



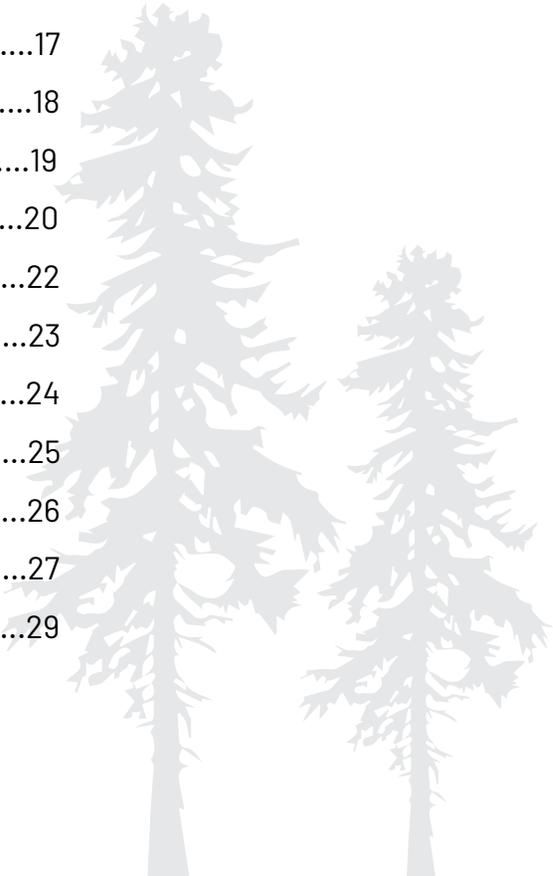
BRAND GUIDE 2020



Members 1st
Credit Union

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OUR BRAND



**BRAND
REFINEMENT**

*Logo design
primarily
references our
Brand Essence*

Understanding

Market Analysis
SWOT
Pricing
Trends
Environment
Economy
Products
Services
Infrastructure

Clarifying

Purpose Statement
Vision Statement
Target Audience

Positioning

Value Proposition
Differentiation
Archetype/Tone
Voice/Message

Brand Essence

The Big Idea

OUR VISION

Where we are
going

*To be recognized by our members
as the leading financial institution,
providing relevant value to past,
present, and future generations in
Northern California.*



OUR PURPOSE

Why we exist

To provide the convenient and relevant financial services our members need to achieve their goals and dreams.

OUR VALUE
PROPOSITION

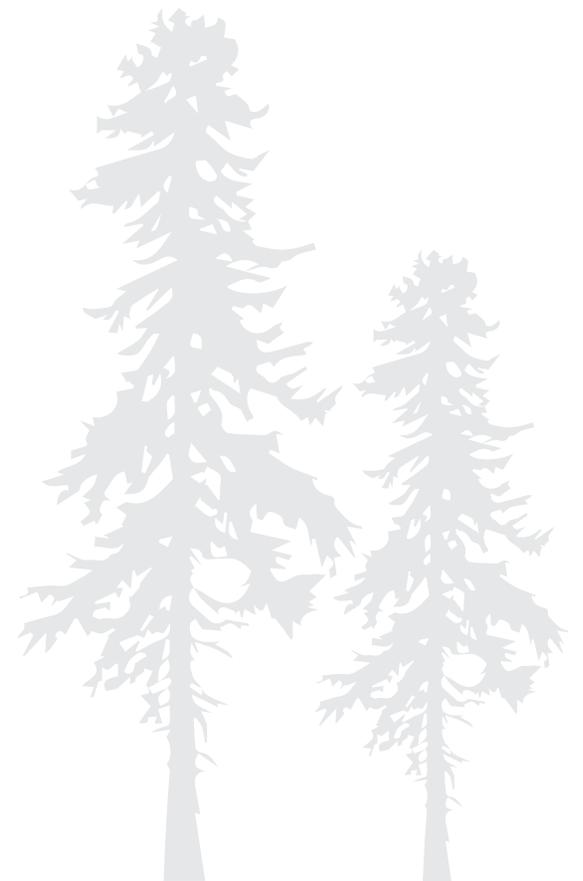
*Our primary
differentiator and
promise to our
members*

Convenience

Price

Quality

Service



OUR BRAND
ESSENCE

*The big idea behind
the Members 1st brand
and story*

*Easy
Connected
Well-being*

OUR VALUE PROPOSITION



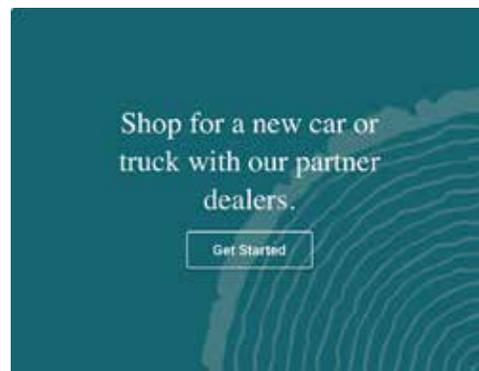
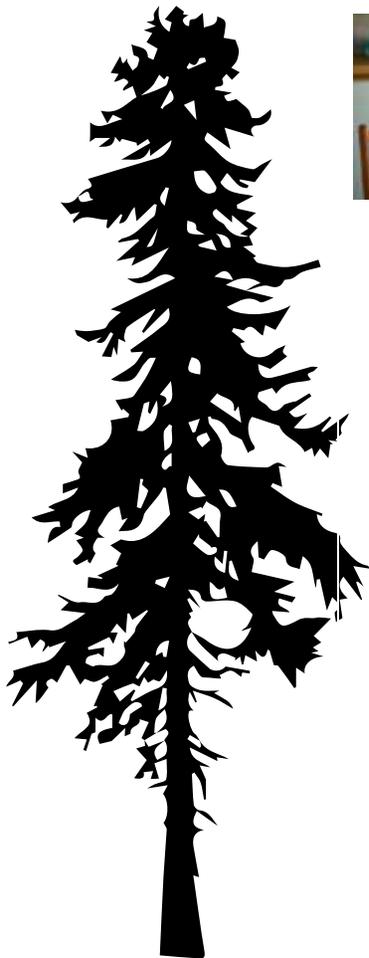
Our primary differentiator and promise to our members



MOOD BOARD



MOOD BOARD



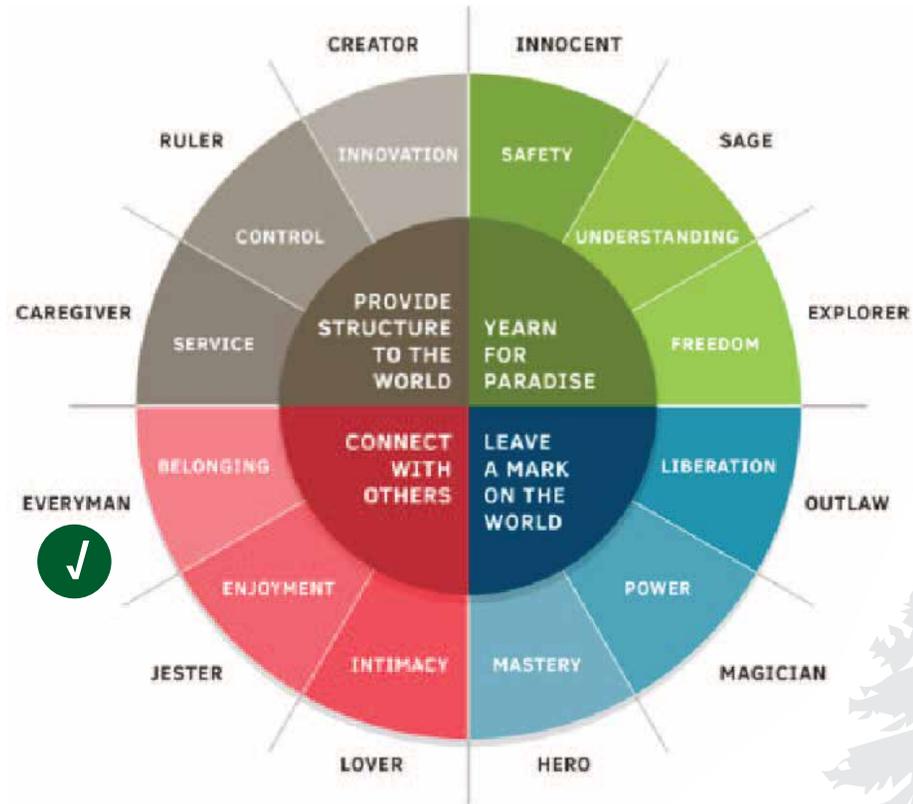
OUR META STORY
VILLAINS

*Our brand will
constantly work
towards eliminating
these enemies*

*Stress
Complexity*

OUR BRAND ARCHETYPE

We are the Everyman



Goal: To belong, connect with others, to relate

Traits: Down to earth, supportive, faithful, friendly, humble, honest, folksy, practical, person next door, connects with others

Drawback: Could lack a distinctive identity and blend in too much

Marketing niche: Solid virtues, gives a sense of belonging, being understood and included

Example: Home Depot, eBay, KitKat, Visa, Ikea, Wrangler, Levi



Adobe Stock

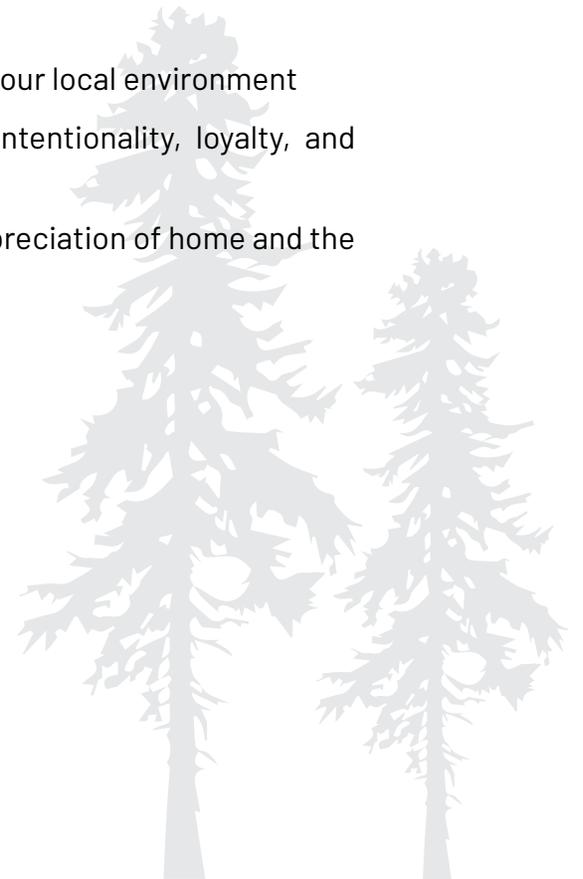
Our Audience

OUR AUDIENCE

A metaphor for those who share similar values, needs, concerns, demographics, and other attributes

“Chevy truck drivers on the go”

- Desire convenience, connectivity, full access, competency, independence, simplicity, and experience
- They have plans with goals and ambitions
- They interact with the trails, rivers, and lakes of our local environment
- They value integrity, transparency, empathy, intentionality, loyalty, and efficiency
- Middle class families and individuals with an appreciation of home and the beauty of Northern California



OUR COMMUNICATION

How we speak

Easy: We use casual tones, neighborly conversations, and friendly advice. We avoid acronyms, bank terms, and complex words and phrases. We demonstrate convenience with simple, easy to use products and services.

"Flex Checking, your one simple account for all the things."

"The easy alternative for everyone."

Connected: We are co-operatives, a connected community. We collectively choose an alternative approach to banking. We are stronger together.

"Owned and operated by you since 1936."

"It's banking with your neighbors, how neighborly of you."

Well-Being: We help achieve financial goals. We are personable, and care about our member's outcomes. The spotlight is always on our members.

"Construction loans built with you in mind."

"Money made easier together."

OUR
TERRITORY

Anyone who lives, works, or
worships in Butte, Glenn, Shasta, or
Tehama County.

OUR HISTORY

The history of Members 1st Credit Union dates back to 1936, when California State Employees Credit Union #13 received its state charter. The credit union was organized for the benefit of California State employees to save and borrow in a cooperative manner. At the time of its inception, the credit union operated out of a desk drawer in the Department of Transportation office in Redding, California. Through the years, the credit union outgrew the desk drawer and was moved to the manager's garage. From there it progressed into larger offices, finally operating at 1260 Pine Street, Redding, which now serves as a Members 1st branch. California State Employees Credit Union #13 briefly transitioned its name to North State Public Employees Credit Union in 1994 until its merger with FENC Federal Credit Union in 2000.

FENC was started as a cooperative in 1941, to provide credit union services for federal workers hired during the construction of Shasta Dam. Much like California State Employees Credit Union #13, FENC existed in a small file cabinet that was transported from home to work in the Treasurer's pickup truck, providing on-site services to its members. Membership was later expanded to include federal employees of Northern California and their immediate family members. FENC operated at 1380 Hilltop Drive, Redding, prior to the merger. This office now serves as a Members 1st branch.

The board of directors of both North State Public Employees Credit Union and FENC Federal Credit Union took the steps to facilitate a merger between the two credit unions, to better serve their membership through expanded products and services. On October 1, 2000, the credit union merger was complete, thus creating Members 1st Credit Union. After the merger, Members 1st expanded its charter to offer services to communities located in Shasta and Tehama counties, as well as all level of government employees, schools, approved employer groups and family members of all groups.

In 2011, UFCW Federal Credit Union merged with Members 1st. UFCW originated in 1954 to provide financial services to a striking butcher's union. Its membership expanded to include retail clerks in the 1970's and was located in the old union hall building at 900 Locust Street in Redding before transition to a more updated office space on Bechelli Lane in Redding.

In 2016, STAR Community Credit Union (originally California State University, Chico Employees Credit Union) merged with Members 1st. Established February 24, 1958 by four Chico State University professors, the credit union served faculty and staff of Chico State and neighboring schools. STAR Community later expanded its membership to include Butte College faculty and staff and Enloe Hospital employees. After 58 years of service, STAR Community merged with Members 1st to provide additional services to its members. Members 1st expanded its field of membership to include Butte and Glenn County.

Members 1st continues to provide the convenient and relevant financial services their members need to achieve their goals and dreams.

Our Logo



OUR LOGO

Our mountain logo icon is an evolved version of our former mountain logo. It's intended to be a clean, simplified version to connect with the ease and simplicity of our overall brand. It minimizes the unnecessary, as complexity is what we are avoiding.

The lighter section is intended to show the depth of a slightly more distant peak. This is directly inspired by our region. The waves seen in the negative space, and scallops in the bottom section allude to our river and lakes that are also a part of our area. Finally, the two peaks subtly form the letter shapes M and 1 for Members 1st.

Full Color



OUR
LOGO



One Color



OUR
LOGO



Spacing



OUR
LOGO



VERTICAL LOCKUP

*Logo lockup
variations*



HORIZONTAL LOCKUP



ICON ONLY

OUR COLORS

FOREST GREEN



CMYK: 83|6|89|57
HEX: 005b2d
PMS: 349

LIGHT GREEN



CMYK: 41|13|36|0
HEX: 9cbdaa
PMS: 558

PARAKEET



CMYK: 14|0|64|0
HEX: d4d755
PMS: 584

RIVER BLUE



CMYK: 80|37|47|10
HEX: 34797d

ACTION BUTTON



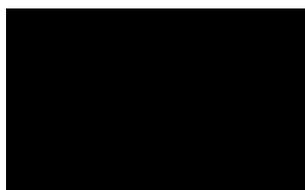
CMYK: 3|4|11|5
HEX: e8e2d5
PMS: 7527

ACTION BUTTON



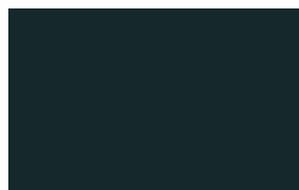
HEX: ffd249

BLACK



CMYK: 0|0|0|100
HEX: 000000

INK



CMYK: 80|58|55|70
HEX: 15292d
PMS: 546

OUR COLORS

Color usage

FOREST GREEN



- LOGO
- AS BACKGROUND FOR WHITE LOGO
- WHEN ONE BRAND COLOR IS USED
- GRADIENT MID TONE
- PRIMARY COLOR

LIGHT GREEN



- LOGO ELEMENT
- USED SPARINGLY

PARAKEET



- BACKGROUNDS
- ACCENTS
- SECONDARY COLOR

RIVER BLUE



- BACKGROUNDS
- ACCENTS
- SECONDARY COLOR

ACTION BUTTON



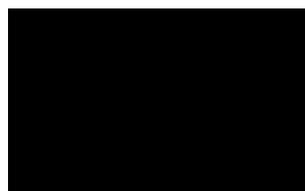
- BACKGROUNDS
- ACCENTS

ACTION BUTTON



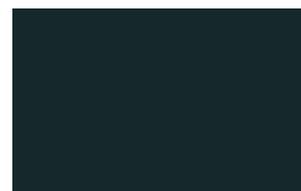
- WEB BUTTONS
- CTA ACTION COLOR

BLACK



- LOGO TEXT
- DIGITAL TEXT
- PRINT TEXT

INK



- GRADIENT DARK END

ADA COMPLIANT
BACKGROUND
COLORS FOR WEB

Foreground

INK



HEX: 333333

Background

RIVER BLUE



HEX: ABC7C9

LIGHT GREEN



HEX: ACC8B8

LEMON



HEX: d4d755

PINE WOOD

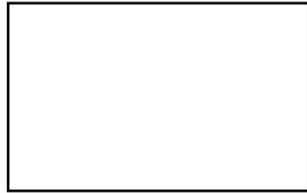


HEX: E8E2D5

ADA COMPLIANT
BACKGROUND
COLORS FOR WEB

Foreground

WHITE



HEX: FFFFFFFF

Background

GREEN



HEX: 005b2d

RIVER BLUE



HEX: 34797d

INK



HEX: 333333

OUR TYPE
FAMILY

Fonts in use

Barlow
1234567890
!@#\$&?()

Barlow Semi Condensed
1234567890
!@#\$&?()

Barlow Condensed
1234567890
!@#\$&?()

Barlow Light
Barlow Light Italics
Barlow Regular
Barlow Regular Italics
Barlow Medium
Barlow Medium Italics
Barlow Semi bold
Barlow Semi bold Italics
Barlow Bold
Barlow Bold Italics
Barlow Extra bold
Barlow Extra bold Italics
Barlow Black
Barlow Black Italics

Barlow Light
Barlow Light Italics
Barlow Regular
Barlow Regular Italics
Barlow Medium
Barlow Medium Italics
Barlow Semi bold
Barlow Semi bold Italics
Barlow Bold
Barlow Bold Italics
Barlow Extra bold
Barlow Extra bold Italics
Barlow Black
Barlow Black Italics

Barlow Light
Barlow Light Italics
Barlow Regular
Barlow Regular Italics
Barlow Medium
Barlow Medium Italics
Barlow Semi bold
Barlow Semi bold Italics
Barlow Bold
Barlow Bold Italics
Barlow Extra bold
Barlow Extra bold Italics
Barlow Black
Barlow Black Italics

OUR TYPE
FAMILY

Fonts in use

Nexa Rust Script
1234567890
!@#\$&?()
Nexa Rust Script T
Nexa Rust Script T
Nexa Rust Script L
Nexa Rust Script L Shadow
Nexa Rust Script R
Nexa Rust Script R Shadow
Nexa Rust Script S
Nexa Rust Script S
Nexa Rust Script B
Nexa Rust Script B Shadow
Nexa Rust Script H
Nexa Rust Script H Shadow

NEXA RUST SANS
1234567890
!@#\$&?()
NEXA RUST SANS BOOK
NEXA RUST SANS BLK
NEXA RUST SANS BLK
SHADOW

NEXA RUST SLAB
1234567890
!@#\$&?()
NEXA RUST SLAB
BLK
NEXA RUST SLAB
BLK SHADOW

USAGE

*Presenting our
logo well*

