



The Power of the Pin

By Gary Mahler, Personal Banking Officer

The magical powers of the Team Capital Bank Pin are many and varied. First, there is the shape and its significance. It is a “box,” and it reminds us to always “think outside the box”. We are not constrained like the employees of other banks, and we can go outside the regular boundaries of our competitors much of the time, in order to do a better job for our customers. The gold trim around the edges of the box and the borders of the letters symbolize luxury and class—understated, yet elegant. It reminds us that we are the “gold standard” of banking and we need to always behave accordingly. The bar is set just a little bit higher for Team Capital Bankers than for others.

Three words appear in purple: “Team, Bank” and “Different.” Their significance is that a group of banking organization members that work together in harmony is a true team. Finding a real team in banking is not the norm, rather it is the exception. It is different, and naturally, better. We are a banking team and that is the difference between us and other bankers. The color purple is also a color of royalty and elegance, suggesting that we are a breed above the crowd— more refined and upscale than our competitors.

Two words appear in green, “Capital” and “Better.” While the color green is symbolic of capital by itself (it is the color of money, after all), it is also symbolic of growth (plants are green— especially those that are shooting up rapidly in their early stages). The two words combined, signify that we do a better job of managing capital and providing capital—both working capital and personal capital—to our customers and our community, for their continued growth and improvement. We do this in order to make a difference—to make things better.

The orange ball—or sun—that dots the letter “i” in the word “Capital” is shining its bright light and its warm glow down upon Team Capital Bank employees and customers, warming their hearts and souls with a banking experience that is truly better and different for all.