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Member Insurance Agency Unveils New Corporate Identity

BARRINGTON, Ill. – Member Insurance Agency today unveiled a significant change to its corporate identity by the introduction of a new logo. The new logo is designed to reflect today’s Member Insurance, a customer-centric company built on a continuing history of innovative ideas, products and services that meet the unique needs of hardware stores, lumber dealers, building material dealers, nursery and garden centers, rental centers, and wood products manufacturers, specializing in cooperatives and associations.

“We have transformed Member Insurance into a marketplace leader, providing broader products and better service together with a tradition of paying annual dividends to its member-owners,” said Scott Reynolds, president and chief executive officer of Member Insurance Group. “Our new brand reflects who we are, the markets we serve and the innovation that differentiates us in our industry. We have expanded into new markets, created new businesses, and acquired new capabilities -- all to ensure we continue to build upon the tradition of excellent service to the industries we serve.”

The new Member Insurance logo is now a newer, softer treatment of the Member Insurance name - in black - alongside a vibrant red toolbox, representing Member Insurance’s connections to its customers and partners. The new innovative and flexible design can be more effectively animated for use in multi-media platforms.

“Our brand is one of our most prized assets. We understand that the value of the logo is not easily measured, yet it brings critically important identity to our company, the services we provide, and the industries we serve” added Reynolds. “Our customers, our employees and our member-owners connect the most with what the brand stands for -- quality, innovation, customer-focus and a value. Today, we’re strengthening all our attributes and giving our brand a contemporary look that is more relevant for business today – much less formal, a lot more appealing, with links to our heritage and a nod to the future.”

The company’s web site, www.memberins.com, will soon include the new brand identity and Member Insurance will now start changing the logo on products, facilities, and marketing materials in a transition that is expected to take about six months.

About Member Insurance

Founded in 1972, Member Insurance (www.memberins.com) is the largest supplier of insurance to independent hardware stores, lumber dealers, building material dealers, nursery and garden centers, and rental centers, specializing in cooperatives and associations. Member Insurance also supplies insurance to wood products manufacturers.

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