

NEWS

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For More Information

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Cooperative Credit Union Association Completes Rebranding Initiative with Launch of Dynamic New Website

Marlborough, MA—The Cooperative Credit Union Association (CCUA) proudly announces the successful completion of a year-long rebranding project, marked by the official launch of a dynamic website before the close of the year. This transformative initiative reflects the association's commitment to modernization while preserving the essence of its powerful cooperative nature.

Over the course of the past year, the CCUA undertook a comprehensive rebranding effort to position itself for the future and enhance the member experience. The new visual identity, including a redesigned logo and a refreshed color palette, embodies the spirit of innovation and unity that continues to advance the credit union movement.

"As we celebrate the completion of our rebranding journey, I am thrilled to unveil the refreshed identity of the CCUA. Our new logo, announced in June, and the launch of our modernized website before ringing in the new year, are significant milestones for the association and our member credit unions," **said Ron McLean, CCUA President/CEO**. "This transformative effort positions us for the future, ensuring that we continue to empower communities, and serve our members with integrity and dedication. I invite the credit union community to explore the exciting changes that pave the way for a vibrant and connected future."

Key highlights of the rebrand initiative include:

- **Modernization for the future:** The rebrand positions CCUA as a forward-thinking entity ready to embrace the evolving financial landscape. The design elements have been carefully curated to reflect contemporary trends while maintaining a connection to the association's rich history and cooperative principles.
- **Unified visual identity:** The new logo and visual elements are crafted to provide a cohesive and unified look across all communication channels. This consistency reinforces the association's commitment to a shared vision and purpose of the four states it represents.

- **Enhanced member experience:** The launch of the new website marks a substantial step toward providing an enriched online experience for members. The website features intuitive navigation, updated content, and interactive tools to better serve the needs of the association's diverse membership.
- **Commitment to community:** The CCUA reaffirms its commitment to community development and social responsibility. The rebranding initiative and increased access to resources represents the association's enthusiasm to fostering financial well-being within the communities it serves.
- **Dedication to partnership:** Collaboration is the cornerstone of success, and the CCUA stays wholeheartedly devoted to fostering strong partnerships with their Cooperative Solutions offerings. The brand refresh brings CCUA's partnerships to the forefront of the association and aims to be the primary force behind the growth and prosperity of credit unions.

While the branding initiative was led by the CCUA team, Michael Walters Advertising, guided and assisted with the logo design and website development. The award-winning advertising agency's evidenced track record in the financial industry proved them to be a perfect partner for CCUA's rebranding.

The CCUA encourages members, partners, and the community to explore the new website and experience firsthand the dynamic changes that have taken place. Visit www.ccua.org to discover the refreshed brand, investigate valuable resources, and stay updated on the latest news and initiatives.

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About the Cooperative Credit Union Association: The Cooperative Credit Union Association is the leading regional trade organization, acting as the advocate for nearly 200 credit unions spanning Delaware, Massachusetts, New Hampshire, and Rhode Island. These member credit unions collectively manage assets exceeding \$75 billion, serving a combined membership of over 4.8 million consumers. Visit www.ccua.org for more information.