



**NEW LOGO
LAUNCH**



OVERVIEW

As Llano National Bank and Hill Country National Bank continue to grow, we saw an opportunity to bring our brands together under a more unified and recognizable identity.

Our logo rebrand centers around a single, strong icon—creating consistency across all locations while reinforcing the shared values and connection between our banks.

This updated look allows us to present a cohesive brand to our customers and communities, while still delivering the same trusted service, local ownership, and hometown commitment you've always known.





BRAND PILLARS

At Llano National Bank and Hill Country National Bank, our foundation is built on three core pillars: community, trust, and progress with purpose.

As locally owned banks, we are deeply committed to the communities we serve—supporting local families, businesses, and organizations every day. We build lasting relationships through dependable service and a reputation you can count on.



Community-focused:

We focus and share a commitment to the people, businesses, and communities we proudly serve.



Trust:

Locally owned, our banks have served the Hill Country with integrity, stability, and local decision-making.



Progress with Purpose:

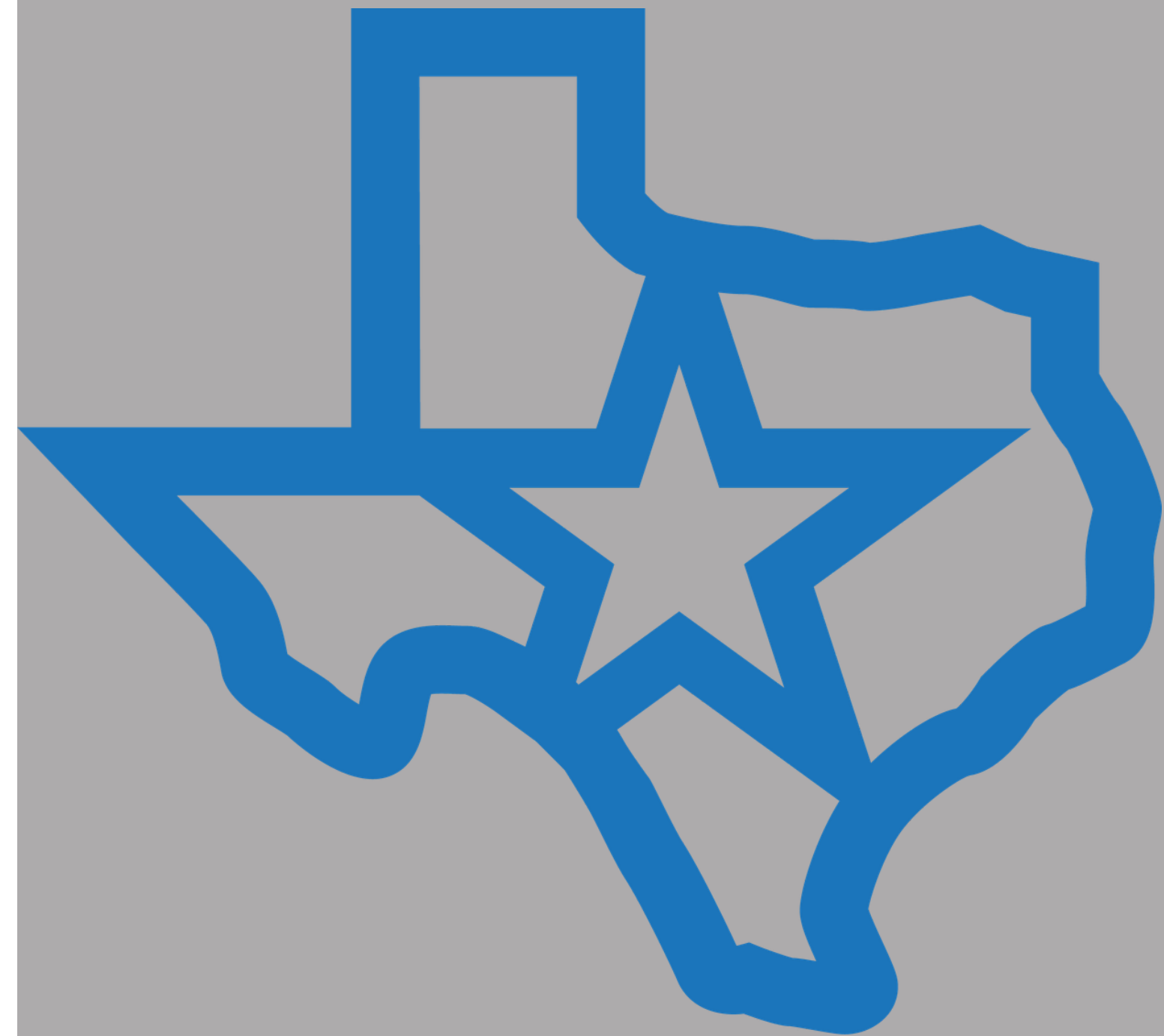
We invest in technology, tools, and services that meet the needs of today without losing sight of what makes hometown banking personal.



INSPIRED LOGO

We chose the shape of the State of Texas as our unifying icon to reflect who we are and where we're rooted. It represents our deep connection to the Hill Country and the communities we proudly serve.

More than a symbol, it's a reminder that our commitment is local, our decisions are made close to home, and our focus remains on serving Texas—one community at a time.





BRAND COLORS

Our brand colors—navy, light blue, and gray—were chosen to reflect both strength and approachability. The navy represents stability, trust, and longevity, while the lighter blue adds a sense of openness and accessibility. The gray accent adds balance and sophistication, creating a clean, modern look that reflects our commitment to dependable, forward-thinking community banking.



Dark Blue



Light Blue



Light Gray



TAGLINE

"Rooted in community. Committed to you." reflects who we are at our core. Our roots run deep in the communities we serve—built on relationships, trust, and local involvement. At the same time, our commitment is personal—focused on each customer, their goals, and their future. It's a promise that while we're grounded in where we come from, everything we do is centered on you.

**Rooted In
Community.
Committed
To You.**



IMAGERY STYLE

We use authentic Texas Hill Country imagery to reflect the true character of the communities we serve. From open land to familiar local scenes, these visuals represent the people, places, and lifestyle that define our region.





BRAND APPLICATIONS

Our brand and logo are designed to extend beyond signage and into everyday visibility through apparel and promotional items. By applying a clean, recognizable icon and consistent design, we create a unified look that employees and customers can wear and use with pride. These touchpoints help reinforce brand recognition, strengthen community presence, and bring our identity to life in a practical, approachable way.





GRAND OPENING

We chose to launch our new logo and branding alongside the opening of our Marble Falls location to mark an exciting new chapter of growth. As we expand into new communities, it was the perfect time to introduce a unified, modern look that reflects both where we've been and where we're going—while staying true to our local roots and commitment to the Hill Country.



THANK YOU

