don't just stand there
stand out
CUBE – CREDIT UNION BRAND ENGINEERING

We understand the credit union experience, assisting credit unions and centrals at the national, provincial and local levels, in enhancing their brand image and member marketing programs.

Our CUBE (Credit Union Brand Engineering) program is a well planned and orchestrated approach that addresses the credit union image and complete member marketing program.

Key suppliers to credit union system also benefit from our understanding of credit unions, as we also assist them with creative design, marketing and trade show program solutions to better communicate and profile their specialized services.
EVENT MANAGEMENT

Creating the right image and overall atmosphere of your event, Annual General Meeting (AGM), conference or trade show is critical to its success.

We work with you to plan every detail to make sure your event is a memorable one. Our all-inclusive event management services involve event planning and venue selection to floor plan layout, coordinating the entertainment, catering and required show services.

One Event. One chance to get it right!

Your signature is the one consistent element that defines your company.

Your company image must support that… but it needs to evolve to be effective in the marketplace.

It’s time to be prepared.
It’s time to get inspired.
It’s time to move forward.

Now that you’re interested in un-doing your identity problems and making your company’s brand image and marketing program unique, let’s get started!

The following pages demonstrate how our brand development and marketing components have been designed to enhance the overall impact of our clients.

When we’re done, your image will be as unique as your signature.
BRAND DEVELOPMENT / BRAND RE-DESIGN

This is the most critical part and visual reference to your company. The creation or re-design of your brand image becomes the face of your company, and sets the foundation upon which all perceptions of who you are and what you do are determined – often long before potential customers do business with you.

Your image must clearly define who you are and offer a distinguishing presentation that separates you from your competition.

Elements of design include:

- brand image strategy
- web site design
- graphic standards
- brand re-design
- stationery
- advertising
- logo design
- signage
- apparel / promo items

Your image must be distinctive, have impact, form the foundation of all marketing initiatives, and leave a positive lasting impression.

PACKAGE DESIGN

Your product packaging acts as a silent salesman. The message it conveys must be effective enough to engage your consumers in a matter of seconds and inspire them to take action. We understand the need for instant, effective solutions which attract and inspire people to select your brand over the competition.

Your brand extends towards your products, and they require the proper visual impact to show the uniqueness of your signature.
TRADE SHOW DISPLAY, GRAPHICS & PROGRAM

Taking your image on the road?

The most significant benefit of participating in a trade show, is the opportunity to connect one-on-one with a prospective customer. With seconds to attract attention, your trade show display and graphics must be a clear, clever and serve as an attractive showcase of who you are and what you do.

We’ll assist you with the selection of the right display system to meet your needs and budget, and design a creative solution that will draw attention to yourself. Display handouts, promotional items and booth apparel will also complement your overall trade show presentation.

Our all-inclusive trade show program will ensure your display is in show-ready condition, and set-up properly… so you don’t have to!

PRINT MATERIALS

The design of your company image is just the start.

Once created, consistency is now required in the development of all related print materials. With our design and thorough understanding of your image standards, we will create a common thread throughout the design of all required marketing materials.

These may include:

- annual report
- corporate brochure
- product literature
- line cards
- sales kit
- posters
- catalogue
- direct mail
WEB DESIGN & MULTIMEDIA

There are many contact points where prospective customers may be introduced to your company.

They may have come across your print ad in an industry publication; they may have visited your booth at a trade show; it may have been the direct mail they received, or the marketing materials they came across while visiting another business.

Wherever they first heard of you, chances are the next step was a trip to your web site - and that’s where consistency in design must be apparent through all of your marketing elements.

Your web site and multimedia components must be engaging and capture the attention of your audience in order to recognize your brand, and convince them to connect with your company.

PRESENTATION MATERIALS

The simple reason you market your company is to draw attention to yourself. Creating a positive first impression is your key objective.

Whether we’re designing your Corporate Introduction, materials for your Annual General Meeting or RFP presentation, your appearance must extend your brand image, and reinforce its message to your target audience.