



Salin has Indiana locations in Burlington, Columbus, Delphi, Edinburgh, Flora, Fort Wayne, Galveston, Gas City, Kokomo, Lafayette, Logansport, Marion, Walton, West Lafayette and Indianapolis.

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## Salin Bank Unveils New Logo

*InsideIndianaBusiness.com Report*

**An Indianapolis company is installing new signs at Salin Bank locations throughout the state. Sign Craft Industries will replace the current signage at the 24 locations in 9 counties with signs that feature the bank's new logo.**

**Source: Inside Indiana Business**

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### Press Release

INDIANAPOLIS—January 25, 2010—Salin Bank is proud to announce the introduction of a new company logo. The new logo was developed to improve the Bank's exterior signage. The new bolder look provides improved visibility and a progressive style. The new logo will be used on all 24 banking centers throughout the State with all signage being manufactured and installed by Indianapolis-based Sign Craft.

"We are excited about the introduction of this new brand identity," said Salin Bank CEO Bill Salin, II. "Our new signage will help our clients and others spot where we are located, and let their friends and family find us easier."

Salin Bank's exterior signage will be replaced over the next two to three years utilizing Sign Craft Industries' branding expertise and bank-client servicing and installation experience. Marketing collateral and other items that utilize the logo will be replaced, as needed.

"Sign Craft is looking forward to working with Salin Bank on this exciting reimagining program," said Greg Beyerl, CEO and owner of Sign Craft Industries. "We take great pride in the delivery of quality product and the impact they have on our customer's image in the communities they serve."

About Sign Craft Industries

Sign Craft Industries is an innovative, full-service provider of sign solutions working with clients in Indianapolis, the Midwest and United States. The company principles focus on employee loyalty and quality customer service. Sign Craft professionals collaborate and work with clients representing small business to large franchises to provide a positive, stress-free experience with an emphasis on project

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management. Located on the northeast side of Indianapolis, Sign Craft features the most industry advanced equipment and cutting edge technology. Turnkey capabilities include design; custom fabrication; installation; service/maintenance; and permitting and variances.

#### About Salin Bank & Trust Company

Salin Bank & Trust Company, a family-owned community bank, is one of the top ten chartered banks in Indiana with assets of more than \$750 million. Salin operates 24 banking centers in 9 Indiana counties serving: Burlington, Columbus, Delphi, Edinburgh, Flora, Fort Wayne, Galveston, Gas City, Kokomo, Lafayette, Logansport, Marion, Walton, West Lafayette and Indianapolis.

Source: Salin Bank & Trust Co. and Sign Craft Industries



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