

Western Alliance Bank Earns Prestigious 2026 Portfolio Award from Financial Communications Society for Brand Unity Initiative

2026-04-02

Award recognizes Western Alliance Bank's transformation into a unified national commercial brand

PHOENIX--(BUSINESS WIRE)-- Western Alliance Bank (NYSE: WAL) today announced it has earned a 2026 Portfolio Award from the Financial Communications Society (FCS) for its successful Brand Unity initiative.

In 2025, Western Alliance Bank completed a major strategic milestone with the rollout of Brand Unity, an enterprise-wide marketing and communications effort that clearly articulated why, how and when six division bank brands would align under the Western Alliance name. The initiative supported the bank's National Commercial Bank Strategy by delivering a more seamless, consistent brand experience for customers across touchpoints.

"Western Alliance is a people-first organization, and our teams across all divisions delivered an extraordinary effort to ensure Brand Unity would be frictionless for the bank's thousands of customers with hundreds of thousands of accounts," said Tim Boothe, Chief Administration Officer, Western Alliance Bank. "We are proud to preserve the market-leading service and agility of our legacy brands, while elevating awareness for Western Alliance's powerful capabilities as one bank with one brand."

According to the Financial Communications Society, more than 140 companies submitted over 600 entries for consideration in the 32nd Annual FCS Portfolio Awards, which will be held in NYC on May 7, 2026.

The full list of financial institutions earning 2026 FCS Portfolio Awards can be found here: [2026 FCS Portfolio Award Winners](#).

About Western Alliance Bank

Western Alliance Bancorporation (NYSE: WAL) is one of the country's top-performing banking companies and has ranked as a top U.S. bank by American Banker and Bank Director since 2016. Its primary subsidiary, Western Alliance Bank, is a leading national bank for business that puts customers first, delivering tailored business banking solutions and consumer products backed by outstanding, personalized service and specific expertise in more than 30 industries and sectors. With \$90 billion in assets and offices nationwide, Western Alliance excels at helping businesses of all sizes capitalize on their opportunities to solve today and succeed tomorrow. For more information on our offerings, subsidiaries and affiliates, visit **Western Alliance Bank**, Member FDIC, or follow us on **LinkedIn**.

Media Contact:

Nicole Johnson

Director, Brand & PR

602.661.6053

Nicole.johnson@westernalliancebank.com

Source: Western Alliance Bancorporation