



Brand to Branch[®]

The Roadmap to Your New Brand



Your Journey To Your Authentic Brand[®]



1. Brand Discovery



2. Brand Distillation



3. Brand Development



4. Brand Experience



5. Brand Deployment



Let's Begin!



Step 2: Brand Distillation

What makes your brand different, and special in your market? How can we accentuate these Brand Attributes to strengthen and clarify your value to customers and prospects? Is your Brand Authentic?

Our teams work together to identify and enhance the most powerful and unique Brand Aspects – your special way of bringing value to your customers.



Step 3: Brand Development

Let's bring this Brand to life! Why does your Brand exist? What does it look like, what does it sound like, how does it "feel"?

All the hard work comes together as we design the positioning, the look and the persona of your new or refreshed Brand.





Step 4: Brand Experience

How do your customers feel when they walk into a branch, or meet you at a civic event? Colors, sounds, textures, clothing, elevator speech... all these are created to align the Brand presentation and deliver the most powerful differentiating Brand positioning.





Step 5: Brand Deployment

Your Authentic Brand® is ready to roll out! Here, we team with you to develop a roll-out plan and budgets. From business cards to branch environments, we can help you as you need to complete a successful Brand roll-out.



Where to Start

Image 4's team meets our clients where they are. Whether you're taking the first steps of a brand refresh, or already have a fresh design and need production and roll-out support, we are here to help you as needed.



TrailNorth
FEDERAL CREDIT UNION

COFFEE

- 1.
- 2.
- 3.

How Soon?

Representative Timeline

Timing depends largely on your internal processes and resources, as well as the project scope. Every institution's team has strengths and we're ready to add capacity to help launch your refreshed brand.



DAY 1



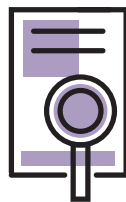
Discovery Sessions



DAY 60



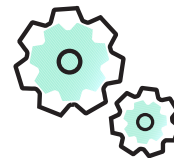
Brand Concepts



DAY 120



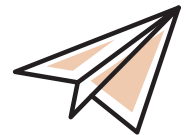
Brand Refinement



DAY 180



Finalize & Production



DAY 240-300



Branch Network Launch

This timeline may be adjusted based on the scope of your project.

Image 4

For nearly 40 years, Image 4 has designed and developed Brands and Brand executions for institutions from 1 to 100 branches.

We specialize in supporting Community banks and Credit Unions across the country.



We are a collaborative, creative and process-oriented group of 20 professionals across multiple disciplines, providing services from engineering and graphic design, through fabrication to project management and installation.

Send an email, or make a call – Brand is important work, and talking personally makes everything easier.

Contact Us:



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IMAGE 4

