

Prince George's Community Federal Credit Union Refreshes Logo and Brand Identity to Reflect Commitment to County Residents

The countywide credit union gives their brand a fresh new look and challenges the community to shed unhealthy financial and physical habits.

Bowie, MD – February 3, 2025 – The Prince George's Community Federal Credit Union (PGCFCU) has unveiled a refreshed logo and brand identity, underscoring its dedication to serving the residents and business owners of Prince George's County. The updated design highlights "Prince George's" while retaining the credit union's signature purple and green color palette, along with new refined taglines. Key features of the design include a solid-colored tree icon and a heart-shaped leaf favicon, symbolizing the credit union's deep roots and heartfelt commitment to the community.



Figure 1: New PGCFCU Logo

DMV-based branding and marketing agency **Black Digital Group** partnered with PGCFCU in early 2024 to provide strategic guidance and a fresh perspective on the rebranding process. Inspired by modern trends, the refresh aims to ensure the credit union remains relevant while refining its brand perception.

The previous logo, introduced during the transition from serving solely county employees to welcoming all county residents, emphasized the word "community." The new logo shifts focus to "Prince George's," reflecting the credit union's expanding reach and commitment to the entire county, beyond the areas surrounding its four brick-and-mortar locations.

"This new brand refresh symbolizes our unwavering commitment to the residents and businesses of Prince George's County," said **Diane Coleman Brown**, President and CEO of PGCFCU. "Following a year of tremendous growth, including the opening of our Greenbelt branch in 2024, we wanted our brand to instantly communicate that we are a trusted financial institution of the county, always evolving to better serve our members."



Figure 2: Tree icon & Favicon

While the updated branding introduces a modern "look and feel," it retains the original tree icon as a nod to being "rooted in the community." The heart-shaped leaves, also featured as a standalone favicon, represent PGCFCU's role as "the heart of the Prince George's County community."

In tandem with the brand refresh, PGCFCU is launching a yearlong financial and fitness challenge on **Monday, February 3, 2025**. The **2025 PGCFCU Financial & Fitness Challenge** aims to empower county residents to improve both their financial and physical well-being through a series of engaging promotions, programs, and challenges.

For more information on the brand refresh or to learn about the **2025 PGCFCU Financial & Fitness Challenge**, visit www.PrinceGeorgesCFCU.org/FinancialFitness and follow the **#PGCFCUfit25** hashtag on all social media platforms.

About Prince George's Community Federal Credit Union

Established in 1967, Prince George's Community Federal Credit Union (PGCFCU) was founded to provide financial services to employees of Prince George's County. Over the decades, we've grown to proudly serve more than 19,500 members across the county. With assets exceeding \$300 million, our community-focused credit union welcomes individuals who live, work, volunteer, worship, own a business, or attend school in Prince George's County to join. For more information about the organization or to become a member, please visit www.PrinceGeorgesCFCU.org or call 301.627.2666.

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