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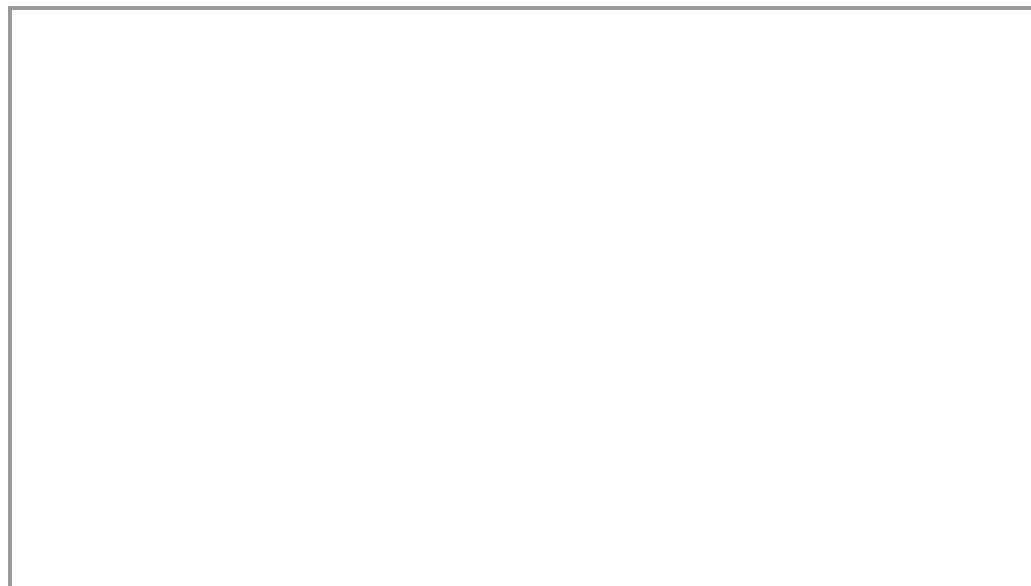
Huntington Bank Welcomes a New Era with a Refreshed Brand, New Products and Digital Experiences

Refreshed Look Marks the Beginning of a Strategic Focus on Modern Financial Solutions to Help Customers Reach their Full Potential

COLUMBUS, Ohio, Aug. 4, 2025 /PRNewswire/ -- [The Huntington National Bank](#) (Huntington) today announced a comprehensive brand refresh, signaling a transformative chapter in the bank's nearly 160-year history. This includes an updated logo and visual identity, new products, and reimagined digital experiences built to enhance the financial well-being of its customers. The brand refresh serves as an important milestone in Huntington's forward-looking strategy that prioritizes customer-centric product and service innovation and organizational adaptability to meet customers' financial needs in the moment.

Experience the full interactive Multichannel News Release here:

<https://www.multivu.com/huntington/9347251-en-huntington-bank-brand-refresh>



"Huntington has looked out for people since our start in 1866, and as our customers evolve, we will too," said Steve Steinour, president and CEO of Huntington Bank. "Today's announcement is more than just a new look—it is a renewed promise to our customers that we are here to help them get more from their money and bank as we work toward becoming the country's leading people-first, customer-centered bank."

New Look, Same Commitment

"Our new look and feel is designed to reflect who we are today and where we're going as a bank—evolving to meet the expectations of the modern-day consumer while maintaining our

deep commitment to people and the local communities we serve," said Brant Standridge, senior executive vice president and president, consumer and regional banking. "We are confident our customers will appreciate the intentionality behind the next era of Huntington and our steadfast commitment to meeting their needs in a rapidly changing world."

Some key features of the brand's refresh include:

- **A new logo** that includes updated typography and the addition of the word "bank," helping to solidify Huntington's identity to new audiences and markets as it grows.
- **Refreshed visual identity** with a fresh look and feel that introduces a broadened, vibrant color palette that feels both modern and classic, pairing the bank's signature green with rich visuals and expressive type.
- **Updated digital experiences** including a refreshed website launching soon that offers a refined and intuitive navigation that mirrors the actions and goals of personal and business customers, while bringing financial advice and guidance to the forefront. Huntington's mobile app will soon reflect the new branding.
- **The "Let's Get More from Money" ad campaign**, launching in tandem with the brand refresh, is based on the core idea that banks have a responsibility to use their expertise to unlock everyone's full financial potential. With the intent of extreme localization and personalization for customers, the campaign's modular creative approach uses interchangeable creative pieces—such as picture, voice over and animated graphics—that are scalable across all marketing channels, geographies and audience segments.
- **New financial products and capabilities**, prioritizing modern banking solutions that help customers at all stages of life reach their full potential.

"Our new identity isn't just a change in how we look—it's a shift in how we're thinking about banking and a bold signal of where we're headed," said Vijay Konduru, chief marketing officer. "We are retaining our iconic brand's heritage while incorporating fresh new elements. Leveraging our existing customer confidence balanced with our growth plans, this new brand system allows the best parts of Huntington to shine through with our customers at every touchpoint."

Huntington will roll out the refreshed brand across channels and customer touchpoints over time. New branches, including recently opened branches in North Carolina and South Carolina, will incorporate the refreshed branding.

Modern, Inclusive and Intuitive Banking Products

To reinvent the way customers bank, Huntington is launching new financial products and capabilities designed to support individuals at all life stages. The first products — Teen Banking and Caregiver Banking — were created in response to customer feedback and market research.

According to recent research commissioned by Huntington and conducted online by The Harris Poll, 68% of Americans believe financial stability and wellbeing are important for living a fulfilled life, yet 82% believe teens today aren't taught the necessary steps to be properly prepared for managing their finances as adults. The research also found:

- 91% of Americans believe parents have a responsibility to teach their teens about managing their finances.

- 83% of parents of teens (ages 13-17) want their bank/financial institution to provide tools and resources (e.g., financial planning tools, educational guidance and content) to help them teach their teen(s) about finances.

Huntington's new [Teen Banking](#) offering provides more financial independence and guidance to young spenders. It empowers them with a joint checking account with customizable debit card spend settings for parents, a physical debit card with digital payment capabilities and educational content for families to start meaningful conversations around financial best practices, all with no overdraft fees.

The research also showed that 27% of Americans are involved in managing the finances of an aging adult and/or disabled adult because they aren't able to on their own, and they have a desire for additional support:

- 86% of Americans who manage someone else's finances believe it would be helpful if their bank or financial institution where the aging/disabled adult had accounts could provide tools and resources to help them manage their finances.
- 39% of Americans who manage someone else's finances are concerned about aging family members or those with a disability being a victim of fraud, and 32% are concerned about cybersecurity risks.

Huntington's [Caregiver Banking](#) enables trusted individuals to monitor and help manage finances for loved ones who could use a little extra support with their finances. This includes monitoring finances to help identify potential scams or fraud, accidental transactions, and unusual or excessive spending, as well as debit card spend settings.

Huntington partnered with [True Link](#) to power the Teen Banking and Caregiver Banking debit card functionality.

"Banking isn't just for individuals—it is integrated into our everyday lives and our families," said Brant Standridge, senior executive vice president and president, consumer and regional banking. "From a parent teaching their child about finances to a caregiver supporting a loved one, our goal is to provide the right tools and resources for our customers to make smart, straightforward decisions with their money."

Huntington will continue growing its product and service offerings to meet the expectations of the modern-day consumer. To learn more, visit [huntington.com](https://www.huntington.com).

About Huntington

Huntington Bancshares Incorporated is a \$208 billion asset regional bank holding company headquartered in Columbus, Ohio. Founded in 1866, The Huntington National Bank and its affiliates provide consumers, small and middle-market businesses, corporations, municipalities, and other organizations with a comprehensive suite of banking, payments, wealth management, and risk management products and services. Huntington operates 968 branches in 13 states, with certain businesses operating in extended geographies. Visit [Huntington.com](https://www.huntington.com) for more information.

Survey Method

This survey was conducted online within the United States by The Harris Poll on behalf of Huntington from July 24 - 28, 2025 among 2,076 adults ages 18 and older, including 537

who manage some else's finances and 263 parents of teens (ages 13-17). The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level.





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