

Brand Refresh & Marketing Kit Design

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CUSC of Alabama was a regional extension of a cooperative network with a long history of tradition. Many of the materials were decades old and didn't convey the proactive approach the board and management team were committed to. The challenge included a corporate brand that dictated certain specifications for logo usage; specifically, the icon and the font.

Original Logo



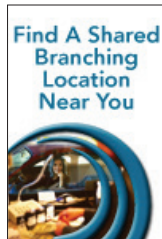
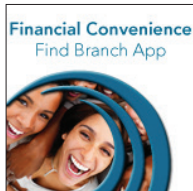
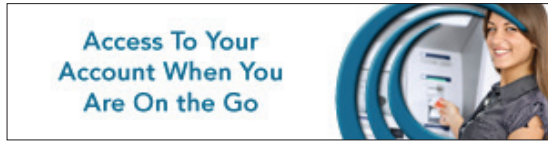
With corporate brand parameters in mind, a brand refresh was implemented to reflect a design and message that better represented regional goals. A marketing kit was designed and mailed to each participating credit union to kickoff the refreshed brand and encourage active participation. The marketing kit included posters, locator cards, stickers, window clings, and a USB with web banners, email content, and all printed material files for future, self production use.

Refreshed Logo



MARKETING KIT MATERIALS

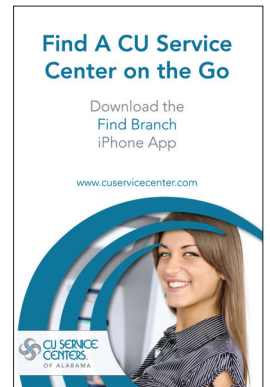
Web Banner Ads



Locator Cards



Posters



Window Clings



Member Stickers



Statement Stuffers

