

kite



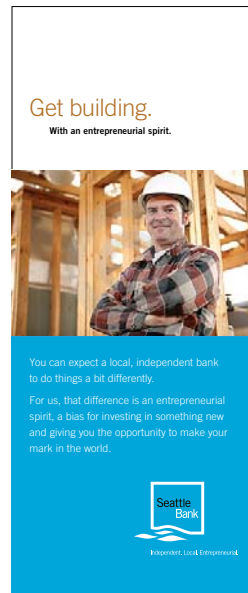
## Seattle Bank: Now it's all in the family.

Known for generations primarily as a mortgage company, the family-owned and locally managed Seattle Financial Group had a goal to unite its services in one place and fulfill its long-term entrepreneurial vision.

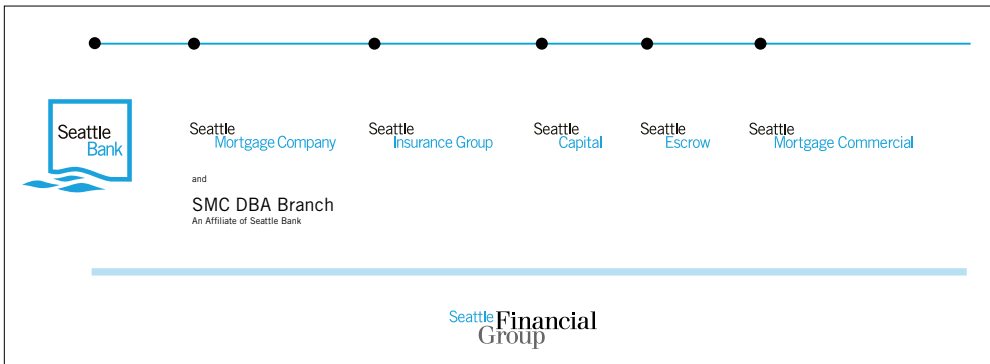
By uniting the various businesses under a new name and creating the foundation for its commercial bank, simplifying the brand architecture and building coherent communications, bonds with customers and employees are now strengthened. Because strong brand relationships are simply good business.



Interior Signage



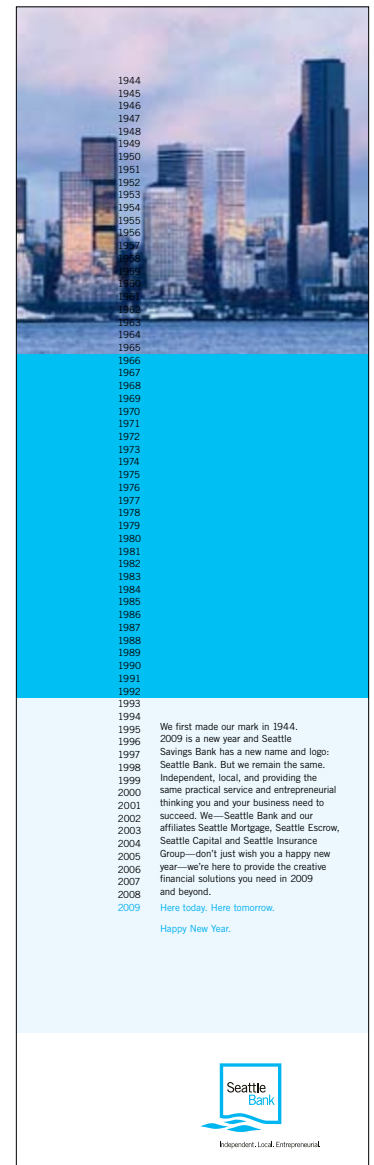
Rack Brochure



Brand Architecture



Debit Card



Holiday Card

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