

## Logo Design Services

### Do not underestimate the importance of your credit union's logo

What does your logo say about your credit union? It should represent what you stand for, simply and accurately. It should convey a feeling of trust, and tell members that you care about them and their needs.

Has your logo evolved as your credit union has grown? If not, it may be time for a new one. A new design will help keep the member loyalty you have built, and also let members know your credit union is serious about keeping up with modern trends— in technology, style and design.

Our **Logo Comparison Analysis** will show you how your current logo compares with others, whether they are down the street or online. We will provide you with a comprehensive list of financial institutions and their logos. Whether you wish to explore what your credit union is looking for in a logo, or are ready to begin the design process, this analysis is a great way to position your credit union for success.

We can also help you go beyond the logo with a comprehensive **Visual Branding Strategy** to help you develop a brand that is strong, long-lasting and far-reaching. In this all-inclusive service, our dynamic staff of marketing, creative and production professionals will use their expertise to create a comprehensive strategy exclusively for your credit union.

### A Proven Process, Proven Results

"We chose Synergent to develop a new logo for our credit union because they were willing to work with us and provide our directors with many alternatives. The process worked really well. Our members have been very happy with our new logo!"

**Phil Moreau**  
President/CEO  
Rainbow Federal Credit Union  
Lewiston, ME

### Samples from our logo portfolio



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PENOBSCOT COUNTY  
FEDERAL CREDIT UNION  
*Your Link to Financial Services*



ALLIANCE of MAINE  
FEDERAL CREDIT UNION



For more information,  
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