

upshift

One of America's largest credit unions turns to UpShift to implement its "digital first" brand strategy.



### challenge

As the nation's 3rd largest credit union, Alliant provides financial services and planning to nearly 300,000 members. With over \$7.0 billion in assets, the credit union competes against the largest banks for members and business investments.

With Alliant's target market getting younger and more tech savvy, Alliant needed an identity refresh to meet the new marketplace demands. UpShift was tasked with reworking the entire brand to target the younger demographic and also strengthen digital communications.

### solution

UpShift started by reworking the brand logo and colors to include a brighter, fresher color palette. The logo was also tweaked to retain current brand equities but now has a modern, digital-friendly font that works across all devices.

To accompany the new brand, UpShift introduced a new photography style featuring individuals caught in candid slice-of-life moments. The new photos suggest that Alliant is always there for its members in all of their endeavors—whether at home, at work or on the go.

### results

UpShift, has been Alliant's agency of record since 2003 when we first created their name and brand identity.

The refresh of their brand strategy and visual identity done in 2016 allowed Alliant to effectively market to their new, younger and more affluent target market.

We also helped them implement a "digital first" communications strategy that included a redesign of their website, digital newsletter, ads, social media, and other templates.

#### industry

- financial

#### deliverables

- brand strategy
- logo design
- marketing collateral
- signage
- credit card design
- video
- print & digital ads