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BRANCH

PRODUCT

RESEARCH

BRAND

Bancography Brand Value Index 2008

The largest banks (assets > \$30 billion)

Rank	Bank	Headquarters state
1	Wells Fargo Bank	MN
2	U.S. Bank	MN
3	The Northern Trust Company	IL
4	Union Bank of California	CA
5	PNC Bank	PA
6	Manufacturers and Traders Trust Company	NY
7	Comerica Bank	TX
8	Bank of America	NC
9	Branch Banking and Trust Company	NC
10	JPMorgan Chase Bank	NY

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Other large banks (assets \$2 billion - \$30 billion)

Rank	Bank	Headquarters state
1	Woodforest National Bank	TX
2	Westamerica Bank	CA
3	City National Bank	CA
4	City National Bank of West Virginia	WV
5	Nevada State Bank	NV
6	First Interstate Bank	MT
7	S&T Bank	PA
8	The Frost National Bank	TX
9	Commerce Bank	MO
10	Amarillo National Bank	TX
11	Hudson Valley Bank	NY
12	BancFirst	OK
13	Frontier Bank	WA
14	Arvest Bank	AR
15	Hancock Bank	MS
16	Whitney National Bank	LA
17	California Bank & Trust	CA
18	Alpine Bank	CO
19	City National Bank of Florida	FL
20	First Regional Bank	CA
21	Sterling Bank	TX
22	Center Bank	CA
23	First Community Bank	VA
24	Mercantil Commercebank	FL
25	Trustmark National Bank	MS

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Mid-sized banks (assets \$500 million - \$2 billion)

Rank	Bank	Headquarters state
1	First National Bank Texas	TX
2	Armed Forces Bank	KS
3	The Citizens Bank	NM
4	Inwood National Bank	TX
5	Western National Bank	TX
6	American Bank	TX
7	First Financial Bank	TX
8	North Community Bank	IL
9	Emprise Bank	KS
10	Sabine State Bank and Trust Company	LA
11	The Bank of Tampa	FL
12	The Suffolk County National Bank	NY
13	Cambridge Trust Company	MA
14	The First National Bank of Jasper	AL
15	Jefferson Bank	TX
16	Empire Bank	MO
17	Community National Bank	TX
18	Bank of Utah	UT
19	The First National Bank of Santa Fe	NM
20	CNB Bank	PA
21	The Bridgehampton National Bank	NY
22	MidSouth Bank	LA
23	Century National Bank	OH
24	Banterra Bank	IL
25	Stockman Bank of Montana	MT

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Small banks (assets under \$500 million)

Bank	Headquarters state
Brighton Bank	UT
Security First National Bank of Hugo	OK
First National Bank of Burleson	TX
Bank of the Southwest	NM
First National Bank	TX
The East Texas National Bank of Palestine	TX
Missouri Bank and Trust Company of Kansas City	MO
Hyden Citizens Bank	KY
Bank of Lincolnwood	IL
The Central National Bank of Poteau	OK
First National Bank of La Grange	IL
West Texas National Bank	TX
First Bank	TX
Alamosa State Bank	CO
FirstBank	OK
Commercial National Bank of Texarkana	TX
The Carlsbad National Bank	NM
First Bank of Owasso	OK
Guaranty Bank & Trust Company of Delhi, Louisiana	LA
The Pecos County State Bank	TX
Texas Bank	TX
Bank Iowa	IA
The Union Bank of Mena	AR
1st Bank & Trust	OK
Bank of Bloomsdale	MO

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Large credit unions (assets > \$1 billion)

Rank	Bank	Headquarters state
1	MOUNTAIN AMERICA	UT
2	ARROWHEAD CENTRAL	CA
3	J. S. C.	TX
4	UNIVERSITY OF WISCONSIN	WI
5	POLICE & FIRE	PA
6	GECU	TX
7	CHEVRON	CA
8	TINKER	OK
9	MIDFLORIDA	FL
10	ONPOINT COMMUNITY	OR
11	COMMUNITY FIRST	WI
12	SECURITY SERVICE	TX
13	MEMBERS 1ST	PA
14	BOEING EMPLOYEES	WA
15	LAKE MICHIGAN	MI
16	ALASKA USA	AK
17	AFFINITY PLUS	MN
18	INDIANA MEMBERS	IN
19	APCO EMPLOYEES	AL
20	KEESLER	MS
21	REDWOOD	CA
22	RANDOLPH-BROOKS	TX
23	AFFINITY	NJ
24	AMERICA FIRST	UT
25	VERIDIAN	IA

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Small credit unions (assets < \$1 billion)

Rank	Bank	Headquarters state
1	ASI	LA
2	TRONA VALLEY COMMUNITY	WY
3	FIRST COMMUNITY CU OF HOUSTON	TX
4	WHITE SANDS	NM
5	PELICAN STATE	LA
6	UTAH CENTRAL	UT
7	WATER AND POWER COMMUNITY	CA
8	GOLDEN PLAINS	KS
9	MIDLAND COMMUNITY	TX
10	COMPLEX COMMUNITY	TX
11	AMERICAN HERITAGE	PA
12	BULL'S EYE	WI
13	VALERO	TX
14	I.L.W.U.	CA
15	AMERICA'S CREDIT UNION, A	WA
16	JUSTICE	VA
17	UNITED HERITAGE	TX
18	ECCU	TX
19	NAVY ARMY	TX
20	TOWN AND COUNTRY	ND
21	AUSTIN TELCO	TX
22	NEIGHBORHOOD	TX
23	IDAHO CENTRAL	ID
24	ACTORS	NY
25	SERVICE 1ST	PA