



Success Story Branding Solution



“Working with LemmonTree has been a pleasure. Every project has been delivered on time and within budget, and the high quality of work shows the team puts a lot of effort and expertise into our requests. It’s great to have a resource as dependable as the LemmonTree staff when you need them.”

*Andrea Brewer
Executive Vice President
San Jose Credit Union*

The Issue: The credit union had various logos and needed retail brochures. LemmonTree was chosen from several agencies reviewed for the fit with the senior management’s objectives.

The Solution:

- First, a standardized version of one of the logos was created by LemmonTree as the basis of the new brand image.
- Second, designs for a new brand image were developed showing ideas for retail brochures, a web home page and a newsletter.
- Finally, after selecting the brand image design, LemmonTree developed the line of retail brochures.

The Results: Shown here is the brand image that was the winning design.



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