

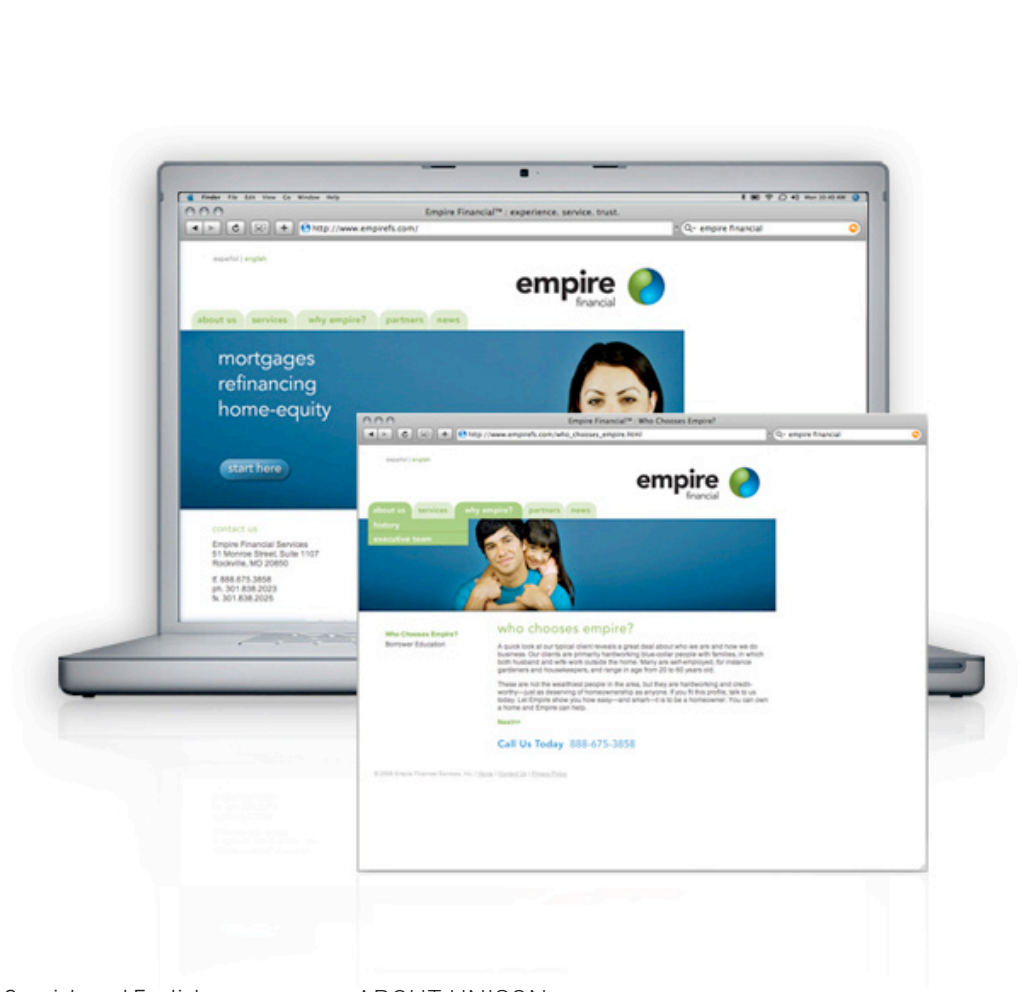
HOW DO YOU CREATE A SUCCESSFUL BRAND THAT RESONATES WITH YOUR SPECIFIC NICHE SEGMENT AND ALSO GIVES STRONG BRAND EQUITY IN THE MARKET AS A WHOLE? UNISON GIVES THE ANSWER TO A LOCAL FINANCIAL SERVICES FIRM.

CHALLENGE

For Empire Financial, a home-mortgage specialist that serves a primarily Hispanic audience in the DC/Baltimore area, responding to the particular needs of clients is a primary concern. Empire sought to project this concern through a pleasing brand experience and a user-friendly website.

SOLUTION

Unison addressed the unique needs of Empire Financial's clientele with a comprehensive response. To brand the company, Unison conceptualized a yin-yang inspired motif, composed in soothing green and blue. Hinting at the circle of life, the design associates Empire with messages of family, home, and stability. The thoughtful choice of logo emphasizes Empire's mission to help hard-working families achieve their dreams of homeownership. In addition, Unison developed a website at empirefs.com. In order to be accessible to Empire's



diverse audience, the website functions in Spanish and English. Unison ensured that the customer-focused website embodies Empire's commitment to each and every client. After the website launch Unison designed and placed a series of ads in Hispanic focused publications. As well as designed signage for the Empire corporate office and sales centers in Maryland and Northern Virginia.

RESULT

Through Unison's tailored solution, Empire Financial has bettered its ability to appeal to and care for its clients. The new brand and website distinguish the company as a distinctive presence in the home mortgage arena.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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