



Park City Credit Union Unveils New Logo and Brand Identity

August 5, 2015

MERRILL, WISC. – Park City Credit Union, a leading financial in the northwoods with over 155 million in assets, recently unveiled a new brand identity including a new logo. Their new brand signifies their growth and transformation over the past 77 years that will continue to evolve with them into the future.

“As we continue to grow, we wanted to make sure our identity closely matched our vision for the future,” said Val Mindak, President/CEO of Park City Credit Union.

Their new tagline, “Celebrating Life. Celebrating You.” is aimed to identify who they are and what they stand for. It communicates their strong sense of community and dedication to “celebrate,” all life’s special moments, whether it’s a new arrival in the family, the excitement of buying a new home, or treating yourself to a new car or boat, Park City Credit Union wants to help you celebrate every moment.

“We are excited to be able to launch our new brand identity while continuing to offer great products and services,” said Mindak. Over the next few months, Park City Credit Union will be updating all of their materials with completion of all new branding in late fall of 2015.

Park City Credit Union was formed in 1938 in Merrill. Currently, they have six branches throughout northern Wisconsin in Merrill, Tomahawk, Minocqua, and Rhinelander and are also opening two more in 2015.

Park City Credit Union is a member-owned financial cooperative providing financial services to approximately 20,000 members who live or work in the counties of Lincoln, Marathon, Oneida, Iron, Price, Vilas or Taylor, as well as parts of Langlade County. To find out more visit us at www.parkcitycu.org. Park City Credit Union has offices located in Merrill, Tomahawk, Minocqua, Rhinelander, inside Nelson’s County Market in Tomahawk, and a branch in the Merrill High School. Park City Credit Union is federally insured by the NCUA and is an Equal Housing Opportunity lender.

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