

Financial Services Enhanced by Intuition

InvestorCOM Inc.

White & Lewis

Business valuation experts committed to personalized service.

White & Lewis is a boutique business valuation firm. Its services include business valuations, litigation support, forensic accounting, accounting-of-profits analysis, and damage quantification. The firm's two partners are committed to delivering "big-firm" quality and results with the dedicated, personalized service of a small firm – "Bay Street meets Main Street."

CASCO worked with White & Lewis to develop a brand strategy and identity package that clearly establishes the firm's position in the market.



Before



Challenge

The firm was originally named Paula White Valuations Inc. after its founder, Paula White. When Brandon Lewis joined as a second partner, the original name presented limitations. There was confusion among clients and colleagues about the firm's representation. Moreover, the visual identity in use did not reflect the sophisticated subject of expertise the firm offers.

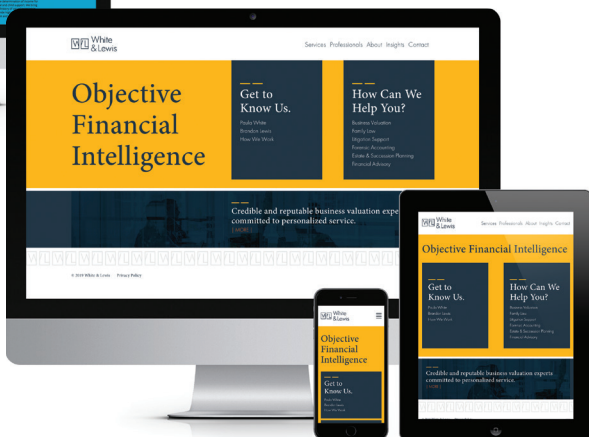
While the firm's partners were aligned on where they saw the business headed, their consensus needed to be formalized. This would help provide clarity and strategic direction.

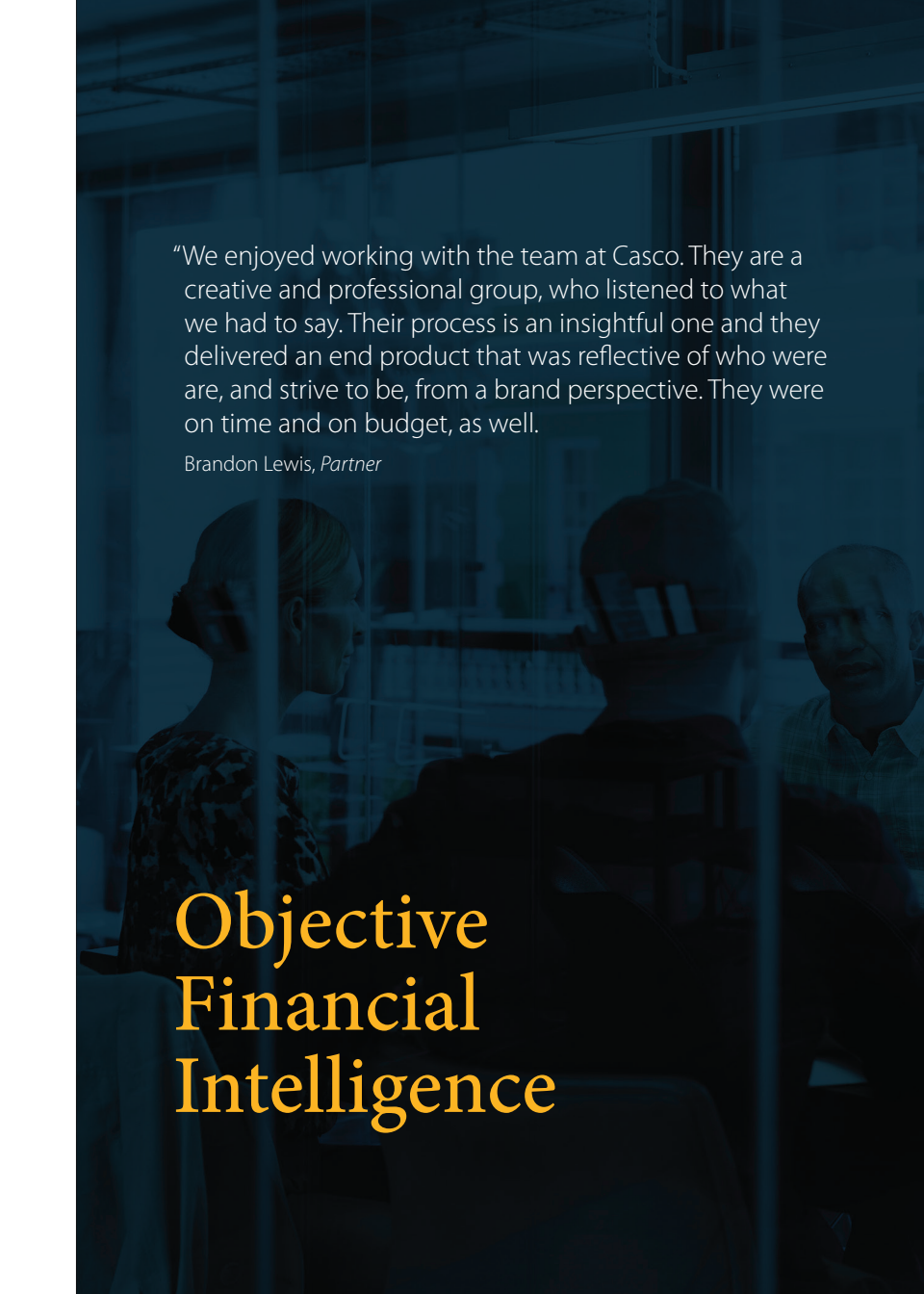


White
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Before





"We enjoyed working with the team at Casco. They are a creative and professional group, who listened to what we had to say. Their process is an insightful one and they delivered an end product that was reflective of who we are, and strive to be, from a brand perspective. They were on time and on budget, as well.

Brandon Lewis, *Partner*

Objective Financial Intelligence

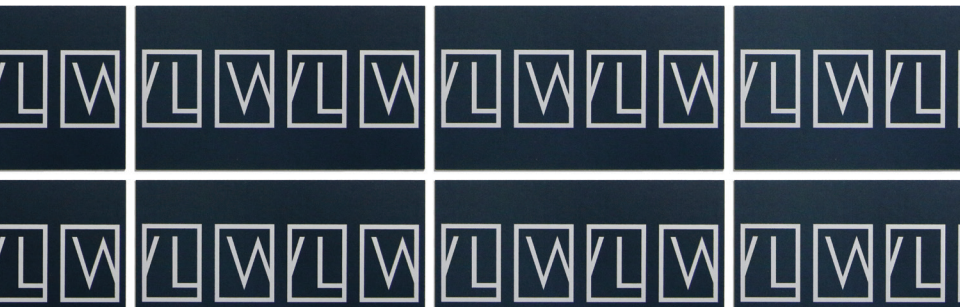
Solution

We set out to explore creative ways to define a brand character that conveys the firm's credibility and reputation.

The wordmark we developed features a graphic that frames both initials separately, but the 'W' overlaps the framed 'L' to symbolize the firm's direct and collaborate approach to every assignment – “being on the client's side with an objective perspective”. The sans-serif in the logo is offset with a modern supporting serif font that conveys character and stability. A bright yellow speaks to the firm's friendly and approachable demeanour, while a deep blue brings together all of the visual elements in a balanced unison, a representation of the firm's soundness and strength. Graphic devices expand the possibilities for applications of the new visual identity, bringing structure and consistency to all marketing elements.

The website is where the brand elements come together. Key messaging appeals to the firm's clients and colleagues by highlighting the key White & Lewis offering: objective financial intelligence.

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