



FEDERAL HOME LOAN BANK OF INDIANAPOLIS  
*Building Partnerships. Serving Communities.*

## NEWS RELEASE

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### Rebranding Effort and New Logo Announced

Indianapolis, Indiana...The Federal Home Loan Bank of Indianapolis (FHLBI) has formally announced its rebranding effort and unveiled the new logo.

Martin L. Heger, Bank President and CEO, stated that the commitment that the Bank has to its members and its mission is realized in the new logo and through the message of the tagline.

“Our new look is not just cosmetic,” said Mr. Heger. “The new logo is the result of researching our members and employees to identify our core values and strengths.

We portrayed our findings through the design, which is the logo, and the summary, which is the tagline. Questions asked and answered painted a picture of FHLBI for the present and for the future.”

“The sky blue in the logo reflects the aspiration of FHLBI to partner with its members to go above and beyond in helping individuals and communities realize their dreams,” he said. “Partnering, reaching upward to new heights is the message of our new logo and the business of the FHLBI. Our new tagline, **Building Partnerships...Serving Communities**, truly represents the philosophy, the mission of FHLBI.”

The rebranding effort acknowledges FHLBI’s commitment to its members to meet and exceed their needs and expectations through its services and products. FHLBI is well positioned to address today’s needs as well as tomorrow’s demands. “Our continuous commitment to our partner financial institutions serves as the foundation for everything that we do,” stated Heger.

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*The Federal Home Loan Bank of Indianapolis is one of twelve regional banks that make up the Federal Home Loan Bank System. FHLBanks are government-sponsored enterprises created by Congress to ensure access to low-cost funding for insured financial institutions, such as commercial banks, savings institutions and credit unions. **FHLBanks are privately capitalized and funded, and receive no Congressional appropriations.***

*The Indianapolis Bank promotes **Partnerships in Building Communities** by serving as a wholesale source of funds for 438 chartered financial institutions throughout the states of Indiana and Michigan. For more information about the financial condition and the capital position of the FHLBI, see the information statement on the FHLBI website at [www.fhlbi.com](http://www.fhlbi.com)*