

Logo Usage



The North Star Icon

Primary Logo

The primary icon should be used on white background.

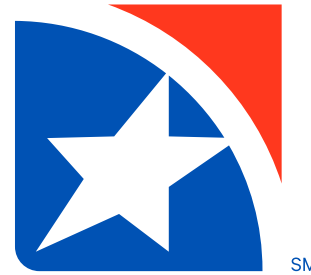
Primary Knock-out Logo

The primary knock-out should be used on any solid background. The white-rule around the star allows the icon to maintain its integrity and focal points.

Secondary Knock-out Logo

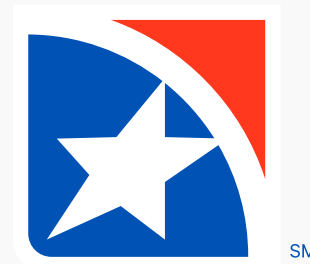
The secondary knock-out is reserved for when the logo is placed on light backgrounds. The icon has the white-rule around it, but the service icon is blue to preserve legibility.

Primary Icon



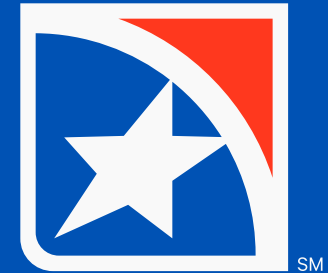
The icon presented on white backgrounds.

Secondary Knock-out



This is the alternate knock-out icon for light backgrounds like our light gray and light green. The service icon is blue to preserve legibility and has been moved to align with the blue baseline of the star.

Primary Knock-out



The preferred knock-out of our icon.



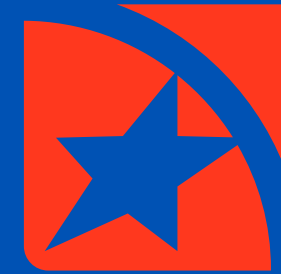
North Star Don'ts

It is important that the appearance of the icon remains consistent. The icon should not be misinterpreted, modified, or added to. No attempt should be made to alter the icon in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

*These rules apply to all First Horizon and FHN Financial logo signatures.



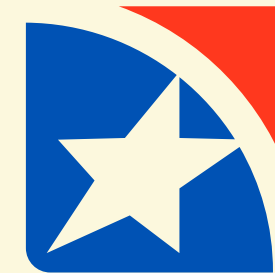
Do not use the warp or alter the icon in any way.



Do not change the color, and ONLY use the approved knock-out icons on solid backgrounds.



Do not change any part of the icon's colorway. The First Horizon blue and red is the approved color lock-up.



Do not use the primary icon on a color background. Always use the approved knock-out.



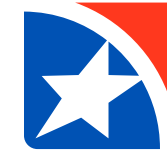
Logo Sizing & Spacing

The primary signature and the signature's exclusion zone is equal to half the height of the icon. Do not place any visuals or text inside the exclusion zone. It allows for the signature to breath and have ample space for recognition.

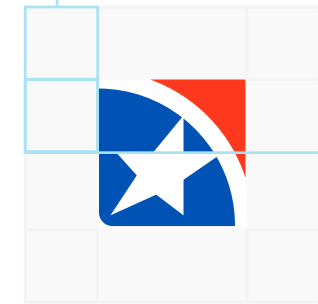
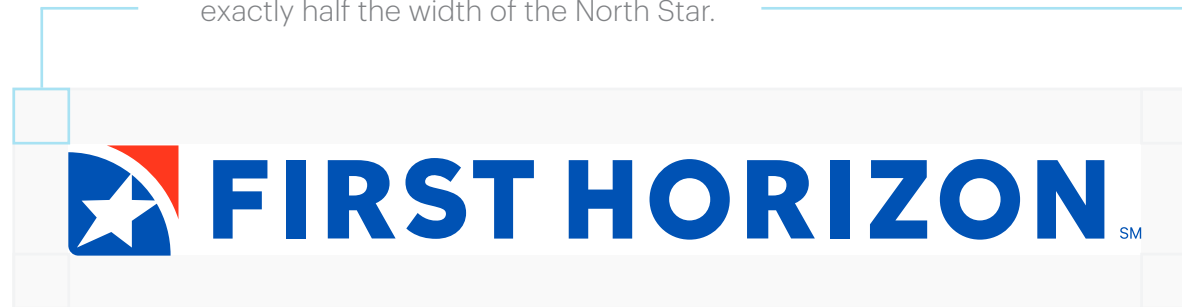
Establishing a minimum size ensures that the impact and legibility of the signature is not compromised in application.

*These rules apply to all First Horizon and FHN Financial logo signatures.

Spacing



The exclusion area around the logo is exactly half the width of the North Star.



Sizing

The logo should never be smaller than 70px in digital or 20mm in print.



The icon should never be smaller than 21px in digital or 6mm in print.



Logo Knockouts & Usage

Primary Knock-out Signature

The primary knock-out should be used on any solid background except for when the white becomes illegible. For instance, a light gray or light green would not be paired with our primary knock-out.

Secondary Knock-out Signature

The secondary knock-out should be used on lighter solid backgrounds. The difference is the wordmark is shown in our primary First Horizon blue.

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Logo Don'ts

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Do not use the logo on any colored background.
Always use the approved knock out.



Do not change the color of the logo.



Do not outline the logo.



Do not add a gradient to the logo.



Do not adjust the relationship of the North Star to the wordmark.



Contact

For questions concerning these brand standards, please contact brand@firsthorizon.com

