



TOM FISHER DESIGN

CASE STUDY

FIRST AMERICAN FUNDS



BRAND UPDATE & ROLLOUT

2008 Brand Identity Guidelines

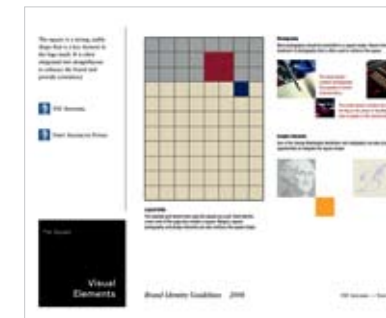
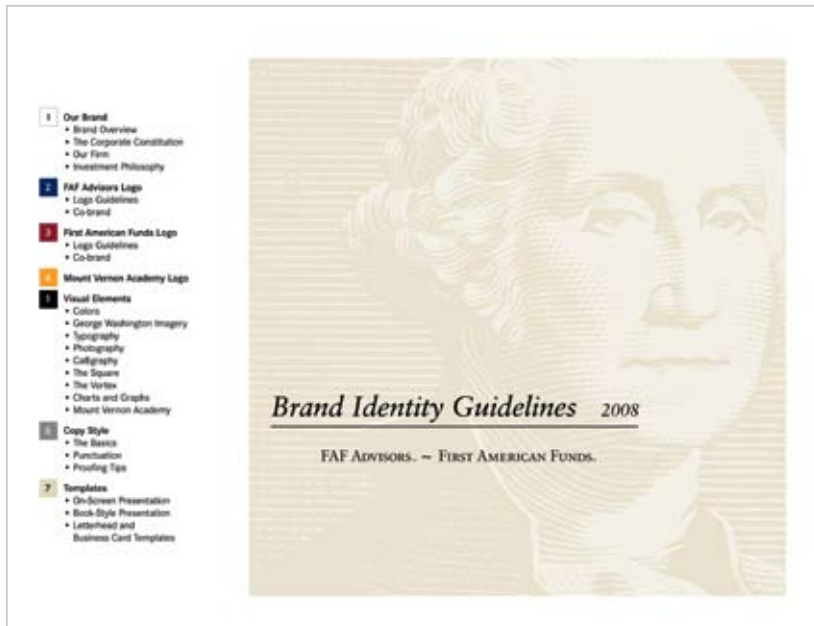
The original branding for First American Funds had served its purpose well since its launch in the late 1990's. The iconic image of George Washington was a key focal point of the brand. His strength of character, leadership and strategic vision embodied the culture of the company. Visual branding was bold but still maintained a sense of strength and sophistication to portray the historical nature of the company name and also the strategic approach that helped make the company successful.

BRAND CHARACTERISTICS:

independent, performance-driven, collaborative, disciplined, trustworthy, bold, strategic

Key visual elements featured a detailed scratch board illustration of George Washington and included a broad color palette with emphasis on red and blue American colors.

A library of branded photography was used to enhance the brand and speak to financial messages across a variety of materials.



2010 Brand Guide

The market crisis in 2008 changed the landscape for the financial services industry dramatically. Changes in the company's sales and marketing efforts sparked a significant update to the brand. The brand equity gained from the iconic George Washington imagery was retained, but it evolved, along with other brand elements to portray a company that was *smart, innovative, reliable and current*.

BRAND ESSENCE: *Diversify*

KEY MESSAGE: *Specialty diversifiers help you find the hidden opportunities in ever-evolving markets.*

The tag line, SPECIALISTS IN OPPORTUNITY™, was added to create a new brand mark that could be added to specific sales messaging. A 'Corner/Reveal' graphic device was added to visually display the idea of 'uncovering opportunities', an important sales message that developed from the company's response to volatile financial markets of the time.

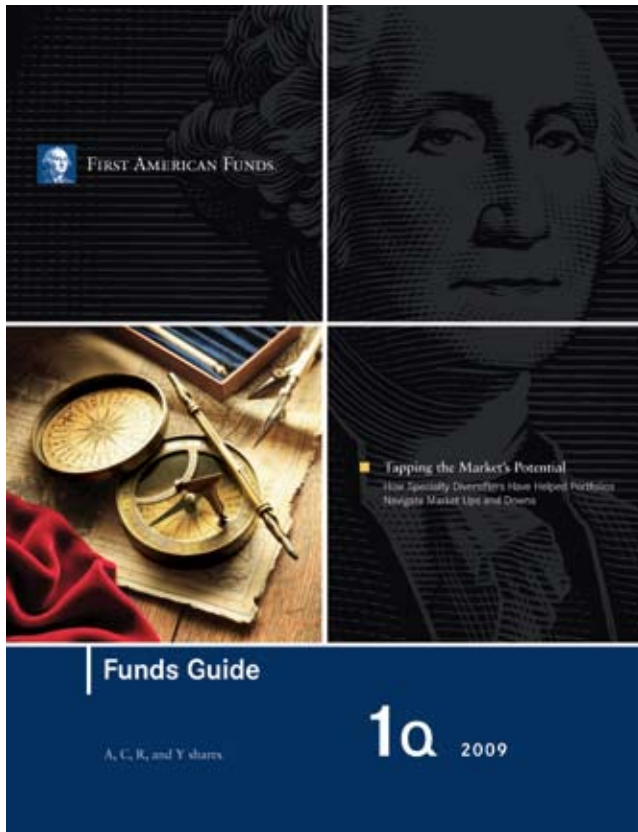
The color palette was simplified dramatically, using the strong contrast of black and gold to emphasize 'opportunity'. A new approach to photography implemented brighter, more current subject matter that spoke to retail selling messages rather than general financial concepts. This visual style of photography was also implemented for custom staff photography. Overall design of materials was made more simple, graphic and direct for visual impact and efficient workflow.



2008 Quarterly Client Communications

The *Investment Advisor* and the *Funds Guide* were key vehicles for marketing messages, commentary and fund performance information. Included in quarterly mailings, these pieces were valuable sales tools that also provided clear impressions of the company brand.

OTHER QUARTERLY MATERIALS: *Fund Fact Sheet Book*, *Company Overview*, *Asset Allocation Quarterly*, *Portfolio Manager Commentary*, *Market Review & Outlook*, *conference and event materials*.



The 32+ page *Funds Guide* booklet served as a tool for reporting fund performance information to investors, clients and prospects. It was also a vehicle for marketing, brand and editorial messages that helped our sales team connect with their client's needs.



The *Investment Advisor* was an 8 page newsletter that had strong readership among clients as an ongoing update from FAF Advisors and First American Funds. Primarily an editorial piece written from the company's perspective, it also served as a valuable marketing tool.

2010 Streamlined Quarterly Client Communications

With the brand update the company focused its marketing efforts more on generating sales leads and providing new sales tools to wholesalers and advisors. The *Funds Guide* evolved into PERFORMANCE UPDATE, and *The Investment Advisor* quarterly newsletter was replaced by INSIGHTS, a more streamlined communication that could be efficiently distributed on a monthly basis to keep pace with the constant change occurring in the markets.

Along with changes to marketing and sales approaches, the brand updates resulted in record sales by the end of 2010. The new designs of these and other pieces also provided significant savings in printing and distribution costs



PERFORMANCE UPDATE was one of the first pieces to take on the look of the new brand. The cover was bold and impactful with a strong brand impression despite the fact that the information in the book had been simplified and streamlined to focus more on fund performance data. It would remain as a key part of the quarterly mailing to new and existing clients.

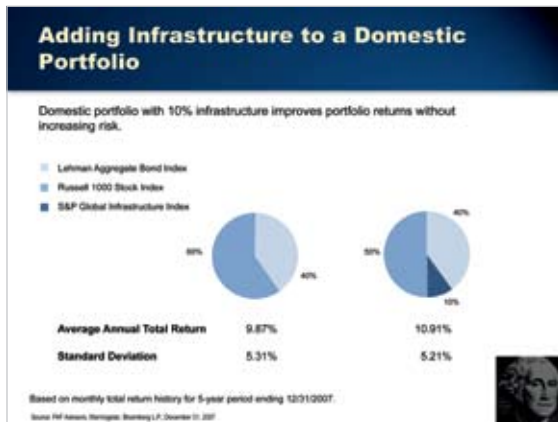
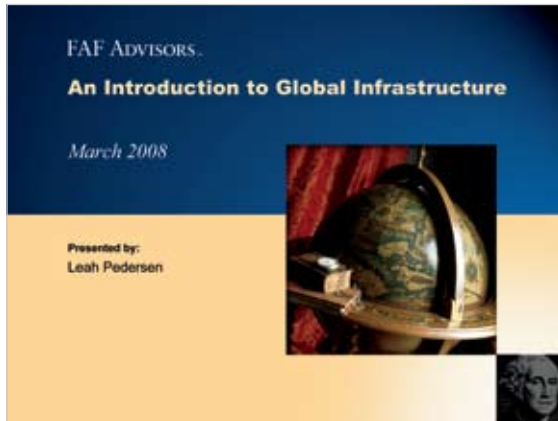


INSIGHTS was designed as a big piece in a small package. Initially used to present updates and viewpoints from Chief Economist, Keith Hembre, it was soon was expanded to include versions for various fund managers in the company. The efficient template design allowed for quick execution and wide distribution across a variety of media, all while presenting a strong brand message.

2008 Overall Branding, Corporate Communications

Achieving consistency was important in keeping with the company's brand characteristics of discipline, trust and strategy. Careful consideration was given to the design and execution of materials across the company. Examples are shown below of brand treatments applied to financial reports, white papers, and sales presentations.

OTHER BRANDED MATERIALS: *marketing brochures, strategy sheets, company signage, web site, advertising, data sheets, operational materials and internal communications.*



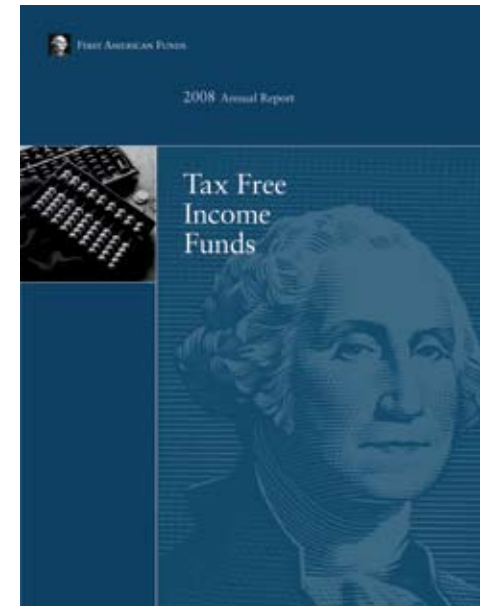
Presentation System

PowerPoint was a primary tool for communication throughout the company. An extensive template design was implemented for on screen and printed presentations.



White Papers

An elegant and sophisticated design was applied to white papers to showcase the knowledge and expertise of the company's respected industry experts.



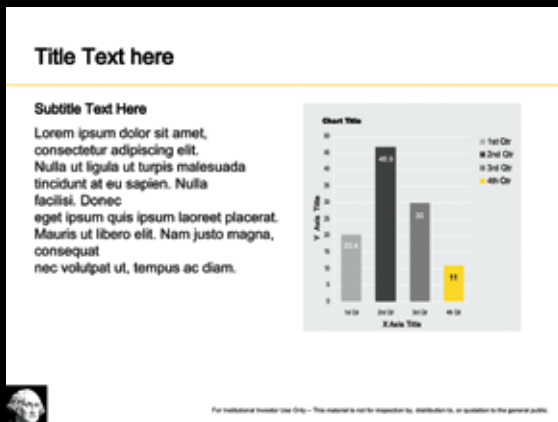
Financial Reports

The wide distribution of reporting materials offered the opportunity to provide strong branding impressions in one and two color design formats.

2010 Company Wide Brand Rollout

The final brand concept and overall design was signed off in September 2009. The rollout of the brand across all company materials required a concerted effort across the company. The launch of a new web site drove the timing of the rollout and also required significant coordination for design and content. A brand audit was carried out concurrent with the development of the new branding. Materials from the audit were evaluated and prioritized to determine timing for design updates.

GENERAL CATEGORIES FOR BRAND ROLLOUT: overall brand, corporate communications, marketing, events, sales support, web site & interactive, presentations, operations



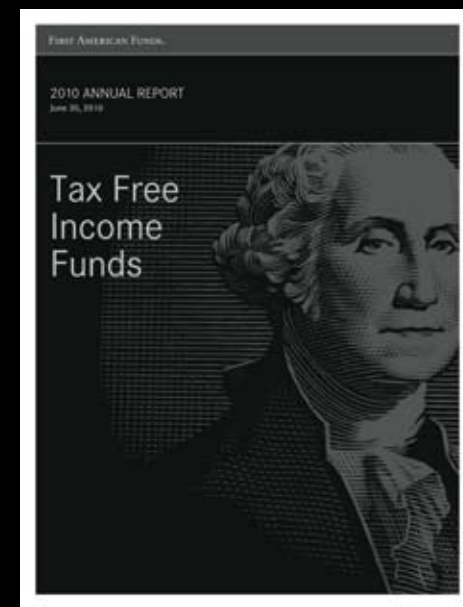
Presentation System

The existing PowerPoint template, which was technically proficient, was given a visual design overhaul bringing in the bold and current visual impact of the new branding.



White Papers

A disciplined layout system was implemented for all printed materials to streamline production. The result was a smart, current look and feel that carried the branding well.



Financial Reports

Cutting print and distribution costs were critical. The updated design eliminated bleeds and dropped to one color, black. Visual design retained a strong brand impression.

TOM FISHER has been providing design services in the Twin Cities for over 20 years. He is an innovative designer and art director recognized for developing creative solutions that provide strong results to business objectives. An imaginative professional with broad experience and excellent execution, Tom's focus is on brand, marketing communications, e-commerce, retail, health care and financial services.

BACKGROUND

Since June 2005 Tom worked as Art Director at FAF Advisors, Inc., a financial services division of US Bancorp. He was instrumental in building their brand and streamlining the distribution of a wide variety of communications. At target direct Tom was Lead Web Designer, directing site-wide design for navigation, promotions and campaigns. He was recognized for creating a strong online presence for the brand. While at Blue Cross Blue Shield of Minnesota, he spearheaded efforts in building the company's first corporate intranet, providing flexible access to valuable company information.

EDUCATION & SKILLS

Tom has an interdisciplinary approach to design and communications. He has the capabilities to carry projects of all sizes from concept through completion. He brings valuable technical knowledge and skill, along with a wide network of professional resources. Strategic thinking and tactical problem solving are combined to solve both creative and production challenges.

With a strong focus on visual design as core strength, Tom works equally well with print projects and web/interactive projects. Areas of expertise include: brand execution, typography, photography, information design, communications for marketing and production workflow.

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