

myState financial

Naming
Brand Strategy
Brand Identity
Stationery Collateral
Marketing Collateral
Uniforms
Livery
Signage
Branch Fit out
Brand Guidelines





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MyState Financial was created out of a merger between the two largest credit unions in Tasmania - islandstate and connect financial. When two financial institutions merge there are key regulation processes that must be adhered to, Cornwell was engaged prior to the merger to develop a naming strategy and name that was presented members. Members approved the merger and the name.

Cornwell and the MyState team worked together successfully to develop a brand strategy, brand identity and implement the new brand across Tasmania.