



VISION

To be a top-performing bank distinguished by its customer-centric culture, mindset of continuous improvement and excellent capabilities.



MISSION

To help our customers, colleagues and communities reach their potential.

CREDO

We perform our best every day so we can do more for our:

- CUSTOMERS
- COLLEAGUES
- COMMUNITIES
- SHAREHOLDERS

YOU'RE MADE READY AND SO ARE WE.™



BRAND

We're made ready to help you reach your potential.



VALUES

We strive to always:

- EXCEED CUSTOMER EXPECTATIONS
- DO THE RIGHT THING
- THINK LONG TERM
- WORK TOGETHER

