

# Customer FAQ

## **Q: Why did we need a new name, logo and tagline?**

**A:** As the bank grows, a name change became necessary to avoid confusion with other like-named banks. We feel VeraBank is unique, simple, transparent, and identifiable.

## **Q: Is there any change of ownership?**

**A:** No, we will still have the SAME GREAT EMPLOYEES, SAME LEADERSHIP, SAME OWNERSHIP, SAME PRODUCTS, and SAME GREAT SERVICE as before, but with a different name.

## **Q: What is the meaning behind the name VeraBank?**

**A:** Our new brand is built on being true to the people, values and lifestyle of Texas. Inspired by veritas, the Latin word for truth, we are committed to providing a genuine banking experience to you at every touchpoint.

## **Q: What does our new tagline, "Genuine Banking," mean?**

**A:** Our tagline is the outward, verbal manifestation of our brand. In today's world, transparency and honesty is everything, especially in financial services. We believe speaking to the truth in our tagline shows our commitment to facts, accuracy and integrity.

## **Q: Will checks, ATM cards, debit cards, and credit cards from the prior bank still work?**

**A:** Yes. Eventually, as checks and cards expire, we will issue new VeraBank branded checks and cards.

## **Q: Will any existing accounts change because of the new VeraBank brand?**

**A:** No. Accounts will remain the same.

## **Q: Will the new brand affect the service received online or in physical locations?**

**A:** No. Though the look of your local branch and our online presence will be slightly different, you can expect the same great level of service both in person and online.

