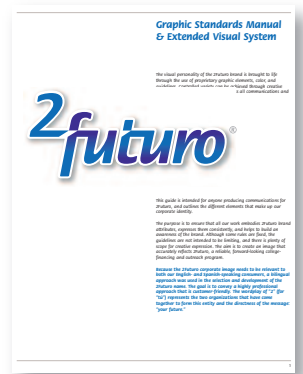




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street-wise business communication design



Bilingualism as a Business Strategy

2 Generations—2 Languages—2 Corporations

presented by Sallie Mae and USAFunds



a new loan program for Spanish- and English speaking Students and Parents

The SosaGroup was selected to develop a corporate identity for a collaborative project between USAFunds and SallieMae designed to help Latino students and their parents understand financing options for college. It needed to reach both segments of the target audience bilingually (English for the majority of the students, and Spanish for many of their parents). 2futuro (a “Spanglish” play on words—”Two or tú” for “Your” and Futuro or Future).

The identity system for 2Futuro evolved from an informal language combination/approach that was created to be attractive to the younger audience. Designed in accordance with a combination of SallieMae and USAFunds identities, it maintains its own look and purpose: Planning for college; Managing loan debt; Repaying loans.

Financial aid is critical for many Hispanic students who want to pursue postsecondary education. Without it, students are unable to reach their goal of attaining a college degree. Hispanic students receive less financial aid for college than any other racial or ethnic group, despite the critical role that this aid plays in Hispanic students’ ability to pay for higher education.

In order to receive financial aid, students must be aware of the resources available. This program will help Hispanic students and their families plan and prepare for college.



The web site models were carefully chosen by the SosaGroup to represent the vast diversity of the Latino communities.