

NAVIGATOR FINANCIAL – LOGO DESIGN BRIEF

REQUIREMENTS:

- Design a logo for Navigator Financial according to guidelines set out below
- Provide in jpeg, tiff & .eps file formats in both high and low resolution

CREATIVE SPECIFICATIONS

- Include **primary text**: “Navigator Financial”
- Include **secondary text**: “Chartered Accountants & Advisors”
- **Premium**: Navigator is a premium financial services offering so the logo needs to convey high quality service
- **Meaning**: Company name “Navigator” was chosen with the idea of “Guiding You to Prosperity”. Visual device included in logo relevant to this thinking is strongly preferred (eg. a compass, map etc).
- **Colour**: Preference for colours in blue, black and grey spectrum
- Submissions can include design consideration of the company strapline “Guiding You to Prosperity” however this is not mandatory
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Important consideration: Navigator Financial has a complex business structure whereby some services are endorsed by a 3rd party organisation (called Fortnum Financial Advisors). There will be times when both brands need to be shown – for example see co-branded letterhead template on page 6. Pages 4-5 also shows the logo, font and colour palette of this 3rd party organisation *Any logo designed needs to consider the aesthetic of a co-branded application.*

CURRENT LOGO

There is an existing logo for the company however this will be completely replaced by the new design and there is currently very little brand awareness with consumers of this logo. For guidance purposes only there are some notes below on strengths and weaknesses of the current design.



Navigator Financial

Accountants & Advisors

Strengths:

- Simplicity
- Colour Palette synthesises well with 3rd party organisation (Fortnum)
- Successfully incorporates a lot of text and distinguishes primary and secondary text
- Symbol device provides ideas for further graphic development of brand (ie. Onto website)

Weaknesses:

- No link to meaning in company name “Navigator”
- Not premium enough – does not look to be a high quality brand

COMPANY BACKGROUND

Navigator Financial are a boutique provider of financial services based in Melbourne, Australia. The company is less than 12 months old and have a primary focus on securing small business clients however also cater to wealthier individuals.

Navigator Financial is a unique proposition in that they provide both Financial Advice and Tax Planning & Preparation all under one roof. These two types of businesses are typically serviced by separate organisations and this is a source of market frustration.

INDIVIDUALS (wealthy Australians aged 35-60yrs):

For **individual** clients, we work with people who have financial complexity in their lives to provide;

- Taxation Planning & Advice
- Mortgage Advice and Funding
- Insurance – Life, Income Protection etc
- Superannuation
- Strategic investment advice
- state Planning
- Asset Protection
- Cashflow management

SMALL & MEDIUM BUSINESSES:

For **business** clients, we provide;

- An outsourced Chief Financial Officer service to organisations that cannot afford a full-time resource.
- Accounting services – including Preparation of Management and Financial accounts, Book Keeping, Cashflow forecasts and budgets, Management Reporting and Analysis
- Business Advisory services – including Business Valuations, Merger advice, Strategic Plans, budgeting and forecasting, Succession Planning, Change Management,
- Taxation advice and structuring
- Funding advice
- Asset protection
- R&D tax credit advice

COMPANY VISION

Our vision is to be the centre of our clients' financial universe and provide integrated services that address our clients' current and future financial needs. We wish to guide our clients to prosperity by applying a high degree of intellect, excellence and integrity in delivering our services. We want our clients to put their financial lives in our hands...let us solve their financial headaches. We will partner with clients as they navigate the financial uncertainties of life.

Appendix 1: Branding Guidelines - Fortnum Financial Advisors

Some parts of the business are directly underwritten by a 3rd party organisation (Fortnum Financial Advisors). On all communication material (ie. Website, stationary, email) relevant to these services being delivered the Fortnum Financial Advisors logo must appear. There is potential that the specified fonts may also need to be used. Key branding elements included here:

Refer to Fortnum_corporate_style_guide_-_december_2013 for further detail

Fortnum Financial Advisors Logo

There are three master logos for use in two very specific ways. Master Logo A is used when the logo is to be placed on a white background. Master Logo B is used when placed on the dark blue background (PMS276). Master C is to be used as a secondary option to the Master A and B. Master D logo provides for an option where vertical space is limited and placing the crest beside the logotype is a better use of space. Master D is also a secondary option to A and B. Master C and D logos are to be used by requesting authority from head office only.

Master Logo A



Master Logo B



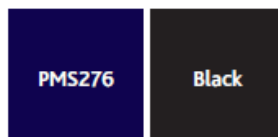
Master Logo C



Master Logo D



Primary colour palette



Colour breakup table	R	G	B	C	M	Y	K	HEX
PMS276	15	0	78	100	100	0	58	211d3e
Black	0	0	0	0	0	0	100	000000

Corporate fonts

The corporate font is Bliss. It is used in three different weights, medium, bold and extra bold. Whenever producing professionally designed and printed documents and signage this font must be used for all printed material. Arial has been selected as a secondary font for everyday electronic use in such item as emails, the softcopy versions of the letterhead and the Powerpoint presentation template.

Primary font set

Bliss Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bliss Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bliss Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Secondary font set

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Example application of co-branding – Navigator at top, Fortnum at bottom

Co-branded Letterhead template

All stationery needs to be sighted and signed off by head office prior to printing. Contact Sue Hunt or Wayne Mitchell at Fortnum head office for further details. PLEASE NOTE: Your Principal Practice name must appear on the letterhead.

This file is a one page file containing the front of the letterhead. This template is displayed at 60% scale.

