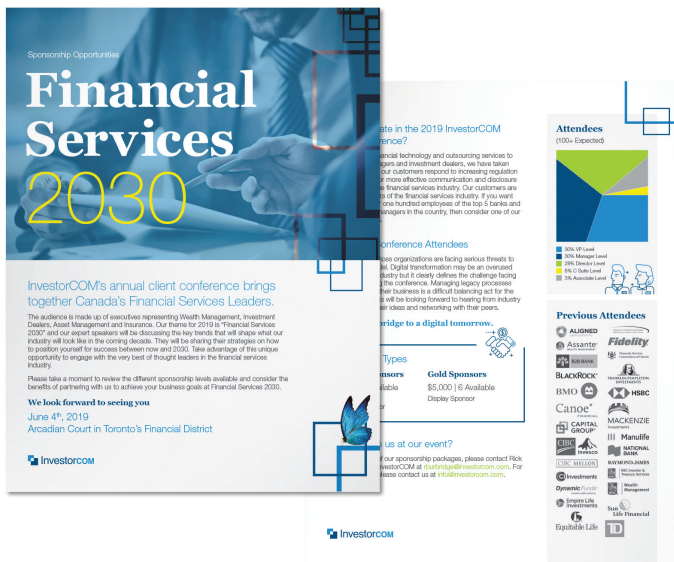




Financial Services Enhanced by Intuition

InvestorCOM Inc.



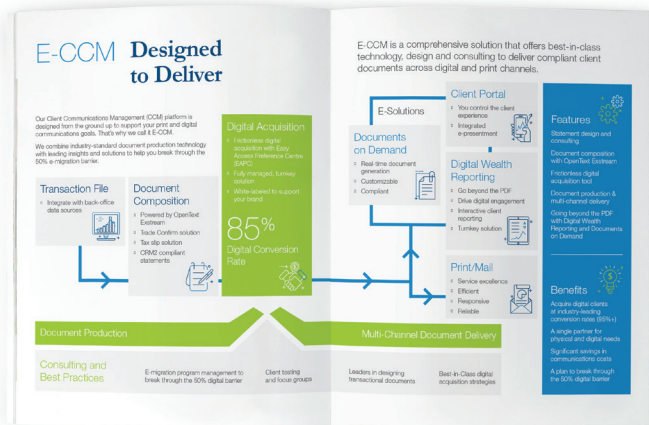
Challenge

Already a highly successful firm, InvestorCOM recently formulated an ambitious business strategy to further their growth. However, leadership recognized that only with a stronger brand platform would they be able to realize their newly established business goals.

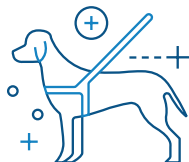
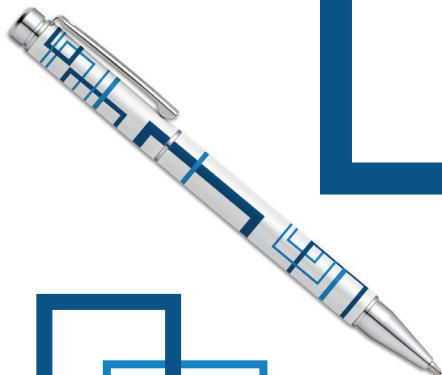
They were facing a series of brand challenges surrounding such key issues as the lack of consensus on the brand's value proposition. As a result, marketing and sales initiatives were not consistent across departments, delivering mixed messaging.

Their quality content-filled presentations imparted knowledge and insights, and provided plenty of value to their audience. However, with no toolbox of resources or brand guidelines to follow, there was a disconnect among all pieces. Moreover, marketing materials were being produced by a variety of sales and marketing leads who catered to their own unique tastes, often with "off brand" results.

CASCO was engaged to help address the missing brand cohesion and secure internal buy-in on the potential for refreshing the brand to take the organization to the next level.



Your bridge to a
digital tomorrow.



Pen & Pin Concept Only

"We weren't looking for a deep strategic planning exercise, but we knew something was missing. Diego and Lauren skillfully led us through a creative process to a place we wouldn't have reached on our own, bringing a new life and focus to our brand."

David Reeve
CEO

"We challenged the Casco team to develop a platform that would tie our identity, our brand, and our diverse products together. It was clear they knew what they were doing as they tactfully guided us from getting in our own way to a vision that is fuelling our brand and communications with new energy and clarity."

Dave Carr-Pries
Vice President, Product & Marketing



Solution

With insights gathered from interviews with internal and external stakeholders, a unique value proposition began to take shape: professional expertise and business intuition that have been acquired through many years of experience. We set out to explore creative ways to convey a sense of security, accuracy, and quality in the delivery of services, with the clear purpose of helping clients meet compliance needs through digital transformation and innovative thinking.

The new direction pulls together graphic elements from the existing wordmark, bringing structure and consistency to all marketing elements. The butterfly imagery was customized so that various sequences can be employed to provide flexibility of presentation, bringing it to life. In flight or motionless, the butterfly aligns with the organization's unique differentiators, evoking transformation, innovation, nimbleness, and responsiveness, as well as the resilience required to thrive in the financial markets for the long term.

The new brand platform is adaptable and expressive. Curated messaging resonates with the firm's sophisticated audience, and is presented in a serif font which helps convey InvestorCOM as established and approachable financial services experts.

CASCO developed a comprehensive branding package that encompasses brand strategy, identity design, stationery, sales collateral, and presentation materials.

InvestorCOM.com

When a good business believes it can be great,
we step in to help chart a course.

CASCO is a strategic branding agency.

Let's discuss how strategic branding can have
a positive impact on the future of your business.

Contact Diego Casco, Creative Director
at diego@casco.agency or call 416.921.0082.

To see more of CASCO's work, visit casco.agency

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