

ARTWORK: HOW TO USE

FI Logo Placement

Image Posts:



Image Only Post: Full color FI logo/type to be placed in bottom right corner.



Image w/ Text Overlay Post: Full color FI logo/type to be placed in bottom right corner. Overlay text is left justified and point size adjusted to fit in green gradient.

Text Only/Icon Posts:



Text Only/Icon Post - Rectangle: FI Logo should be reversed out and placed in bottom right corner and centered vertically with the white rule. Icons and main body text should be centered vertically and horizontally in the space above white rule.



Text Only/Icon Post - Square: FI Logo should be reversed out and centered below white rule. Icons and main body text should be centered vertically and horizontally in the space above white rule.





MESSAGE	IMAGE PREVIEW	IMAGE DOWNLOAD URL
PRODUCT EDUCATION		
...myBrand! Download our secure app today to keep track of your spending, and conveniently make purchases from your mobile device, find nearby ATMs and branches, and more. <link to FI app>		
We have launched a new mobile app that will simplify your banking! Download it today: <link to FI app>		
Have you downloaded myBrand yet? Get it today to take control of your finances from your mobile device. <link to FI app>		
It's a convenient and secure way to carry your credit, debit or prepaid card information in digital form on your mobile phone! Try it out for yourself: <link to FI app>		

<p>Download myBrand to experience the security, convenience and control you've been waiting for when it comes to your finances. <link to FI app></p>		
<p>The trusted and secure experience of your local bank, all from the convenience of your mobile device. <link to FI app></p>		
<p>...to receive a text message alerting you if someone else has used your card? With myBrand, we'll alert you when transactions and payments are made, helping you stay secure. <link to FI app></p>		
<p>Multiple cards? One app is all you need. <link to FI app></p>		
<p>With myBrand, you'll know when your recent transactions go through or if someone else is using your card, and you can lock your cards in real-time if they've been compromised. <link to FI app></p>		

<p>Get myBrand today! Find it in the #app store and Google Play: <link to FI app></p>	<p>Experience banking security, convenience and control.</p>	
<p>Want to know your latest account balance before hopping in the checkout line? With myBrand, you can. <link to FI app></p>		
<p>It's a great new way to pay on your Android device! With myBrand, you can make contactless payments at all participating locations. <link to FI app></p>		
<p>Make contactless payments with your Android phone when you download myBrand. <link to FI app></p>		
<p>You can lock a lost or stolen credit card in real-time when you download myBrand. Find it at the App Store and Google Play today! <link to FI app></p>		

<p>myBrand, the wallet that won't let you shove your gift cards to the back, only to be forgotten about. <link to FI app></p>	<p>Connect prepaid and gift cards today!</p>	
<p>Download our new app, myBrand, and take control of your finances today. <link to FI app></p>	<p>What are you waiting for?</p>	
<p>FINANCIAL EDUCATION</p>		
<p>Mobile wallet technology allows you easily connect to your debit, credit and prepaid card balances.</p>		
<p>What can I do with my mobile wallet? <link to FI app></p>	<p>Tap the app to:</p> <ul style="list-style-type: none"> • See recent transactions • Check balances • Suspend your card • Locate ATMs and branches 	
<p>How do you make sure your money is safe from fraud?</p>	<p>Review your transactions daily to check for unauthorized charges.</p>	

<p>How do you make sure your money is safe from fraud? <link to FI app></p>	<p>Leave your credit, debit and prepaid cards at home, and pay with your Android device.</p>	
<p>How do you make sure your money is safe from fraud?</p>	<p>Set mobile alerts to receive when your balance reaches certain limits.</p>	
<p>How do you make sure your money is safe from fraud? <link to FI app></p>	<p>Use a secure mobile wallet, rather than a traditional wallet.</p>	
<p>How do you make sure your money is safe from fraud? <link to FI app></p>	<p>Connect your credit, debit and prepaid cards to a mobile wallet.</p>	
<p>Balance getting low? We'll notify you. Was a large transaction just made? We'll inform you. Have an overdue payment? We'll remind you. <link to FI app></p>	<p>Do I Need Mobile Alerts?</p>	

In addition to downloading myBrand, here are some other ways to successfully manage your money: <http://bit.ly/2lot8mH>

via @bankrate.com

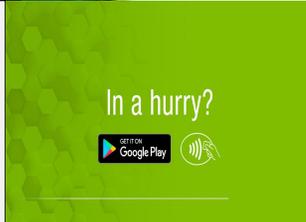


PRODUCT + LIFESTYLE

Out of town? Find your nearest branch or ATM using myBrand. <[link to FI app](#)>



Use myBrand on your Android device to make speedy, contactless payments! <[link to FI app](#)>



We have a feeling your teen is more responsible with their phone than their wallet. Get them interested in managing their money with the myBrand app! <[link to FI app](#)>



Don't waste time digging around for your wallet. Make quick and easy payments from your Android device when you download myBrand! <[link to FI app](#)>



Transfer funds quickly when unexpected expenses arise, no matter where you are. <link to FI app>



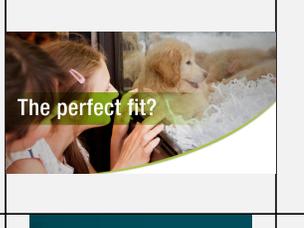
Transfer funds quickly when unexpected expenses arise, no matter where you are. <link to FI app>



Transfer funds quickly when unexpected expenses arise, no matter where you are. <link to FI app>



Transfer funds quickly when unexpected expenses arise, no matter where you are. <link to FI app>



Know what you can spend at-a-glance with access to real-time balances, so you can quickly and confidently run your day.



<p>Connect a prepaid card to myBrand, and have them download the app as an easy way to give them money for dinner or activities for the kids!</p>		
<p>No problem! Pay for your morning cup of coffee or lunch with myBrand from your Android device.</p>		
<p>Make plastic a thing of the past! Download your mobile wallet today: <link to FI app></p>		
<p>Did you recently get married? Don't risk losing all the gift cards you received as wedding gifts - connect them to your myBrand app! <link to FI app></p>		
<p>Give gifts you know they'll use! Tell your friends that they can connect their gift cards to their myBrand app. <link to FI app></p>		

Make change-less payments from your Android device with myBrand's Tap-N-Pay technology.



Just download myBrand, and voila: it's a wallet! [<link to FI app>](#)



And you trust them with your debit card? Download myBrand today. [<link to FI app>](#)



Watch your favorite shows and track your money, all from one device. [<link to FI app>](#)



Misplaced your backpack, purse or wallet? Temporarily disable your cards through myBrand, and avoid the hassle of cancelling all of your cards.



Did you know myBrand can help alleviate back pain? Find out how: <http://bit.ly/2lGrlEm>

via @Men's Health



TECHNOLOGY + LIFESTYLE

Your mobile phone is more secure than your traditional wallet.

All of your data is encrypted. Not even the retailer sees your personal data when paying.

Your mobile phone is more secure than your traditional wallet.

Touch ID authentication is an option to access your mobile wallet.

Your mobile phone is more secure than your traditional wallet.

Real-time alerts allow you to monitor for fraudulent activity.

Your mobile phone is more secure than your traditional wallet.

Your phone can't be compromised by credit card skimmers.

<p>Don't lose another bill - pay with myBrand on your Android device! <link to FI app></p>		
<p>We bet you have your phone in your hands more than your wallet. Keep your money safe with myBrand. <link to FI app></p>		
<p>Protect your mobile phone like you protect your wallet.</p>	<p>Lock your apps with a unique PIN or fingerprint.</p> <hr/>	
<p>Protect your mobile phone like you protect your wallet.</p>	<p>Log out of apps and services when you aren't using them.</p> <hr/>	
<p>Protect your mobile phone like you protect your wallet.</p>	<p>Avoid public networks, and stick to your secure home Wi-Fi.</p> <hr/>	

Protect your mobile phone like you protect your wallet.

Update your phone's settings
so you can remotely track
your phone if it's lost or stolen.

Ways to make your phone's charge last, so you always have access to
myBrand: <http://bit.ly/2l81gAt>



Okay, you know your mobile device can tell you sports scores, movie
showtimes and even what planes are flying overhead, but did you know it can
also double as a wallet when you download myBrand? **<link to FI app>**



Making payments via your mobile device is no longer an idea of the future. It's
here with myBrand. And so are self-tying laces, as seen in cult-classic Back to
the Future: <http://ti.me/2lhMkQi> @TIME



When you pay with your credit or debit card, you essentially hand over the
keys to your bank account. When you make a payment with myBrand, you
don't.

Protect your finances.

LOCALIZED

[local town/city] residents, look no further! Download myBrand for a secure and convenient way to track your spending and take control of your money: <link to FI app>



Short on time? Check out at your go-to [local town] grocery store in a flash with the convenience of myBrand. Get it today: <link to FI app>



Need to make sure your teen picked up milk from the grocery store on their way home? Set up an alert on myBrand. <link to FI app>



Leave your wallet in your carry-on, and make contactless payments on your Android device while you wait for your flight.



Enjoy your next meal at your favorite restaurant without sitting on your wallet. Connect your debit, credit and prepaid cards to myBrand.



<p>Pay for your shopping spree at your favorite [local city] boutique quickly when you use myBrand's Tap-N-Pay technology from your Android!</p>		
<p>She'll never know! Transfer funds quickly when unexpected expenses arise, and get her something special from your favorite [local city] florist.</p>		
<p>Sending the kids off to the movies? They can download myBrand to their Android device to buy popcorn with your card, without actually taking your card. <link to FI app></p>		
<p>myBrand makes finding the closest [Financial Institution] branch in [local city] easy and convenient! Download it today: <link to FI app></p>		
<p>With myBrand, you can pay for your purchase at your favorite [local town/city] shop from your Android device, without the hassle of digging for a credit, debit or gift card.</p>		

Use myBrand to search for an ATM near you in **[local town/city]**: [<link to FI app>](#)

Need to withdraw money?

Leaving **[local town/city]** for a few days? Use myBrand to locate the branch and ATM nearest you on your trip. [<link to FI app>](#)



Leave your wallet at home when you make your next coffee run. Just make sure you've downloaded myBrand. [<link to FI app>](#)



Bring your phone along on your next visit to your favorite **[local town/city]** business to make contactless payments from your Android device! [<link to FI app>](#)

What's your favorite local shop?



MESSAGE	IMAGE DOWNLOAD URL	IMAGE PREVIEW
<p>Headline: Introducing myBrand Copy: Our new mobile wallet will send you mobile alerts, help you track spending and protect your debit, credit and prepaid cards. Link Description: Download Today</p>		
<p>Headline: Download myBrand Copy: Take control of your money today, all from the convenience of your mobile device. Link Description: Find it in the App Store & Google Play</p>		
<p>Headline: Get Instant Notifications Copy: With myBrand, you'll know when your recent transactions clear or if someone else is using your card. Link Description: Download Today</p>		
		

Headline: Lock Your Card In Seconds
Copy: With myBrand, you can lock your misplaced card in real-time and turn it back on when you find it.
Link Description: Download Today



Headline: Track Your Spending
Copy: Download myBrand to upgrade your mobile device from a cell phone to a cell phone that's also a wallet!
Link Description: Take Control of Your Money Today



Headline: Security, At Your Convenience
Copy: With myBrand, you can lock your misplaced card in real-time and turn it back on as soon as you find it.
Link Description: Download Today



Headline: Low Balance?
Copy: We'll remind you via mobile alerts through myBrand.
Link Description: Find it in the App Store & Google Play



Headline: Crowded Wallet?
Copy: Save space, and add multiple cards to myBrand. One app is all you need!
Link Description: Get It Today



Headline: A Great New Way To Pay
Copy: When you download myBrand to your Android device, you can use Tap-N-Pay technology to make contactless payments.
Link Description: Get It Today



Headline: A New, Easy Way To Pay
Copy: It's as easy as 1, 2, 3! Login to your myBrand app on your Android device, and you are ready to Tap-N-Pay.
Link Description: Visit Google Play



Headline: Download myBrand Today
Copy: Track everyday spending from your mobile device. With myBrand, it's easy!
Link Description: Find it in the App Store & Google Play

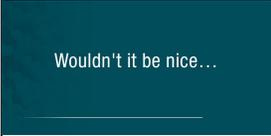


Headline: Banking Alerts Your Way
Copy: Download myBrand to set up mobile alerts that notify you when a transaction or an ATM withdrawal has been made and more. Alerts can be received via email, SMS/text messaging or as push notifications. It's up to you.
Link Description: Shop the App Store & Google Play





MESSAGE	IMAGE DOWNLOAD URL	IMAGE PREVIEW
PRODUCT EDUCATION		
<p>...myBrand! Download today to track spending, find nearby ATMs and branches, and more. <link to FI app></p>		
<p>We've launched a new #mobile app that simplifies #banking! Download it today: <link to FI app></p>		
<p>Have you downloaded myBrand yet? Take control of your #finances from your #mobile device: <link to FI app></p>		
<p>It's a convenient way to carry your credit, debit or prepaid card information in digital form on your #mobile phone! <link to FI app></p>		

<p>Get myBrand today! Find it in the #app store and Google Play: <link to FI app></p>		
<p>Experience your local bank or credit union's services from the convenience of your #home. <link to FI app></p>		
<p>...to receive a real-time notification if someone else has used your card? With myBrand, we'll alert you when transactions are made. <link to app></p>		
<p>Have trouble managing your credit, debit or prepaid cards? Add them to myBrand, & control all of your cards from one single app. <link to FI app></p>		
<p>myBrand will let you know when your card has been compromised, so you can lock your card in real-time. <link to FI app></p>		

<p>Learn your latest account balance from the checkout line to make #shopping a breeze: <link to FI app></p>		
<p>Make contactless payments with your #Android phone when you download myBrand.<link to FI app></p>		
<p>You can connect prepaid and gift cards to myBrand, so they don't get lost in your #wallet! <link to FI app></p>		
<p>You can lock a lost or stolen credit card in real-time when you download myBrand. <link to FI app></p>		
<p>Afraid of having your card stolen? With myBrand, you no longer have to worry. Download our secure #mobile app today! <link to FI app></p>		

Take control of your #finances today! Visit the app store to download myBrand: <link to FI app>

What are you waiting for?

FINANCIAL EDUCATION

What can I do with my #mobile #wallet?

- Tap the app to:
- See recent transactions
 - Check balances
 - Suspend your card
 - Locate ATMs and branches

How do you make sure your #money is safe from #fraud?

Review your transactions daily to check for unauthorized charges.

How do you make sure your #money is safe from #fraud?

Leave your credit, debit and prepaid cards at home, and pay with your Android device.

How do you make sure your #money is safe from #fraud?

Set mobile alerts to receive when your balance reaches certain limits.

<p>How do you make sure your #money is safe from #fraud?</p>	<p>Use a secure mobile wallet, rather than a traditional wallet.</p>	
<p>How do you make sure your #money is safe from #fraud?</p>	<p>Connect your credit, debit and prepaid cards to a mobile wallet.</p>	
<p>When you keep a beat on your transactions, you reduce your #risk of financial #fraud, such as having your credit card information stolen.</p>	<p>Why should I track my spending?</p>	
<p>In addition to downloading myBrand, here are ways to successfully manage your money: http://bit.ly/2lot8mH @Bankrate</p>		
<p>PRODUCT + LIFESTYLE</p>		
<p>Out of town? Find your bank's nearest branch or #ATM using myBrand. <link to FI app></p>		

<p>Use myBrand on your #Android device to make speedy, contactless payments! <link to FI app></p>		
<p>Your teen's probably more responsible with their #phone than their wallet. Get them interested in managing #money with the myBrand app! <link to FI app></p>		
<p>Don't waste time digging around for your #wallet. Make payments from your #Android device when you download myBrand! <link to FI app></p>		
<p>Transfer #funds quickly when unexpected expenses arise, no matter where you are. <link to FI app></p>		
<p>Transfer #funds quickly when unexpected expenses arise, no matter where you are. <link to FI app></p>		

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<p>Transfer #funds quickly when unexpected expenses arise, no matter where you are. <link to FI app></p>		
<p>Know what you can spend at-a-glance with access to real-time balances, so you can quickly and confidently run your day. #mobilewallet</p>		
<p>Connect a prepaid card to myBrand as an easy way to give your babysitter #money for #dinner or activities for the kids!</p>		
<p>No problem! Pay for your morning cup of #coffee or #lunch with myBrand from your Android device.</p>		

<p>Make #plastic a thing of the past! Download your #mobile wallet today: <link to FI app></p>		
<p>Just #married? Don't risk losing all the gift cards you received as #wedding gifts - connect them to your myBrand app! <link to FI app></p>		
<p>Give gifts you know they'll use! Tell #friends that they can connect their gift cards to their myBrand app. <link to FI app></p>		
<p>myBrand allows you to make contactless payments from your #Android device, so you won't have any change to toss in your back pocket.</p>		
<p>Just download myBrand, and voila: it's a #wallet! <link to FI app></p>		

<p>And you trust them with your #debit card? Download myBrand today. <link to FI app></p>		
<p>Watch your favorite #shows and track your #money, all from one device. <link to FI app></p>		
<p>Mobile #wallet technology allows you to easily connect to your debit, credit and prepaid card balances.</p>		
<p>Misplaced your backpack, wallet or purse? Temporarily disable your cards to avoid the hassle of cancelling all of your cards.</p>		
<p>Traveling? With myBrand, you don't run the risk of losing your prepaid, credit or debit card while dining out. <link to FI app></p>		

myBrand can alleviate back pain? Find out how: <http://bit.ly/2lGrEm>
@MensHealthMag



TECHNOLOGY + LIFESTYLE

Your #mobile phone is more secure than your traditional #wallet.

All of your data is encrypted.
Not even the retailer sees your
personal data when paying.

Your #mobile phone is more secure than your traditional #wallet.

Touch ID authentication is an option
to access your mobile wallet.

Your #mobile phone is more secure than your traditional #wallet.

Real-time alerts allow you
to monitor for fraudulent activity.

Your #mobile phone is more secure than your traditional #wallet.

Your phone can't be compromised
by credit card skimmers.

<p>Don't lose another bill - pay with myBrand and your #Android device! <link to FI app></p>		
<p>We bet you have your #phone in your hands more than your #wallet. Keep your #money safe with myBrand. <link to FI app></p>		
<p>Protect your #mobile phone like you protect your #wallet.</p>	<p>Lock your apps with a unique PIN or fingerprint.</p>	
<p>Protect your #mobile phone like you protect your #wallet.</p>	<p>Log out of apps and services when you aren't using them.</p>	
<p>Protect your #mobile phone like you protect your #wallet.</p>	<p>Avoid public networks, and stick to your secure home Wi-Fi.</p>	

<p>Protect your #mobile phone like you protect your #wallet.</p>		
<p>Ways to make your #phone's charge last, so you always have access to myBrand: http://bit.ly/2l81gAt</p>		
<p>Your mobile device doubles as a #wallet, thanks to myBrand! <link to FI app></p>		
<p>LOCALIZED</p>		
<p>[local town/city] residents, download myBrand for a secure way to track your spending and take control of your money: <link to FI app></p>		
<p>Check out at the grocery store in a flash with the convenience of myBrand. Get it today: <link to FI app></p>		

Need to make sure your teen picked up #milk on their way #home? Set up an alert on myBrand. <link to FI app>



Leave your #wallet in your carry-on, and make contactless payments on your Android device while you wait for your #flight.



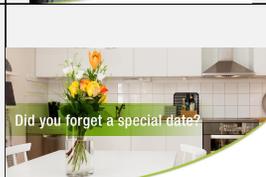
Enjoy your next #meal at your favorite [local city] restaurant without sitting on your #wallet. Get myBrand today: <link to FI app>

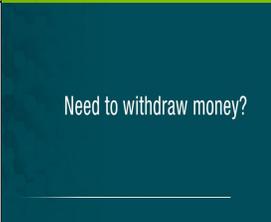


Pay for your #shopping spree at your favorite [local city] boutique quickly when you use myBrand's Tap-N-Pay technology from your #Android!



She'll never know! Transfer funds quickly when unexpected expenses arise, and get her something #special from your go-to florist.



<p>Are the kids off to the movies? They can use myBrand on their Android to buy snacks with your card, without the actual card.. <link to FI app></p>		
<p>myBrand makes finding the closest [Financial Institution] branch in [local city] simple. Download the #app today: <link to FI app></p>		
<p>Pay at your favorite [local town/city] shop from your Android device & myBrand app, without the hassle of digging for a credit, debit or gift card.</p>		
<p>Use myBrand to search for an #ATM near you in [local town/city]: <link to FI app></p>		
<p>Leaving [local town/city] for a few days? Use myBrand to locate the branch & ATM nearest you while on your getaway. <link to FI app></p>		

Leave your wallet at home when you make your next coffee run. Just make sure you've downloaded our myBrand. <link to FI app>



Bring your phone to your favorite [local town/city] business to make contactless payments from your #Android device!

What's your favorite local shop?
