

21ST CENTURY BRANDING

TRANSFORMING BRANDING WITHIN THE FINANCIAL INDUSTRY



Financial Associates (FA92) have been trading for over twenty years, offering financial advice to both personal and business clients.

THE BRIEF

Maple Rock were approached by Financial Associates at the start of 2014. They were looking at ways to merge four companies into one single entity – with this came the challenge to refresh their existing identity, literature and website in order to give a consistent, contemporary feel appropriate to the financial services market.

MAPLE ROCK'S SOLUTION

The first task we undertook was to research and develop their new corporate identity and brand. A simple, clean and modern logo was developed to serve all current companies under a new 'FA92' umbrella. This was then complemented with a set of themed images all based around the concept of 'The Client Journey'.

Their existing printed collateral felt dated and disjointed so there was a requirement to bring everything in line with their new look and feel. This was achieved by consolidating all elements within a single folder, with staggered inserts. The result: A professional, eye-catching yet flexible client pack that is informative and a useful reference for all clients who use their services.

The final step in this rebrand was to fully revamp their existing website (fa92.com) and bring this up-to-date both in terms of technology and design. Their previous website was in need of a much needed face-lift and it was also difficult to locate relevant information. There was an additional requirement to make content management for internal staff more intuitive to allow for frequent updates. Fully developed in-house, from planning through to design and development, the resulting website is modern and informative whilst being easy to use for both visitors and those editing content.



▲ new responsive website design



▲ folder with staggered inserts

SKILLS

BRANDING

LOGO DESIGN

WEBSITE DESIGN

WEBSITE DEVELOPMENT

BROCHURE DESIGN

PRINT MANAGEMENT

SIGNAGE

ARTWORK