



## About The New ECU Logo

Like the three communities ECU is strongly present in, the new logo was created with three unique elements:

1. **The Name:** the name ECU has remained to keep true to the credit union's rich history within the Kitchener, Waterloo and Cambridge Region.

2. **The Icon:** the brand icon is representative of the past and present uniting and acknowledging progression towards the future. Speaking to the strong ties within the education community, the icon also represents an abstract depiction of an open book.



3. **The Division:** the strong bond created with WFCU Credit Union is shown through the division and embodied in the shared primary colour of dark blue. The additional colours within the logo play a large role in the communities ECU currently serves. The gold, brass and green symbolize the desire to facilitate the progressive growth of the membership within Kitchener, Waterloo, and Cambridge.