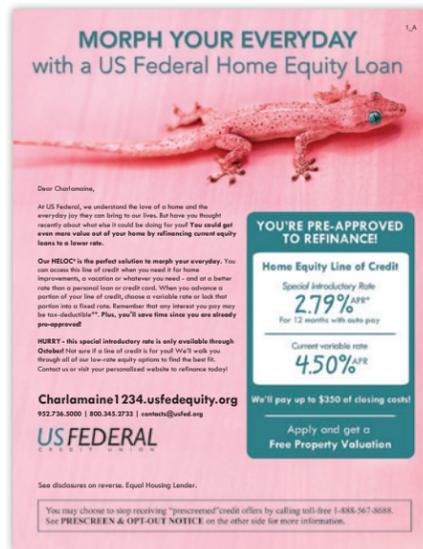


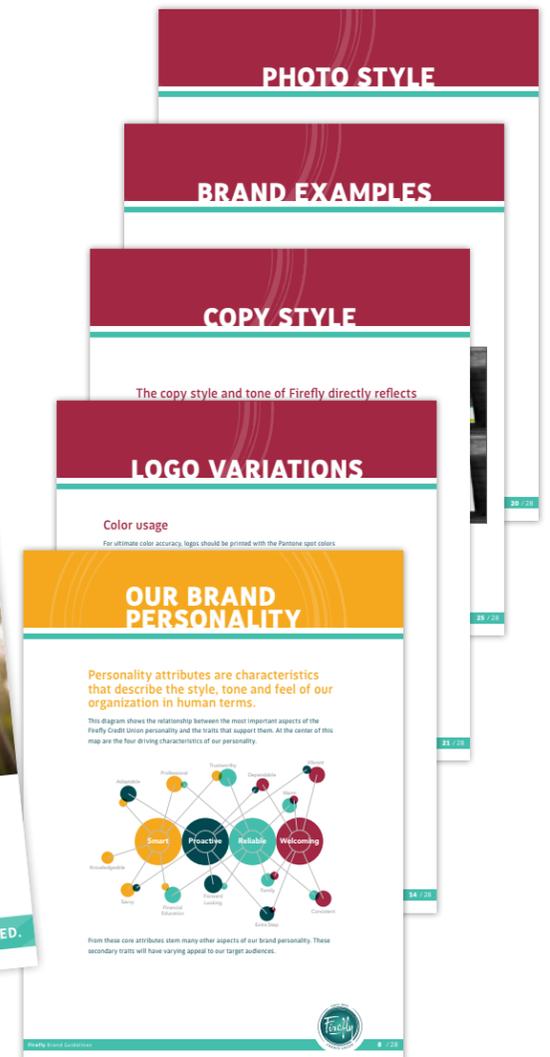
US FEDERAL
CREDIT UNION



Logo redesign



Brand guidelines



OLD

NEW

Firefly Credit Union: IMAGE ENHANCEMENT

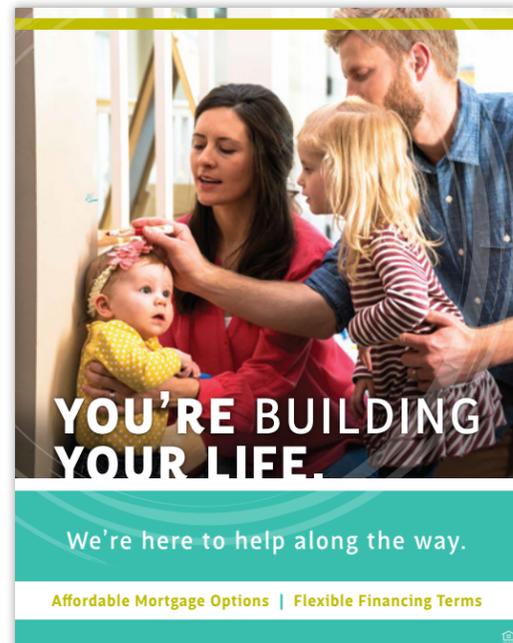
Stationery system



Brochure suite:



In-branch posters



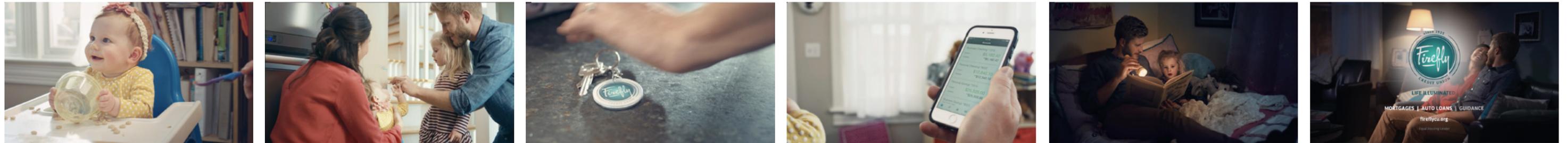
Merchandise/branch design

Firefly Credit Union: IMAGE ENHANCEMENT

TV advertising — “Say Yes” spot



TV advertising — “Us Plus” spot



Brand Launch billboards



Brand Launch transit

