

Name And Logo Development

A modified or new name may be necessary when a credit union's membership base changes due to a merger or charter expansion, select group changes, or when there are other growth or member/community perception issues. At Marketing Partners, our comprehensive naming process provides the evaluation, development, and transition resources you need to create a distinctive new name and brand identity.



- Background Research and Analysis
- Positioning and Strategy
- Competitive Name Analysis
- Name Generation
- Name Availability Research
- Logo Development
- Visual Analysis (Logo/Graphics Evaluation)
- New Name Selection Process
- Trademark Registration Resources
- Name Usage Guidelines
- Name Transition/Member Relations Strategy

Call to learn more about how we can help you develop a name that will maximize your growth potential and build a unique brand identity.

1-888-641-1215

Online: www.marketingpartners.com

