



Dear BTC Bank Customer,

At BTC Bank, our history is deeply intertwined with the stories and growth of the communities we serve. Today, we stand at a significant crossroads that honors our past and highlights a future of great possibility. We are proud to unveil a rebranding initiative that thoughtfully reflects our dedication to agriculture, the empowerment of youth, and the nurturing of our community bonds.

Why a Rebrand?

The evolution of our brand highlights a journey anchored in our commitment to the pillars of our foundation: agriculture, youth, and the communities we are privileged to serve. Our refreshed brand identity is a celebration of these pillars, ensuring that as we look to the future, we remain true to the values that define us. This refresh isn't about becoming an impersonal corporation; it's about enhancing our connection to you and reinforcing the personal touch and local charm that make us BTC Bank.

The Logo

The green crops in our logo represent BTC Bank's strong agricultural foundation, they surround the blue triangle that symbolizes our dedication to fostering community growth. A unique quality of BTC Bank is our understanding of the lifeblood of a rural community and how everything is connected — recognizing that when youth are empowered and educated, they contribute to the community's prosperity; when local businesses flourish, the community thrives; and the agricultural framework is the foundation of this ecosystem. This emblem is a visual narrative of BTC Bank's philosophy: when each of these elements flourishes, the community thrives as a whole. That's the story our logo tells—a story of unity, growth, and shared success.

The Tagline – Community Minded

Preserving a core element of our legacy brand was essential in our rebranding process. This phrase is more than a tagline; it's a reflection of our unwavering commitment, a homage to our past, and a testament to our journey ahead. It's a tribute to our dedicated BTC Bank team, whose involvement in community life goes beyond their job. As a BTC Bank customer, you've witnessed our team in action, engaging with sincerity and enthusiasm, whether it's at local events, school fundraisers, or supporting youth organizations like FFA and 4H. "Community Minded" is not just what we say — it's who we are.

The Rollout

Please be assured, that the upcoming changes at BTC Bank are only visual—our familiar logo will gracefully transition to the new design. This new logo will soon appear across all communications, from your mail to our social media platforms, and on our updated website.

As our look advances, the foundational elements you rely on remain. The trust we've built, the relationships we cherish, the products and services we offer, and the unwavering quality that define BTC Bank — all will be upheld with the same dedication and community spirit that have been the cornerstone of our bank for more than a century.

We are here to answer any questions you may have and look forward to continuing to serve your financial needs with excellence.

Thank you for growing with BTC Bank. Here's to our shared future!

Sincerely,
Your BTC Bank Family

Serving you in 22 locations throughout Missouri and Iowa

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