

Voice

Clear Sky Financial Branding, Stationery & Website

“My first impressions were that of a professional, client focused, innovative design agency with a passion for what they do and a broad range of satisfied clients from different industries and sectors. They took a genuine interest in my business, my client base and what we wanted to achieve”



Background & Brief

Tracey Henson is one of the top 100 independent female IFAs in the UK. With a portfolio of high net worth clients, Tracey needed a brand to reflect this prestige.

Solution

The spirograph marque was inspired from British pound notes and this quickly became the focus of the identity. The printed applications use silver foil blocking with a silver diffuser finish on GF Smith colorplan stock with a fine linen emboss. We have also created an on-line presence with a credible website with minimal but informative design. Stunning.

Services Provided

- Brand identity design
- Web design and build
- On-line application design
- Project management
- Material and finish consultation

