

Press Release

PROVIDENCE FEDERAL CREDIT UNION LAUNCHES NEW BRAND

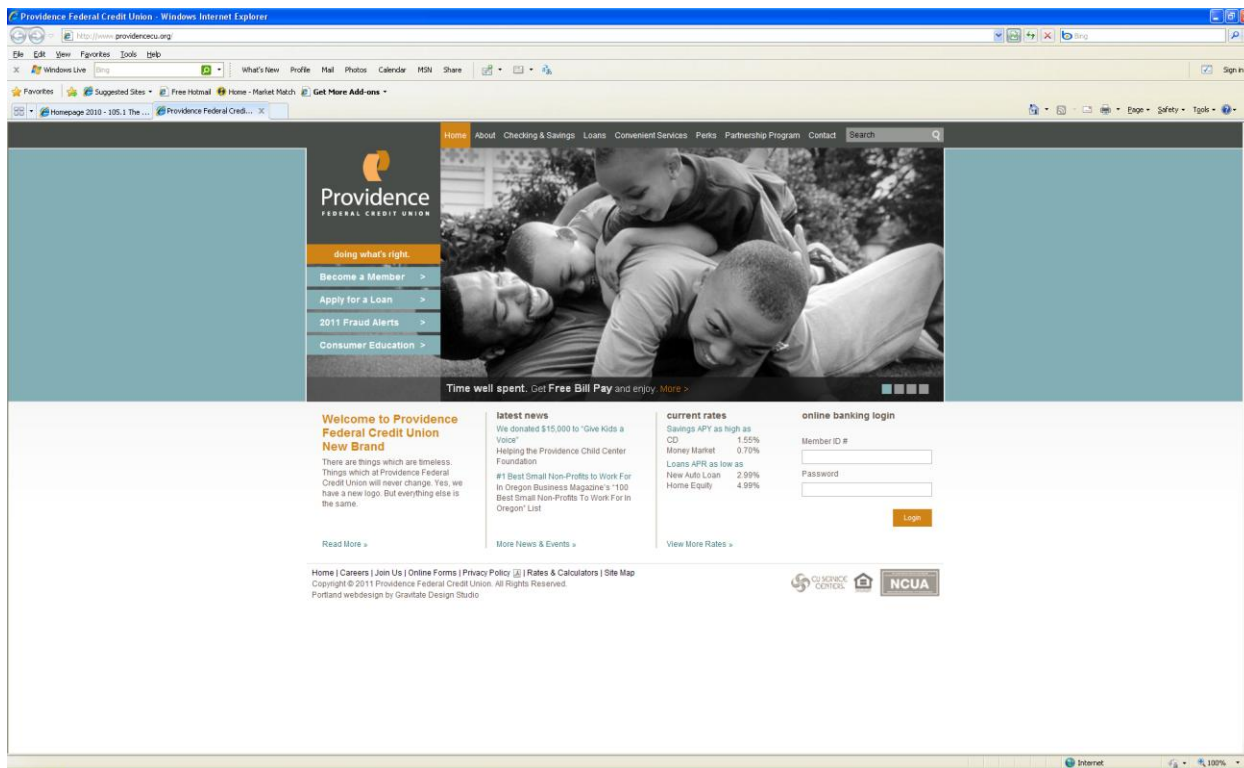
Milwaukie, OR, January 3, 2011: Milwaukie-based Providence Federal Credit Union announced a new brand and web site in January. The new brand better reflects and highlights the Credit Union and their growing membership. The new brand strategy, which includes a new tagline – Doing what’s right – is designed to embrace their membership, health care industry and community. From the color palette to the way the new web site is organized, has been redesigned to help members visually identify the Credit Union and easily find relevant financial information.

The new logo allows the members to interpret the design relative to their perspective; however, the new logo will clearly identify who they are: flexible, friendly, uplifting, open and simple. One may see a pair of sails, a mother and a child, two hands joined together or the letter “P”. They have also identified this icon symbolizing the five “Ps”: People, Protection, Passion, Priority and Promise. These words are defined on their new web site at providencecu.org.

“The colors selected had to be eye-catching amongst the sea of blues, reds and greens in so many other financial institutions’ logos,” said Shirley Cate, Providence Federal Credit Union President/CEO. “It had to be dynamic, energetic, but warm, calm and simple. The orange colors selected reflect just that – light and dark. The orange color is timeless. It’s soothing and can be found in nature – changing of the leaves. These elements are part of the Pacific Northwest – who we serve, where we’re located and how much we’re a part of the community. “

Their brand promise is to continue to provide products and services that will benefit their membership in terms of convenience, safety and savings: “Doing what’s right” for their membership, for the Credit Union and for their community.

Providence Federal Credit Union was founded in 1962 and serves over 12,500 members with over \$100 million in assets. Providence Federal Credit Union serves Providence employees and employees in the health care industry with two branches and Service Centers in Oregon and one branch in Washington. To learn more about Providence Federal Credit Union visit their web site at www.providencecu.org.



Providence Federal Credit Union new web site) providencenu.org

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