



FOR IMMEDIATE RELEASE

For more information

Jessica Stevenson, VP Marketing | 813-800-8729 ext 230 | www.traxcu.com

Trax Credit Union Wins Four National Marketing Awards

Tampa, FL (March 2022) – Trax Credit Union was recently honored with four national Diamond Awards from the CUNA Marketing & Business Development Council for the credit union's new logo, renovated branch designs, 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 Diamond Award for the rebrand category. The Trax brand ties back to the credit union's railroad roots but with a fresh, modern eye toward the future. The name is derived from railroad tracks that run parallel to each other, just as the credit union stays side-by-side with members throughout their financial journey.

The **Trax logo** received a Category's Best Award for the logo category. The new logo pays homage to the credit union's legacy with the railroad industry. Along with an industrial color palette, the modern design includes two train tracks leading out of the 'X' and pushing forward to represent strength and momentum.



The newly **renovated branch designs** received a Diamond Award for the retail merchandise category. Different elements of the new brand were incorporated with a contemporary take on mid-century modern design to cultivate a bright, fresh environment. Each location was streamlined with updated paint, furniture, and signage.



The new debit and credit **card designs** received a Diamond Award for the plastic access card design category. The coal color of the debit cards is a reminder of the driving force behind the early locomotives while the orange and yellow edges of these cards provide a contrasting pop of color. Additionally, the credit card design includes a metallic gradient to represent the luxurious side of transportation.

“Our credit union has been serving members for more than 85 years and along the way, we've seen the community change a lot,” said Pete Giorgianni, CEO of Trax Credit Union. “We decided to change our name to be more inclusive of all of our members, and we are honored to be recognized for the progress we've made as a credit union during this time of change.”

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

#

About Trax Credit Union

Established in 1935, Trax Credit Union is a not-for-profit financial cooperative with more than \$440 million in assets and nine branches located throughout Hillsborough, Polk, and Pasco Counties. Trax is headquartered in Tampa, Florida, and serves more than 42,000 members. For more information on Trax, visit www.TraxCU.com for more information.

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.