

Financial Plus Credit Union Launches New Brand

For Immediate Release

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FLINT, MI – Financial Plus Credit Union is proud to announce the launch of its new brand. The foundation of Financial Plus’ new look is built with the member promise to put today’s needs and tomorrow’s dreams within reach.

The brand’s primary colors are maritime blue, powder blue, and pistachio green. The colors are paired with a new logo anchored by an “F” mark with a plus sign.

“Our fresh new look reflects our modern take on turning our members’ maybe’s into made it. We're proud of where we're from and the communities we represent, and whatever path they’re on, we're here to offer support and guidance with the promise to bring their goals within reach,” remarked Financial Plus Credit Union President and CEO Brad Bergmooser.

Financial Plus previewed the new look to members at the beginning of January 2023 with a video. Today the credit union officially revealed the brand to the public, sharing its rebranded website, social media and digital platforms. The rollout continues on Thursday, February 23, 2023 with a ribbon-cutting ceremony at its Fenton location unveiling their branch remodel. In the coming months, additional branches will reflect the new look.

The launch was more than a year in the making and included research across multiple audiences and markets. Financial Plus worked closely with Strum Agency, an industry leader in national branding, and NBS Commercial Interiors on the branch redesign. Besides the new look, the day-to-day member experience will remain the same.

About Financial Plus Credit Union: Since 1952, Financial Plus has been putting today’s needs and tomorrow’s dreams all within reach. Owned by over 81,000 members with more than \$1.2 billion in assets, the credit union provides a full range of modern, easily accessible banking products and services to all throughout the state of Michigan. For more information, visit www.myfpcu.com or call (800) 748-0451.



View the brand reveal video led by Financial Plus Credit Union President and CEO, Brad Bergmooser, [CLICK HERE](#)