

Project Summary

Objectives

- Maintain corporate graphic standards in the publication of the annual report
- Handle financial data with security and accuracy
- Produce report in accordance with regulatory requirements and schedules

Results

- All data was handled with utmost security and care
- Financial text was produced accurately
- Report reflected the graphic standards set by the company
- Report was produced in time to meet regulatory obligations

MIT Federal Credit Union Annual Report



Founded in 1940, The MIT Federal Credit Union (MITFCU) provides financial services to employees, students and alumni of the MIT Campus, MIT Lincoln Laboratory, Charles Stark Draper Laboratory, Whitehead Institute, and The Broad Institute.

Each year, MIT Credit Union produces an annual report that summarizes the year's activities and the financial position of the organization. While the main purpose of the report is to provide an accounting of the finances, the report is also used to highlight news, personnel, and the organization's accomplishments over the past year.

▶ Goodway Group Case Study

Accuracy and Graphic Standards

MIT Credit Union wanted their Annual Report to provide a factual reporting of data, but they also wanted to use the report as part of their corporate communications. To meet both goals, MIT Federal Credit Union turned to Goodway Group.

Because Goodway was a trusted partner, MIT had confidence in the way they would handle their data. They uploaded the complex financial data through Goodway's Secure FTP server. Once received, Goodway managed the data internally using their secure procedures and processes.

MIT Federal Credit Union had recently gone through a rebranding effort, and wanted to ensure that the corporate colors and look were maintained in the annual report. Goodway was able to match the colors and design of the Annual Report so that it was consistent with the branding of the company's other collateral and signage.

Goodway succeeded in meeting both goals for MIT. They were able to produce the annual reports accurately and with the consistent look and feel of the Credit Union's other branded communications.

Corporate Background

Goodway Group of Massachusetts is a ninety-year-old privately held print, marketing, and distribution company headquartered in Burlington, Massachusetts. The company has a proven history of recognizing industry trends and responding to those trends with new technology and innovative solutions. Today, the company is focused on developing and delivering web-to-print programs to meet the demands of their clients.

To learn visit www.goodwaygroup-ma.com or call 781-272-2690