

United Way of the National Capital Area

Situation The United Way of the National Capital Area (UWNCA) created the Financial Empowerment Center program to provide high quality financial services, free of charge, to individuals and families who have encountered difficulties finding solutions with traditional banks. To support the branding of these locations, UWNCA reached out to The Design Channel to develop assets that offered an inviting yet professional look and feel to prospective customers.

Solution One of the main challenges of the assignment was creating a logotype design that could accommodate not only the name of the program but also the UWNCA identification, a center location name, and the name of a participating corporate partner.

In light of these various needs, we first created a simple, appealing visual—a ring of leaves to convey a fresh start, growth, and a continuous cycle of services. Then we augmented it with a flexible construct that helped compartmentalize each of the additional elements in an orderly manner without detracting from the main logo graphic.

In addition, we developed a positioning statement to help UWNCA succinctly communicate the intention and scope of the Financial Empowerment Center program among its internal staff. We also created a theme line—“Put yourself in charge”—that UWNCA could use in its outreach efforts to help further promote the program.

Result Our work was quickly embraced by UWNCA and applied to signage, letterhead, and business cards at the first Financial Empowerment Center in Prince George’s Community College in Largo, MD. Additional Financial Empowerment Center locations are being planned throughout the metro D.C. area and will be implementing our branding tools when they come online.

- central messaging
- new brand identity

Research Modes Used:

Key stakeholder interviews

Brand benchmarking of other like-minded organizations

United Way NCA Financial Empowerment Centers offer direct access to high quality financial services and guidance in a welcoming professional environment at no cost. Individuals and families who have struggled to find solutions with traditional banks will have a trusted resource in these centers to help them gain greater control over their personal finances. By providing a convenient pathway to these solutions, the Financial Empowerment Centers are helping to realize one of United Way NCA's most critical objectives—enabling members of the community to achieve greater financial stability for themselves and their households.

Put Yourself in Charge



Financial Empowerment Center

- Core logo



Financial Empowerment Center at Prince George's Community College

UNITED WAY OF THE NATIONAL CAPITAL AREA POWERED BY SUNTRUST

- Co-branded logo

- stationary
- website

