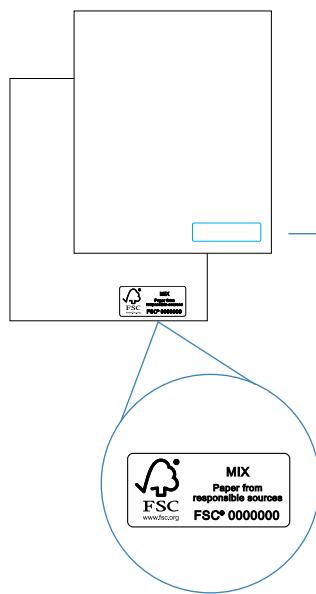
- [Environmental Affairs intranet site](#)
- [Wells Fargo's Environmental Sustainability section of our public site](#)



More information can be found in our [Paper Brand Guidelines](#) on Brand Central.

Using the Forest Stewardship Council (FSC) Certification

To help Wells Fargo promote an understanding of our environmental stewardship practices, when printing on FSC-certified paper, use the FSC logo whenever possible. Otherwise, people may assume we are using 100 percent virgin pulp paper from unsustainably managed forests. Please include the FSC trademark logo on the bottom of a printed piece. The FSC is available only via your FSC-certified print vendor. Wells Fargo does not have direct access to the FSC artwork.



Printer to include FSC trademark logo with cert. no.

Production

- Maximize long-term value with useful, multipurpose design such as printing on the front and back as well as considering the shelf life of the finished product.
- Carefully target your audience to maximize print effectiveness, along with other media options.
- Use the fewest materials necessary to be effective.
- Avoid the use of nonrecyclable materials such as plastic packaging and binders.
- Use digital photography.
- Use PDF digital proofs in place of paper printouts.
- Encourage the use of recyclable and reusable materials.

Printing

- Involve the print vendor in the planning stage of your project.
- Choose an FSC-certified printer when circumstances allow.
- Consider filmless and plateless digital printing for small-run jobs.
- Send art to the printer electronically.

Inks and Finishing

- Consider vegetable-based inks.
- Use fewer ink colors.
- Consider less ink coverage.
- Consider using aqueous varnishes and coatings instead of UV coatings and laminates.
- Consider water-based glues.

Wells Fargo has two recognized Centers of Excellence (COEs) for managing commercial printing and direct mail production across the enterprise. Team members are strongly encouraged to work with these centers to achieve cost efficiencies and leverage their expertise, including their knowledge of the [Wells Fargo Paper Brand Guidelines](#) and which papers are best suited for specific projects.

Commercial Print COE

Production/Inventory Management/Distribution

This team of print professionals can help with virtually any type of print-related project across the enterprise. This COE offers:

- Access to a combination of strategically sourced print suppliers and an internal Wells Fargo production facility to minimize costs
- Art creation (or modification) of electronic and printed items
- A competitive bidding and procurement process
- Distribution, warehousing, fulfillment, and inventory management of printed materials

The Commercial Print COE manages more than 5,000 projects a year. For more information, contact Ken Weidenbach (612-466-6488, ken.a.weidenbach@wellsfargo.com).

Direct Marketing COE

The Direct Marketing Print Management Team is the COE for Direct Marketing production execution. This COE offers:

- An internal alternative to expensive production management services provided by external agencies
- Experienced production managers who support over 20 lines of business
- Cost savings through vendor negotiations, postal analysis, and package optimization

The Direct Marketing COE manages more than 500 projects a year. For more information, contact Elissa Welch (510-446-4027, elissa.welch@wellsfargo.com), Norine Daniel (510-446-3596, norine.daniel@wellsfargo.com), or Pete Ruiz (510-446-3463, peter.d.ruiz@wellsfargo.com).

Wells Fargo possesses a brand strength and value that is unmatched by most other companies. The unique stature of our brand requires that all communications — including the names we share externally as well as internal names, protect the equity we have worked so hard to build. The Naming Center of Excellence team will work with you to ensure alignment with our brand and Naming Architecture on all naming projects including products, services, programs, tools, applications, team names, and hashtags.

When you already have a created name

A name at Wells Fargo is a fundamental brand component that helps introduce our customers to one of our offerings. The creation of new names is very important and must be considered within the larger context of the Wells Fargo master brand. Before a new name can be used for events, products, services, programs (internal or external) it will need to be reviewed and approved by the Naming Center of Excellence Team (COE) and the Intellectual Property Legal Team. For information on the naming approval process, please visit the Naming COE pages under the Brand Platform & Governance section on [Brand Central](#).

Help with identifying names

We can help create names for both internal and external audiences. Please start by completing a Naming Creative Brief from the Naming COE pages under the Brand Platform & Governance section on [Brand Central](#) and we will work with you to find the right naming solution.

Using material created by a third party

Before you use any material created by individuals or companies outside Wells Fargo, make sure that you have written permission to copy, distribute, display, or otherwise use the material.

“Material” includes photographs, videos, articles, drawings, infographics, movie clips, charts, quotes, survey information, and music. Failure to license material or obtain other written permission can **result in substantial court-ordered penalties such as statutory damages and negative publicity for Wells Fargo**. Attribution to a source or owner of material may be warranted for reasons such as credibility or substantiation, or contractual requirements, but attribution alone is not a defense to a claim against Wells Fargo for copyright infringement. Similarly, using materials owned by others for “internal use only” is no defense to copyright infringement.

Using a photo or video of a person, company, or brand in material

Before you can use a photo or video of a person who is not a Wells Fargo team member in any material, you must get that person’s written permission. This applies whether or not the person is a celebrity or well-known figure. Failure to do so may result in Wells Fargo being sued for violation of publicity rights. You can find Authorization and Release forms on the [Intellectual Property intranet site](#).

You may use a photo or video of a Wells Fargo team member without having the team member sign an Authorization and Release form as long as you are willing to make the business decision to accept the low risk that the team member might withdraw his or her permission to use his or her photo or video. If this occurs, you will have to stop using the material that includes a photo or video of the team member.

Similarly, you must get the prior written permission from the owner before using the image of the owner’s name, logo, product, or brand in material. For example, you must get the prior written consent from Apple before using the image of the iPhone in material.

YouTube videos

YouTube® prohibits any copying from its site. You cannot copy a video into another video, Microsoft® PowerPoint®, web page, etc., but you can access YouTube with a browser and stream the original video directly from its website.

It’s a violation of copyright and other legal rights to copy any portion of materials not owned or used under license by Wells Fargo. Failure to properly license material can result in large fines for statutory damages and negative publicity for Wells Fargo.

The Intellectual Property team can help you obtain licenses to legally use copyrighted material. Contact the Intellectual Property group at intellectualproperty@wellsfargo.com.

Steps our third-party service providers need to take to work with us

Every line of business has a Relationship or Engagement Manager for every Third-party Service Provider (TPSP) with whom they conduct business. For information or questions, go to Sites A-Z on the Teamworks intranet site and look under T for [Third Party Risk Management](#), and click the link to go to the portal.

Requirements

All our third-party service providers need to be approved through the Wells Fargo TPSP and Supply Chain process before they are allowed to work on any Wells Fargo projects. TPSPs who are hired to develop creative on behalf of Wells Fargo are also required to attend brand education, which gives them access to our Core Brand Standards and other supporting brand standards on Brand Central that might pertain to their particular project.

Please note, each individual within the TPSP's company who works on or with Wells Fargo assets must have his or her own unique Brand Central account and be registered in our system. This will ensure everyone receives timely Brand updates and notice of required Brand recertification. Sharing accounts or passwords across TPSP teams is strictly prohibited.

Approved Wells Fargo TPSPs are responsible for understanding and adhering to the Core Brand Standards as valued resources helping us protect our brand equity. Brand Stewards and internal "client team members" are responsible for ensuring all work meets brand standards, with Brand Stewards providing brand approval documentation. Materials also need to be approved by a line of business's risk, compliance, and legal departments.

How can we help?

This is a living, breathing document, and our resources are always evolving. Team members are encouraged to stay up to date on new information by visiting [Brand Central](#).

For guidance in creating your communications and for review and approval of your work, contact your line-of-business Brand Steward. Team members can access the Brand Steward master list from the Governance section on [Brand Central](#) under “What are my responsibilities?”

Email help@brand.wellsfargo.com with questions, anytime.
We're happy to help.

Together we'll go far

