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## **Farmers & Merchants Introduces New Brand Identity**

Since its inception, Farmers & Merchants bank has been known as the bank on the corner of Pearl and Huron Streets in Berlin. That building was where Harry Kujawa founded the bank as a place where farmers, straight in from the fields, were sure to feel comfortable. Recognizing that Farmers & Merchants Bank is about so much more than a building, the organization has updated its brand identity.

The new identity represents Harry Kujawa's philosophy of making customers and community feel welcome, secure and supported. "We've continued Grandpa Harry's vision of a bank that supports the people of Berlin and the surrounding area," says Catherine Kujawa, Vice President of Farmers & Merchants Bank. "Our new identity represents that support."



**Farmers &  
Merchants Bank**  
Where Family is our Foundation

The new brand identity is a distinct mark that is unconventional for the banking industry and represents how Farmers & Merchants Bank does things differently than many banks. It symbolizes personality and friendliness, and includes the abstraction of a person, with a helpful embrace and arms that are either supportive or celebratory. The family-owned bank stayed true to the philosophy of treating customers like family by continuing with the brand tagline "Where Family is our Foundation."

In addition to the new identity, the bank continues Grandpa Harry's vision by creating a welcoming culture for customers and community. "Everything from the morning coffee clutch, to cookies on Fridays, to handing out quarters to kids is an extension of what my Grandfather envisioned for a customer-friendly bank," says Kujawa.

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