

# Setting United Airlines Employees Credit Union on a flight toward growth, independence & security.



## challenge

As the nation's 7th largest credit union, United Airlines Employees' Credit Union, provides financial services and planning to nearly 260,000 members. With over \$7.0 billion in assets, the credit union competes against the largest banks for members and affiliates.

Turmoil in the airline industry led to layoffs at UAL and stagnated credit union growth. As United stumbled, confidence of members in the stability of the credit union waned.

## solution

To restore confidence and spur growth, United knew a brand overhaul was needed. Other non-United employee groups needed to be added by marketing to large companies that did not offer a credit union as a free employee benefit program.

Therefore, United hired UpShift to develop a new name, brand image and logo, as well as redesign over 230 membership and marketing deliverables to be as professional and effective as what large banks offer.

## results

The name "Alliant" is a marriage of "alliance" and "reliant". It pays homage to United's Star Alliance. The new logo contains 3 dots that represent members, employees and products. Other graphic treatments include transparency and natural photography to convey approachability and honesty.

The new brand was well received by existing and new members, helping the credit union double membership.

Additionally, the Alliant identity we created won a coveted award by the Credit Union National Association.

### industry

- financial services
- credit unions

### deliverables

- brand strategy
- logo/identity
- web site design
- marketing collateral
- signage
- credit card design
- brand launch