

BANK MERGER & BRAND CREATION

BLUESTONE BANK

The task at hand: Unite two long-standing community institutions, Bridgewater Savings Bank and Mansfield Bank, under a new name and logo that could become a local brand as recognizable as the staple coffee shop.

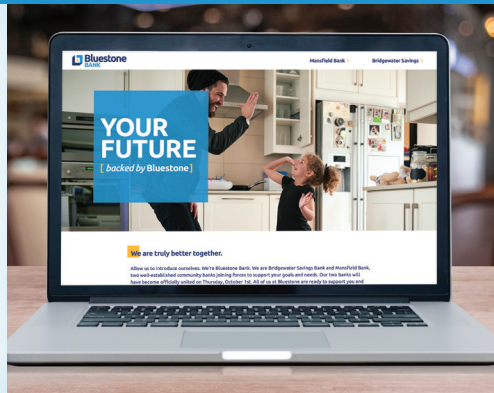
The vision: Live and breathe each institution's identity to create an authentic and distinct brand that both communities love and grow with.



Old Logos

BridgewaterSavings

MANSFIELD BANK



MAKING IT A REALITY

Through the discovery process, the true sense of the journey toward brand building begins by digging deep below the surface of the current brand(s). By exposing the underlying truths about service, personality, culture, competition and the perception from the one who matters most – the customer. Taking this deep dive into the good, and not-so-good, is how we developed the authenticity and brand distinction for Bluestone Bank. Closely collaborating with the client is what drives the brand-building process. In this case, being a merger of equals, two sets of clients factored into our exploration.

To set the stage, the first thing we asked was that clients leave their corporate hats at the door – no judgment, no politics, no wrong answers. Just let the creative juices flow! In fact, we let everyone know that their participation was instrumental to the overall brand development and that they should be ready to have some fun. Yes, we said that. Bankers can have fun too!

EUREKA!

We finally struck gold! Bringing two bank cultures together with one common vision can feel like pushing a thousand-pound boulder up a hill. Luckily, we've got some powerhouses at our disposal. After many hours of collaboration, in-depth review and an endless supply of passion from both sides, the Bluestone Bank name and brand emerged.

WHAT'S IN THE NAME

Bluestone was born from combined visual equities within the two existing brands, using "Blue" to represent the word water and color of Bridgewater and "Stone" to characterize the pillar icon of the Mansfield logo. This subtle gesture not only helped the new brand maintain individual attributes of each, but it also served to unify the spirit and commitment as one brand with one purpose. Together, Bluestone embodies strength, support and a pathway to something better, along with the trust that whatever your financial need, it will always be **backed by Bluestone**.



BAC BANK SMART ALAC

The task at hand: Dream up and implement a memorable branded name and icon for the bank's "virtual assistant" and mobile app. Something that the customer will remember and feel connected to.

The vision: Emphasizing the power of connectivity and putting strength to the name in a concise way is crucial to the distinctiveness of the name. Thus, the name **smartALAC** was born. Combining all-access, connection, and accessibility, it would be the perfect fit!

Thinking of the persona, we imagine ALAC as a young millennial type-A stat geek – a smart and savvy hardworking bank representative who digs into the details and delivers the support customers crave and faster than they could have ever imagined.

The need to know: BAC Community Bank introduced a new online chat service to their customers (through AgentIQ) that works both through their website and as a standalone app. AgentIQ is a digital engagement platform that improves communication between financial institutions and their customers, leading to happier, more loyal, and more profitable relationships, something every bank dreams of. This technology lets customers choose their own personal banker. This banker then becomes their single point of contact with the bank who can help connect them to the right experts.



MAKING IT A REALITY

After the naming and icon development, Pannos designed a messaging guide for internal bank employees. This served as a manifesto to illustrate the product, why it was an important addition to the bank's services, and a general overview of the messaging style and voice of the app. Pannos also created an in-branch digital slide, an eNewsletter, in-branch signage, and buttons for employees to wear. It was time to make our new little friend a star!

EUREKA!

A relatable, thoughtful, and fully-integrated campaign that highlights the innovation and technological advances of SmartALAC and BAC Community Bank. The use of modern design elements and "wicked smaht" language is engaging, authentic and enhances the overall user experience. Altogether, the concise naming convention, the creativity reflected in the digital and print assets, and the training tools created for internal use convey the dedication the bank has towards technological advancements in order to improve their customers' experience.



**SMART
ALAC** by **BAC**

