

# be curious.

**Goal:** Brand Positioning  
& Presentation



Service, Stewardship and Security

Located in South Holland, Elmhurst, Cicero, Shorewood, Wheaton, Lockport, Orland Park and Frankfort in Illinois and Dyer, Schererville and Munster in Indiana, Providence Bank & Trust is a full service commercial and retail financial institution serving these communities for **over 10 years**. In addition, Providence's unique focus provides a stewardship program that gives back to the communities it serves.

## Challenge:

Provide a smart solution for the need of a small print quantity of a yearly Annual Report while delivering a piece that properly portrays the strategic growth that the organization has experienced over the years.

## Approach:

Economical approaches to the binding of the report was recommended in the early years of development. The look and production techniques evolved with unique visuals that provided an extra punch that emphasized the exciting growth of the organization.

## Strategy:

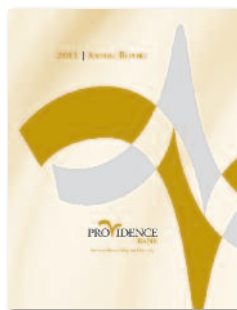
The initial years were positioned to build the brand and emphasize the focal points of what Providence had become known for through the marketing efforts in place – the “V” in the logo and the consistent look to their marketing materials with the marble background. The more recent years' designs strategically provide a broader scope of who Providence is to their customers and the communities they serve as a whole, in large part because their position in the marketplace had strengthened due to the brand building and positioning from the earlier years.

## Deliverables:

This shows a few that have been done over the years.



2007



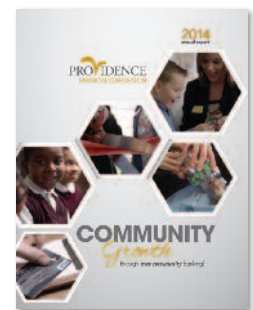
2011



2012



2013



2014

RESULTS:

Each has portrayed the organization in such a way that a sense of trust has grown into a confidence that is evident in all board members, the executive staff, shareholders, customers and the community alike. In addition, **WhitComm Marketing, Inc.** has remained the Agency of record since the inception of the organization.