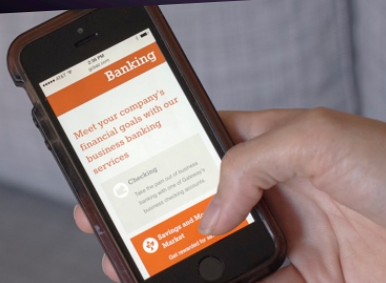


# Gateway Bank

Branding, customer experience



## EXPERTISE PROVIDED

### Design

- Web design
- UX design
- UI design
- Corporate Identity

### Development

- Web development
- WordPress development

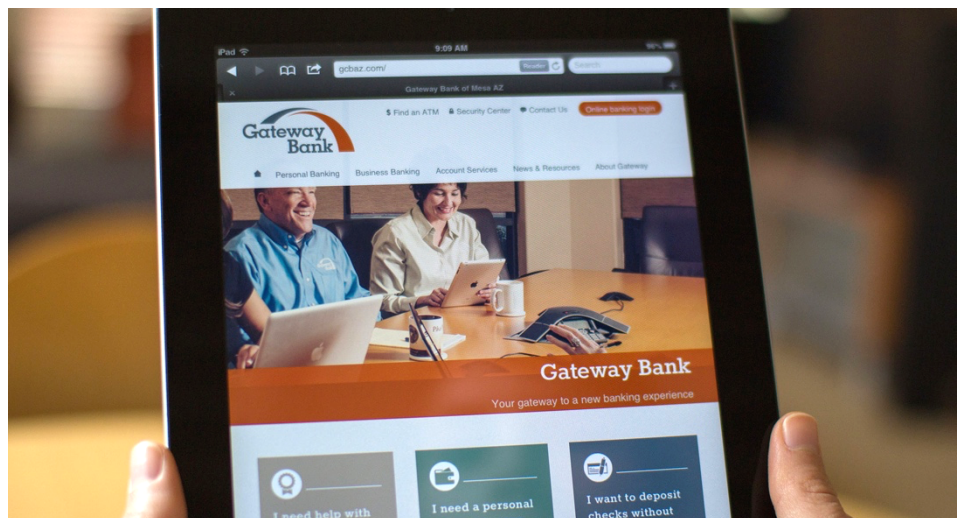
### Content

- Content strategy
- Content creation
- Information architecture
- Content migration
- Copywriting

### Maintenance

- Technical support
- Web maintenance

Gateway Bank, a community-focused regional bank, turned to Crowd Favorite's design experts to channel their exceptional in-person customer experience into a compelling brand, website, and marketing plan.



## Challenge

Gateway Bank is a friendly, community-oriented bank with strong client relationships, but their brand experience was corporate and dry. They also wanted their website to be more useful and engaging for their customers.

## Solution

Crowd Favorite worked closely with Gateway to craft a new look, sound, and feel. The new visual and verbal direction came to life in a completely redesigned website, which was hailed by "The Financial Brand" as one of the best responsive bank websites around.

*"Every single decision was focused on our brand identity and goals. They never veered off on a tangent, even when we did."*

—James Christensen, President, Gateway Bank