



FOR IMMEDIATE RELEASE

For more information

Kristin Shultz, CEO | 301-839-8460 | www.spectracu.com

Spectra Credit Union Wins Five National Marketing Awards

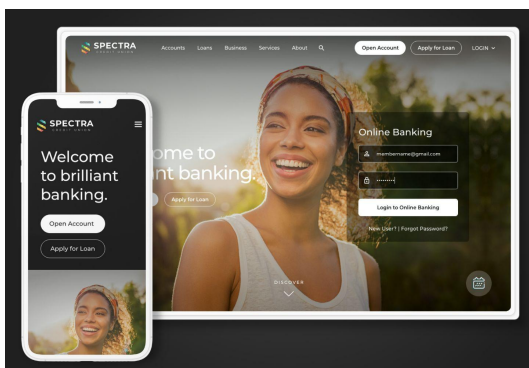
Alexandria, VA (March 2022) – Spectra Credit Union was recently honored with five national Diamond Awards from the CUNA Marketing & Business Development Council for the credit union's inclusive "You Are Welcome" brand awareness campaign, new logo, website, debit/credit card designs, and overall rebrand.

The Diamond Awards recognize credit unions of all sizes for their excellent marketing initiatives from the previous year. Awards are given to recognize achievements in 35 categories ranging from product advertising to community events and beyond.



The credit union's **new brand** received a Category's Best Award for the rebrand category. The name SPECTRA was selected because it speaks to the credit union's foundation with Naval Research Laboratory (NRL), specifically to the iconic radar dish that still sits atop their home office that once used the electromagnetic spectrum to search the universe for new discoveries. The word also relates to the distribution of colors produced

when light is dispersed by a prism, like the diverse population in the Washington, DC-area market.

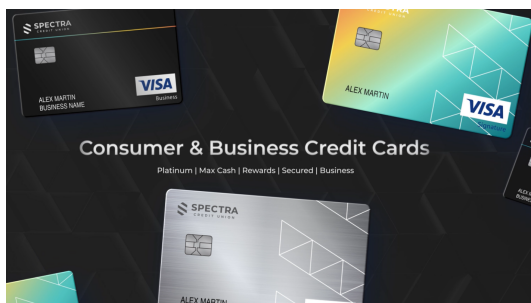


The **Spectra website** received a Category's Best Award for the website category. As part of the complete rebrand, Spectra developed a new website to showcase the credit union's new identity. The new site is clean, organized, and strategically designed so that it appeals to both members and prospective members.



The **Spectra logo** received a Category's Best Award for the logo category. The Spectra symbol was created by combining the letter S with a vibrant geometric design inspired by a pattern made up of triangles, which are a symbol of unity, stability, and strength.

Spectra's **"You Are Welcome" brand awareness campaign** received a Diamond Award. The campaign speaks directly to the diverse, disenfranchised, underbanked people in the community who have struggled to find a banking "home". View the full video in English [here](#) and in Spanish [here](#).



The new debit and credit **card designs** received a Diamond Award for the plastic access card design category. While each card is different, they each incorporate a different piece of the geometric "S" icon and signature gradient color palette to work together as a group.

Kristin Shultz, CEO, commented, "Our new brand is the culmination of nearly four years of research, creative development, name selection, and ultimately, the roll-out campaign. We pride ourselves on inclusivity and serving people from all walks of life. Everything about our name, visual identity, and message tells our community 'No matter who you are, you are welcome here.'"

View all of the 2022 Diamond Award winners [here](#).

#

About Spectra Credit Union

Founded in 1946 to serve the Naval Research Lab, Spectra Credit Union is a \$550-million financial institution serving more than 24,000 members. Membership is open to employees of the Naval Research Laboratory and their immediate family members, employees of more than 90 Select Employer Groups and their immediate family members, members of the American Consumer Council (ACC), and family members of current members in good standing. For more information, visit spectracu.com.

About CUNA

Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America's credit unions, which are owned by 115 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth, and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit cuna.org.

About CUNA Councils

CUNA Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas, and innovation to foster professional development for our members while advocating for the overall success of the credit union movement. There are seven CUNA Councils with a network of more than 7,300 credit union professionals. For more information, visit cunacouncils.org.