

MASPETH FEDERAL SAVINGS

NEW BRAND
ON THE BLOCK.

WELCOME TO QUEENS.

From fun events that bring neighbors together to branches that make everyone feel at home, Maspeth Federal Savings has been a true fixture of the Queens Community since 1947. Informed by their decades of experience, the bank knew it was time to reimagine their brand to attract young customers and show their current ones that Maspeth is always improving.



Bank Local.



Bank Proud.
Bank Maspeth.

**The Ask:**

Create a new brand for Maspeth that modernizes the bank's image, upholds its already established reputation, and showcases its future forward mindset.

The Answer:

Build a brand story on the foundation of trust and *know-you-from-the-neighborhood* friendliness that Maspeth has earned in the Queens, New York Community.

HEY! WE'RE REBRANDING HERE!

Maspeth's strong internal culture and warm, nurturing work environment came through when Pannos sat down for Discovery Sessions with bank employees. Backed by external research and deep insights into the demographics of the bank's service areas, Pannos got to work.

THE LOGO IS AT THE HEART OF THE MASPETH BRAND. THE **M** IS THE HERO ELEMENT, CONNECTING TO THE QUEENS COMMUNITY AND LEADING THE BANK AND ITS NEIGHBORS FORWARD.



Bank Community. Bank Maspeth.

For Maspeth's new Identity Standards, Pannos took design inspiration from the city streets and neighborhood blocks in the communities the bank serves. Working with the idea of parts that create a whole, their new design style features a grid pattern with overlapping color blocks and images to create a lifestyle collage.

Copy guidelines literally set the tone for Maspeth's enhanced brand, born from the distinctive qualities that set the bank apart. The tone expresses the bank's community-minded, big-hearted essence. Using key descriptors like genuine, caring, down-to-earth, and fun, the voice and value of Maspeth came to life.

To generate pre-launch excitement, we got the word out with landing pages, eBlasts, branch hand-outs, digital ads, and other materials that made the unveiling of the new brand a true event. Once the refreshed brand went live, our digital and traditional advertising strategy ensured that everyone in the community got a look at the new Maspeth.

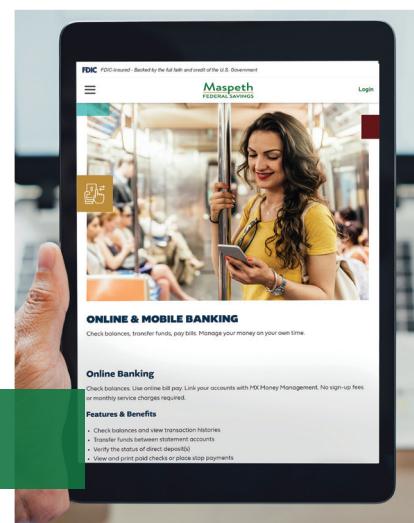
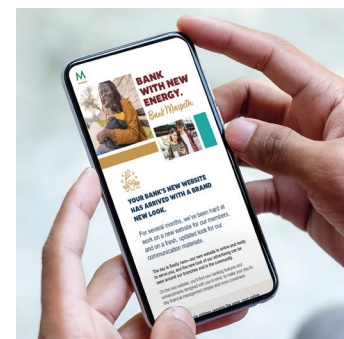


**SCAN TO
READ THE FULL
CASE STUDY:**



DRUMROLL PLEASE...

With a contemporary brand look and brand message, the bank is reaching new customers and is ready to move into the future and continue its legacy of partnership and prosperity for generations to come.



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