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VolCorp Announces Rebrand

Nashville, Tenn -- Volunteer Corporate Credit Union (VolCorp) announced today that it has launched a refreshed and revitalized brand in anticipation of its 40th anniversary in 2021. VolCorp says its newly revealed logo represents growth and innovation, highlighting upward momentum that reinforces its positive and uplifting trajectory as a business and a brand.

Wade Stapleton, Vice President of Marketing and Innovation, said, "The newly established brand identity symbolizes VolCorp's core values." Stapleton further explained that "color was an essential component in redefining our brand image. Navy conveys confidence, authority and stability; yellow represents hope and energy; and gray expresses and emphasizes quality and sophistication. The color combination of navy, yellow, and gray brings both energy and distinct vibrancy to our visual aesthetic."

VolCorp partnered with Proof Branding, a Nashville-based branding and design firm, to assist with creating a visual brand identity to develop a brand that is a strong reflection of who VolCorp is today, and who it aspires to be for tomorrow and beyond. Proof Branding focuses on crafting "purposeful, passionate brands", and assisted VolCorp with how to best articulate its "why" through the use of a minimal, yet visually striking identity system.

VolCorp President and CEO Jeff Merry said, "VolCorp has spent nearly 40 years developing a great foundation of unparalleled service to our members. We are taking that to even greater levels as we partner with credit unions to fulfill their missions. It's a new day and we are excited that this new look represents a new VolCorp, an enhanced member experience, and the many great things to come for us and for those we serve.

Stapleton said VolCorp will be rolling out the new branding over the coming months, culminating in the launch of a new website in the first quarter of 2021. Stapleton said the branding developed by Proof Branding and VolCorp will "equip us to do our best work for years to come".

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