

DuPage Credit Union Brand Interior Sizzles in Chicago!



Project Summary

Credit Unions are the fastest growing segment of the banking industry. DuPage Credit Union a ten-location company in the West suburbs of Chicago is growing rapidly, and needed to create a strong brand identity that reflects the values of their customers.

National branding firm Newground Resources asked Image 4 to help design and execute a strong brand environment, with contemporary feel and classic undertones.

Working with project manager Christine Westcott, Image 4 created and printed 22 x 28" print graphics, 40 x 50" window clings, custom graphic wall covering, counter cards, 1/2" colored acrylic product offering panels, and distinctive brand identity panels. Each kit was pre-fabricated and packaged in our plant.

These three-layer graphics include a base graphic, frosted, colored acrylic color blocks with integrated type treatments, pin-mounted dimensional text, a custom painted and decalced logo, and design-specified lighting.

Image 4 installers worked with Newground and credit union personnel to paint, light and install each brand interior over a period of 30 days. DuPage Credit Union looks like they are ready for a hot summer!

Project Budget

Program Development: \$6,000 Production and Installation: \$17,500 per facility

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