

## Feature Overview

# Jack Henry Visual Branding Services

Wherever you are in your branding journey, we're here to help set you up for success. We offer three tiers of visual branding assistance, each designed to meet you at your point of need.



### Logo Rebuild

Has your brand ever been properly digitized? If not, no need to worry! We'll bring your current logo up to speed with all the digital assets you'll need to shine online.



### Visual Elevation

We know exactly how you feel – you love the concept of your brand, but recognize that it needs a bit of an update to reach its full potential. Don't fret! We'll help evolve your identity to stand out from the competition.



### Complete Logo Reimagination

Looking for something more? If it's time for a new brand that represents who you are today, look no further. We'll work with you to develop a completely customized identity for your financial institution, fully optimized for digital use.



## Jack Henry Visual Branding Services

# bring your brand into the digital age

We'll be the first to admit that times have changed, and the internet is asking your brand to do a lot more than it used to. Our visual branding services are the perfect way to update or evolve your branding to meet these new demands.

## A New Era

## is your brand optimized for the web?

Think about all the digital contexts your brand needs to live in today – overwhelming, right? It's important to ensure your design assets work well everywhere: in different orientations, at a full range of sizes, for people with different accessibility needs, and more. Is your brand up to the task?



## Flexible Branding Services

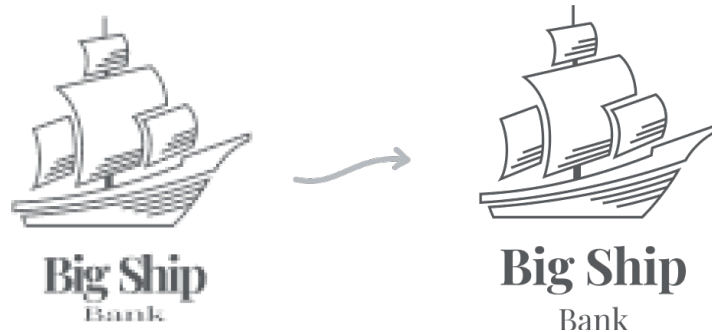
## find your perfect design solution

We know that every financial institution is unique. Your team is one of a kind, the community you serve is unlike any other, and you have an individual set of business goals. We believe that a successful brand identity is one that effectively communicates those things that make you special! In order to help you build a brand that perfectly fits your business we offer three tiers of visual branding assistance, each designed to meet you at your point of need.

### Package 1

## Logo Rebuild

Great branding is timeless, but the mediums it's used in are bound to change. If your brand has never been properly digitized our team can help get you up to speed with all the digital assets you'll need for use on the web.



Here's what you can expect from a Logo Rebuild project with us:

### Logo Vectorization

If your logo only exists in a physical medium, or you only have a low quality digital version, our team will work with you to rebuild the design as a digital vector – a file format that is scalable and easily editable – and perfect any flaws or distortion.

### Multiple Orientation Setup

It's important to have a flexible logo that can be used in different spaces, mediums, and platforms. To set you up with everything you'll need our team will design a full range of logo orientation options.

### ADA Color Optimization

Our team are experts when it comes to supporting ADA conformance. We'll double check that your brand colors work well in all digital situations, for users of all capability levels, and make adjustments if needed.

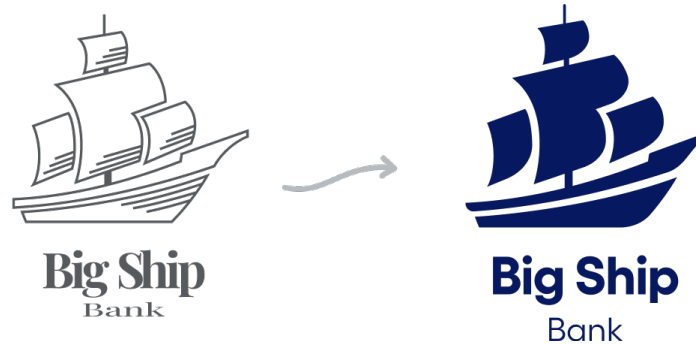
### Complete File Format Library

To get you up and running we'll deliver a full library of all the file formats you'll need to design effectively. We'll include everything from editable vector files to ready-to-use PNGs, JPGs, and more.

## Package 2

### Visual Elevation

Looking to refresh your financial institution's brand identity, but still love your original concept? This is the perfect package for you. We'll work within the parameters of what already exists – modernizing the look and feel, and optimizing it for digital use.



Here's what you can expect from a Visual Elevation project with us:

#### Logo Mark Modernization

While maintaining your brand's existing framework, we'll modernize the look and feel of your logo, leaving you with a new approach that's perfect for both physical and digital spaces.

#### Typography System Update

Along with updating your logo we'll take a fresh look at your brand's typography system, making updates and tweaks as needed to ensure everything reads and scales well, and feels like a good fit for your institution.

#### Color Palette Optimization

Our designers are experts when it comes to color. If your existing brand palette feels a bit out of date we'll work with you to make updates and adjustments, all while ensuring your new assets support ADA conformance.

#### Design System Strategy

Good branding is an effort that extends beyond just a good logo. We'll work with you on a strategy for how your updated colors, type, and design elements can be used across a range of media to feel cohesive and stand out from your competitors.

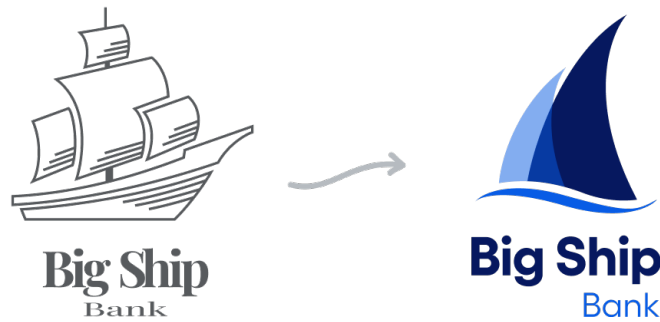
## Complete Branding Style Guide

At the end of our engagement we'll leave you with everything you need to hit the ground running – including a full style guide document that covers usage rules and suggestions for your updated brand, and a complete file library of new assets.

### Package 3

## Complete Logo Reimagination

If you want to start from scratch with a whole new brand, look no further. We'll guide you through the rebrand process to make sure you love your new identity, and that you're fully set up for digital use.



Here's what you can expect from a Complete Logo Reimagination project with us:

### Logo Concept Development

To kick off our project we'll go back to the drawing board to develop the perfect logo concept – combining your goals and the expertise of our world-class design team to create something magical.

### Typography System Establishment

Along with your new logo, we'll put together a fresh typography system – one that's modern, effective in both physical and digital spaces, and that communicates your institution's identity clearly.

### Color Palette Creation

Our designers are experts when it comes to color. We'll formulate a perfect color palette that fits the personality of your institution like a glove, all while ensuring your new assets support ADA conformance.

## Design System Strategy

Good branding is an effort that extends beyond just a good logo. We'll work with you on a strategy for how your updated colors, type, and design elements can be used across a range of media to feel cohesive and stand out from your competitors.

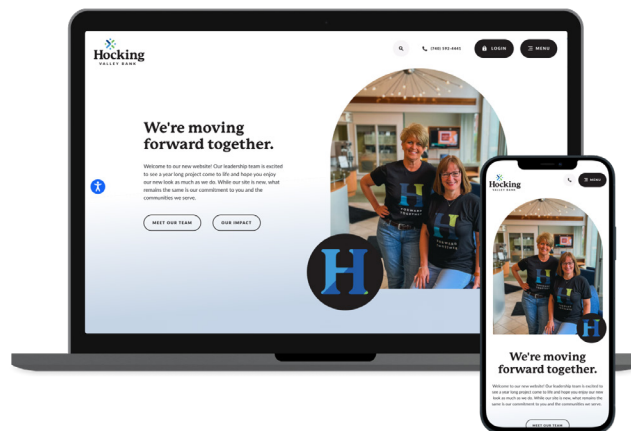
## Complete Branding Style Guide

At the end of our engagement we'll leave you with everything you need to hit the ground running – including a full style guide document that covers usage rules and suggestions for your new brand, and a complete file library of assets.

### A Dynamic Duo

# beautiful brands need beautiful websites

Looking for a new website to showcase your new brand? We've got good news for you. We offer top-notch website design that perfectly fits your brand, and every website comes with easy-to-use tools for managing your content and monitoring your website's security.



## take your brand to the next level

Let's talk about this together. [digitalexperience@jackhenry.com](mailto:digitalexperience@jackhenry.com)

For more information about Jack Henry, visit [jackhenry.com](http://jackhenry.com).