

69th Annual Advertising Club of CT Awards Show

Project Description: Windsor Federal Bank Logo Design

Founded in 1936, Windsor Federal Bank has evolved into a respected community bank, expanding its services to include commercial banking alongside consumer banking. To better reflect their evolution and unique mutual structure—owned by customers, not shareholders—the bank embarked on a brand refresh, including a new logo. As one of only 500 mutual banks nationwide, Windsor Federal fosters community support and financial success. The new logo, featuring three triangles symbolizing individuals, businesses, and communities, with a central "W" for Windsor, embodies this mutual commitment and personal banking choice, emphasizing their role as a community-driven financial institution.

Logo Design



Letterhead / Envelope



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Business Card/Debit Card



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Environment Designs

