

**case study:**

# BankFinancial

**situation:**

BankFinancial's business goal was to create value for its brand prior to a public offering. With its new name, the firm was hoping to expand geographically into the desirable Chicagoland banking market. The firm faced the following challenges:

- "Old bank" localized saving and loan image needed to transition to one of a modern, efficient full-service bank
- Name change with limited brand awareness
- High expectations from new president and new management for value creation from new image and expansion strategies

**process:**

- Two month interview period, 13 interviews, fact-finding to establish most pertinent issues
- Researched banking business, locally and nationwide
- Researched competition, existing customer base, planned new geographic customer base
- Created visual attribute development for new brand, correlated internal testing of marks with attributes

**solution:**

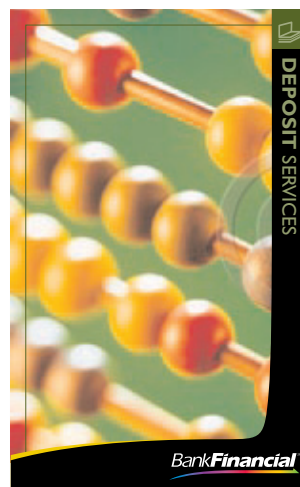
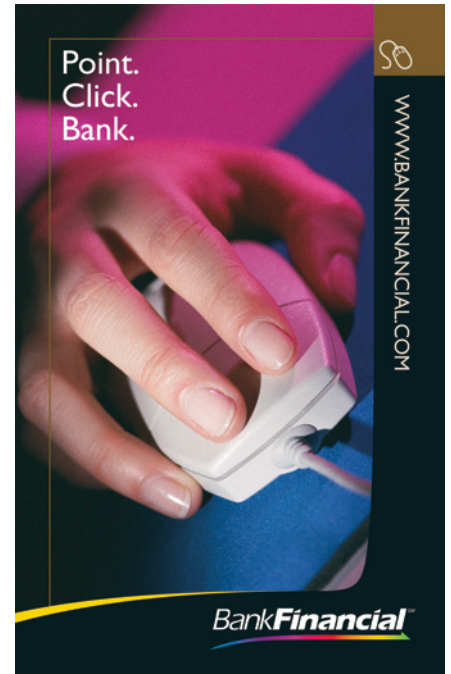
- Created the bank's first positioning statement and management buy-in for new visual branding
- Launched new brand mark, subsidiary marks, web presence, literature system, advertising system, signage, interior design consulting, identity standards guide
- Developed and completed of graphic standards program and communication of program through out association

**results:**

- A satisfied client who saw the value of the new brand image and continued with Brierton Design to create a collateral system, web site, signage, and the company's first annual report
- The company has grown from 6 branches to 13; consistency of verbal and visual communications has impacted brand awareness in the firm's new region
- The company has just become a public company [NASDAQ symbol BKFIN]

# BankFinancial<sup>SM</sup>

web pages  
lobby poster  
brochure series  
signage



847.562.1500 www.brierton.com