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FOR IMMEDIATE RELEASE

Carter Bank unveils new, customer-focused brand identity

As the bank celebrates 50 years, it welcomes a new brand that blends modernity with the company's rich history as a compassionate community bank.

October 30, 2024 (MARTINSVILLE, Va.) -- [Carter Bank](#) (NASDAQ:CARE), a leading community bank with branches throughout Virginia and North Carolina, today unveiled a new brand identity centered entirely around the people who matter most—the customers and associates of Carter Bank and the communities it serves.

The comprehensive new brand comes as Carter Bank—which opened its first branch in Rocky Mount, Va. in 1974—celebrates 50 years in business. Completed by branding firm [Strum](#), the new branding includes an entirely redesigned logo, color palette, messaging and foundational brand elements. It shortens the company name from “Carter Bank & Trust” to simply “Carter Bank,” the name used colloquially by customers and associates alike. The new tagline, “Life Lived Full,” denotes the importance Carter Bank places on helping its people fulfill their hopes and dreams no matter how big or small.

“Our refreshed identity showcases what Carter Bank has always stood for,” Carter Bank CEO Litz Van Dyke said. “We are still, at our root, a local community bank. Our new brand helps us better tell that story and enhances our commitment as a relationship-focused bank and carries us forward to meet the goals of future generations.”

Elements of the new Carter Bank brand, including a Brand Reveal Event for associates and customer notifications began surfacing the week of October 21. Digital rollout on the website, online and mobile banking, and social media pages will begin on November 4, 2024. The bank's new Bassett-Stanleytown location, scheduled to open November 12, will be the first branch location to feature the new brand. All other branch locations will be updated following in the coming months.

“We are here to take care of customer financial needs so they can focus on what matters most to them—their business, their family, their home,” said Chrystal Pamell, Chief Marketing and Communications Officer at Carter Bank. “That is the brand promise we will continue to stay true to: we are committed to helping the people in our Carter Bank community live life to the fullest.”

For more information, visit [carterbank.com](#).

LIFE LIVED FULL



About Carter Bank

Celebrating 50 years in 2024 and headquartered in Martinsville, Va., Carter Bank is a \$4.5 billion, state-chartered community bank with branches in Virginia and North Carolina. Since 1974, Carter Bank has strived to create opportunities for more people and businesses to prosper. Additional information about Carter Bank is available at carterbank.com. Member FDIC. Equal Housing Lender.

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