



**FHLBank**  
Chicago

April 12, 2021

## **A Message from Michael: Our Bold, New Brand**

Team,

Today is an exciting milestone for the Bank as we introduce [our new brand](#).

Our last rebrand was in 2007. It's no secret that our world and our Bank look very different today than they did then. We have been proactive in upgrading technology, finding new ways to support our members, and advancing the way we work with one another. Our agility, strategic approach, and innovative spirit have been instrumental in our success.

Our new brand was built by input and creativity from our colleagues across the Bank. They thoughtfully identified what makes us FHLBank Chicago to ensure our new brand accurately depicts who we are, what we do, and why we do it. Their energy behind crafting our brand story matches the energy each employee brings to the Bank every day to collaborate with one another and support our members.

As a result, we now have a brand that captures our incredible teamwork, dedication to our members, and commitment to diversity, equity, and inclusion inside and outside the Bank. I could not be more proud of all you have done to inspire our new logo and cultural pillars. We have gotten this far because of you and will continue to thrive, using Our Mission, Our Vision, and Our Values as our guides to make a positive impact throughout our District and within our organization.

Congratulations are in order to all of you, and this accomplishment is one for all of us to share. Enjoy this exciting day for the Bank, and thank you for all that you do.

We are FHLBank Chicago.

Michael