

**Client:** First Bank of Virginia

**Objective:** Rejuvenate the bank's century-old image with a brand refresh prevalent at every touch point with consumers.

**Branding newspaper ad**

Banking used to be all about the numbers. It still is. **There's power in one.**

One individual. One idea. One bank can make a difference. And we are. Our heritage of more than 100 years has taught us what it means to deliver the best banking experience: having the latest products and technology of a big bank as well as the personal service of a small bank. At First Bank, you're not just a number, you're the number that matters most. One.

**FirstBank**   
there's power in one™

therespowerinone.com  
888.647.1265

 Member FDIC

**Billboard featuring new tagline and logo**

there's power in one™

**FirstBank** 

therespowerinone.com

 Member FDIC

**Mini quote ad**

there's power in one™

**FirstBank** 

therespowerinone.com

*"One person with a belief is equal to a force of ninety-nine who have only interests."*

*John Stuart Mill*

 Member FDIC

Music festival ad



There's power in **one bank** who can harmonize with your life.

**FirstBank** 

there's power in one®

Seems like some banks want you to keep their pace. At First Bank, we know you've got your own tempo, and we'd actually like to keep yours. By being large enough to serve all your financial needs with the latest technology, and remaining small enough to know you by name, we believe there's power in this one bank to offer an experience that's like music to your ears. Tune in at [therespowerinone.com](http://therespowerinone.com).

Member FDIC 

Employee brand card (inside)

With a name like First Bank, of course we believe "there's power in one." You make a better world one person at a time. And you build a better bank by pleasing one customer at a time.

You are an individual, unlike any other. Your unique talents and personality make this bank different, better, a cut above the rest. You are our "why," "who" and "how." You are a part of a team, but your individual contribution is what matters most.

There's power in one, and we encourage you to believe in it. Be a leader, whether of your team, an idea or just yourself. Do it with the passion only an individual can have. Take a risk. Share your perspective. Show how there's power in one.

At First Bank, we serve and highly value the individual. We believe one person can make a difference. One leader can set the pace. One choice can have an impact. And you're the one we're counting on to help make a difference.

**First Bank ... there's power in one.**

<p><b>believe</b></p> <p>Believe in your power as an individual. Know that you alone can make a difference for each person you encounter.</p>	<p><b>commit</b></p> <p>Commit to customers, your coworkers and yourself. Make a connection. Smile. Show that you genuinely care to find answers, offer solutions, build lasting relationships and make the entire experience a pleasure.</p>
<p><b>empower</b></p> <p>Share the enthusiasm of our philosophy, whether through words or by example. Enable everyone to see there's power in every person to make a difference in every moment—inside or outside the bank.</p>	<p><b>excel</b></p> <p>Strive for excellence, honesty and integrity. Never turn off your curiosity, your ideas, or your desire to grow and to be the best you can be.</p> <p>(signature)</p> <p>there's power in one™ </p>

## Product sales sheets

### MERCHANT CAPTURE


IT'S ONE  
CHECK-SCANNING,  
AUTO-DEPOSITING,  
DON'T-HAVE-TO-GO-  
TO-THE-BANK-UNLESS-  
I-WANT-TO SOLUTION.

- Capture check images and money orders with our remote desktop scanner and easy-to-use software.
- Transmit them to the bank electronically up until 4 p.m. for same-day processing.
- Enjoy faster availability of funds and notice of returned items for improved efficiency and profitability.
- Submit deposits with no per-item scan fee.
- Access images of previously processed checks anytime.
- Equipment, set-up and support are all included.

Businesses need intuitive solutions that make banking convenient. This is just one of many. Find all the ones you're looking for at First Bank.

**FirstBank**   
there's power in one®

[therespowerinone.com](http://therespowerinone.com)

MEMBER FDIC 

### CASH MANAGEMENT

IT'S ONE CASH-FLOWING,  
INTEREST-GENERATING,  
PREMIER-BANKING-  
NEVER-FELT-SO-HANDS-  
FREE SOLUTION.

- Automatically sweeps idle funds for best performance
- Pays aggressive interest on your business accounts
- Allows unlimited deposits and check writing, with no per-item fees
- Offers 100% liquidity, for access to your balances at any time
- Streamlines your accounting system to become more efficient
- Offers increased financial security with an optional line of credit

Businesses need intuitive solutions that make banking convenient. This is just one of many. Find all the ones you're looking for at First Bank.

Current Rate

**FirstBank**   
there's power in one®

[therespowerinone.com](http://therespowerinone.com)

MEMBER FDIC 