What’s that in the sky?
Is it an Angel?
Is it a choir member?
No, It’s a college graduate!
The “Idea”

• New product called “mystyle” at credit union
• Utah Educational Savings Plan is a mouthful
• Supports the concept of not having to
  • Attend a Utah school
  • Be a Utah beneficiary
  • Be a Utah account owner
• Internal discussions for 12 plus months
• Updated website with new colors, look and feel
The Process

• Checked enabling statute for authority
• Hired a public relations firm to assist with rebranding
• Designed new logo
• Inventory of branded “stuff”
• Develop media plan
The Considerations

• Strength of existing brand identity
• Impact to account owners
• Confusion in the marketplace
• Does your logo need to be changed
• What are the rebranding costs
  • Replacing collateral
  • Media buys
The Outcome

• Favorable reception by account owners
• Recognition at outreach events
• Debrief with PR firm is later this week
Washington’s 529 Savings Plan
New savings plan

- Launched in June
Partnered with BNY Mellon and Sumday
Steps

- Conversations with program staff
- Created mock-ups
- Brought team leads together for feedback
- Incorporated feedback
- Focus groups with program staff
- Finalized brand
We’re not just helping people save money, we’re helping them secure an idea.
Dream big. Plan ahead.

With a DreamAhead College Investment Plan, you can start planning, save for college, and invest or a brighter future.

Open an account

The basics at a glance

About 529 Plans
These tax-advantage savings plans are sponsored by states to help you start saving for college early.

How we're different
The DreamAhead College Investment Plan is open to anyone in the U.S., easy to manage, and simple to use. You can open a new account or roll over your 529 account.

How to get started
See what basic information you'll need to register and learn the steps to set up an account. It only takes 20 to start investing.

Choose the right investment
No matter your timeline, budget or goal, there's an investment strategy to meet your needs. Learn the differences between asset investment strategies and fees.

Open an account

Roll over your 529 account
Your brand is more than what you are, it’s who you are.