

Crafting A New Name  
That Honored Their Past  
While Also Positioning  
Them For Future Growth.

## CASE STUDY



## A Name Change That Puts MilePost Credit Union Back On Track

### SITUATION

The credit union was started in 1952 to serve the members of the local railroad workers union. Their original name was from the local railroads named WEDINOPA, then changed again in 1970 to become BN West Credit Union. As they continued to evolve to better serve members they broadened the field of membership. Today the vast majority of members (75%) are from the local community and not the original field of railroad workers. The name had become a barrier and created confusion about membership eligibility. The decision was made to change the name to help the credit union growth and meet it's goals. In researching firms to help them with this large and important change they wanted a firm that would truly be a partner and would work hard at understanding who they were and what they were all about. They selected James Clark Design for our vast experience in naming financial institutions and our proprietary proven process.

### SOLUTION

James Clark Design started the process with Discovery Workshops at all levels of the organization, from the Board of Directors, Senior Management and a board range of staff. Once we established and everyone agreed on the naming criteria, brand attributes and overall objectives we started the naming process. A key objective was for the name to link to their railroad heritage while also positioning themselves for future growth. In defining who would drive the growth the primary target member was concluded to be a 30 year to 40 year old female. The challenge was crafting a new name that bridged a railroad history and appealed to a 35 year-old female.

We learned that in the railroad industry, even today, they use milepost numbers to designate locations like stations and cities. And at the core of the member relationship is being the partner that supports them in their financial journey. The connection to primary targeted member was achieved through the visual brand direction. The bright new color pallet and use of fresh and contemporary illustrations.

### REWARDS

- The new name and brand was championed by the Board and staff and fully embraced members, which lead to a very successful launch.
- Delivers the mission and vision with clarity.
- Achieved record levels of membership growth.
- Ignited a high level of pride and synergy at all levels inside the organization.
- Received top honors and awards in the industry for brand development and image enhancement.



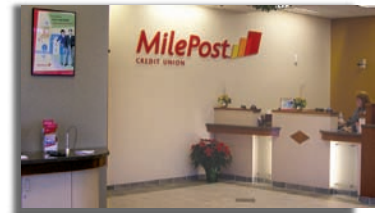
*Your Goals. Your Path.*

The new MilePost identity implies a journey towards a future destination. The building block shapes that grow larger in size and stronger color showing growth and building towards one's financial goals. The colors and fonts are a balance of dynamic and modern accents while also strong and professional for a financial institution. These elements relate well to the target members. The brand tagline is direct and goal-oriented. It tells the audience that at MilePost Credit Union, members get the financial help they need to reach their goals.





MilePost's new brand identity addresses a wide range of applications from small format of brochures to large branch graphics. The fresh and eye catching illustrations separate this brand from most financial institutions and connect strongly with the target member of a 35 year-old female.



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.



JamesClarkDesign<sup>inc.</sup>

5900 4th Avenue South | Suite 100 | Seattle, WA 98108 | 206.623.0908 | [jcdi.com](http://jcdi.com)