

# Corporate Identity Development

# April Banta



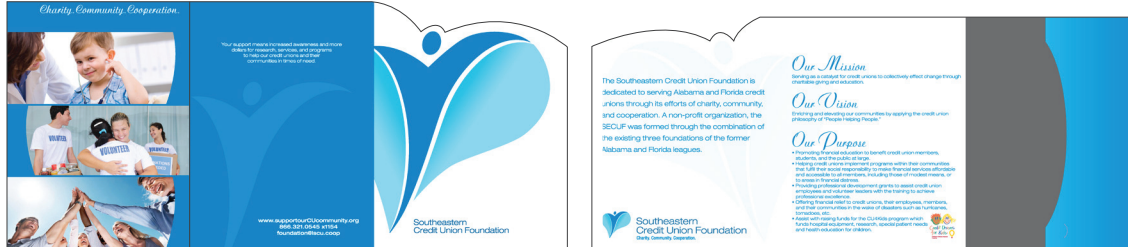
**Southeastern  
Credit Union Foundation**  
Charity. Community. Cooperation.

The logo design and branding were developed from the mission: to serve as a catalyst for credit unions to collectively effect change through charitable giving and education. The heart shaped icon is “hugging” the person in the center and speaks to the charitable mission of giving back to the credit union community.

## Stationery Package



## Presentation Folder



## Initiatives Flyers



Charity. Community. Cooperation.