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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
LESS FEES MORE LOVE
Free checking with debit rewards.

WE CHANGE LIVES
Essential to our members & community

SERVICE + SUCCESS
Our members are our first priority

MOOD BOARD
INNOVATIVE
EMPowered
ENTHUSiastic
PROUD
INFORMED
TEAMWORK

MOOD BOARD

LESS FEES MORE LOVE
Free checking with debit rewards.

YOU DESERVE A CARD THAT GIVES YOU MORE.
Visa® credit cards built with you in mind.

Shop for a new car or truck with our partner dealers.

Learn More about Borrowing
FINANCIAL AWARENESS
The Basics of Building Credit

USA BUSINESS
Here’s What to Do After Getting an Auto Loan

USA BUSINESS
Sign up for eStatements to Keep Your Information Safe
OUR META STORY
VILLAINS

Our brand will constantly work towards eliminating these enemies

Stress
Complexity
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
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.”
Anyone who lives, works, or worships in Butte, Glenn, Shasta, or Tehama County.
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 1970s 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 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.
OUR LOGO

Spacing

Members 1st
Credit Union

Members 1st
Credit Union
OUR LOGO

Logo lockup variations

Members 1st Credit Union

VERTICAL LOCKUP

Members 1st Credit Union

HORIZONTAL LOCKUP

Members 1st
Credit Union

ICON ONLY
**OUR COLORS**

- **FOREST GREEN**
  - CMYK: 80 | 40 | 80 | 40
  - HEX: 2a563b
  - PMS: 357

- **LIGHT GREEN**
  - CMYK: 41 | 13 | 36 | 10
  - HEX: 9cbd8a
  - PMS: 558

- **PINE WOOD**
  - CMYK: 3 | 14 | 11 | 15
  - HEX: e8e2d5
  - PMS: 7527

- **ACTION BUTTON**
  - CMYK: 0 | 10 | 10 | 100
  - HEX: 000000

- **LEMON**
  - CMYK: 80 | 158 | 55 | 170
  - HEX: 15292d
  - PMS: 546
# Our Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Use Cases</th>
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<tbody>
<tr>
<td>Forest Green</td>
<td>• Logo&lt;br&gt;• As background for white logo&lt;br&gt;• When one brand color is used&lt;br&gt;• Printing in one color&lt;br&gt;• Gradient mid tone</td>
</tr>
<tr>
<td>Light Green</td>
<td>• Logo element&lt;br&gt;• Accents</td>
</tr>
<tr>
<td>River Blue</td>
<td>• Backgrounds&lt;br&gt;• Accents</td>
</tr>
<tr>
<td>Pine Wood</td>
<td>• Backgrounds&lt;br&gt;• Accents</td>
</tr>
<tr>
<td>Action Button</td>
<td>• Web buttons&lt;br&gt;• CTA action color</td>
</tr>
<tr>
<td>Lemon</td>
<td>• Gradient light end</td>
</tr>
<tr>
<td>Black</td>
<td>• Logo text&lt;br&gt;• Digital text&lt;br&gt;• Print text</td>
</tr>
<tr>
<td>Ink</td>
<td>• Gradient dark end</td>
</tr>
</tbody>
</table>
**ADA COMPLIANT BACKGROUND COLORS FOR WEB**

### Foreground
- **INK**
  - HEX: 333333

### Background
- **RIVER BLUE**
  - HEX: ABC7C9
- **LIGHT GREEN**
  - HEX: ACC8B8
- **LEMON**
  - HEX: E9ED9A
- **PINE WOOD**
  - HEX: E82D5
Foregound

WHITE

HEX: FFFFFF

Background

GREEN

HEX: 2A563B

RIVER BLUE

HEX: 33797D

INK

HEX: 333333
<table>
<thead>
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<th>OUR TYPE FAMILY</th>
<th>Fonts in use</th>
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<tr>
<td><strong>Barlow</strong></td>
<td>1234567890 !@#$&amp;?()</td>
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<tr>
<td><strong>Barlow Light</strong></td>
<td>Barlow Light</td>
</tr>
<tr>
<td><strong>Barlow Light Italics</strong></td>
<td>Barlow Light Italics</td>
</tr>
<tr>
<td><strong>Barlow Regular</strong></td>
<td>Barlow Regular</td>
</tr>
<tr>
<td><strong>Barlow Regular Italics</strong></td>
<td>Barlow Regular Italics</td>
</tr>
<tr>
<td><strong>Barlow Medium</strong></td>
<td>Barlow Medium</td>
</tr>
<tr>
<td><strong>Barlow Medium Italics</strong></td>
<td>Barlow Medium Italics</td>
</tr>
<tr>
<td><strong>Barlow Semi bold</strong></td>
<td>Barlow Semi bold</td>
</tr>
<tr>
<td><strong>Barlow Semi bold Italics</strong></td>
<td>Barlow Semi bold Italics</td>
</tr>
<tr>
<td><strong>Barlow Bold</strong></td>
<td>Barlow Bold</td>
</tr>
<tr>
<td><strong>Barlow Bold Italics</strong></td>
<td>Barlow Bold Italics</td>
</tr>
<tr>
<td><strong>Barlow Extra bold</strong></td>
<td>Barlow Extra bold</td>
</tr>
<tr>
<td><strong>Barlow Extra bold Italics</strong></td>
<td>Barlow Extra bold Italics</td>
</tr>
<tr>
<td><strong>Barlow Black</strong></td>
<td>Barlow Black</td>
</tr>
<tr>
<td><strong>Barlow Black Italics</strong></td>
<td>Barlow Black Italics</td>
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**Barlow Semi Condensed** 1234567890 !@#$&?()  
**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 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**
OUR TYPE FAMILY

Fonts in use

The Hand
1234567890
!@#$&?()

The Hand Light
The Hand Regular
The Hand Bold
The Hand Black
The Hand Extra Black

Thirsty Rough
1234567890
!@#$&?()
Presenting our logo well

- **Members 1st Credit Union**
  - Do not stretch

- **Members 1st Credit Union**
  - Do not stretch

- **Members 1st Credit Union**
  - Do not flip

- **Members 1st Credit Union**
  - Do not compress

- **Members 1st Credit Union**
  - Do not rotate

- **Members 1st Credit Union**
  - Do not change colors