

Chatuge Bank Shares, Inc.

Corporate Identity Standards

Corporate identity standards are part of a carefully planned identification system for Chatuge Bank Shares. The corporate signature and its accompanying branding elements have been designed to reflect our company's values.

The standards outlined here have been established to maintain consistent visual representation of Chatuge Bank Shares and its three banking branches, Bank of Hiawassee, Bank of Blairsville and Bank of Blue Ridge. It is vital that these standards be followed consistently and correctly in all communications and media.

For additional copies of these standards and the accompanying CD, or to address any questions regarding these standards, contact Carla Lario at clario@hiawassee.com / 706-896-2243, ext. 180

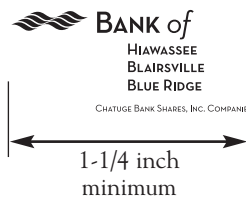
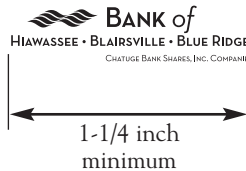
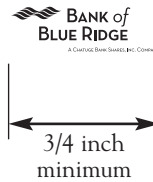
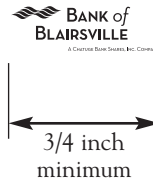
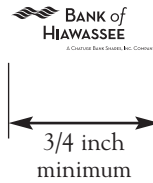


Our brand encompasses the entire experience a person has with our company. And the look and feel of all the communications—the brand identity—affects how the brand is conveyed and perceived. Our name, the logo and the core elements and visual attributes make up our brand identity and have been designed to reflect our culture and personality.



Our logo has been designed to reflect the scenic beauty of our area. The mark establishes uniformity among the three banks that comprise Chatuge Bank Shares, Inc.





Correct Usage

The corporate signature consists of a distinctive graphic symbol, logotype and corporate colors. Together these branding elements form a unique expression of our bank's identity. These corporate logos are to be used on all communications with existing customers.

Permitted uses of the signature are limited to those shown here. Alterations or changes in proportional relationships are unacceptable.

Minimum reproduction size shall be no smaller than 3/4" wide.

Strive to use the individual bank brands whenever possible. The "umbrella" signature encompassing all three bank names should only be used on Chatuge Bank Shares corporate communications, or in advertising applications that will cover all three markets at one time.



PMS342, black



PMS342



black only (with screen tints)



black only (no screen tints)



PMS342, black



PMS342



black only (with screen tints)



black only (no screen tints)



Corporate Colors

The preferred corporate signature reproduction colors are **PMS342** (green) and **black**.

For 2-color reproduction, colors will be **PMS342** and **black** as shown. For single color applications **PMS342** is the preferred color.

The corporate signature should be reversed to white whenever it appears on a dark or busy background. Special care should be taken to assure there is sufficient contrast between the logo and the background field. When a reverse is used, **PMS342** is the preferred background color.

When the special match colors are unavailable, the **PMS342** may be reproduced as follows:

4-color process:

100% Cyan, 0% Magenta
71% Yellow, 43% Black

RGB:

0% Red, 42% Green, 33% Blue

HTML:

006B54

Corporate Typeface

The logo typeface is **NEUTRAFACE DEMI SMALL CAPS AND NEUTRAFACE DEMI ITALIC** by House Industries (www.houseindustries.com).

Incorrect Usage

Always use master artwork provided by corporate communications. Never try to replicate the logo manually or by inputting it as text. Master artwork is available in a variety of file formats, as well as camera-ready art.



Never alter the type font



Never reconfigure the logo



Never alter the symbol-to-type size relationship



Never distort the logo proportions



Do not place the logo in a shape



Never use the logo in a sentence



Never place the logo at an angle



Do not add graphic elements to the logo



Never use the positive version of the logo on a dark background



Do not use the logo on a distracting background



Do not alter the corporate colors



Do not screen the logo



Do not use poor reproductions of the corporate signature



A CHATUGE BANK SHARES, INC. COMPANY

Exterior signage treatment (preferred)



A CHATUGE BANK SHARES, INC. COMPANY

Permissible exterior signage treatment (limited use)

Signage Usage

Exterior Signage

As a rule, it is impermissible to place the symbol on top of the logo letters. However, to fit existing exterior sign frames, stacking the symbol on top of the letter forms is acceptable. This is the only exception permitted to the standards as they appear in this document.

Interior Signage

Interior signage consists of (1) free cut letter forms behind the teller lines and (2) miscellaneous signage that include the logo and branding statement. Both categories of signs shall conform to the branding, logo and letter forms as published herein.



PMS342, Black

Artwork

*Chatuge Bank Shares, Inc.
Companies*



PMS342



Black only



Black only
(no screen tints)

20 South Main Street • Hiwassee, GA 30546 • (800) 653-0222
www.bankhiwassee.com • One Call (888) 881-8536

PMS342

Your home. Your business. Your life.

Black only

Your home. Your business. Your life.



PMS342, Black

Artwork

Bank of Hiawassee



PMS342



Black only



Black only
(no screen tints)

MAIN OFFICE

20 South Main Street • Hiawassee, GA 30546
Mon.–Fri. 8:45 am–5:00 pm
Drive-In 8:00 am–5:00 pm • Sat. 8:00 am–noon
www.bankhiawassee.com • One Call (888) 881-8536

INGLES SUPERMARKET

94 North Main Street • Hiawassee, GA 30546
Mon.–Fri. 8:00 am–6:00 pm • Sat. 8:00 am–2:00 pm
www.bankhiawassee.com • One Call (888) 881-8536

YOUNG HARRIS

693 Main Street • Young Harris, GA 30582
Mon.–Fri. 8:00 am–5:30 pm • Sat. 8:00 am–noon
Drive-In 8:00 am–5:30 pm • Sat. 8:00 am–noon
www.bankhiawassee.com • One Call (888) 881-8536

PMS342

Your home. Your business. Your life.

Black only

Your home. Your business. Your life.



PMS342, Black

Artwork

Bank of Blairsville



PMS342



Black only



Black only
(no screen tints)

BLAIRSVILLE
10 Hwy 515 • Blairsville, GA 30512
Mon.–Fri. 8:00 am–5:30 pm • Sat. 8:00 am–noon
Drive-In 8:00 am–5:30 pm • Sat. 8:00 am–noon
www.bankblairsville.com • One Call (888) 881-8536

PMS342

Your home. Your business. Your life.

Black only

Your home. Your business. Your life.



PMS342, Black

Artwork

Bank of Blue Ridge



PMS342



Black only



Black only
(no screen tints)

BLUE RIDGE

220 Orvin Lance Connector at Hwy 515 • Blue Ridge, GA 30513

Mon.–Fri. 8:00 am–5:30 pm • Sat. 8:00 am–noon

Drive-In 8:00 am–5:30 pm • Sat. 8:00 am–noon

www.bankblueridge.com • One Call (888) 881-8536

PMS342

Your home. Your business. Your life.

Black only

Your home. Your business. Your life.