

Client: Cadence
Starkville, Mississippi

Challenge:

Create a distinctive, vibrant new name and visual identity for

competitive success

National Bank of Commerce, a \$3 billion southeastern bank, had **to attract a wider range of customers.**

an enduring, positive, and proud history. Continued success, however, demanded that the bank be more relevant to a younger audience and expand geographically into dynamic growth markets. Recognizing that other banks in these expansion markets had names that were confusingly similar to National Bank of Commerce, and understanding the need to reposition the bank as more vibrant, innovative, and responsive, executive management quickly determined that their bank name and overall brand strategy required realignment with their business strategy. Making the decision to move away from a well-known, respected name called for courage and vision.



Solution:

step” with its customers. The word “banking” is also much more action oriented. As noted by the bank’s chairman and CEO, “Cadence projects a bold and progressive identity and represents a unique style of banking with exceptional customer service and a full spectrum of financial services. Cadence represents who we are—a strong, reliable financial services company with strong ties to our local communities, keeping pace with our customers’ needs, in synch with their goals and dreams, with an energetic, consistent, dependable level of service.”

The Monigle Associates team then worked to create a dynamic new logo and design system to bring the name to vibrant life, helping differentiate it from its many competitors and bringing focus and consistency to the brand expression. Final steps included signage conversion and a significant internal launch event to engage employees while educating them about the new brand. We also created a unique logo animation that featured a sound harmonic used in the launch and in subsequent advertising.

As a result of the name change, all banks within the original entity were consolidated under one brand to provide seamless banking and a seamless brand expression across markets in multiple states.

Through close engagement with the company’s executives, Monigle Associates carefully guided the effort to replace the bank’s limiting name. The chosen name, Cadence Banking, crystallized the bank’s approach to being distinctively “in tune and in

Before



After



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