

Client:

Altura Credit Union
Riverside County, California

Challenge:

Create a cohesive brand strategy, including name and visual identity,

to position **Riverside**

County's Credit Union
California, Riverside County's
for the future.

Credit Union (RCCU) is a regional, not-for-profit, financial cooperative owned by a group of members composed primarily of teachers and county workers. Though facing the same common issues as other financial institutions, RCCU—with its “ahead-of-the-curve” mindset—is unique in the industry. A proactive business approach, with dramatic expansions into new markets and member groups, led them to Monigle Associates. The resulting project focused on developing a compelling brand strategy to position RCCU in an increasingly competitive marketplace.



Solution:

To create a dynamic yet enduring brand, Monigle Associates and RCCU worked together to define their branding objectives. In-depth research and analysis was conducted to evaluate RCCU's current position. Research findings indicated that a new name was needed along with a comprehensive identity program.

To best achieve these objectives, Monigle helped establish a set of core brand attributes and matched the RCCU heritage and values with its objectives and business goals to define an enhanced brand personality that is clear and unique. To reflect these brand attributes, Monigle created a new name for RCCU—Altura. The name suggests excellence of service, community, innovation, and leadership. It also means "great heights" and "excellence" in Spanish.

Next, Monigle explored ideas for a logo to best reflect the new brand's essence. A bold concept, graphically marrying the green roots of

RCCU's agricultural base, the blue waves of the Pacific, and the orange peaks of the San Bernardino mountains, celebrates the diversity of Southern California in a unique solution that emphasizes RCCU's expanded positioning and future potential.

To support the new design and to create an effective, strong identity for Altura, Monigle developed a design system of features and elements to define and express the Altura brand. Monigle translated these visual characteristics, bringing the brand to life via all branded elements including branches, signage, ATMs, and printed materials.



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