



Press Release
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Texell Credit Union Launches a Rebrand

This week, Temple, TX (April 18, 2023) – Texell Credit Union debuted its updated logo on April 18, marking its first rebrand in 20 years. The new logo, slogan, and messaging are modernized to fit today’s culture. The new logo represents the credit union’s commitment to its 75-year legacy and its vision for the next 75 years. The logo retains Texell’s trademark green color, and the new, lower-case font conveys the same friendly and approachable qualities as Texell’s staff.

“We are excited to reveal our refreshing new brand to our members and the community,” says Tony Hale, Texell’s President and CEO. “While our previous logo served us well for two decades, this update reflects 75 years of growth and innovation. The rebrand brings a more contemporary look representing our commitment to future prosperity and the success of our members.”

The project includes new logos and colors for Texell Credit Union, Texell Home Loans, and Texell Insurance. Texell’s new slogan, “Checks all the boxes,” demonstrates the wide variety of financial products offered, from certificates, checking, and savings accounts, to commercial, mortgage, personal loans, and more. The new brand is being rolled out across all branch signage, billboards, brochures, business cards, social media, and more.

With roots that date back to 1948, Texell is a not-for-profit credit union that serves nearly 50,000 members across Texas with eight branches across Central Texas. Construction is underway on the credit union’s new 45,000-square-foot headquarters in Temple, scheduled for completion in 2024.

Texell was named one of the “Best Credit Unions to Work for” in the nation by the Credit Union Journal. Texell has been honored with the Excellence in Lending Award from CUNA Mutual Group, the Desjardins Adult Financial Literacy Award from the Texas Credit Union League, the “Best Bank/Credit Union” by the readers of the Temple Daily Telegram, “Best Credit Union” by the readers of the Killeen Daily Herald and the Belton Journal and consistently earns the highest five-star, superior rating for financial soundness from Bauer Financial. Visit www.Texell.org for more information.

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