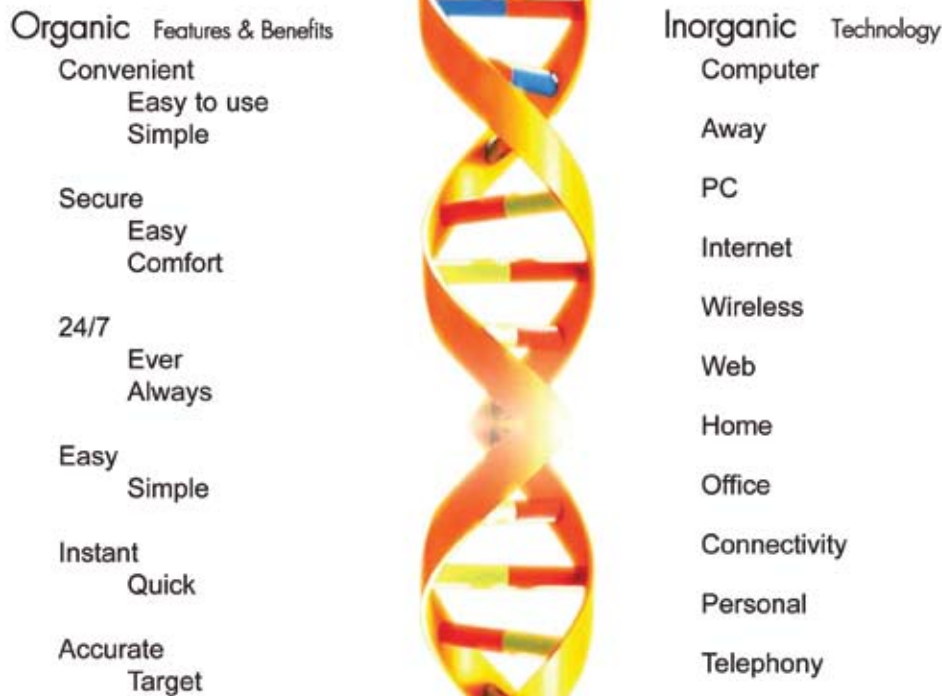




Branding Process DNA/PEOPLES TRUST COMPANY

MSI begins with its notes from client discussions and develops what it refers to as the Product, or Client's DNA. The practice is an effort to sum up the "Organic and Inorganic" aspects of the image sought. Our team meets with your stakeholders and through a few discussions, we start to develop the framework of Organic (history, culture, community etc....) and Inorganic (technology, facilities etc....) terms that help us better understand what differentiates you from others in the local, regional and national market. It is this process that guides us to develop strong message and design elements that truly depict who you are and what lifestyle opportunities exist at your company.

MSI's work with Peoples Trust Company, a Vermont bank launching a new online banking product, will outline the details as an example. The model here was more of a word play, or word association, as MSI had the task of naming the actual Online Banking Service.





Branding Process PEOPLES TRUST COMPANY

Next comes the brainstorming, the cups of coffee, the good ideas and the ridiculous ones. Some like to sketch, others like to work things up on the computer ... whatever the method, a few names make the cut, while others are left on the conference room table.



Many are called, but only one can be chosen ... in this case, MSI's top suggestion to the client won by a landslide. It was chosen based on its color scheme, overall appearance, and message that both the client and MSI felt it sent. With the addition of a new "e" and a service mark tag, the new brand was ready. Once it was final, the brand was labeled for the client's and MSI's future use.

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