



PERIMETER SIMPLIFIED THE WAY MONEY IS MANAGED.

New marketing materials helped launch a friendly brand image.

CHALLENGE » Perimeter First Bank needed to produce new marketing materials and a website that worked within an existing interface platform.

SOLUTION » We worked with Perimeter to put together a series of marketing materials that built a strong, cohesive brand. We developed a library of friendly and inviting images, a color palette and a collection of fonts that could be used throughout corporate literature. Additionally, we were challenged to build a new website that utilized an existing framework and back end system. We re-skinned the frame work to blend nicely with the corporate brand without sacrificing functionality.

RESULTS » The marketing materials and new website succeeded in building confidence in Perimeter First Bank's offerings.