

Discover charges into the future with an updated identity to reach Gen-X and Gen-Y buyers.



DISCOVER



challenge

Discover Card has over 55 million members and 4 million merchant and cash access locations, making it the largest-held credit card in the U.S.

However, of the big three credit card companies, Discover has only the third highest usage, lending it a "sock drawer" status not up to par with competitors.

Discover challenged us to update their brand image to achieve 3 main goals: appeal to new consumer segments, encourage increased daily usage, and clarify what the Discover card stands for in the marketplace.

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solution

We knew Discover needed a fresh start: ditch the dated "sunset" logo, unify all communications, and create a brand image that appeals to younger Gen-X and Gen-Y targets.

For the overhaul, we leveraged the color orange because it is a bold, fresh color that is unique to their market; it also subtly harkens back to the sunset that had some levels of brand equity.

To keep the brand hip and energetic, we paired the orange with a silver metallic secondary color and energetic, color saturated images.

results

To get Discover's many agencies working together, we created an Identity Standards Web Site that featured guidelines, logo and image files, templates and examples of brand-compliant communications. This site, unlike a printed manual, was quicker and less expensive to get into the hands of all their agencies and could be updated easily.

Today, as Discover grows worldwide through the acquisition of Diners Club, they realize the importance of brand clarity and innovative marketing ideas.

industry

- financial services

deliverables

- logo/identity
- brand identity standards
- web site design
- marketing collateral
- credit card design