



April 29, 2020

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FOR IMMEDIATE RELEASE:

Bay Bank Celebrates 25 Years of Community Commitment

Refreshed identity is revealed for the bank with two locations in Green Bay, Wisconsin.

GREEN BAY, Wis. — As Oneida-owned Bay Bank celebrates 25 years of serving the community, a refreshed logo and tagline have been revealed to celebrate the pride and heritage of its history and enhance customer experiences for all.

Vice President Nathan King shared today that the bank seeks to honor and respect all, a value reflected in its new tagline—We Stand For Your Future—and will continue to rollout services and programs in the coming year to positively impact the community.

“We’ve always strived to ensure our customers are heard and helped. We now have a logo and tagline that showcases our desire to celebrate and honor all people, and positively impact the community,” King said.

The process began when Nathan King and President and CEO Jeff Bowman engaged O’Connor Connective, a strategy and marketing communications consultancy in De Pere, Wisconsin, to help create a refreshed company identity and messaging. The discovery process included focus groups with community members, an online survey, competitor analysis and getting to the heart of what Bay Bank strives to do on a daily basis—stand for its customer.

“This whole process has created a sense of pride and community for our staff, too,” King said. “They will bring that pride to customer interactions. The research guided us to values and messages that feel true and heartfelt. The insight from the community—and our staff—provided us with the direction we needed to best communicate the new Bay Bank. We hope the community loves it as much as us!”

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King noted that refreshing Bay Bank's brand provided an opportunity to finetune the organization's approach to its customer experience. That's why the bank will showcase employees and customers in marketing efforts going forward. "Our employees drive the Bay Bank experience. Upcoming ads highlight their specific service areas and strengths. We also plan to feature real-life customers in our collateral representing a diverse group of ethnicities and generations. We want to show how multi-generations are fulfilling life dreams—big and small—because of Bay Bank. We are about people, and we want our brand and imagery to show that."

The bank's refreshed logo is contemporary while honoring the equity of their old identity. "It's still an eagle, and still has the wing, but it's modern," King said. "The wing is now pointing forward, and that forward movement is in concert with the new tagline—We Stand for Your Future." Honoring the history, but now looking forward, the logo retained the color purple in the design.

Bay Bank provides customers with all the convenience and services found at larger financial institutions in the region from its two locations in Green Bay, Wisconsin—one on W. Mason St. and one on Packerland Drive. Customers can enjoy checking and savings accounts for personal and business, a variety of lending options—from real estate and auto to recreation vehicle and signature loans—as well as Federally funded programs to directly assist tribal members. As a certified CDFI (Community Development Financial Institution), Bay Bank can also provide loans and financial assistance to organizations to support community development initiatives and underserved customers. Mobile deposits, a mobile app, instant balance, enhanced online banking, Notifi and Credit Sense are offered at no additional charge. A new website to encompass all of these new additions is also live and running.

"We're excited for the future of Bay Bank," Bowman, said. "We want to extend even more financial options, solutions and education to help people lead good lives in strong communities. As your financial needs change and evolve, so do we.

"We are people who stand for your future."

ABOUT BAY BANK

Bay Bank has a long and proud history of standing for its customers' future. Founded in 1995 by the Oneida Nation and a group of five local businessmen, the Oneida Nation became the sole owner of Bay Bank in 2000. The operations, policies—and locally focused mission—of the bank remained similar to the mission before the purchase by the Oneida Nation, but were enhanced as Bay Bank provided more federally funded programs to directly assist tribal members. In addition, Bay Bank and the Oneida Nation developed unique mortgage and entrepreneurial programs to assist Oneidas in obtaining housing and starting business ventures. Today, Bay Bank has assets over \$100 million and a dedicated team of 28 employees with convenient locations for customers in the Greater Green Bay area. Bay Bank is the only Greater Green Bay bank to offer the U.S. Department of Housing and Urban Development (HUD) Section 184 Indian Home Loan Guarantee Program. Learn more at BayBankGB.com.

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