

Harland Clarke Internet Branding and Messaging

Chevy Chase Bank co-brands its check-ordering website to promote security, reliability and name recognition

Situation

Chevy Chase Bank, a financial institution client of Harland Clarke with approximately \$11 billion in assets, was rebranding its corporate website. One goal of the rebranding effort was for supplier partners to match the updates so the client could maintain its brand across linked sites. The client felt this would provide a seamless transition and a richer experience for customers while promoting security and name recognition. Chevy Chase Bank turned to Harland Clarke to brand its online check-ordering experience according to the client's specifications.

Action

Chevy Chase Bank provided Harland Clarke with a new corporate branding guide and website mock-ups. Harland Clarke's e-Commerce Marketing team used the information to develop a custom style sheet, which was applied to the customer-facing ordering website. While it was in development, Harland Clarke posted the co-branded site on a partner test system so Chevy Chase Bank marketing employees could review the changes and request incremental adjustments. During go-live weekend for the client's updated website, Harland Clarke installed the client's custom package and the newly co-branded check-ordering site went live as well.

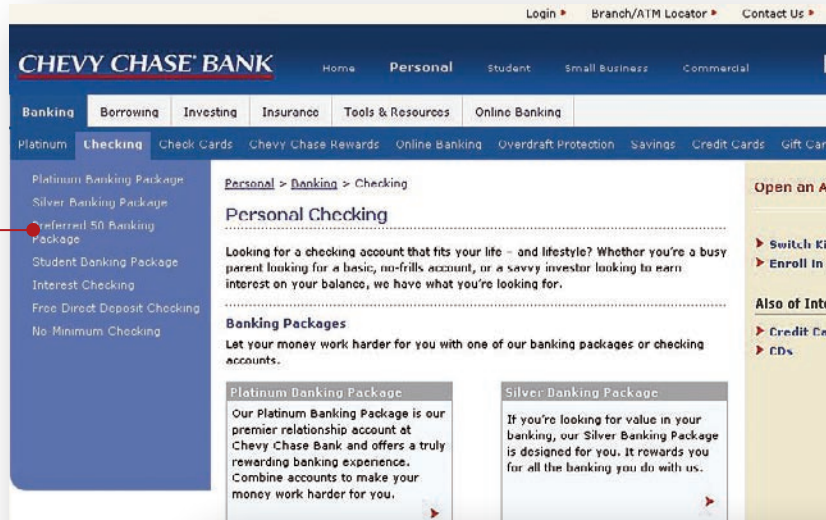
Results

The co-branded ordering website was set up to work with two different user experiences, enabling customers to access the site from within or outside of online banking. The Harland Clarke team also tested the new website across the three most widely used internet browser applications to ensure consistency of display.

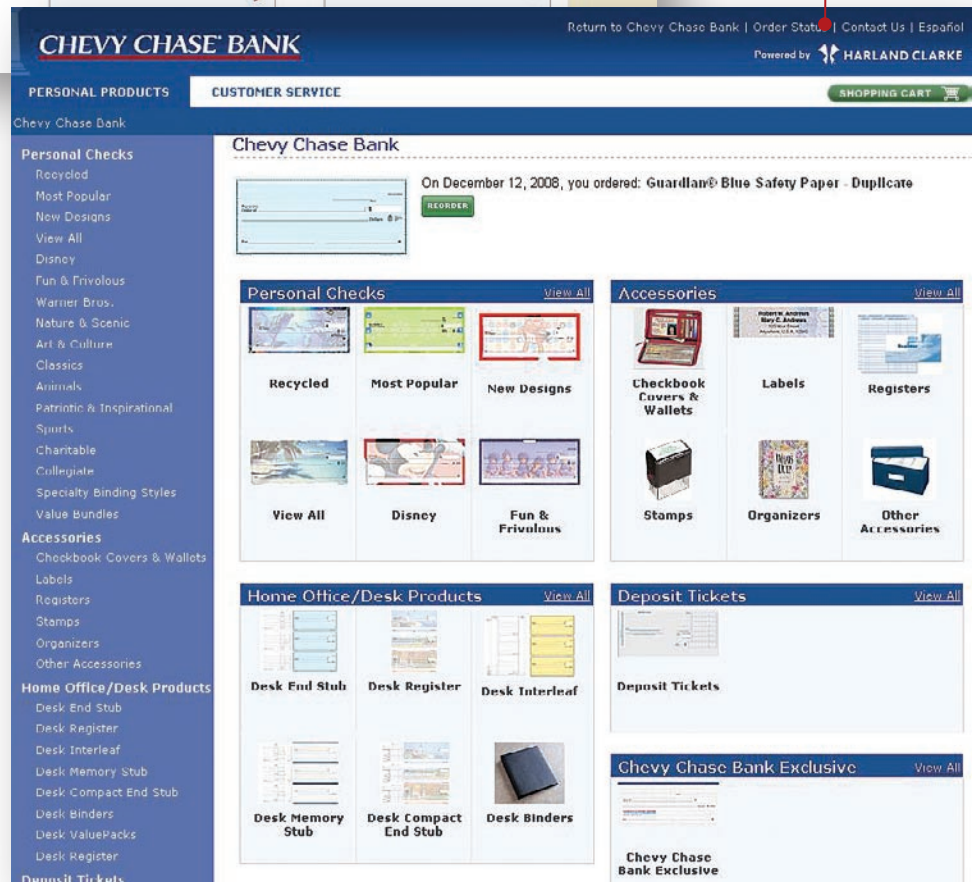
The following website screen shots show elements of the primary Chevy Chase Bank brand and the Harland Clarke co-brand. Also included on the co-branded site are the client's color scheme and easy-to browse product categories.

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An image from Chevy Chase Bank's corporate website.



The co-branded check-ordering website, which shows branding of the logo, name, masthead, font style, colors and catalog.



Solution

Harland Clarke's dedicated e-Commerce Marketing team is focused on helping your financial institution promote its brand and successfully utilize the internet channel. For more information about custom internet branding and messaging, contact your Harland Clarke account executive.