



2016 Brand Book



What is Brand?

Brand is how our community feels and identifies with us.



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Staying True.

Listerhill started in 1952 when seven men at an aluminum plant banded together to help support each other financially. Since then, more than 80,000 have joined us across northwest Alabama and south central Tennessee, continuing the legacy of supporting ourselves and our community.

Knowing our story is crucial. Telling our story, even more so. Herein lie the truths we understand about Listerhill and the ways in which we can communicate them to our members and community.





Listerhill Credit Union
Mission

**Listerhill Credit Union
is a nonprofit financial
cooperative improving lives
in our community.**

Listerhill Credit Union

Vision

**To value people over profit,
work passionately, exceed
expectations, proactively seek
improvement, and make our
community a better place.**





Mr. Cyril Mann
Chairman of the Board
for more than 57 years.

The 80,000 and the One.

A large part of Listerhill's culture is service. We have more than 80,000 members, each of whom is to be treated as if they were the only one whenever we have the opportunity to serve them. Yet, our treatment of our members begins with the respect we have towards each other as co-workers. Taking care of the 80,000, while never losing focus on the individual, is special skill, embodied by Mr. Mann and his tireless efforts to give every single member a better life.

Values:

These are our guiding principles. They are the descriptors we apply to the brand willingly and can execute consistently. These are the most important qualities of the brand and ones we believe can honestly be promised to our members present and future.

Our values are ...

INNOVATION

EXCELLENCE

PASSION

INTEGRITY

COMMUNITY

Attributes:

Attributes describe how we'd like people to view us, and form the basis for our voice and personality.

Our attributes are ...

AUTHENTIC

LOCAL

HELPFUL

INNOVATIVE

POSITIVE

TRUSTWORTHY

DRIVEN

EXPERIENCED

THOUGHTFUL

DEPENDABLE

COMPREHENSIVE

APPROACHABLE

ALTRUISTIC

ENGAGING

FRIENDLY

WE ARE NOT:

FORMAL

FAKE

GREEDY

DISHONEST

UNPREPARED

INACCESSIBLE

IGNORANT

INEXPERIENCED

UNRELIABLE

IRRESPONSIBLE

MISLEADING

COMPLACENT

BORING

NEGATIVE

CONDESCENDING

Truth: We exist to Serve

Listerhill's mission and vision are an extension of our founding. We are a financial cooperative whose primary purpose is, and has been, to help our members live a healthy financial life and to offer an alternative to profit-driven banks and lenders.





Truth: We are Innovative

Whenever we see the opportunity to improve the service our members receive, we make it happen. Our brand is at the fore of our industry and our products and services are leading edge. We are never satisfied. We know it can always be done better.

Truth: We love our Community

Our lives and our part within our towns and cities, schools and businesses extends far beyond the service of our members. We are in it for everyone. As our community grows and thrives, so do we. We are altruistic, not for business reasons, but because we care.





Truth: We are Comprehensive

The old notion of the Credit Union as just a place to get a car loan is outdated. Listerhill is a comprehensive financial institution, offering everything a bank does, with a clearly superior motivation. Understanding of the totality of our services is imperative for our membership and the public to realize our advantage.

Truth: We are Approachable

We lack the stuffiness of a traditional financial institution because we're not a traditional financial institution. We are built from community and we know our neighbors and members. They are our family and friends and we treat them as such. We're always friendly. We encourage interaction.



Communication: Building the Brand

These are rules to help us communicate within our brand. They are guides for the use of our employees and partners. They are meant to inspire, not inhibit.

Friendly, not Frivolous

We speak to our members, both current and potential, as we converse with our friends. We are respectful. We talk with familiarity, like an old acquaintance. We keep it serious, though. We do not incorporate slang or try to be funny for humor's sake alone.

Witty, not Wordy

Whenever possible, to express our ideas and to respect the time of our audience, we choose to communicate concisely. We do not need to underestimate or insult the intelligence of our current and potential members by attempting to mention every nuance of what we're communicating.

Smart, but Accessible

We're a comprehensive financial services provider. We stay at the cutting edge of our industry in terms of what we offer our members in both product and process. The things we innovate, we plainly relate to our audience. We aren't in the business of flattering ourselves with our language.

Optimistic, not Sappy

We have a real emotional attachment to our members and our community. Listerhill's success and the improvement of thousands of lives in our area are intertwined. We look to the future with hope and a real optimism - because we know that we are agents of real change. Therefore, we speak from a common place of shared achievement with our members. We do not need to manufacture emotional connections by being histrionic in our communications.

List ways your personality already reflects Listerhill's brand?

How are ways you can demonstrate the brand in your role at Listerhill?

It's all about **We.**

The End.

For now.



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