

Building A Brand That
Has A Lot Of Heart And
Connects With Members.

CASE STUDY





It's All About Community And Individual People At East Idaho Credit Union.

SITUATION

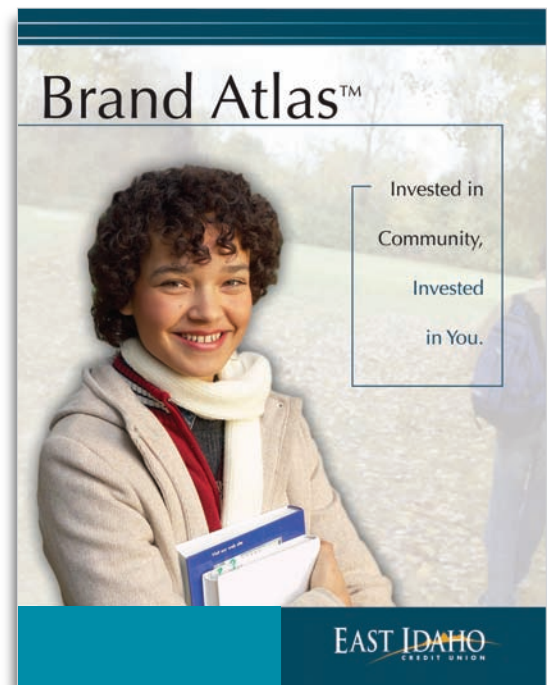
East Idaho Credit Union is a united and strong organization, but there was no defined brand position. Everyone was generally on the same page, but they didn't have a brand that is focused internally or clearly communicated externally. With their deep roots and strong bonds in the community as the oldest credit union in their market they were well known, but not very well understood or defined.

SOLUTION

Through James Clark Design brand discovery and review of their mission, vision, values, leadership position and competitor positions we uncovered their distinctive brand position. Knowing that the unique characteristic of East Idaho Credit Union is their extraordinary commitment to people and to communities they serve. This commitment was paramount to them and well known and respected by the community. The brand was developed around this central theme along with the supporting brand attributes. By bringing this clarity and a framework to the brand position, it united the internal mission, while members could see the value and supported the steps that ensure their credit union's success. The new brand tagline says it all; Invested in community, Invested in you.

INVESTED IN COMMUNITY,
INVESTED IN YOU.

The new identity reflects the brand attributes through the use of a classic font to symbolize trustworthiness and competence. The upward movement of the arc depicts responsiveness and encompassing of the entire community. The mountains and the earth tone colors reflect the Idaho landscape and the outdoors while projecting warmth and trust.





The new brand identity was created around their commitment to community and the individual. Imagery was designed to focus on the individual while always showing a larger group in the background. This new look and feel is applied to a wide range of marketing materials from small format of brochures to large branch graphics



Our proprietary Brand Atlas is the map to a successful brand migration. This guide defines the roots and the DNA of your distinctive brand culture. It supports the marketing department and senior management with the direction and guideline to consistently develop and deliver the brand.



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