



## COVERING ALL THE ANGLES

### Case Study: Connects Federal Credit Union, Richmond, VA

#### Lots of Eyeballs

Chartered in 1950 as the C&P Telephone Employees Credit Union, Connects Federal Credit Union has offered over a half century of unwavering commitment to its members. Last fall the organization purchased the former BB&T building on Midlothian Turnpike and chose Holiday Signs to re-brand the location, taking advantage of the high visibility of the site at the convergence of two main traffic arteries with eight lanes of potential business.



#### Top of Mind

“We needed help branding ourselves as the leading credit union in the area,” said Danielle McLaughlin, Vice President of Marketing and Business Development at Connects. “The new location offered tremendous potential to connect our brand with the community, but the challenge was covering all the viewing angles so people passing the branch from all directions had ongoing top-of-mind awareness.”

#### Customers' Point of View

It was important that the Connects brand be seen and recognized by commuters passing daily, plus help with the traffic flow of members stopping in to conduct business.

The project involved:

- Refurbishing the main pylon sign;
- Adding a new set of channel letters on the side facing traffic from intersecting road;
- Adding an internally illuminated box-type sign on the entrance wall;
- Site wayfinding signage.

The challenge at this particular site was the way the highways approached the site from several angles. After thorough site surveys considering permit regulations and viewing angles of motorists approaching three sides of the building, Holiday Signs successfully designed, fabricated and installed a sign package that met the client's branding goals.

#### Results

“We are seeing a good flow of new members into our new Midlothian location,” remarked McLaughlin. “The signage sheds a very positive and visible light on our brand in a new part of town.”



*“The big goal was to ensure optimum visibility from all possible viewing angles.”*

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