



# Vicinity Credit Union

CHICAGO, IL

RENOVATIONS / STRATEGY → DESIGN → INTERIORS.

## THE CHALLENGE

Vicinity Credit Union, originally established in 1930 as United Credit Union by a group of 15 teachers, faced the challenge of modernizing its brand to better serve members and attract new ones. Over the years, the financial institution experienced significant growth, but its branding had become outdated. Instead of reflecting the brand and company's current values, it only sought to fail the evolving needs of its members. Recognizing this, Vicinity sought a comprehensive rebranding strategy to enhance its products, services, and overall brand identity, ensuring it remained relevant and appealing.

Leaders and key stakeholders at Vicinity embraced the necessity for change and the need to develop a brand that communicated empowerment, trust, and connectivity—values critical to their mission.

# 5,000

SQUARE FEET



NEW LOGO & BRANDING



COMMUNITY ROOM



## THE JOURNEY

Vicinity Credit Union identified NewGround as a premier service provider that could help with the building, the facility, and the needed rebranding. NewGround's role was to act as advocates and ambassadors, ensuring every step taken was authentic to Vicinity's identity. This involved deep dives into the organization's existing strengths and weaknesses, understanding the members' needs, and envisioning the future direction of the credit union.

The project began with an extensive Discovery Session, where NewGround worked closely with Vicinity Credit Union to delve into their history, mission, and aspirations. This pivotal phase played a critical role in pinpointing the credit union's core values and outlining the strategic direction for the rebrand. Discussions centered around evaluating current successes and challenges, defining future aspirations, and gaining a comprehensive understanding of the envisioned new brand identity. Cultural and community elements were also analyzed, as well as the core values that truly encompass what Vicinity Credit Union embodies.

The redesigned logo, featuring location pins converging in a single spot, symbolizes the interconnectedness and community focus of the credit union. The negative space represents a city block or neighborhood, highlighting Vicinity's dedication to the Chicagoland area. Additionally, the shape of the "V" loop in the logo carries historical significance, symbolizing unity and interconnectedness—a nod to the credit union's heritage and mission.

## THE DESTINATION

By partnering with Vicinity Credit Union from the strategy phase through to the final brand identity rollout, NewGround helped craft a revitalized brand that stands out in the Chicago area. The new branding, which includes a modern logo and a cohesive identity suite, reflects the credit union's deep roots in the community while positioning it for future growth and relevance.

This rebranding effort has generated excitement among local communities, attracting younger members while maintaining strong relationships with existing members. Vicinity Credit Union's new identity is not just a visual transformation but a renewed commitment to serving its members with integrity, trust, and connectivity.

At NewGround, we are proud to have facilitated this significant transformation, guiding Vicinity Credit Union through a process that was inclusive, thoughtful, and ultimately successful. The project exemplifies our dedication to putting people first in design and branding, ensuring that our clients' values are authentically represented and celebrated in their new brand identity.

