



## SIMPLY BETTER BRANDING: The new ABCU Credit Union Brand Identity

Beaumont, AB – November 16, 2020 – ABCU Credit Union announced today the launch of its new corporate brand identity. This new look comes at a time when the credit union is settling into its refined structure after an amalgamation last year. ABCU continues to evolve with the expectation and needs of members and the banking industry; specifically in the areas of advice, wealth and small business sectors.

“In the last year, a complete competitive analysis and thorough member and employee engagement process was undertaken. Through this research, a new brand was developed that respectfully honors the three legacy credit unions (Beaumont, River City and University Hospitals), and provides a fresh, modern look for us to grow beyond 2020” said Cindy Bennett, Chief Operations Officer.

The re-occurring themes from member, staff and strategic discussions uncovered three strong pillars to be represented in the brand: Connection, Local, and Advice.

*Connection* - Referring to the professional employees of the organization, the relationships built on trust and service with members and the three branches in their respective communities.

*Dependable and Local* - Legacy credit union history of more than 75 years, rooted in closed and open bond credit unions and fiercely proud member loyalty.

*Advice* - Honest advice and education through all stages of members lives; providing the ‘building blocks’ through financial literacy and partnership.

“While our name remains the same, our logo has changed significantly to better represent who ABCU Credit Union is and what we bring to our communities for our members,” commented Dave Williamson, CEO at the credit union. “Our new identity represents our local focus, our deep connections, and a commitment to advice, through all life stages – these words not only describe our image but also the solutions we provide to members in the Edmonton and Beaumont communities.”

The addition of a tagline, Simply Better Banking, reinforces the commitment to providing services with ease and full-service convenience.

An updated website is in the works and will be launched in 2021 with online banking enhancements as well as the new brand identity proudly featured.

## BRAND rationale

The shape relates to the “building blocks” of financial literacy and ADVICE that ABCU professionals provide to members.

The sans serif typeface Montserrat was chosen for its bold, contemporary esthetics. Its strong shapes, down to the smallest details, compliment and support the overall message.

The three smaller blocks not only represent the three branches (and legacy credit unions) but also the CONNECTIONS that make credit unions unique – the organization, the members, and the communities it serves.



The colours were inspired by Alberta's iconic skies. Dark royal blue, deep orange, light teal, and royal blue-purple give a bold, balanced look that evokes energy and quality.

Each block represents a branch and with its distinct colour, will allow for the opportunity to bring individuality to each distinct and LOCAL community in their branding while maintaining a cohesive ABCU brand.

### About ABCU Credit Union:

ABCU Credit Union is a full service open bond Credit Union with \$299 million in assets. The recently formed credit union has two branches and one micro-branch and employs more than 37 professionals to serve nearly 7,000 members. These community credit unions have been providing banking services and advice to their membership in Beaumont and Edmonton as far back as 1938.

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Contact:  
Cindy Bennett  
Chief Operations Officer  
[cbennett@abcu.ca](mailto:cbennett@abcu.ca)  
780.929.1380