

OUT WITH
THE OLD
IN WITH
THE NU!

After 17 years, NuVista is getting a Nu look.

Here's a peek behind what went into creating the new logo.



THE FOUNDATIONS

This logo came from hours of brainstorming and creating. In the end, we boiled our brand down to these five words and phrases that best reflect what makes NuVista your federal credit union:

TRUSTED

ACCESSIBLE

COMMUNITY DRIVEN

KIND

CUSTOM SOLUTIONS

The foundation for our logo design came from these key tenets.

THE LINK:

The curved lines of a link form the N in our new logo. Some see the N right away, others see the link. To us, this highlights the interconnections within our organization, members, and broader community.





● THE COLORS & FONT:

- We wanted to modernize the colors and font to reflect our growing youth membership. We're not a stuffy bank—we're local, we're hometown, and we're dedicated to service.

We used a sans-serif typeface that's both modern and friendly, balancing the trustworthiness of NuVista's financial service with our kind, community-driven member services.