



**June 24, 2021**

**For Immediate Release**

Georgia Banking Company (GBC) - Atlanta, GA – today announced the relaunch of the bank as the company accelerates its plans to build a banking franchise serving middle market business across Atlanta. Customers will be introduced to the new GBC team, products, services and enhanced technology as well as changes to signage and branch environments in the coming months.

This transformation for the company is led by fifth generation banker, CEO Bartow Morgan, Jr., and a team of veteran bankers. "We are assembling a strong team with longstanding relationships in Atlanta," Morgan says, as he is welcoming seasoned bankers to the team, who focus on building relationships and growing businesses in Georgia. GBC will step in to fill the need for a commercial community bank in the Atlanta market. With a renewed sense of purpose, the bank is positioned for growth. The bank will expand its focus to provide expertise on commercial lending, including commercial real estate, and treasury solutions delivered through an innovative and personal customer experience. "The dynamic outlook for our team and our customers is reflected in the new look of our brand, as it tells our story of growth and opportunity," said Morgan.

A launch party for employees was held on June 24<sup>th</sup> at the bank's new offices at 1776 Peachtree Street NW, Suite 300. Morgan stated, "Our employees are our greatest advocates, and we believe in providing them with an exceptional experience as a valued member of our GBC team. Everyone is excited about the new focus and sharing the GBC capabilities with our customers." Employees took part in a tour of the bank's new space, including a sneak peek at the Private Banking suite which will open this fall. Employees were gifted with 'the keys to the castle' in the form of hand-crafted leather key fobs produced by local leather artisans at Go Forth Goods, of Marietta. "We are here to grow Georgia, and that commitment is in our DNA. You'll see our pride in Georgia and Georgia-based enterprise in everything we do," says Richard Fairey, President and Chief Operating Officer.

Working with Atlanta-based marketing agency Fizz has given the GBC team a clear focus on the most fundamental aspects of the bank's new vision and a way to express those within the organization and to its customers. Fizz specializes in helping companies identify the elements of their brand and unique story that are most relevant to their customers. They have worked with clients from PBR to Chipotle and in industries from insurance to healthcare. "GBC is proud to have the expertise of the Fizz team as we work to bring our values to life in ways that positively impact our customers; they have helped us build this filter into every interaction and experience our customers will have with GBC." says Margaret Whieldon, SVP of Marketing. "Our focus on expertise and partnership, as well as service and access, will be recognizable to our customers in every action."



GBC's values are also brought to life in a new visual identity that is simple, elegant and synonymous with the bank's vision of helping customers grow their businesses. Design partner Perkins&Will Branded Environments has leveraged their research-based strategy and creative design team to help GBC identify their unique DNA and integrate that into meaningful experiences for customers, employees and shareholders.

One of the most recognized design and architecture firms in the world, Perkins&Will brings to our community the lenses of design excellence, diversity and inclusion, living design, research, resilience, social purpose, sustainability, and well-being. Whieldon describes the process of developing GBC's new branding, "GBC is delighted to work with the local Perkins&Will Branded Environments team to introduce and deliver this welcoming GBC brand of expertise, service and partnership."

### **Georgia Banking Company**

Georgia Banking Company (GBC) is a full-service, commercial community bank headquartered in Atlanta, Georgia and focused on delivering an exceptional service experience to grow and foster relationships with commercial and private banking customers. The bank also offers a unique suite of mortgage products to independent mortgage bankers across the nation. Led by fifth generation banker, CEO Bartow Morgan, Jr., GBC has assets of \$700 million with offices in Midtown Atlanta, Griffin, GA, and soon will be expanding to serve customers in Alpharetta, Duluth, Lawrenceville, and Marietta. GBC's team of proven relationship managers offer critical thinking to identify solutions for complex business needs and a deep understanding of our customers' unique businesses, opportunities and goals.

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