

brewing up success: hocking valley bank's spirited rebrand

Reimagine What You Can Do with
Jack Henry™ Visual Branding Services



Hocking Valley Bank

Address

Athens, OH

Phone

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Website

hvbonline.com

Assets

\$337 M.

Branches

5

Software Solutions

Visual Branding Services



“We wanted to make community banking fresh again,” says Tammy Bobo, President and CEO of Hocking Valley Bank.

Hocking Valley Bank, located in the heart of rural Ohio, has been sporting its legacy logo since the 1960s.

In the fall of 2019, Bobo joined forces with Executive Vice President, Polly Sumney, as the first-ever female leaders of Hocking Valley Bank. With a shared vision to redefine women’s roles in the banking industry and revolutionize the community bank’s image, the pair took on a full rebrand.

“We’re unique in our roles, as banking is a very male-dominated field. We wanted to put our own imprint on the bank and revitalize community banking – which is not an easy task, particularly in rural Ohio,” explains Bobo.

In a groundbreaking move, the trailblazing women of Hocking Valley Bank seized the opportunity to breathe new life into their brand with Jack Henry™ Visual Branding Services.

“We are a 60-year-old bank,” adds Sumney. “We knew our image and website were outdated and didn’t reflect our brand. Our old logo, which was a horizontal key, didn’t lend itself to digital applications. It didn’t evoke any emotion and had no vibrancy.”

“We knew we needed a complete refresh.”

Known for their personalized service and deep-rooted connections, showcasing their personality through the bank’s new logo and website was a top priority for Hocking Valley Bank.

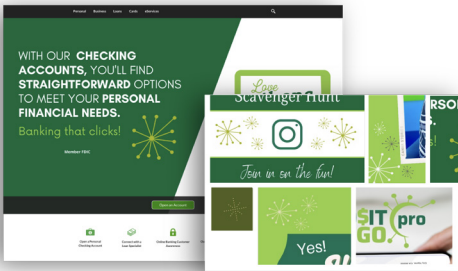


“Our website feels just as warm as coming into a branch office does and that’s exactly what we wanted.”

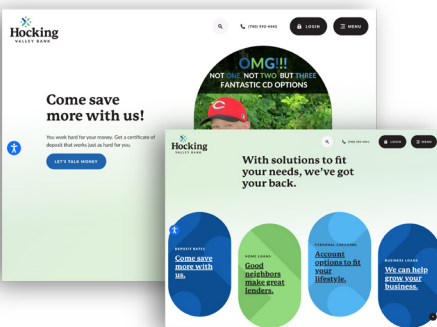
Polly Sumney

Executive Vice President & CCO,
Hocking Valley Bank

Website prior to Jack Henry
Visual Branding Services



Website **after** Jack Henry
Visual Branding Services



“You get to know a company through their website,” notes Bobo. “We wanted our website to be fun, tech-savvy, approachable, evoke emotion, and showcase our personality while still maintaining our commitment to the personalized service we’re known for.”

“And that’s exactly what we got. Now, our website tells a story.”

Sumney adds, “It’s clean, personal, linear, and so well done. Visitors are getting to know us in a way they couldn’t before. Most importantly, our website features our customers, team members, and community – it’s like a great, big, warm hug while also being professional and showcasing what we’re able to do.”

creating buy-in

Envisioning a dynamic, customer-centric, forward-thinking digital experience that meets the needs of its evolving customers and mirrors the bank’s culture, Hocking Valley Bank had to first create buy-in before taking on a full rebrand.

While at times the rebrand wasn’t met with open arms, Bobo and Sumney were confident in their decision to break free from tradition and embark on a complete brand refresh.

“At first, not everyone realized all that went into a rebrand and how big of an impact it would have on our bank. One thing we could not stress enough is that you can have a digital presence that still looks and feels like you while being personable and approachable,” says Sumney.

Sumney continues, “We didn’t reveal anything about our new brand or logo until we were in a strategic planning session. When we did roll it out internally, we started with the Board – and they wholeheartedly embraced it.”

While working with the Jack Henry Visual Branding team, Hocking Valley Bank created a new logo that perfectly captures its essence, along with a website that represents its commitment to community and innovation.

“Our website feels just as warm as coming into a branch office does and that’s exactly what we wanted,” declares Sumney.



“Now, [with our new website], we have a clear focus with pieces that fit together perfectly.”

Tammy Bobo

President & CEO,
Hocking Valley Bank

from legacy to refreshed

Did you know 90% of first impressions come from your logo?¹

“We love our new logo. Anything we can brand, we do. Trucker hats, shirts, nametags – you name it, we’ve branded it,” notes Bobo.

“It goes back to having a different kind of voice. We’re not your grandpa’s bank – we wanted to evolve into a more approachable brand – and that’s exactly what we accomplished while working with the Jack Henry Visual Branding team.”

A successful brand identity is one that effectively communicates the qualities that make banks and credit unions so unique.

While some believe holding onto a legacy logo portrays stability and security, legacy logos can often suggest outdated technology and a lack of progressive, innovative product offerings. And while legacy logos carry nostalgia, it’s likely they don’t represent your current brand, the technology you’ve invested in, the relationships you’ve built with your accountholders, or how much you’ve evolved in the digital-forward world we live in today.



Original logo



Updated logo

a pandemic awakening

“We knew we needed to improve our digital banking experience based on what we learned during the COVID-19 pandemic,” explains Bobo.

“We made a practical and necessary decision to close two of our brick-and-mortar offices. After years of monitoring activity, we realized we should have transitioned to our current dynamic – which is a call center – much sooner.”



“At the end of the day, Jack Henry’s Visual Branding Services helped us tie everything together and take our bank in a new direction.”

Polly Sumney

Executive Vice President & CCO,
Hocking Valley Bank



Although Hocking Valley Bank closed two offices, employees from both locations maintained their employment with the bank through the call center Hocking Valley Bank created following the pandemic. As the bank transitioned to its new dynamic, it also added an online chat feature through Banno Conversations™ to the call center to further streamline its back-office processes.

“Banno Conversations™ was the perfect companion piece to leverage our new brand. The transition happened at the same time as our rebrand, so our customers got a whole new digital banking experience along with a completely refreshed brand. It was phenomenal,” states Bobo.

“Our customers love Banno Conversations. It’s been greatly beneficial and easy to navigate.”

Banno Conversations harnesses the personal connections community and regional financial institutions cultivate within their branches and helps them engage personally and contextually with users on the digital end.

Seamlessly integrated into the digital banking experience, Banno Conversations operates as a fully authenticated and secure platform, facilitating message chains between end-users and the financial institution’s support team. This communication avenue grants comprehensive access to accounts, payments, transactions, and more, ensuring all the information needed to assist users is readily available to the financial institution.

“We really used the rebrand as a segue to streamline many of our processes. Creating the call center, rebranding, and adding Banno Conversations all at the same time revolutionized the way we operate – helping us become more streamlined as a company,” explains Bobo.

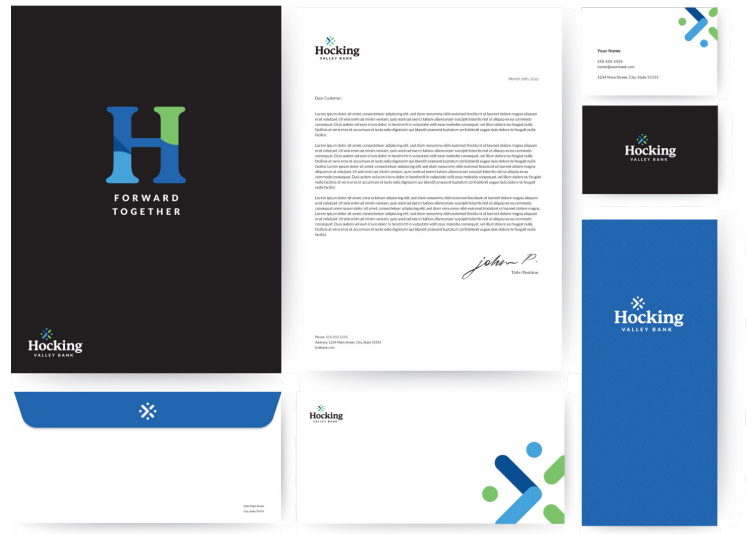
“The website was a crucial part of our roadmap. Now, [with our new website], we have a clear focus with pieces that fit together perfectly.”



“This rebrand has had such a strong impact.”

Polly Sumney

Executive Vice President & CCO,
Hocking Valley Bank



remarkable growth: a closer look at the impactful metrics

After achieving a full rebrand, Hocking Valley Bank has experienced exponential growth that sheds light on the bank’s flourishing digital landscape. Highlighting the significant impacts of their rebrand efforts, Bobo emphasizes the substantial increase in metrics Hocking Valley Bank has experienced since rebranding.

“The stats speak for themselves,” says Bobo.

“Our website users have increased by 18%, with organic growth up by 13%. Jack Henry’s Visual Branding Services have impacted our growth goals tremendously. Our website sessions have increased by 14%, with online banking transactions growing by 30% and first-time website users rising 19.3%.”

Not only has Hocking Valley Bank seen an increase in website traffic, but they’ve also experienced loan growth and enhancements in their overall culture and working environment, too.

“Our loans have grown by 13%,” says Sumney. “What it really comes down to is creating a friendly, collaborative culture and helping our customers and communities prosper. I believe our rebranding efforts have played a huge part in redefining our role and how we can help people achieve their financial goals.”

through the eyes of Hocking Valley Bank

“Jack Henry listened to us. You got us,” beams Bobo.

With Jack Henry Visual Branding Services, community and regional financial institutions can refresh their logo and refine their brand image with three tiers of digital branding assistance, each designed to meet every financial institution at its point of need.

Through a blend of perfectly crafted and fine-tuned website designs and logo reimagination services catered to every financial institution’s specific needs, banks and credit unions can achieve a refreshed, modern look and feel through our top-notch website designs equipped with easy-to-use tools for managing content and monitoring website security.

“Now, people get to know us by virtue of looking at our website. This rebrand has had such a strong impact. Everyone asks us who we use for our website,” states Bobo.

Bobo goes on to explain the trust the Hocking Valley Bank team placed in Jack Henry and why they felt so confident in doing so.

“I was once on a user group board with Jack Henry. I really got to know the Jack Henry team and your company. And while you’re a great big company, your core values are in sync with ours. Not only are you good quality, but morally and ethically, you are a great company.”

Bobo continues, “Your team brought our aspirations to life – we are totally impressed, and it was an extremely positive experience. We always recommend Jack Henry and Banno every chance we get, and now we recommend your Visual Branding Services, too!”

“At the end of the day, Jack Henry’s Visual Branding Services helped us tie everything together and take our bank in a new direction,” adds Sumney.

Along with revamping its logo and website, Hocking Valley Bank also revealed its new brand in one of the most memorable ways possible – with its very own craft beer.



“Your team brought our aspirations to life.”

Tammy Bobo

President & CEO,
Hocking Valley Bank



“liquid assets” brews a cross-marketing triumph

In a visionary collaboration with a local brewery, Hocking Valley Bank embarked on a venture that would redefine partnerships. Jackie O’s and Hocking Valley Bank joined forces to create the most sensational collaboration in the bank’s history.

In a bold cross-marketing move, the brewery commemorated Hocking Valley Bank’s rebrand with the birth of “Liquid Assets,” a craft beer available in both can and draft forms due to its unparalleled success.

Sumney, sharing the story behind this dynamic partnership, reveals, “Our client, Jackie O’s, located in Athens, Ohio, was expanding to the Columbus area. We not only supported their expansion but also organized a soft opening to welcome the brewery to their new turf.”

The grand unveiling occurred at a combined launch party, hosted at Jackie O’s to celebrate the Hocking Valley Bank rebranding and soft opening of Jackie O’s Columbus location. The result? A spectacular introduction to an entirely new audience and customer base for both entities.

“As a banker, I never imagined I’d be telling a beer story!” exclaims Bobo. “We promoted the heck out of it, and it worked. We even used the beer can’s design to rewrap our ATMs.”



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President & CEO,
Hocking Valley Bank



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The promotional blitz was a triumph, attracting patrons from far and wide. People traveled hours just to savor the craft beer, spurred by the buzz created through cross-marketing efforts.

“We even met a group of brewery customers who drove two hours just to try Liquid Assets because they saw an Instagram promotion,” states Sumney.

As demand soared, Liquid Assets quickly sold out at both locations, with the Columbus market embracing the brew even faster than Athens. Now, the taste of success flows from the taps of both locations, marking a full-circle moment for Hocking Valley Bank.

“To witness the tangible impact of our rebranding efforts through Liquid Assets has been nothing short of extraordinary,” concludes Sumney.



connecting possibilities

[Learn more](#) about our web solutions and visual branding services or contact our design professionals today.

For more information about Jack Henry, visit jackhenry.com.

sources

1. Susan Laborde. *2023 Logo Design Statistics You Need to Know*. TechReport, accessed November 10, 2023.