

## Clearview Federal Credit Union Unveils Modernized, Future-Forward Rebrand

**PITTSBURGH, PA, January 17, 2024** – [Clearview Federal Credit Union](#), a financial services staple in the Southwestern Pennsylvania region, with nearly 120,000 members and assets valued at over \$1.9 billion, is proud to announce a modernized rebrand. For nearly two years, the company engaged trusted partners, members, and residents of the greater Pittsburgh region to define the direction of its new corporate identity.

Bill Snider, Clearview’s Chief Strategy and Innovation Officer, who led the Clearview team developing the rebrand, expressed, “We are thrilled to officially unveil our modernized rebrand, showcasing the unwavering dedication of our team in leading this transformative initiative that positions Clearview as a formidable presence in the financial industry. Our objective is for Clearview to be instantly synonymous with trust and partnership for our valued members and community on their financial journey.”

Clearview’s new brand identity is a reflection of its loyal commitment to serving members and providing the financial resources needed to thrive, while simultaneously presenting a future-forward brand that builds recognition across the financial sector. Below are just five key enhancements as part of this rebrand:

- **A mission statement that energizes** – The new mission statement reads as follows: *“Meet our neighbors where they are and provide them personalized tools and guidance that will set them up for financial success now and into the future.”* Everything Clearview does will be rooted in this updated statement and will serve as a reminder that both bolsters the organization’s efforts and energizes Clearview’s people to provide tailored solutions members want and need.
- **New logo** – The new Clearview logo is the springboard for the company’s visual identity. It will serve as a first impression and help differentiate the company from others in the industry. This new visual asset expresses a clean and uniform appearance. While the logo only includes the word Clearview, the organization remains a federal credit union.



- **Updated badge** – As the face of Clearview’s logo, this is the most recognizable visual asset and has been constructed in a way that represents the building blocks Clearview believes are essential to an optimistic and sound financial future.



- **Enhanced color palette** – Color plays an integral role in Clearview’s visual language toolkit. These new colors set the tone for Clearview’s communications with palette options that inspire sentiments of everything from clean and professional, to bright and hopeful, to deep and thoughtful.
- **Typography that brings text to life** – Clearview’s updated text will help attract the attention of Clearview’s audience and create brand recognition over time.

Lisa Florian, Clearview’s first-ever female President and CEO, took the helm in April 2023 and has been instrumental in championing the rebranding initiative. She previously served as Clearview’s Senior Vice President of Member Experience, Digital Strategy, and Marketing, and in 2021, Lisa began advocating for and envisioning the rebrand.

“After a 70-year, storied history, our rebrand and enriched optimistic brand voice are a strategic step forward to continue instilling a sense of trust with our valued members, shaping the overall identity of our company,” said Lisa Florian, Clearview Federal Credit Union’s President and CEO. “As our updated vision statement and brand allude, our intention is to always put members first and establish nurturing connections through trust, empowering our community to capitalize on a wealth of possibilities that lead to growth and prosperity for everyone. We believe our rebrand communicates our evolving innovation, and a profound level of trust.”

Clearview entrusted [Chemistry](#), a full-service, [Ad Age 2023 A-List](#) agency, with headquarters in Pittsburgh, to elevate its brand guidelines and identity. As a partner, Chemistry oversaw the ideation and development of Clearview’s new vision statement, purpose statement, mission statement, values, brand voice, logo, colors, typography, and expressions (shapes, angles, patterns, background, iconography, and photography).

All rebrand features are now visible on the company's website, social media channels, Clearview's app, and various member communications. The rebranded logo will be gradually incorporated into new signage and messaging across all financial centers and throughout communities in Southwestern Pennsylvania throughout 2024.

Please visit [www.clearviewfcu.org](http://www.clearviewfcu.org) to view the rebrand efforts or explore Clearview’s diverse financial offerings.

### **About Clearview Federal Credit Union**

Clearview Federal Credit Union has been in operation since 1953 and serves nearly 120,000 members with reported assets valued at over \$1.9 billion as of December 2023. Membership in Clearview is open to individuals who live, work, worship, volunteer, or attend school in the Southwestern Pennsylvania community, which includes Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, and Westmoreland counties. Membership is also open to immediate family members of current Clearview members. Clearview Federal Credit Union is federally insured by the National Credit Union Administration and is an Equal Housing Lender.

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