

First Hawaiian Bank Introduces New Visual Identity Through a New Logo and Brand Campaign

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(HONOLULU, Hawaii--September 5, 2014) –First Hawaiian Bank is unveiling its new visual identity through a new logo, products and services, and an advertising campaign being rolled out in the next few weeks throughout the communities that the bank serves, in Hawaii, Guam and the CNMI, according to Bob Harrison, First Hawaiian Bank chairman, president and CEO.

"First Hawaiian Bank is built on the core principles of cultivating lasting relationships, teamwork and innovation," said Harrison. "We have a loyal customer base, many of whom have been with us for generations. We see this as a way to maintain existing relationships, foster new ones, and help customers make the most of every opportunity."

Since 1969, First Hawaiian Bank has been known as the bank that says "Yes." The new visual identity reflects an innovative vision for the First Hawaiian Bank brand while paying homage to its heritage. Created in 1969, the original logo was based on a *mahiolo*, the feathered helmets worn by Hawaiian chiefs. Today's updated logo symbolizes the strength, courage and determination of those who wore the *mahiolo*. It is also a testament to the determined spirit of Hawaii's people. While embracing the past, the new logo also speaks to what is coming next with an updated font adding a fresh and clean look that reflects a new era in banking where technology is changing the way people interact with their bank. Customers will see the new logo in branches, advertising, customer communications, and on its website starting in September.

Along with a new logo, First Hawaiian Bank is launching a marketing campaign that includes television, radio, print, online, and event sponsorships with messaging all aligned with the new visual identity. The brand campaign will feature the tagline, "It all starts with Yes"--a celebration of courage and perseverance to pursue one's dreams. Messaging will encourage people to "Be the One," to be courageous, to take on their dreams, and to persevere through life's challenges. The bank's new tagline, "It all starts with Yes," is a promise to its customers that First Hawaiian Bank will go beyond the immediate problem to provide solutions that can make a difference in their customers' lives.

To learn more visit www.FHB.com/BeTheOne

Founded in 1858, First Hawaiian Bank, Hawaii's oldest and largest bank with \$17.5 billion in assets, recently marked its 156th year of serving the people of Hawaii. The bank operates 57 branches in Hawaii, three on Guam and two in the CNMI.