



News Release

FOR IMMEDIATE RELEASE

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F&M Bank Announces New Logo

Galesburg, IL – F&M Bank announces that it will launch a new logo beginning in October 2016. The time has come for a fresh new look and feel across all of our markets. We are very excited to introduce this new look to our clients and the communities we serve.

The new logo, which contains the same colors as the current logo, will provide a new modern look for the organization. The new logo symbolizes the connectivity so prevalent in today's world. It features a forward-moving, upward-facing image consisting of four stylized elements. The first three are green and represent the bank's positive connection with clients, companies and communities. The fourth, rendered in blue, represents the bank.

Our new branding statement, "Aim High. Bank Strong.", combines the aspirations of our clients with the ability we possess to help them reach their goals. We believe that is what our clients deserve from their bank.

"We are excited to introduce our new logo," said Doug Sanders, President and CEO of F&M Bank. "We feel it represents the positive connections we have with our clients as we help them to Aim High and Bank Strong."

Additional communication will be sent to F&M clients emphasizing that no action will be required on their part, and that they can continue to use their existing supply of checks, debit cards, etc. As those items expire or run out, they will be replaced with items containing the new logo. F&M clients and the community will begin to see the new logo appear over the next couple of months.

F&M Bank has locations in Galesburg, Peoria and Brimfield, IL.



Aim High. Bank Strong.

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