



Warming up an established credit union brand



^ Award-winning new member kit, credit cards and brochure system

Business

Fast-growing, innovative credit union with headquarters in Eugene, Oregon and 10 branches

Audience

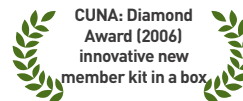
Members and potential members (individuals and businesses) in Lane, Benton, Linn, Deschutes, Marion and Polk counties

Challenge

Tell the SELCO story and create a brand program to support ongoing marketing and differentiate SELCO

Strategy

Comprehensive brand refresh and ongoing marketing bring warmth and personal touch, present SELCO from the member's point of view. Advertising campaigns, branch openings, new product introductions, promotions and more within the brand framework and visual system



Results

Continued growth and elevated brand recognition; ability to expand into new markets and introduce new products and divisions with success



^ SELCO smile logo and print advertising