

# the power of brand

## Rebranding of the credit union

awareness

success

### OBJECTIVES

Sharefax Credit Union had completed innovative changes including a core conversion of its computer network system for internal use and member facing products; followed by a website redesign. To round out the process, rebranding the credit union with a refreshing new logo was the final project.

### REBRANDING TASKFORCE

Marketing led a rebranding taskforce team to conduct a brand perception internal review with surveys for staff and members. The taskforce then reviewed brand messaging, created new messaging, reviewed taglines, and brainstormed new taglines. The core values and mission statement were also examined and revised to realign with the new branding.

### BRAND CREATION

Marketing created an RFP for logo design. A firm was hired for the project; however, management and the board did not like their design concepts. The taskforce began an internal self design effort that led to the creation of the new logo.

A rebranding implementation plan was created for the logo changes. The roll out strategy included internal rebranding with gaining staff buy-in to rebranding, changing the culture. It also included educating members about the new brand and advertising it the Cincinnati area.



“After completing the core conversion and website redesign projects, I proposed the need for a new logo. Many people did not know that SCU was Sharefax Credit Union, they thought it was a university. Also a new credit union opened with the same initials so I felt it necessary to brand our name in our logo.”

**Raye Kimberlin**  
Sharefax Credit Union

# Evolution of the logo

OLD LOGO

NEW LOGO



# Color Psychology

Top 3 core values:

**Blue** - trust

**Orange** – service (also community)

**Green** – innovation



**Reflex Blue**

HEX #333399

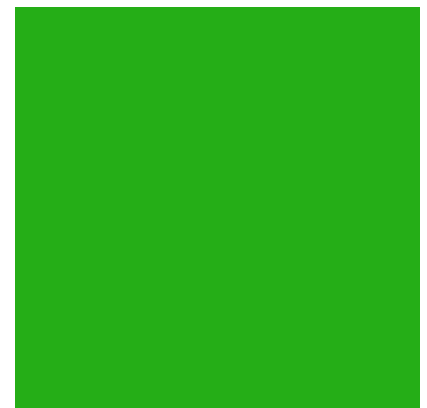
RGB 51, 51, 153



**Safety Orange**

HEX #FF6600

RGB 255, 102, 0



**La Palma**

HEX #339900

RGB 51, 153, 0

# Core Values



## INNOVATION

We will always be open to learning new things, and believe INNOVATION is the key in fulfilling and exceeding our members' expectations.

## TRUST

We are committed to building a bond of TRUST through honesty, fairness, integrity, and always acting in your best interest.

## SERVICE

We will listen to our member needs and help them find solutions, always with a smile. We recognize the importance of quality SERVICE and placing the members' needs first above all other objectives.

# New Signs

