



FOR IMMEDIATE RELEASE  
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## MSUFCU Reveals New Brand Logo

EAST LANSING, Mich. – MSU Federal Credit Union (MSUFCU) announced the launch of its new logo on November 1, 2021. Brands must evolve to stay relevant, and MSUFCU is no different. This change reflects MSUFCU’s commitment to being at the forefront of the everchanging financial services industry by providing members and employees fresh and modern products, services, and experiences.

Credit Union members will now see the new logo on the MSUFCU Mobile app, ComputerLine, website, and social media accounts. Over the next few months, MSUFCU branches and online platforms will transition to the new logo. Members are invited to celebrate the logo reveal with gifts, treats, photo opportunities, and more, as MSUFCU unveils the new logo one branch at a time.

“We are excited to launch our new logo and appreciate the work of our marketing and communications team,” said April Clobes, MSUFCU President/CEO. “The logo is our visible representation of the Credit Union’s mission, core values, and our commitment to the communities we serve. This logo refresh is part of our commitment to our members – evolving our brand to demonstrate a fresh perspective while providing the same superior service we are known for.”

Designed to work effortlessly across all Credit Union platforms, the new logo reinforces the same friendly, approachable qualities that are associated with the MSUFCU brand and experience. This includes a lowercase font and icon to align MSUFCU’s visual aesthetics with common branding decisions driven by current social and cultural trends.

“We wanted the new logo to represent the Credit Union in a real way, while maintaining our brand equity and reinforcing the pride we have in the Credit Union and our membership,” said Deidre Davis, MSUFCU Chief Marketing Officer. “The new logo is more than a new look – it’s a distinctive feature, demonstrating our commitment to exploring new ideas and embracing change to better serve our members.”

The new logo sports three ascending lines and reflects MSUFCU’s commitment to helping members, employees, and our communities achieve their dreams – independently and working together. It also symbolizes the flexibility the Credit Union provides with support through self-service channels or with help from our employees, setting the stage for upward mobility, both today and in the future.

MSUFCU worked with branding experts at Redhead Design Studio, a local creative consulting agency in Old Town Lansing, to design the new logo suite. The relationship between MSUFCU and Redhead extends back to the inception of MSUFCU’s foundation, the Desk Drawer Fund, as well as The Lab at MSUFCU, providing a valuable external perspective of the Credit Union and its community impact.

To learn more about MSUFCU’s new logo, visit [msufcu.org/newlook](https://msufcu.org/newlook).

Founded in 1937, MSUFCU has a national reputation for excellence and has received several top industry and workplace awards, including being named a Best Credit Union to Work For<sup>®</sup> by American Banker for the fifth year, a Top Workplace by the Detroit Free Press for ten consecutive years, a Top 100 Best Workplace for Women by Fortune Magazine for three consecutive years, and was named one of the top five Michigan credit unions in Forbes’ Best-in-State Credit Unions 2021 list. MSUFCU was named a Best Workplace in Financial Services and Insurance by Fortune Magazine for two consecutive years and has been certified as a Great Place to Work<sup>®</sup> for nine consecutive years. MSUFCU has been recognized by the

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Our Mission: To provide superior service while assisting members and employees to achieve financial security, their goals, and ultimately, their dreams.



Credit Union National Association, earning first place for the people-helping-people philosophy 2020 Louise Herring Award. MSUFCU is headquartered in East Lansing, Mich., has 22 branches, over 315,000 members, more than \$6.6 billion in assets, and nearly 950 employees. For more information, visit [msufcu.org](https://msufcu.org).

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