

Corporate Advisor Group Brand Overhaul

Appendix to the CAG Design Brief

Example layouts for positioning illustration with text (3 rows of text)

Don't take the 'Space or Illustration' box literally (It does not have to be a 'box')

Space for
Illustration

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ADVISOR
GROUP

Space for
Illustration

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Space for ...

CORPORATE
ADVISOR
GROUP

... illustration

Space for
Illustration

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Example layouts for positioning illustration with text (2 rows of text)

Don't take 'Space or Illustration' box literally (i.e. illustration does not have to be a 'box')



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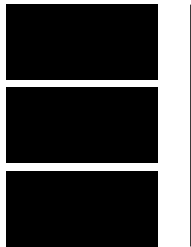


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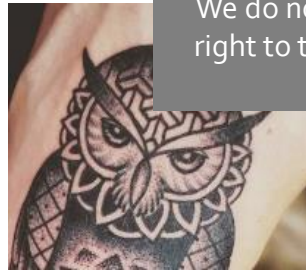
Example ideas for the illustration

Don't take these as examples what we actually want. BE CREATIVE!

- Clear and identifiable look that our customers recognize
- Think sophisticated, credible, trustworthy and up-market
- Perhaps the illustration is made up of many smaller images or has a 3D feel to it?
- Optimally the illustration resonates with words like trust, insight, strong, expertise, bold, commitment ...
- Optimally the illustration has a logical link to our business (investment banking & strategy consulting)
- The abstract theme or character will form core of the overall visual theme used in web pages, stationary ...

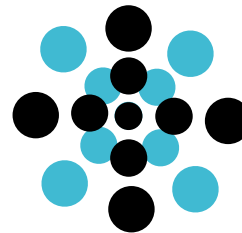


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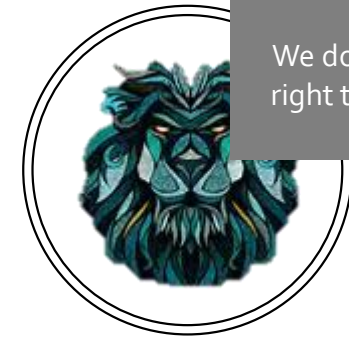


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Company Logos We Like

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