



First Peoples Community FCU Unveils New Logo & Website

The Credit Union announces a refreshed and modern design.

July 1, 2021

CUMBERLAND, MD- First Peoples Community Federal Credit Union is excited to share recent design updates to their brand identity, complete with new company logo and website. Members will begin to see the new modern design as early as July 8th, when the new website launches.

"First Peoples has established a reputation for being a leader in our communities. It was time that our brand identity matched the modern and forward-thinking institution that we are," says First Peoples President/CEO, Mr. Stacey Bingaman. "We have taken the time to reflect and embrace our identity as a not-for-profit credit union with a dedication to the communities we serve. It's never been more important for our members to understand that we're a solid institution, standing firm in the three states we serve, with a continued focus on helping to create prosperity. We are really pleased with how this design aligns with our institutions personality, and look forward to seeing it rolled out to our 20 locations across the tri-state area."

The updated look will be implemented across all platforms and channels in phases, spanning 12-18 months. In addition to the new marketing materials and refreshed website, the interiors of all branches will also be receiving design updates.

The Credit Union's new website, www.firstpeoples.com, will go live on July 8th. The refreshed site boasts a clean design with intuitive navigation and easy to use features. The website upgrade will not affect FP@Home, and home banking login will remain accessible from the First Peoples Community FCU homepage.

ABOUT FIRST PEOPLES

First Peoples Community Federal Credit Union has been servicing the community since 1960. We currently have 20 community locations, providing full service banking with convenient and friendly service. First Peoples consists of more than 32,000 member/owners and manages assets in excess of \$589 million. For more information, visit any First Peoples location, call the Member Connection Center at 301-784-3000, visit us online at www.firstpeoples.com, or join us on [Facebook](#).