



For Immediate Release

Austin & Williams Rebrands Hudson Valley Federal Credit Union

HAUPPAUGE, NY – May 28, 2015 – Financial services marketing agency Austin & Williams recently launched a new brand identity for Hudson Valley Federal Credit Union (HVFCU) to better reflect the \$4.1 billion not-for-profit financial institution’s growing relationship with consumers and businesses in its upstate New York markets.

Created as a result of extensive market research, the new brand icon graphically positions HVFCU as the safe, local, service-focused, and loyal “go-to” financial partner individuals and business owners trust, according to Rick Chiorando, principal and chief creative officer at Austin & Williams.

“While HVFCU had grown and evolved in the past 20 years, their brand identity remained the same and did little to represent the credit union, their constituencies or their future direction,” he says. The new logo is a bold, contemporary departure from its predecessor with a modern color palette and font style that is warm, friendly and distinctly community-focused.

“Rebranding is, obviously, a major endeavor – and one we didn’t enter into lightly,” says Chelen Reyes, vice president of retail delivery and marketing at HVFCU. “We’ve been working with A&W for more than three years and knew they were the ideal marketing partner for such an important undertaking. The brand we created together perfectly represents our institution and our core values.”

Launched earlier this month, the new brand identity is the cornerstone of a cross-channel marketing and advertising [campaign](#) created by the agency that comprises broadcast, print, outdoor, and digital marketing as well as merchandising and collateral materials throughout the HVFCU network of branches in Dutchess, Orange, Putnam, and Ulster Counties, New York.

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Austin & Williams

About Austin & Williams

Austin & Williams is an outcomes-driven marketing agency headquartered in Hauppauge, Long Island, New York. Specializing in the financial services, healthcare, and higher education industries, the agency provides a full range of branding, advertising, and digital marketing services to help clients achieve their desired outcome. For more information, visit austin-williams.com.

About Hudson Valley Federal Credit Union

HVFCU is a full service, not-for-profit financial cooperative for individuals and businesses, offering real estate and consumer loans, a wide variety of savings and transactional accounts, investment services, property and casualty insurance, estate planning, and trust services. With more than \$4.1 billion in assets, HVFCU serves its more than 299,000 members through branches in Dutchess, Orange, Putnam, and Ulster Counties, a nationwide network of 82,000+ surcharge-free ATMs, Internet banking, mobile and text banking, online bill payment and popmoney, and 24-hour account access by telephone. HVFCU is federally insured by the NCUA and is an equal housing lender. For more information, visit hvfcu.org.

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