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1ST NATIONAL BANK REFRESHES THEIR IDENTITY

Berlin, Wisconsin—Today, 1st National Bank, headquartered in Berlin, Wisconsin, revealed their new logo and visual brand identity. The changes can be viewed across their network of 9 financial centers and their website, MyFirstNational.com. The change comes with their 140-year anniversary and their new mission to grow Wisconsin. Each element of the brand refresh highlights their strategic focus and new standards of doing business.

“This new identity is a significant milestone in our 140-year legacy,” stated Tom Jensen, President and CEO, “as it clearly illustrates our vision for the future. This is more than a logo, it’s our commitment to each citizen in our communities to help them grow towards financial independence,” Jensen continued.

The new logo features a clean and crisp leaf design in two shades of green alongside their name displayed with simple typography. Their mission, “Growin’ Wisconsin” sits beneath the words, “1st National Bank”. It was designed with comfort in mind for clients, as well as a contemporary look to embody 1st National Bank’s future-based outlook.

“The visual brand identity now better reflects who we are on the inside to those viewing us from the outside,” stated Loni Meiborg, Marketing Leader for the bank. “We do banking differently and we needed an identity to match. We’ve removed the boring and impersonal elements of our brand and replaced them with a warm and welcoming look—exactly how we conduct business.”

In late 2015, 1st National Bank announced their new mission and vision statement: Growin’ Wisconsin. A mission statement guides an organization to serve clients better.

“We adjusted our sails and revamped our mission statement to better reflect the benefits to clients,” stated Jensen, “we have been Growin’ Wisconsin since 1876 and now are building client resources to continue on for another 140 years.”

The bank’s mission focusses on three areas: life, business, and community. Within each area the bank is developing tools for clients to reference on saving money, building a business, life stage changes, financial literacy programs, and many other useful topics. You’ll be able to access these resources via their new microsite, GrowinWisconsin.org, launching later this year.

“We are the same great bank, with the same great people,” Jensen added. “We are evolving to be the bank clients deserve, with great products and even better service.”

1st National Bank is a community bank, holding approximately \$375 million in assets and employing 100 people throughout Wisconsin. It is the second-oldest nationally chartered bank in Wisconsin and prides itself on positively impacting local economies through volunteerism, donations, and offering products and services that save people money.

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About 1st National Bank: Growin’ Wisconsin since 1876, 1st National Bank is the second-oldest nationally chartered bank in Wisconsin, with nine community-driven locations—Berlin, Poy Sippi, Green Lake, Montello, Westfield, Omro, Winneconne, Green Bay, and Waunakee. For more information about 1st National Bank, visit MyFirstNational.com or call 855.876.1500.