

YOUR CREDIT UNION BRAND

“Your brand is a first impression... followed-through with the actual experience that matches up with that expectation.”

- LISTEN TO THE FULL PODCAST EPISODE AT WWW.BRAIDCREATIVE.COM/CREDITUNIONPODCAST

Use the columns below to brainstorm 1) What you like about your brand. What's really working for you? 2) What isn't working quite as well as it could? Where are their disconnects or missed opportunities? 3) What do you not like? Does anything make you cringe? There are no wrong answers, nothing is too big or small to list here, and this worksheet can be for your eyes only! Feel free to write on the back of this paper too!

WHAT DO YOU LIKE ABOUT YOUR BRAND?

WHERE ARE THERE BRAND DISCONNECTS?

WHAT DO YOU NOT LIKE ABOUT YOUR BRAND?

GET DREAMY ABOUT YOUR BRAND

If you could wave a magic wand and get anything you wanted for your brand or marketing what would it be? We know you're used to working within a budget and approval from a board but pretend as if money is no object and there is no design-by-committee. You get to be as creative as you want! Think about brands that inspire you – what do they do that you would like to try? Use the space below to draw, list, and brainstorm your branding and marketing dreams! If getting too aspirational isn't your style that's okay too! You could use this space to do some pragmatic brainstorming.

“Branding can be exciting, and overwhelming – but you don't have to do everything all at once.”
If you could update one significant thing about your brand this year, it would be:

YOUR BRANDING CHECKLIST

Use this checklist to assess and audit all the places your brand exists. Highlight or circle any high-traffic touchpoints. Physically collect as many things as you can in the same place! Is everything consistent? Cross out items that are not applicable to your marketing efforts. As you go, check off the items you've gathered. Put a star next to anything you'd like to implement or update. Use the space next to each line item to make notes.

YOUR BRAND PLATFORM

- Name & Tagline
- Logo
- Colors
- Fonts
- Mission
- Brand Voice
- Brand Headlines
- Other:
- Other:

WEBSITE

- Home page
- About page
- Services / Offerings
- Products
- Contact page
- Online banking
- Other:

DIGITAL

- Newsletter graphics
- Email signatures
- Webinars
- Presentations
- Virtual summits / workshops
- Online advertising
- Other:
- Other:

SOCIAL MEDIA & CONTENT SHARING

- Blog
- Podcast
- Videos
- Facebook
- Twitter
- Instagram
- Pinterest
- Snapchat
- LinkedIn
- YouTube
- Live Streaming
- Other:
- Other:

PRINT

- Business cards
- Letterhead + Envelopes
- Postcards + direct mail
- Bill stuffers
- Posters
- Folders
- Brochures
- Books
- Invitations
- Product packaging
- Other:
- Other:

IN-PERSON

- Trade show booth
- Speaking / presentation slides
- Workshops
- Conferences
- Presentations
- Personal style
- Promotional products
- Other:
- Other:

SPACE

- Interior design (paint, lighting, layout)
- Interior decoration (art, textiles, etc.)
- Interior experience (music, smell, sounds)
- Exterior signage
- Interior signage
- Drive-thru
- Other:

PHOTOGRAPHY

- Headshots
- Brand imagery
- Product / Service shots
- Branch images
- Other:
- Other:

MEDIA & ADVERTISING

- Brand video
- Television commercial
- Outdoor advertising
- Radio (or voice-over) advertising
- Other:
- Other: