

The Story Behind the Tree Logo.



Our primary logo mark – which is an abstract interpretation of a growing TREE – has a long tradition of representing the ideals of community banking at its best.

The tree logo's origins date to the mid 1980s when it was first introduced as the company symbol for **First Citizens National Bank**. The logo design has been adjusted and updated through the decades, but the symbolic essence of the mark has remained constant.

- **Strong Roots** – Just as a tree grows, thrives and gains essential nutrients from a strong root system, a true community bank maintains strength and balance from the roots it establishes in the communities it serves.
- **Substantial Branches** – With proper feeding and breathing room, a tree's canopy grows in response to the sun's stimulating light ... which causes its branches to spread uniformly. A solid root system, supported by a healthy environment, results in sustained branch growth for a tree. The same can be said for the branch growth of a community bank.
- **People Centered** – In addition to representing the "crown" of the tree, the logo mark design suggests there are three "people" at the apex of the tree. This conveys that the ultimate purpose of a community bank is to serve people ... its customers, shareholders and the entire community.

First Citizens National Bank was founded in 1889 and has successfully weathered challenging economic times and achieved substantial growth in order to help people – just like you – build their financial futures. We are dedicated to continued strength and healthy growth in the communities we serve – and that's **Unbelievably Good** for all involved!

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NMLS #449205
06/16-POD



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