

LSCU Creative Brief

Project: Corporate Identity (Logo Design)
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Background Information/Key Fact

In July 2009, the Alabama Credit Union League and the Florida Credit Union League consolidated resources into one organization, the League of Southeastern Credit Unions (LSCU). While many Leagues around the country have merged into another, most of which were one stronger League helping a struggling League, this is the first time two healthy Leagues have joined forces.

As the number of credit unions continues to decrease through mergers, combining the resources between the Alabama and Florida Leagues is likely going to set the stage for how Leagues will do business in the future. LSCU is considered a pioneer in this endeavor and many industry eyes are watching to witness the forward thinking and to see how we accomplish our goals.

There are six key areas of business for LSCU:

- Advocacy/Political Action/Governmental Affairs
- Compliance
- Small Credit Union Program
- Communications
- Education
- Service Corporation/Products & Services/For-Profit.

All business areas are designed to provide support for member credit unions. LSCU is *the* resource for member credit unions in Alabama and Florida, and we anticipate that additional states may join LSCU in the future.

LSCU will require a corporate identity that represents a new way of doing business. We are a stronger organization with expanded resources in all facets of our business. This identity will need to convey an image of strength, depth, commitment, trust, and loyalty. This identity will need to transcend time, trends/fads, and ultimately scrutiny. It will need to be versatile, simple, and memorable. This identity will be 100% uniquely ours, conceptually strong, and well executed.

Problem the Advertising Must Solve (This is the CU problem, not an LSCU problem.)

"As a member credit union, I want the new organization to serve my needs by helping my credit union perform better, keeping my tax exempt status, providing professional development training for my staff, and leading the industry in products and services that will save my credit union money."

Advertising Objective (CU Attitude or the overall net impression we want to communicate.)

Re-affiliate credit union members for 2010 by representing an organization that has combined the strengths of two health Leagues and translated that into a product mix that keeps credit unions competitive and at the forefront of the financial services industry.

Target Audience

Primary: All Alabama and Florida Credit Unions
Secondary: Media, Legislature, CU Industry

Principal Competition

LSCU's biggest competition is indifference. In order for LSCU to be successful, we need our member credit unions to be passionate about the services we provide and remain loyal to the League through re-affiliation each year. Indifference would represent the end of our organization.

Key Customer Benefit (What does it do for the CU?)

- Expanded resources
- Stronger solutions
- Competitive advantage

Reasons Why (Product attributes that make benefits believable.)

- Supports the strategic goals of the credit union
- Experienced staff
- Breadth of comprehensive, proven solutions

Mandatories

- Legible font
- No more than 2C, one of which must be black (this will keep printing costs down and still utilize black for text print)
- Vector-based design

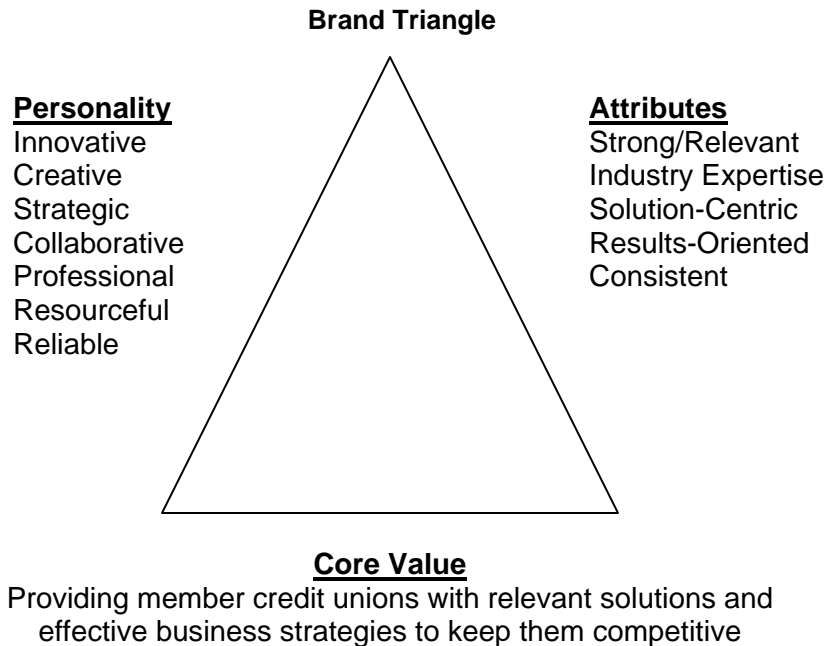
Other Specifications (Quantities, Size, Color, Photography, Illustrations, Talent, Etc.)

- Logo should not rely on color to differentiate it.
- Consider the following when designing (these do not need to be presented in the first round, but will have to be considered when designing):
 - 2C and B&W versions
 - Vertical and horizontal versions
 - Large (8x10) and small (1 inch) versions
 - Logo font as LSCU and spelled out "League of Southeastern Credit Unions"...the logo should utilize the acronym LSCU (we will spell it out in body copy), but if we print on small promotional items, such as a pencil, we want the option of using the logo font to spell out the full name.
 - Room or area for a tagline: this will not define the logo and will be used as desired.
 - LSCU & Associates version with individual League logos identified with it. Refer to www.hiltonhotels.com and look at the bottom of the website. This may or may not work, but we will request a version for this in Round 2 and should be considered while developing the logo.
 - LSCU Service Corporation version. This is the for-profit service offered by the association/LSCU. Refer to www.mcul.com and click on the CUcorp and CUVillage.com link. CUcorp is an extension of the Michigan Credit Union League. Note how they use the tick marks on the left in both logos. Consider a simple transition from LSCU to the LSCU Service Corporation logo.
- Because the actual name cannot be portrayed with an immediately recognizable icon (none of the words have a specifically recognizable image connected with them), it will be critical to portray our message in the visual icon along with LSCU. LSCU represents strength, commitment, trust, loyalty, and forward thinking to the credit union marketplace.
- Present 3-5 concepts
- Budget: \$1,000 concepts (If a concept is chosen, an additional \$1,000 will be budgeted for one round of expanded concepts, and then final design and files.)

Timeline

- 8/28 – Forward Creative Brief to Designers
- 9/15 – Present Round 1 Concepts
- 9/17 – Forward Approved Concept for Round 2
- 9/24 – Present Round 2
- 9/28 – Forward Final Minor Revisions
- 9/30 – Forward Logo Files to LSCU

Additional Information for Consideration



Our Promise

The best way to keep our movement strong is to combine our resources. The new organization represents 332 credit unions and \$55 billion in assets and will bolster our ability to fulfill our core mission of advancing the credit union cause.

Consolidation bans us together to grow our share and advance all credit unions as the sensible alternative to commercial banks. It allows us to do so from a position of strength where we are in control. Consolidation represents an organization that has a growing base of clout and resources.

We will not change our core focus. We will still advocate the credit union movement on a local level. The consolidation provides us with efficiencies we will apply towards an even stronger, more powerful fight against re-regulation and greater level of innovative services (knowledge, networks, shared collaboration) that help members remain in control and become more competitive in the markets they serve.