

Brands that unify and grow your organization must be rooted in *your culture*, focused and built on what *your target audience's* value most.



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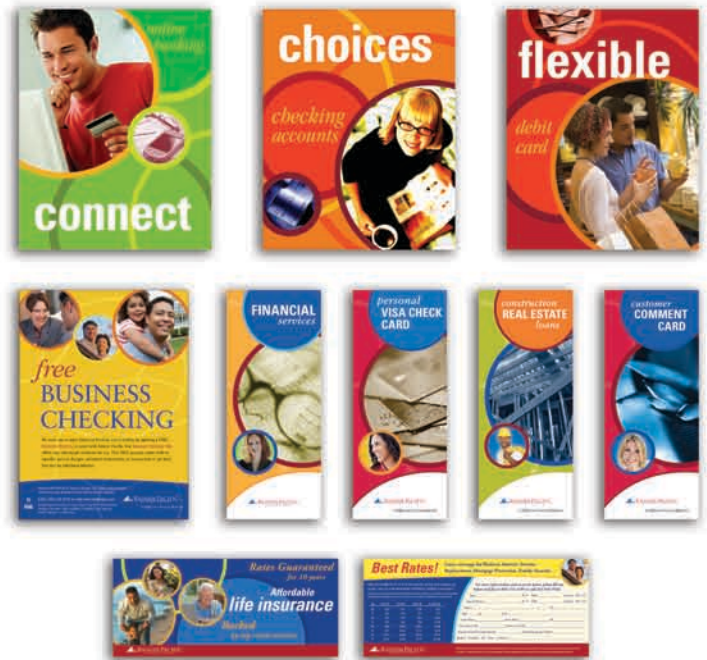
what's the big deal about branding?

In today's competitive marketplace, more and more financial institutions are focusing on the same target audience. That boils down to lots of choices for consumers, and lots of competition for you. **What sets you apart?**

A well-crafted brand is your opportunity to let the people who matter the most know what value you can bring to their lives. It's the best way, and sometimes the only way, to make a connection with genuine emotional appeal. And it's that emotional appeal that builds the awareness and loyalty you need to succeed.



So until your CEO can sit in the lobby and shake hands over coffee all day, you better have a brand that speaks for you.



three branding basics. the only way to succeed.

The best brands measure up to three main criteria.

1. They are **distinctive**. That is, they are in some significant way different from the rest.
2. They offer something of **value** to their target audience. People invest resources of time, money, and emotion in buying decisions, and the brand that sticks out is the brand that aligns with their investment—each and every time.
3. They deliver their distinctive value **consistently**, throughout the organization and over time. (It also doesn't hurt to do so with a smile.)



So, how does your brand measure up?



what's your story?

Here's a reality check. Many of the products and services you offer are likely quite similar to your competitors'. And, generally speaking, consumers are confused by this. In fact, 86% of people recently surveyed perceived no difference between all financial institutions.

The good news is that this gives you a choice, and an opportunity. Do you want to blend into the fuzzy majority? Or stand out, and gain critical market advantage, by sharing your own unique story?



Your story is that special something about your history, your vision, and culture; the employees you hire and the people you serve that make your business tick. It's your competitive advantage. And it's your ticket to the top.

For nearly 20 years Rainier Pacific Bank has called on James Clark Design to be their strategic branding and marketing partner. From developing and crafting their new name to refreshing their brand every four to five years, we have been there. As the bank has grown from \$125 million to \$825 million in assets, their brand has grown with them. When customers and the public have been surveyed about Rainier's brand, it routinely receives scores of 80% in brand awareness and brand alignment. By continuing to project the distinctive values of Rainier Pacific Bank, their brand has been able to support their outstanding growth in assets, customer base, and market coverage.

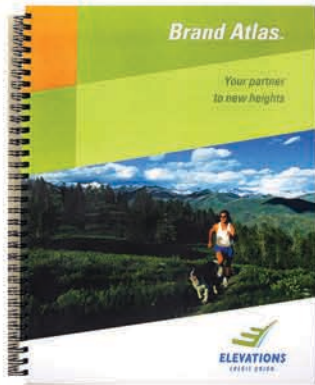


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Building Brands That Build Business



James Clark Design re-focused and re-energize U of C Federal Credit Union in Boulder, Colorado with a new brand and name that reflected the independent, outdoor-loving spirit of Colorado: Elevations Credit Union. Once this brand direction was set, we developed language and visuals that showcased people on-the-go and engaging life.



Once we discovered the unique characteristic of East Idaho Credit Union is their extraordinary commitment to people and to communities they serve, the brand was crafted around the Brand Slogan "Invested in community, Invested in you". A major support document in our branding process is our proprietary Brand Atlas that guides the migration to becoming a brand leader in your market.

why brand with us?

We know our business pretty darn well. We've also got a solid handle on yours.

We have been successfully crafting brands and developing marketing campaigns for financial institutions for more than 20 years. That means our learning curve is all about you, not your industry.

As branding and marketing professionals, we have tested methods and tools for getting to the heart of your story and building a distinctive, authentic brand. With our patented Brand Atlas™ as the road map, you will get on course, and stay on course, to grow your business for years to come.

PROVEN BRANDING PROCESS

BRAND DISCOVERY



BRAND FOUNDATION



BRAND EXPRESSION



BRAND STANDARDS



BRAND EDUCATION & LAUNCH



set your course for success - today.

As a financial institution, you're not in the business of simply attracting new customers. You're in the business of building long-term relationships. Give them a place to belong by building a brand they can believe in. And let us show you the way.

To see how we have helped other financial institutions achieve brand and marketing success, visit us online at jcdi.com or call us at **(206) 623.0908**.





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