

Situation

Pinnacle Bank is a new community bank that was opening in the South County region of Santa Clara with the focus of being recognized as a business bank that is responsive to the needs of the growing community.

Pinnacle enlisted The Stephenz Group for the development and production of the marketing communications materials that would be the foundation for the launch of the Bank. The challenge was to create a new brand — for a business bank in a community that lacked a locally owned bank — that communicated to potential small business customers that Pinnacle would be a trusted, flexible, and understanding partner.



Strategy

TSG's first phase of the brand architecture was the creation of the verbal and visual brand characteristics, including brand tone, look and feel and messaging. The strategy was that these elements would provide the key building blocks to Pinnacle's brand and how to express their brand promise.

To define the brand, TSG worked with the founders of Pinnacle Bank to capture the essence of the brand through their vision — including what makes Pinnacle different and how the brand relates to the customer experience. This involved research that included workshops with founders and board members, 1:1 executive interviews, and telephone interviews with key “customers” and interested parties. The workshops assisted in clarifying the internal perceptions and vision, and helped outline the mission statement, goals and desired positioning. The external research included competitive analysis and a review of current trends and marketplace issues.

With the brand identity established, TSG focused on developing taglines and logo designs that captured the brand personality of Pinnacle Bank, and also met the following criteria: capture the spirit and philosophy of the Bank's mission and its promise to its customers, can be utilized effectively across all corporate communications, speaks to all audiences, stands out among competitors, is memorable and stands the test of time.

Execution

The final deliverables included a corporate identity with logo, color palette, tagline and design of Pinnacle's business systems (letterhead, envelope, mailing labels and business cards). TSG also developed messaging/positioning platforms that provided tiered messaging to various audiences — focusing on high-level elevator pitches, sound bytes for key audiences, and corporate/product messaging and proof points.

Results

Pinnacle Bank executives and their Board of Directors unanimously selected TSG's recommended corporate logo and tagline. Their communications program, built from the brand strategy includes: advertising, website, business and marketing communications, sponsorships and promotional programs.