

# TRUST FOR CREDIT UNIONS

Brand Identity // Website Design & Development

*TRUST helps credit unions serve their members by providing a professionally managed family of mutual funds—exclusive to credit unions—and the information and analysis to support investment decisions.*

## CHALLENGE

Despite its 26-year tenure, TRUST was not a well-known solution in the credit union market outside of its stakeholders. Their brand and products were not clearly stated or easily identifiable to target markets. TRUST sought to rebrand to prepare for change in the investment market and better position themselves as a viable and desirable credit union investment option.

## SOLUTION

- **Research:** Novak Birch conducted qualitative and quantitative research to define TRUST's current role in the marketplace as well as customer and stakeholder perceptions:
- **Messaging Platform:** We crafted a new mission statement, positioning statement, and value proposition that generate greater awareness by clearly communicating TRUST's key benefits. We also recommended consolidating and renaming fund offerings.
- **Brand Identity:** We developed a new logo, color, typeface, and imagery that elevate the TRUST brand and better communicate with audiences.
- **Website Redesign:** We redesigned the website to incorporate the new brand and messaging and to be responsive. Built on an open source content management system (CMS), the new website includes:
  - > A clear mission statement that communicates TRUST's commitment to credit unions.
  - > A dynamic home page that elevates the TRUST brand with a professional look-and-feel.
  - > An Investment Strategy Center with resources such webinars, reports, and a blog that positions TRUST as an industry expert.
  - > A calendar of events where users can register to attend and add activities to their personal calendars.
  - > User-friendly contact methods—visitors can use the email form or live chat feature.
  - > The ability to upload videos to the site, enhancing engagement and increasing visibility through shares.

## RESULTS

- TRUST reports increased time spent on the site, indicating improved user engagement.
- The redesigned website won a 2013 Summit Creative Award.