



**First Bank Farmersville** has three locations in Collin County, Texas. Working with First Bank, **911 iDesigns** provided marketing and design assistance to promote all locations in a variety of venues: web site, billboards, newspaper ads, promotional items, statement stuffers and direct mail. Time and care was taken to discuss the marketing campaign on hand and decisions were made on how to best approach the project and what venue was needed. Once determined, the campaign was executed effortlessly because 911 iDesigns handled all aspects to ensure a consistent and professional look was achieved.

# 911 iDesigns

Creative Solutions for Your Design Dilemmas



*Est. 1885*

# Combining Years of Experience with New Technology

When designing a new look for First Bank's web site, it was important for **911 iDesigns** to blend the old with the new. Using Flash to merge a photo of the bank in the late 1800's with photos of today, **911 iDesigns** was able to develop a look informing customers that First Bank knows the business and has the technology to provide the best in banking.

**Established 1885** *Creating Opportunities for Shared Success through Strength, Stability and Service.*

**ACCESS Online**  
**Reorder Checks**  
**Personal Banking**  
**Business Banking**  
**Services**  
**Locations**  
**Our Community**  
**Tools**  
**Contact Us**  
**Home**

First Bank doesn't just assist the communities we serve, we help build them.

For over 120 years First Bank has supported local communities with proven financial and lending services as well as a deep commitment to civic involvement. Our commitment to friendliness, integrity, and teamwork empowers us to serve our community better than any outside organization could.

Our vision is to be a driving force in the communities we serve. It is a vision powered by our responsibility to our family of customers, our employees, and our shareholders.

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**Personal Banking**

- Checking & Savings
- CDs & IRAs
- Asset Protection
- Invest Accounting
- Electronic Fund Transfer
- 24 Hour Banking
- Loans
- Identity Theft Prevention

Each member of our community is part of our family of customers, whether you are a young child or a senior citizen. First Bank is strongly committed to the communities we serve. We participate in local events, support youth activities and school programs, and provide financial literacy training. We also offer the Cash Cow Savings Program for children.

The commitment shown to our community is also reflected in how we treat our banking customers.

So no matter your banking needs — online services, mortgage loans, checking & savings plans — we believe in community service, of *truly serving our customers*, drives our relationship with each individual we serve.

First Bank offers many personal checking and savings account options to suit your needs:

- Free Checking
- Platinum Checking
- Advantage Checking
- Money Market Account
- Bank 1 Account

**Banking Kids** .com

**FDIC**  
MEMBER

# Maintaining the “Look & Feel”

Folders designed by **911 iDesigns** presented a unique opportunity: First Bank wanted a small folder with an old look and feel, yet, meet today’s needs. **911 iDesigns** created a textured background giving the look of old paper and to meet current bank needs, flaps to hold business cards and pockets for disclosures were implemented.



# Spreading the Word

What is the best way to reach banking customers about new services and products? Through a statement stuffer! **911 iDesigns** provided a simple yet effective look that gets this statement stuffer the attention it deserves!



By creating a color palette for this piece as well as others to complement First Bank's new logo, **911 iDesigns** was able to maintain a consistent look and feel throughout all marketing pieces, such as this open house invitation for the newest of three locations. Printed on a card stock with fibers gave this invite a special touch.



# Too Many Fish? Then be the Best One.

First Bank required a look all its own; a design to help them stand out from the sea of competition. When First Bank decided upon a new tag line “Community. Success. First Bank.” 911 iDesigns stepped up and developed a fresh new look providing an alternative for the savvy bank customer. Depending on target audience, First Bank has options on how to best present their marketing campaigns.

**Community. Success. First Bank.**



*Est. 1885*

**First Bank doesn't just assist  
the communities we serve,  
we help build them.**



[www.firstbankfarmersville.com](http://www.firstbankfarmersville.com)

<b>Farmersville</b> 972.784.7070	<b>Lavon</b> 972.843.2650	<b>Princeton</b> 972.734.6000	<b>Member</b> <b>FDIC</b> 
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# Getting to Know You

Reaching your target audience requires thought and the right look in marketing collateral. First Bank recognized a need for employees working at a facility that was mostly comprised of young males. **911 iDesigns** utilized a photo targeting that audience and a fresh, eye-catching layout to effectively promote the message.

Community. Success. First Bank.

At First Bank we feel each member of our community is part of our family of customers, whether they bank with us or not.

That is because First Bank is strongly committed to the communities we serve, and honored to participate in local parades, support local city and school activities, and promote financial literacy through programs like the Cash Cow Savings Program for children.

The commitment shown to our community is also reflected in how we treat our banking customers.

So no matter your banking needs—direct deposit, online services, mortgage loans, checking & savings plans—our belief in community service, of truly assisting our customers, drives our relationship with each individual we serve.

First Bank offers many personal checking and savings account options to suit your needs. Let us open your Free Checking Account today!

#### FREE CHECKING ACCOUNT

**Minimum balance to open the account** — You must deposit \$25.00 to open this account.

**Fees** — There will not be a monthly service charge fee.

**Additional information** — Limit one account per person. This account cannot be interest-bearing. Checks will not be returned in monthly statement. Duplicate checks are required. \$3.50 one-time setup fee for ATM or Debit card. Bounce Protection™ limit up to \$300.00.



[www.firstbankfarmersville.com](http://www.firstbankfarmersville.com)

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Fax 972.734.1700



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# Promoting the Goods

What better way to promote your business than with gifts bearing your company name! Oh the fun **911 iDesigns** had in selecting the right promotional items for First Bank: pens, cups, water bottles, you name it! First Bank also recognized their special clients and **911 iDesigns** was able to provide cost effective high-end gifts bearing First Bank's logo for a lasting impression. Anything that can be printed on, **911 iDesigns** can do it.



# BIG. BOLD. BRANDING.

Placed on Hwy 380 and Hwy 205 in Collin County, this big red billboard gathered a lot of attention. First Bank understood the importance of consistent branding and that its name and services must always be on display. **911 iDesigns** used a short sweet message and displayed just the right amount of information to entice people to look them up.

**First Then. First Now.**

 **FIRST  
BANK**

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**firstbankfarmersville.com**