

BANK OF AMERICA

# Preferred Rewards

VISUAL IDENTITY QUICK GUIDE

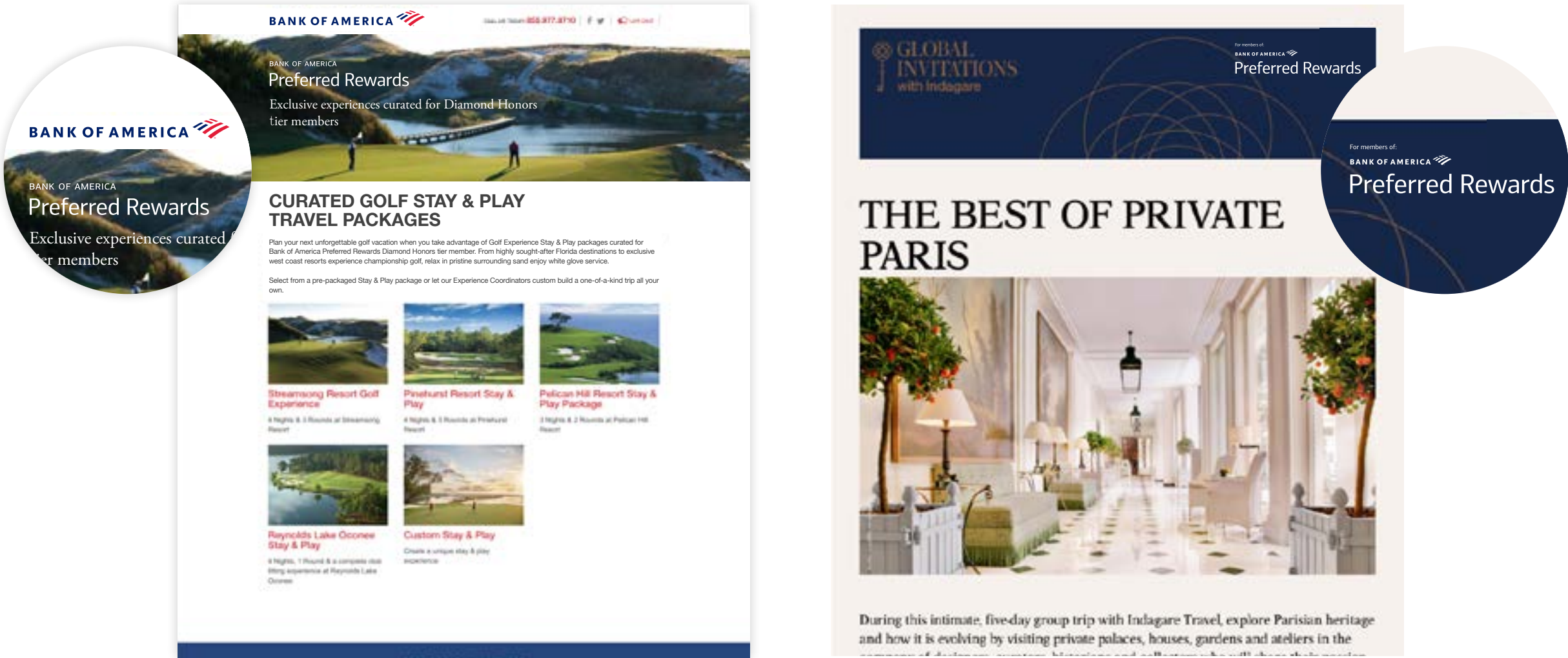
# Preferred Rewards co-branding guidance

May 2025

# Co-branded Lifestyle offers from third-party partners

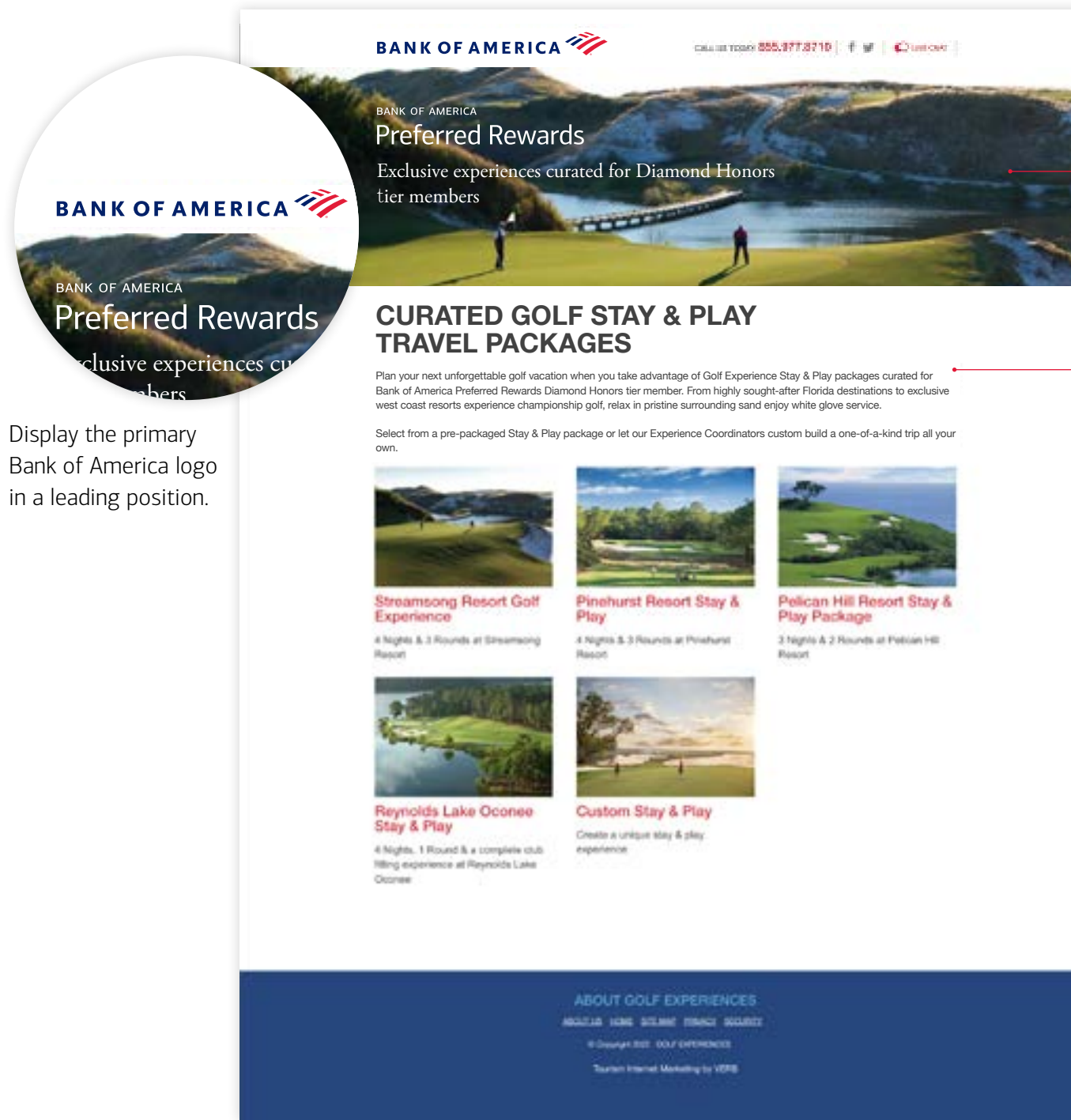
<b>Level of recognition desired by our brand in partnership or as dictated by the service agreement</b>	<b>Bank of America brand-dominant scenarios:</b> <ul style="list-style-type: none"><li>• Offer is white-labeled Bank of America.</li><li>• Offer or service is promoted by Bank of America.</li></ul>	<b>Third-party brand-dominant scenarios:</b> <ul style="list-style-type: none"><li>• Third-party brand leads the creation of the promotion.</li><li>• Offer or service is promoted by the external brand.</li></ul>
<b>Logo treatment</b>	Bank of America’s logo is placed in the leading position.	Third -party brand’s logo is placed in the leading position.
<b>Branding of landing page and/or marketing-related materials</b>	Follow Bank of America’s brand guidelines (available on request) for the overall look and feel of the page or communication.	Follow the third-party brand’s guidelines, but ensure that the appropriate Bank of America logo and attribution are included to signal the connection between the third-party brand and the Preferred Rewards program.
<b>Logo selection</b>	<ul style="list-style-type: none"><li>• Use the primary Bank of America logo and Preferred Rewards name treatment.</li><li>• The relationship to the third party should be made clear through supporting copy (e.g., “This Golf Experience offer is brought to you by Bank of America”).</li></ul>	<ul style="list-style-type: none"><li>• Use attribution artwork (e.g., “For members of Bank of America Preferred Rewards”).</li></ul>

## Examples



In application: Bank of America  
brand-dominant scenarios

*Illustrative examples for  
visual identity demonstration  
only, not for copy.*



Align the communication with Bank of America's brand guidelines, which will determine the overall look and feel.

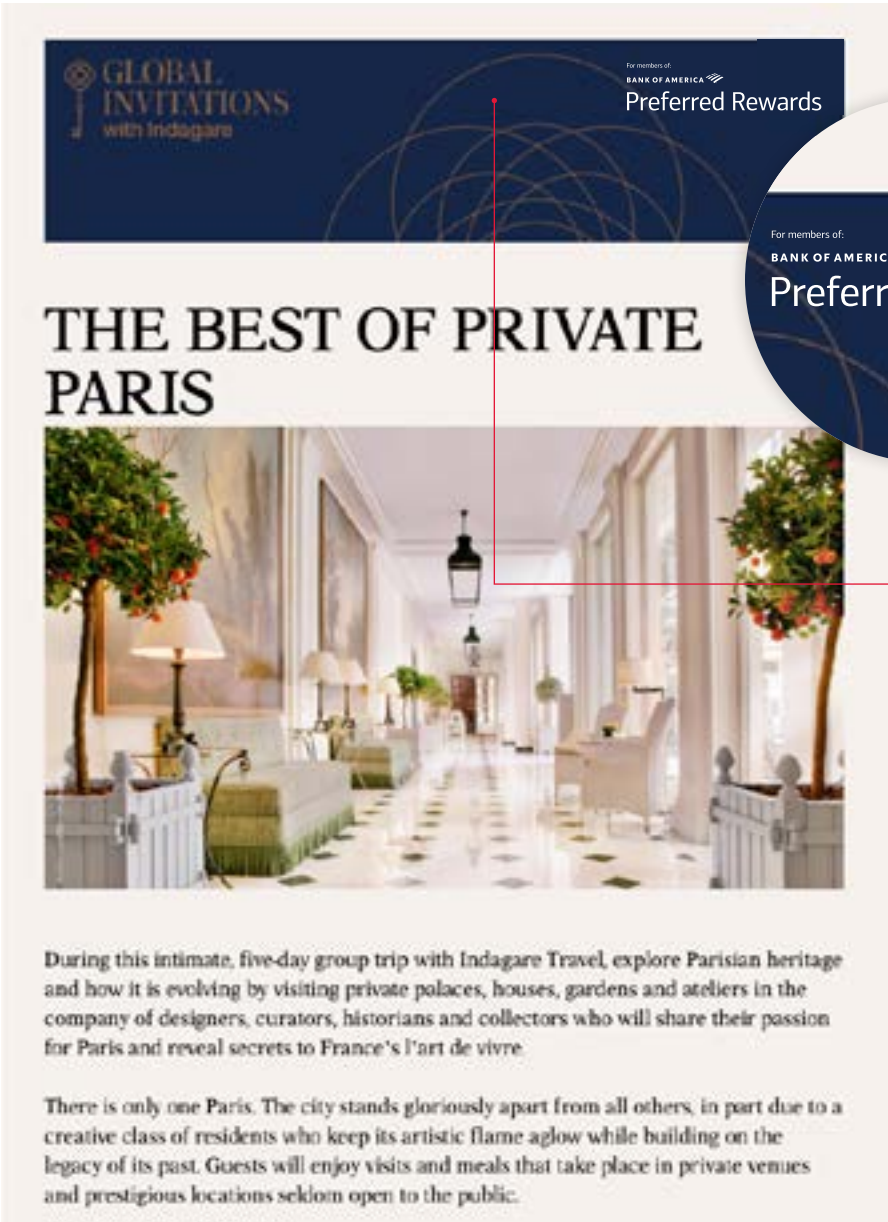
Ensure that the relationship to the third party is made clear through supporting copy (e.g., “This Golf Experience offer is brought to you by Bank of America”).



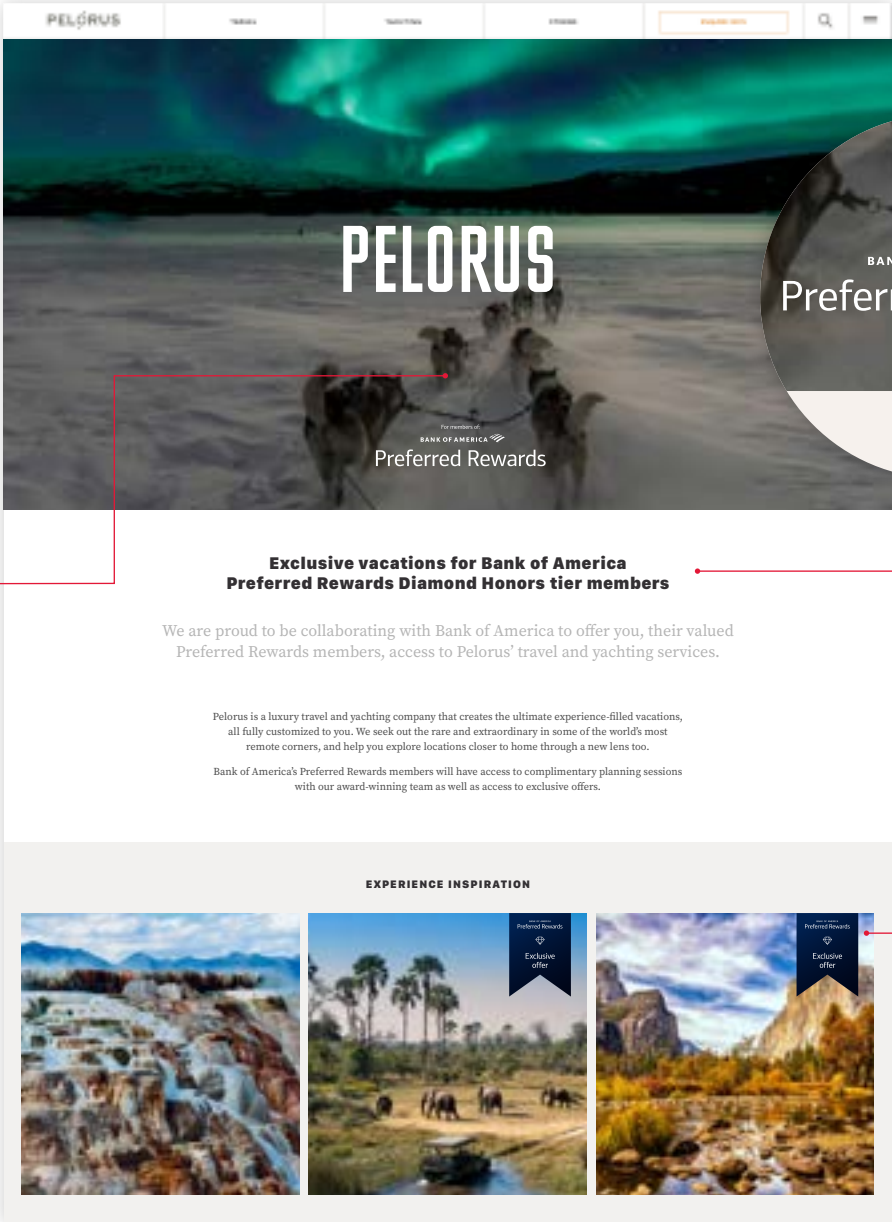
# In application: third-party brand-dominant scenarios

Illustrative examples for visual identity demonstration only, not for copy.

When recognizing Preferred Rewards in third-party-led promotions, use an attribution in addition to the Bank of America logo so the audience understands the context surrounding the piece.



Ensure a clear separation between third-party and Bank of America Preferred Rewards branding.



Within supporting copy, ensure that it's clear that this offer is coming from "Bank of America Preferred Rewards."

Use a ribbon container to highlight Diamond Honors—exclusive offers (see following page for additional details).

# Highlighting exclusive offers: using tier ribbons

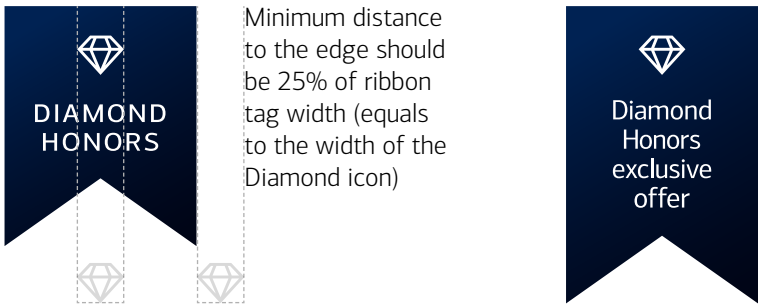
Tier ribbons are a supporting element that we can use to highlight the special category of an offer—whether it’s exclusive or Diamond Honors—exclusive. The Bank of America Preferred Rewards name treatment must be present to use the ribbons.

- We have two ribbon types that may be applied, depending on the scenario: the ribbon tag and the ribbon container.
- Use the Diamond Honors ribbon if any offers on the page are exclusive to that tier.
- Ribbons should be placed over the offer’s image, at the top right.
- Ensure that the ribbons are applied at a legible size, following the minimum sizes shown at right.
- Use provided artwork for all ribbons.

## Use a ribbon tag for Bank of America brand-dominant scenarios, only if the Preferred Rewards name treatment is present

The ribbon tag highlights offers that are exclusive to Diamond Honors tiers.

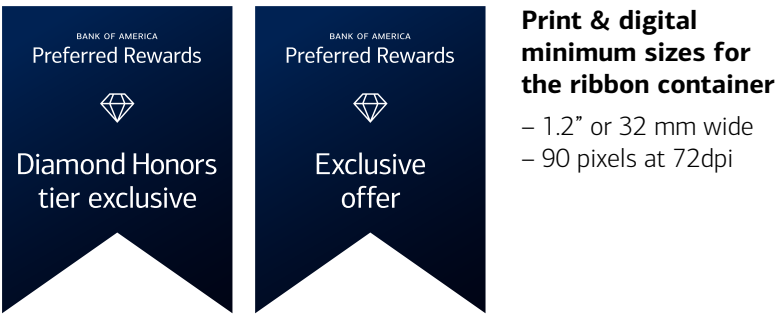
Ribbon tags appear in the upper right, anchored to the top of the page or image container.



## Using ribbon containers in third-party brand dominant scenarios

The ribbon container highlights Diamond Honors–exclusive offers, reinforced with the Bank of America Preferred Rewards name treatment.

The ribbon container appears over exclusive-offer images, secondary to the attribution treatment.



# General brand guidance for Lifestyle offer partners

To ensure that we’re aligned with Bank of America’s brand hierarchy, reference our brand in this order:

- **Bank of America** is the brand.
- **Bank of America Preferred Rewards** is the program name.
- **Diamond Honors** is referred to as a **tier** within the program.
- Reference clients as **members** of the program and/or tier.

## DO

**Do** lead with the complete, established brand hierarchy.

**Bank of America Preferred Rewards Diamond Honors tier member**

**Do** allow tier name(s) to be referenced alone, if Bank of America Preferred Rewards has been established at the top of the communication.

**Bank of America  
Preferred Rewards Diamond Honors tier member**  
  
Diamond/Diamond Honors exclusive offer

**Do** always use official, existing artwork for Bank of America Preferred Rewards treatments and ribbons.

**Do** use ribbons to call out a Diamond Honors tier-specific offer, once Bank of America Preferred Rewards has been established above.

**Do** add the following disclosure to third-party materials:

### Lifestyle Benefit and Experiences Diamond Honors tiers only

You must be enrolled in the Diamond Honors tier of Bank of America’s Preferred Rewards program to be eligible for these benefits or events. Due to limited availability, some offers may be open only to a limited number of Preferred Rewards members. The Lifestyle benefits are provided by third party vendors not affiliated with Bank of America. Terms and fulfillment of the offers is the responsibility of the third party vendor and not of Bank of America. Bank of America does not provide your customer information to the third party vendor, but by contacting them to take advantage of an offer you will identify yourself as a Bank of America Preferred Rewards member.

## DON’T

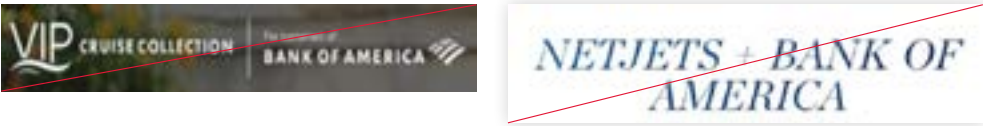
**Don’t** alter the hierarchy or introduce new names.

**Preferred Rewards Diamond Honors clients**  
**Preferred Rewards Diamond Honors customer**  
**Diamond Honors member**  
**BofA Preferred Rewards program**  
**Diamond Honors program**  
**Bank of America Explorers Program**

**Don’t** break up “Bank of America” – our name should be on one line.

**Bank of  
America  
Preferred Rewards  
Diamond Honors  
tier member**

**Don’t** create logo lockups with the third-party brand



**Don’t** lead with ribbons. Use ribbons only after Bank of America and Preferred Rewards have been established (consult with brand).



# We're here to help

For brand guidance or questions, contact:

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