

EVERYTHING'S BIGGER IN TEXAS.

A Big New Brand for Texans Credit Union

An FI rooted in history gets a modern makeover.

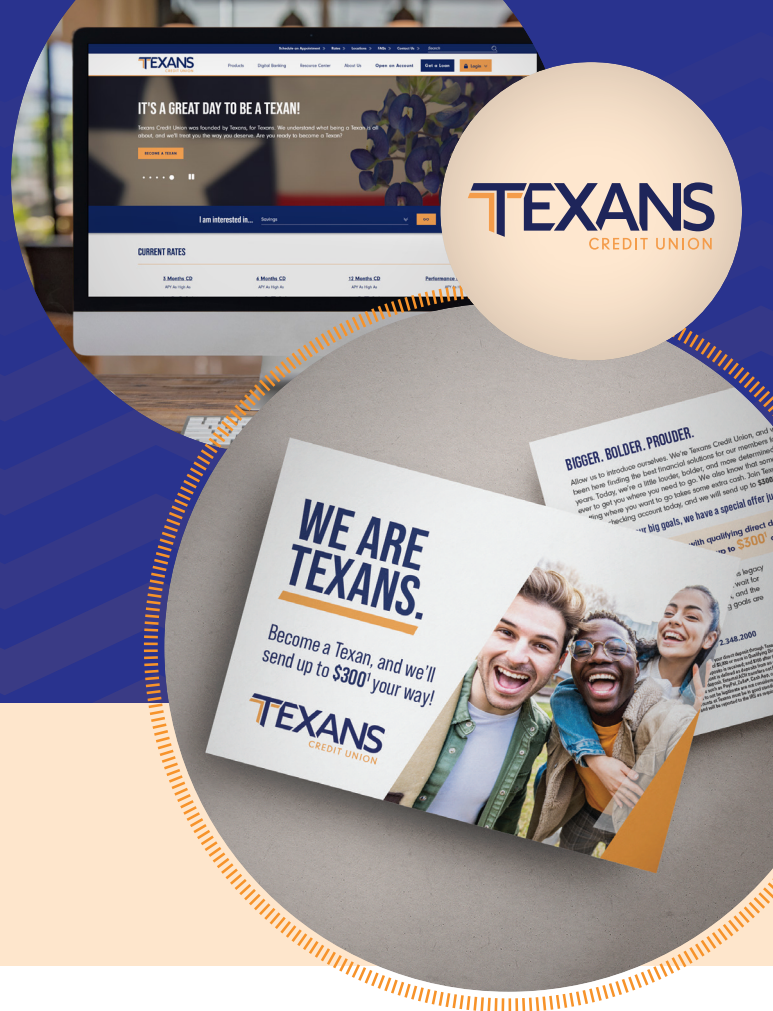
THE ASK:

Texans Credit Union has a distinctive origin story as the Credit Union created to serve the employees of Texas Instruments. In need of a modern image and brand that would resonate with new generations of Texans members, the CU partnered with Pannos Marketing.

THE RESPONSE:

Pannos headed to Richardson, Texas to meet the people, get the vibe, and get to the heart of the Texans CU purpose.

And then we went to town—new logo, new brand voice, newly swaggering swagger—all adding up to a new brand identity that truly speaks to the needs of members and future members.



**IT'S LIKE
A WHOLE OTHER
CREDIT UNION.**

» [**VIEW THE CASE STUDY**](#)

Is your FI ready to pull on a new pair of boots? **Stop by Booth #142** to start your journey to a custom fit.

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