



FUTURA
INVESTMENTS

Brand book

Context

Step 1: planning

We have a logical and strategic approach to creative problem-solving and brand building.

All our brand development projects follow a clear and effective plan of action, set out and agreed in advance of the creative process.

With every project undertaken we meet to clarify and formulate the creative brief, to help set clear objectives that effectively tie-in with our client's business and marketing requirements.

Creating a brand for financial advisors

Futura Investments are independent financial advisors who place integrity and service at the core of their business.

The Art Department were approached by the client to refine the identity, create a website, design a range of sales literature and bring elements of the branding into the office space in Aberdeen.

The creative brief

Our project brief was to present the wide range of choices available to individuals and to businesses regarding their finances, in an engaging way.

Research

Step 2: immersion

You can't create a brand in a vacuum. So we immerse ourselves in the client's world, the market sector and the subject to gain a clear understanding of the client's business needs and positioning strategy.

Independent Financial Advisors

There are over 30,000 financial products in the UK to choose from and independent financial advisors (IFAs) are the only type of advisors able to select from all products in the marketplace.

IFAs are comparable to a sort of personal shopper, guiding their client through the aisles of a financial supermarket, picking out the best deals and making sure they don't forget essentials.

We investigated advice on IFAs, mortgages, pensions, investments and insurance. The vast majority of the information we encountered was concerned with the credit crunch, making money go further and the uncertainty of the financial sector.



Strategy

Step 3: strategic recommendations

Gaining a clear understanding of the business, market and brand, we breathe life into positioning and develop a clear, compelling and enduring brand idea as the springboard for all communications.

What's the plan?

With our brand-building projects, we get great delight in the breadth and diversity of the sectors we work in. Working with Futura Investments and further developing their brand to support their commercial objectives was of particular interest as it touched on a subject that affects us all: who do you trust for advice on money matters?

In talking with the team at Futura it was clear that they are passionate about the advice and service they offer and take a genuine interest in steering people through these uncertain times.

The pitch and tone used for all material was of a 'tell it straight' nature to demystify the choppy and jargon-infested waters that is inherent within the financial sector.

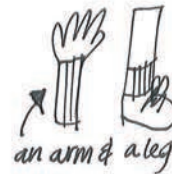
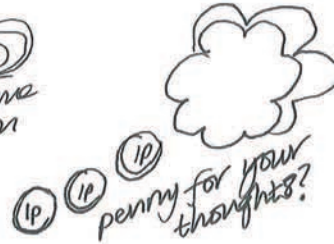
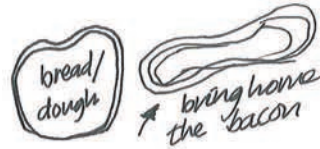


Tell it to me
straight...



Step 4: creative development

We believe in the power of ideas. Ideas are the engine of the creative powerhouse. They transform commercial strategy into impactful reality and are the first essential building blocks of successful brands.



Concept

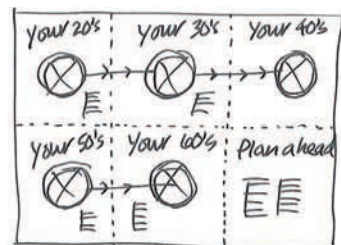
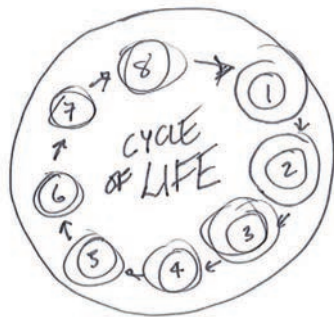
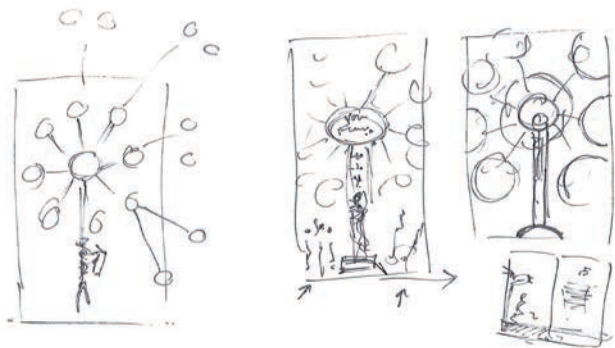
Plan your financial future

Along with dentists, independent financial advisers (IFAs) must top the list of scary-but-good-for-you professionals. Whereas most of us might like to stick our head in the sand when it comes to financial planning, IFAs should make us face up to our finances and do something about them.

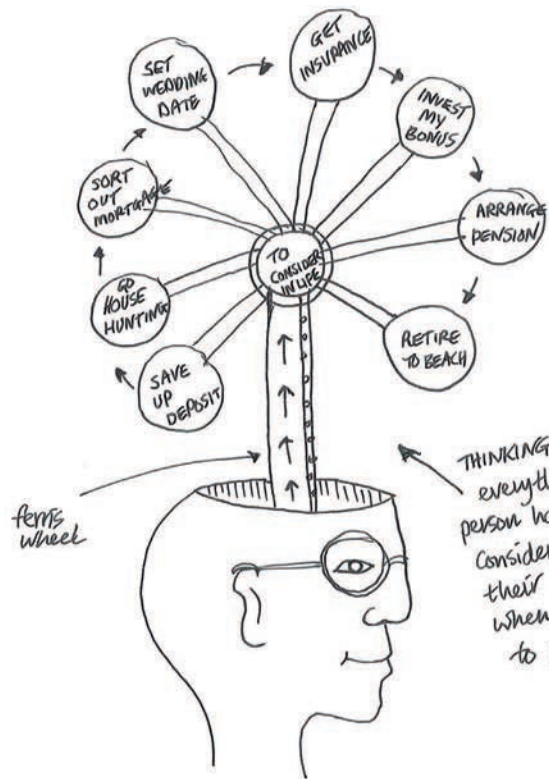
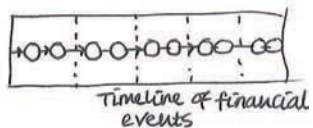
Futura Investments take a genuine interest in finding out about their client's needs, and do this with enthusiasm, placing integrity and service at the heart of their business.

They will conduct a detailed survey of their client's financial position, preferences, goals and objectives known as a 'factfind' then advise appropriate action and match a suitable financial product to the client.

The team at Futura liked the idea of mapping out the 'factfind' in a visual way, so that clients can see all the financial decisions they have to consider in their lifetime, at a glance.



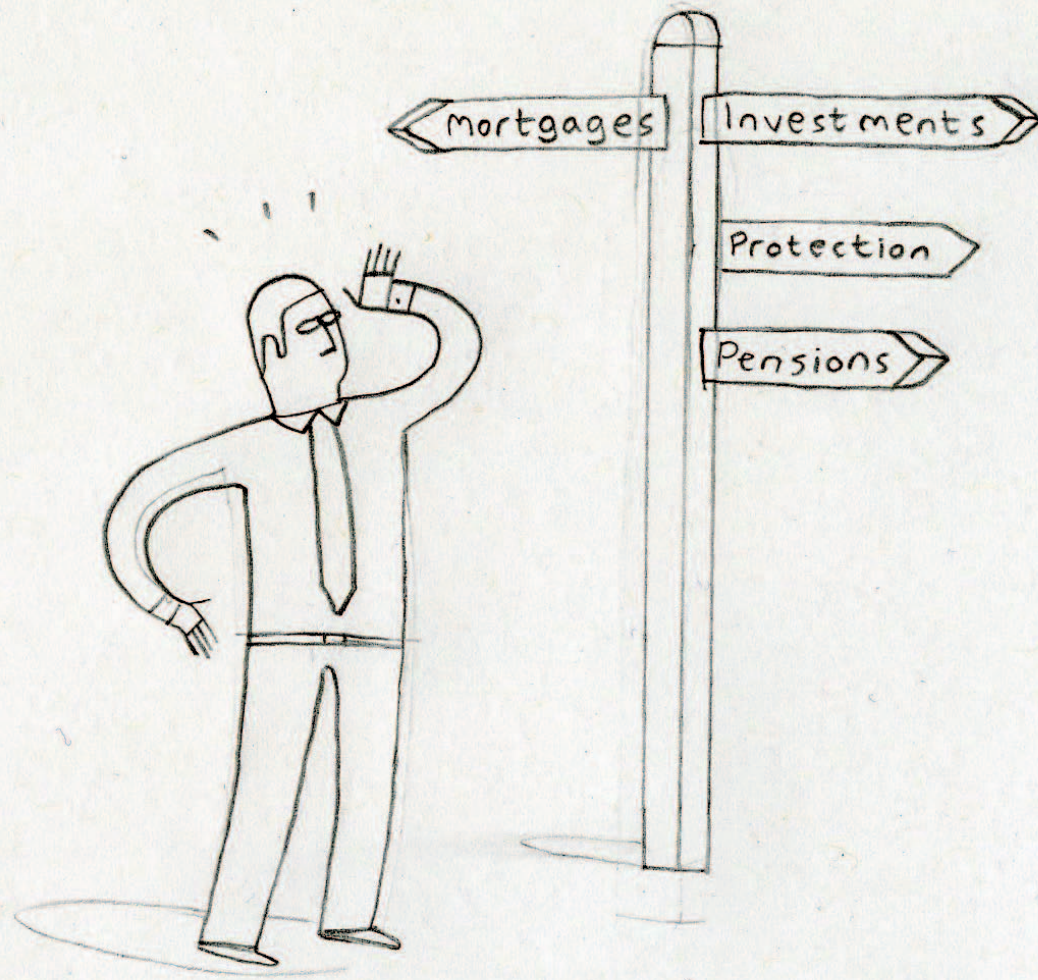
fold out wall planner to stick on wall



THINKING ABOUT YOUR FUTURE everything a person has to consider during their lifetime when it comes to money

Plan your financial future

- plan ahead
- planning for the future
- think ahead



Identity

Our service areas

We operate across four main areas:

> Identity

> Print

> Digital

> Environment

The old logotype and identity

The logo and identity components previously featured an orange and blue symbol and typography. We simplified the logo by removing the symbol, finessed the typography, and introduced a pastel colour palette.

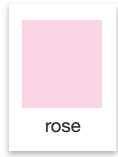
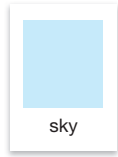
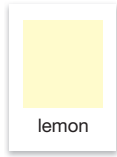


^ An example of the previous business card, featuring the old orange and blue logo and Gill Sans font, originally created by the Art Department in 1998.

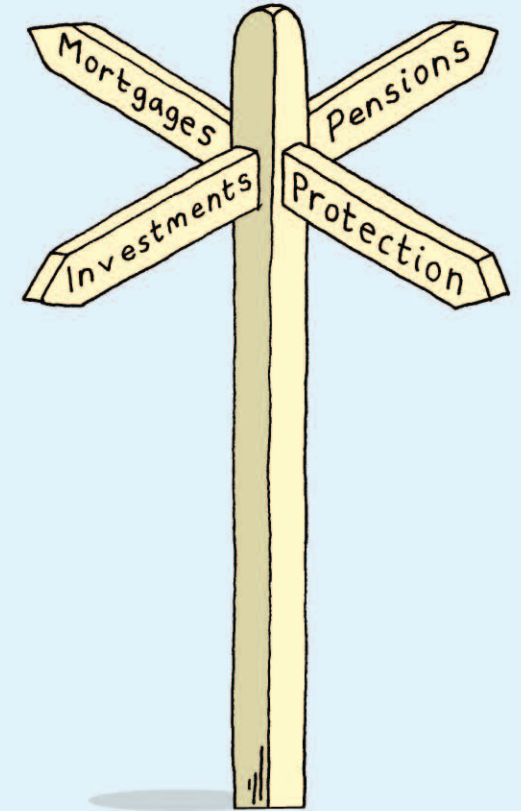
Opposite >
The finessed logo

FUTURA
INVESTMENTS

FUTURA
INVESTMENTS



^ Positive and negative logos and
a selection of pastel colours



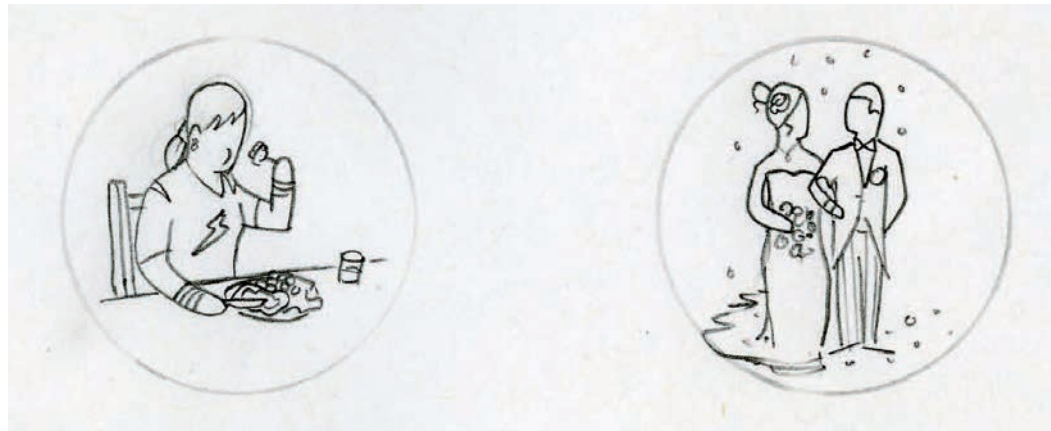
Illustrative style

An illustrator was sourced and commissioned. This selection of images is from his existing portfolio of work.

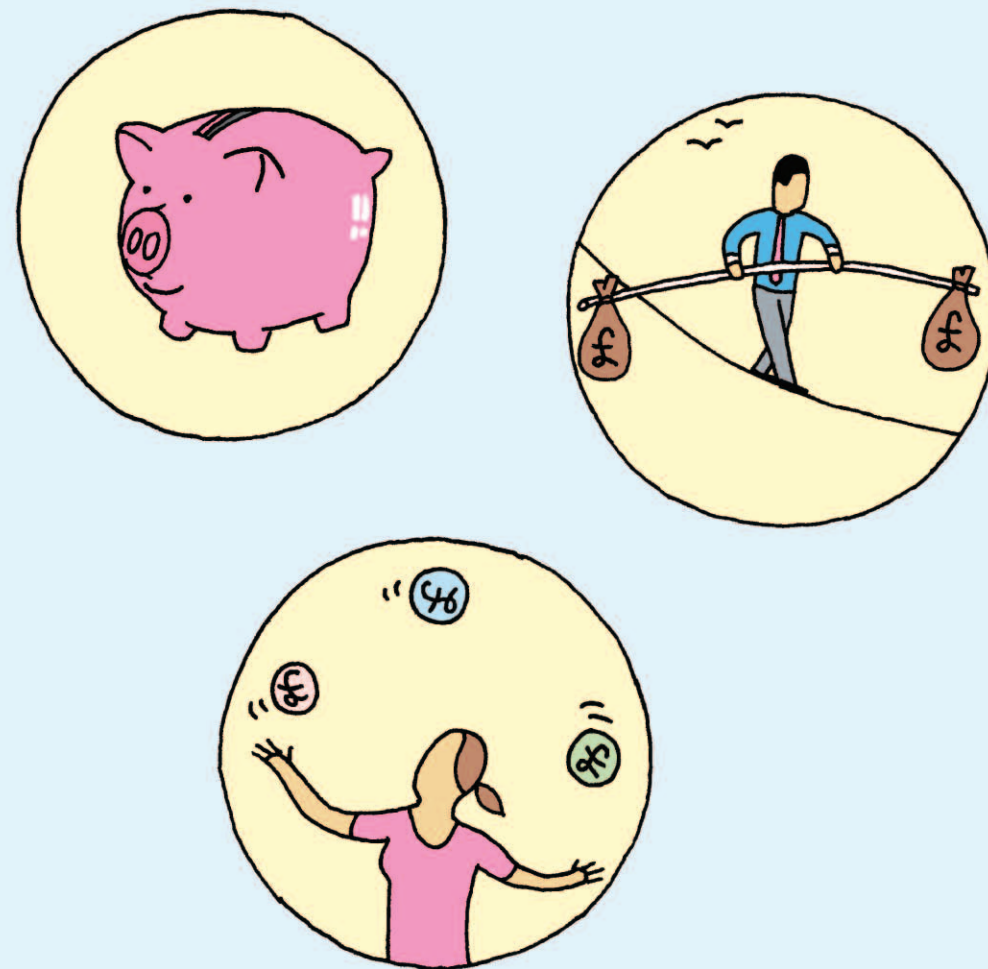
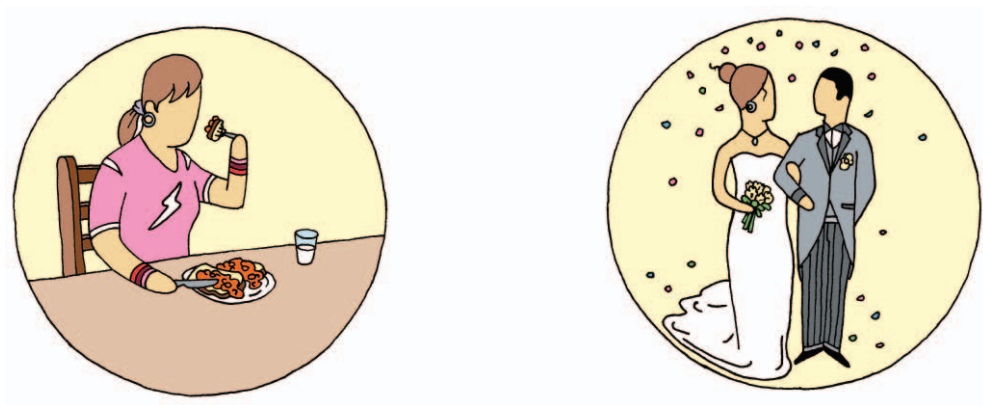
He has created artworks for leading publications, such as the Telegraph and Guardian. His style is witty, intelligent and full of interesting detail.



- Initial sketches from the illustrator



- Final drawings from the illustrator



> Design for a leather notebook

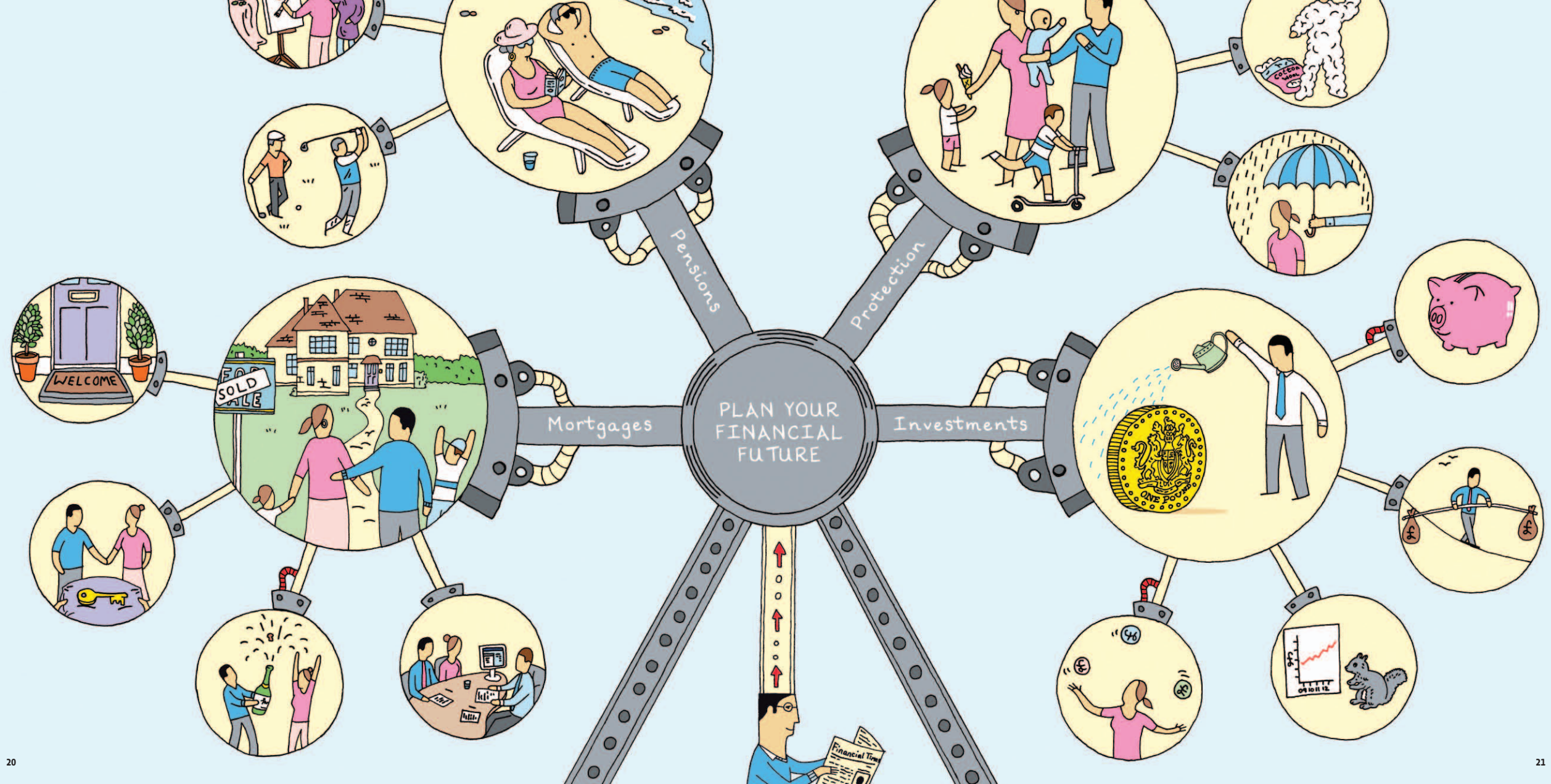


Effective design is in the detail...



^ Designs for a fountain pen and business card holder





Print

Our service areas

We operate across four main areas:

- › Identity
- › **Print**
- › Digital
- › Environment

Stationery set

The letterhead and compliment slip were single-sided, printed two colours (cyan and black) on 120gsm Naturalis Absolute White Smooth paper for a great finish.

The business cards were printed four colour process on an Indigo Press onto 330gsm Naturalis Absolute White Smooth paper. We created two colour options (sky blue and mint green) and introduced the crossroads illustration on the reverse.





^ The stationery set



~ Double-sided business cards

The mind map planners

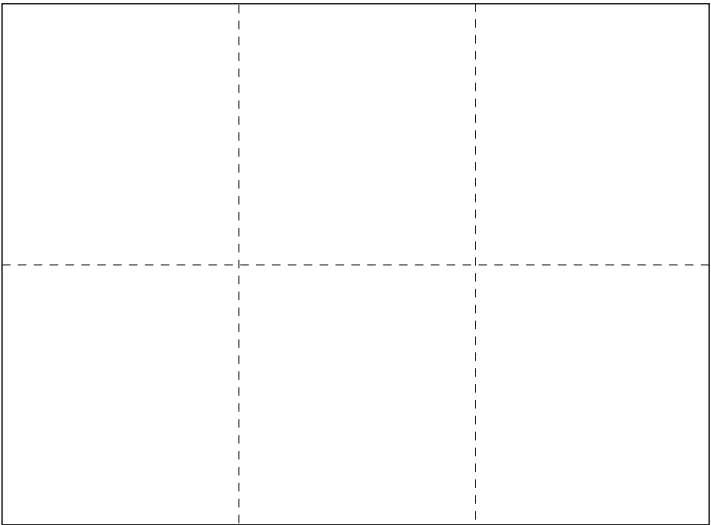
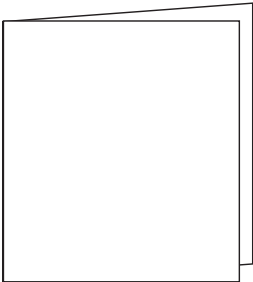
We identified two types of customer. Corporate customers looking for help in planning their company's finances and individuals looking to plan their own personal finances. With this in mind, we created two separate brochures.

The brochures are intended to be sent out before a meeting, used as a discussion point during, and retained as a reminder after the meeting has taken place.

They aim to impart important choices available to individuals and companies regarding their finances, and to engage the customer in a dialogue with the advisor.

The cover shows inside the mind of someone planning their financial future and the range of financial topics they have to consider in their lifetime.

The square formats fold out to reveal a giant mind-map for financial planning.



^ Square brochures fold out to form large 'mind-map' planners to aid discussions



We believe that everyone should have a successful, lifelong relationship with money – where you control it rather than it controlling you.

But in these uncertain times, we also appreciate that this is easier said than done.

Pensions, investments, insurance, mortgages... these are life-changing decisions that need careful planning and a thorough understanding of all the issues. Not easy in jargon-infested waters with ever-changing legislation.



We can help. We are straight talkers with a genuine distaste for all the confusion that is inherent within the financial sector. We live in the same world as you and we share the same life aspirations and anxieties.

The only difference being that we live and breathe financial planning every working hour of every working day, which means we have become experts who can share our knowledge and guide you to a lifelong successful relationship with your money.

Plan your company's

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Where are you in your financial lifecycle?



In your 20s

Entering the (possibly) unknown of the financial world of mum and dad
(Bank of mum and dad)
Student loans – will worry about that later
(Also Facebook... Twitter – the only place to get advice...)
Living for the moment
Pension planning – what's that all about?



In your 30s

Mortgages – fancy that live to pay you, no, possibly not right now
Career's going well but who knows what's round the corner?
(Partners', mortgages, family, commitments, loans for all of course)
Pension planning – yes probably but can't afford it
Insurance – how you have dependants to think about
Investments – what's that all about?



In your 40s

Moving house – can this be
The car you always wanted for
Pension planning – yes of course but how is it performing?
Business stress but coping well
Investments – is it a done?
Insurance – for the life but something will
Driver licence – when did that happen?
Kids growing up fast – now you're the care of mum and dad



In your 50s

Pension planning – you bet it's as the future of my mind
Golf – will spend last spring week
Health – seriously preoccupied
Retirement around the corner – how did that happen?
Kids – gone and enjoying life but I worry about their future
Investments – getting the hang of the holidays – absolutely
Life – starting to feel like my 20s again

Plan your company's future



Futura Investments can help you to plan your financial future

What we are

We are an independent Financial Advisers which means we are not affiliated to any one pension, investment, insurance or mortgage provider. Instead we can align the very best companies to suit your own personal requirements.

Who we are

We are a dedicated team of individuals who place integrity and service at the core of our business.

So what does that actually mean? Well in simple terms it means we care. We know that our clients are placing their trust in us to deliver the very best advice regarding how they manage their finances and we take this trust seriously. When markets stall or under-perform (which they do) then we genuinely care about what impact this may have on our clients. We are never complacent, we are truthful and we work hard on your behalf. Our advisers have a combined industry experience that spans many decades working for individuals and large global corporations across all walks of life and all business sectors, which means the service we offer is based on a wealth of industry knowledge.

About you

Whether you are an existing client or are new to Futura, your personal circumstances will fall into one of many categories. And whether you are 20 something or 50+ your personal finances will no doubt be playing a major role in your life. At Futura we enjoy helping people arrive at considered and appropriate decisions regarding their finances and with our independent status we are able to bring the most appropriate service provider to your attention and not just who we happen to be representing.

You may be someone who is struggling with their finances, managing well or very wealthy. But again, whatever your circumstances, we can advise on how to best manage your finances for your future security.

Pensions

How much should I pay in? What can I expect back at retirement? Which pension plans are best? What are the risks to me? What are the benefits for me? These are all questions and issues we discuss with our clients every day and because everyone's personal situation is different we listen and advise on a personal level that is governed by what is best suited to you, and not what suits the government of the day or the pension providers.

Mortgages

Historically it was the huge choice and complexity of mortgage products that we helped de-mystify for clients. In more recent times however, with far fewer products and lenders willing to provide loans, clients and lenders are looking for more sophisticated and negotiation skills that



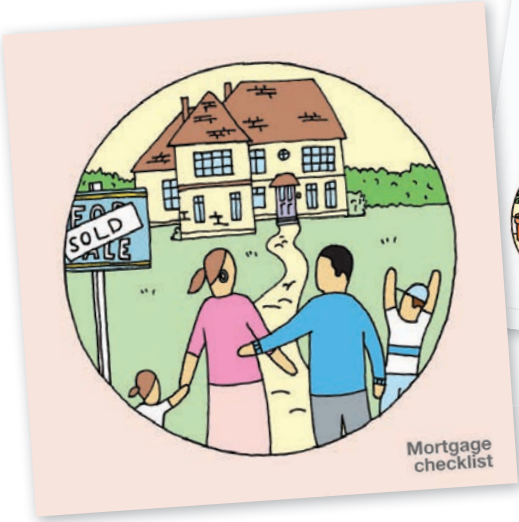
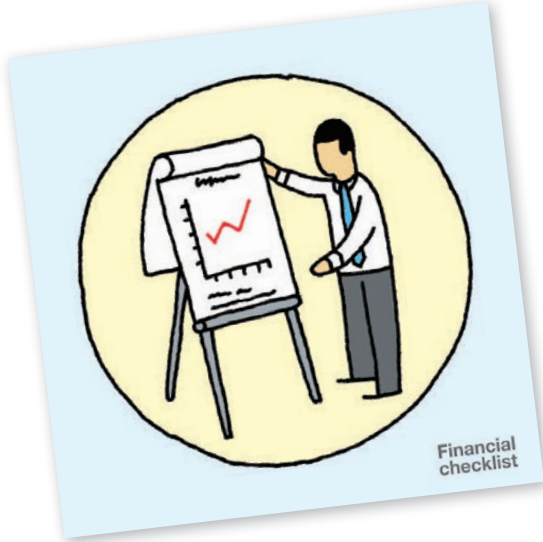
Investments

Now that the era of easy credit has vanished, the act of making wise and considered investments is very much centre stage. But in such uncertain times who can we trust? At Futura we approach investment planning on a level that explores the risks and brings to you considered and objective scenarios based on your personal circumstances and aims. We don't hold all the answers (no one does) but we do hold the keys to best practice and market intelligence.

Financial checklists

Designs for square double-sided checklist cards.

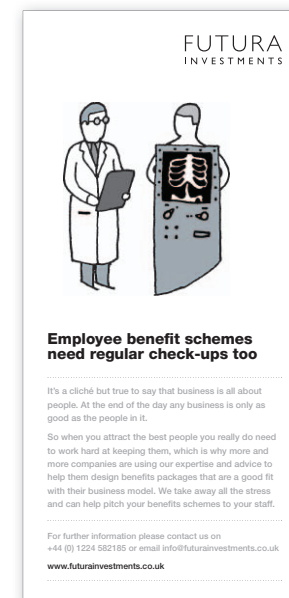
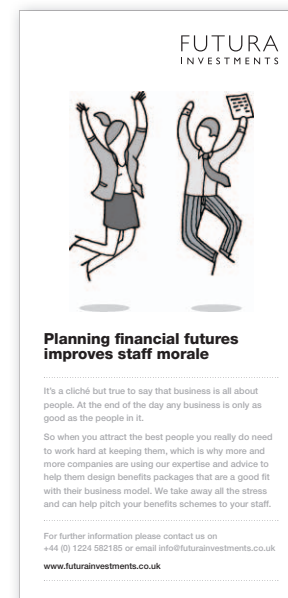
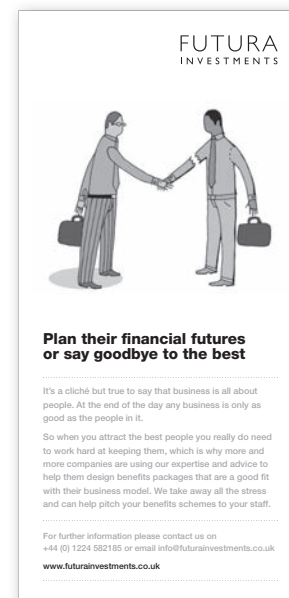
^ A generic financial checklist card helps customers to identify topics of interest from a choice of pensions, insurances, mortgages and investments.



^ The mortgage checklist card helps customers to identify key issues they need to consider.

Advertising concepts

Design visual for double page spread
advert for insurance services.



^ Mono press advertising aimed
at corporate services, promoting
the value of the provision of
employee benefits.



Digital

Our service areas

We operate across four main areas:

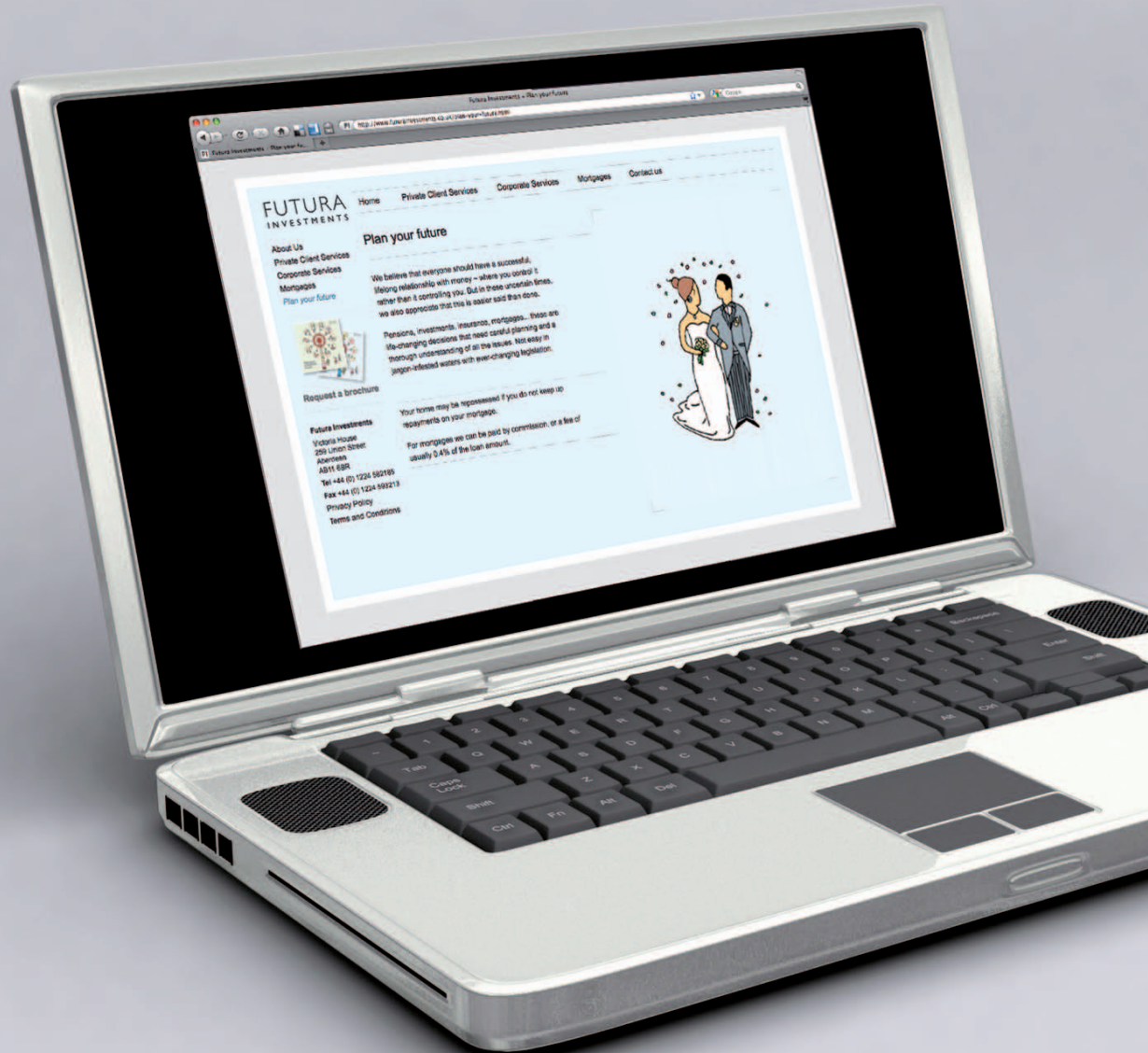
- > Identity
- > Print
- > **Digital**
- > Environment

The website

The website was designed to follow Futura's illustrative style developed through all other materials.

The site included a comprehensive CMS (content management system) allowing people with no programming experience to delete, add or edit all content (images and text).





Environment

Our service areas

We operate across four main areas:

- > Identity
- > Print
- > Digital
- > **Environment**

Interior signage

As part of our creative brief, we put forward a range of ideas for internal branding to reinforce the Futura identity and create a lasting impression of quality and attention to detail.

We looked at improving the office interiors with the use of vinyl graphics and large canvas disks.





department

**Design specialists
in brand building**

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info@artdepartment.co.uk

About us

This book has been lovingly crafted by our design team at the Art Department to shed light on our creative process.

We hope you share our passion and enthusiasm for design, and appreciate the quality of work that goes into our projects.

We recognise the value of ideas and the power of design, and the difference it can make to your business and your bottom line.

If you would like to discuss creating a brand, or further developing your existing brand, please contact Gerry Kelly at:
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department

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