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FOR IMMEDIATE RELEASE

Universal 1 Credit Union Unveils a Dynamic Brand Refresh

Dayton, Ohio – Universal 1 Credit Union (U1) is excited to announce a brand refresh. After careful consideration and planning, we've decided to keep the essence of our previous logo by retaining the iconic "U1," but with a fresh perspective. The updated logo features a new font with a vibrant combination of colors and a symbolic image of a person reaching up for a star. The logo represents our forward-thinking approach and is meant to symbolize progress and growth, as well as our dedication to helping members reach their financial goals.

"Our refreshed logo is an accurate reflection of Universal 1 Credit Union's rich story and enduring commitment to our members and the communities we serve," said Jessica Jones, President and CEO of Universal 1. "We are elated to begin unveiling our modernized aesthetic that supports our evolution as a financial institution while simultaneously upholding the core values that have guided us for over eight decades."



The decision behind this refresh stems from our desire to continually enhance the member experience. By infusing our iconic “U1” with a fresh perspective, we aim to visually capture the essence of our forward-thinking approach, symbolizing not only progress and growth but also our unwavering commitment to assist members on their financial journey.

We invite you to explore our revitalized identity on the U1 website [Universal 1 Credit Union \(u1cu.org\)](http://u1cu.org).

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About Universal 1 Credit Union

Universal 1 Credit Union (U1) is a not-for-profit financial institution that exists to create personal, community, and financial well-being. With over 50,000 members and more than 85 years of service, U1 has been serving members in the Dayton, Ohio area since 1937. U1 is headquartered in Dayton, Ohio, and has 9 locations throughout Southwest Ohio. U1’s mission is to provide service ‘Beyond What You Expected’ and make sure members receive the professional guidance they need in handling their finances. Visit U1’s website at www.u1cu.org for more information.