



Brand Evolution Rooted in Community

At Llano National Bank and Hill Country National Bank, our brand has always stood for something more than financial services—it represents relationships, trust, and a deep commitment to the communities we serve. As our organization has grown across the Texas Hill Country, we recognized an opportunity to evolve our brand in a way that better reflects who we are today while honoring where we've been.

The decision to update our logo and branding was driven by one clear objective: unity with purpose. While Llano National Bank and Hill Country National Bank have long shared ownership, values, and a customer-first philosophy, our visual identity did not fully communicate that connection. This created an opportunity to bring both names together under a cohesive, recognizable brand that reinforces our shared strength.

At the center of this evolution is a single, unifying icon—the shape of the State of Texas. This choice was intentional. It reflects our deep roots in the region, our pride in serving the Hill Country, and our commitment to keeping decisions local. The icon serves as a powerful visual representation of place, identity, and consistency—connecting each branch and community under one symbol.

Beyond the icon, we focused on creating a brand system that is consistent, flexible, and community-driven. Updated typography, a refined color palette of navy, light blue, and gray, and the use of authentic Hill Country imagery all work together to present a modern, approachable look while maintaining the trust and stability our customers expect. Every element was designed to be easily applied across signage, digital platforms, apparel, and promotional materials—ensuring a seamless experience at every touchpoint.

Importantly, this was not a reinvention—it was a refinement. Our tagline, “Rooted in community. Committed to you.”, remains central to our identity and continues to guide our messaging. The updated brand simply gives us a stronger, clearer way to express that promise.

We strategically launched the new brand alongside the opening of our Marble Falls location, marking a milestone moment of growth and expansion. This allowed us to introduce the refreshed identity in a way that felt forward-looking while grounded in our longstanding values.

Ultimately, this rebrand was about more than aesthetics. It was about alignment—bringing our identity in line with our mission, our growth, and our future. It ensures that as we continue to expand, we do so with a unified voice, a recognizable presence, and an unwavering commitment to the communities that have made our success possible.