

Unitus Community Credit Union Announces New Themeline

TIGARD, OREGON, June 3, 2025 — Unitus Community Credit Union today unveiled its new brand themeline, “**Where everyone, every moment matters.**” This new message encapsulates the credit union’s unwavering commitment to its members and the pivotal role it plays in their financial lives.



To develop the new themeline, Unitus partnered with the Challenger-Brand-focused agency, [Gumas Advertising](#), on a comprehensive discovery process aimed at gaining insights into the needs and values of its members and the communities where they live and work. The research included extensive focus groups, in-depth interviews with members, and survey feedback from more than 600 nonmembers.

“Our research reinforced something we’ve understood for a long time—what sets Unitus apart from other financial institutions is the genuine human connection our team cultivates with every member we serve,” said Steven Stapp, President and CEO of Unitus Community Credit Union. “We are committed to partnering with our members through life’s defining moments with empathy, expertise, and unwavering support.”

Life’s defining moments can range from small milestones, like opening a first savings account, to major achievements, such as purchasing a home or starting a business. At Unitus, every individual member—regardless of their financial journey—is valued, and every interaction—from a routine transaction to a life-changing financial decision—is treated with significance and attention.

The themeline will be integrated across all of Unitus’s branding and communications, including its website, digital platforms, marketing materials, and in-branch experiences. It will serve as a guiding principle for the credit union’s continued efforts to deliver exceptional service and foster a community where everyone is welcome.

About Unitus Community Credit Union

At Unitus, we’re dedicated to improving lives in the [communities we serve](#). As a

member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 105,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting unitusccu.com.

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