

Access Credit Union unveils new brand, new promise

Amalgamating credit union promises to be “Where you need us to be”

Manitoba—In a world where interaction and service has changed dramatically—and accessibility has never been more important—Access Credit Union and Crosstown Civic Credit Union celebrate their merger with an entirely new brand experience that promises to be “Where you need us to be.”

“Where you need us to be’ is a nod to the expanded geographical range of the new credit union, as well as the new digital frontiers for banking and communicating,” says Ingrid Loewen, current board chair for Crosstown Civic and incoming board chair for the new Access. “We are committed to being available for our members—online, offline, at any milestone in their lives.”

To fulfill their new promise, the new Access Credit Union embraces innovation to deliver a diverse array of options and solutions so members can access their finances and service anytime, anywhere. This “member-centric” approach is expressed visually through their new logo and branding, which was developed by the collective teams of the two merging credit unions.

Keeping true to their promise of a fully transparent merger process, Access now invites the public for a sneak-preview of their new brand three months ahead of the official January 1, 2021 amalgamation.

In the new “Triple Cheque Mark” logo, Crosstown Civic is represented by the blue check mark, Access by green and together, both credit unions represent the teal capital “A”. The inspiration is all positive: arrows for forward, upward motion and change; a check mark for solutions and right choices; a knot to tie it together; and an “A” for accessibility.

“Our new brand celebrates the beginning of a new organization while respecting the legacies of our pasts,” noted Curt Letkeman, current board chair for Access and incoming vice chair for the new credit union. “Our brand will be reflected in exceptional service and convenience for members when they want, how they want. Our new brand is unique—just like each member we represent!”

The 26-branch network and community space signage will begin rebranding in January of 2021. Progress updates of the new Access Credit Union’s integration and brand journey are available at cusuccess.ca.

About the new Access Credit Union

Access Credit Union and Crosstown Civic Credit Union will amalgamate to become one entity on January 1st, 2021 with a combined total of 26 rural and urban branches, more than 400 employees, more than \$5 billion in assets, and more than 80,000 members becoming the second largest credit union in Manitoba. For more information on the Access/Crosstown Civic merger, please visit cusuccess.ca.

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