



FOR IMMEDIATE RELEASE

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UW Credit Union Launches New Brand Identity

Change reflects evolving member needs, expansion into new life stage offerings

MADISON, WI – March 5, 2019 – UW Credit Union, announced today the launch of a refreshed corporate identity and tagline, a new look and direction for the long-established brand founded more than 85 years ago by members of the University of Wisconsin community.

Brand research determined that evolving the UWCU brand identity was needed. The credit union interviewed members, employees and prospective members, numbering in the hundreds, for input on its image, products and services.

Members said the organization's reputation and equity built under its previous identity was a valuable asset, explained Paul J. Kundert, UW Credit Union president & chief executive officer, but a more contemporary image and icon would better reflect and keep pace with where the organization is headed.

"Crisp, strong and confident," Kundert said, "our updated appearance reflects our modern services, technology and sophistication, while honoring our history and UW roots, which continues to be represented in our values and our name."

The market research also led the credit union to develop a number of novel products for 2019, some technology-driven with others aimed at younger financial consumers, including millennials and high school students, first-time users.

The credit union's website, web branches and mobile apps have already taken on the new identity. The organization said it will begin issuing newly branded credit/debit cards later this year and update members' current credit/debit cards when they are about to expire, along with other brand rollout strategies.

Our new tagline 'Here For Every You' focuses in on a key brand strength," said Anne Norman, senior vice-president & chief marketing officer. "We work hand-in-hand to help members meet life goals. We support you, so you'll be financially empowered to take that next step."

UW Credit Union, ranked nationally among the leading credit unions in different products and services, has more than 250,000 members locations across 26 locations in the Madison, Milwaukee, Stevens Point, Green Bay, Oshkosh, Whitewater and La Crosse areas.

For more information:

<https://www.uwcu.org/campaigns/our-new-look/>

About UW Credit Union

UW Credit Union is a growing, federally insured financial institution and a leading provider of a full range of financial services to University of Wisconsin communities. UW Credit Union's over 600 employees serve the financial needs of more than 250,000 members through world-class technology systems, and through a convenient network of 26 branch locations and over 100 ATMs. With assets totaling \$2.8 billion, UW Credit Union is ranked nationally among the leading credit unions. Founded more than 85 years ago by members of the University of Wisconsin community, UW Credit Union continues to operate as a not-for-profit, member-owned financial cooperative with locations in the Madison, Milwaukee, Stevens Point, Green Bay, Oshkosh, Whitewater and La Crosse areas.

Media Queries

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