

HW Fisher Brand identity



Taking accountancy from dry-and-dusty to dynamic.

HW Fisher is one of the UK's leading accountancy firms, providing a vast range of financially-focused expertise to businesses of all sizes, as well as private individuals (including some very starry showbiz names). Realising the need to bring their brand – established way back in 1933 – up to speed with the modern world, they ran into difficulties with an agency that promised a lot, but failed to deliver.

Using all our talent to help a client express theirs.

Recommended by a friendly former client from our long and hugely successful relationship with law firm Nabarro, we were asked to pick up the fumbled ball, and run with it. Or, to be more specific, to complete a total brand refresh that would help enable HW Fisher to compete on equal terms with the biggest names in their industry.

We started with a newly approved HW Fisher logo, and – well, not much else, to be honest. So we made it our first objective to develop a positioning and visual language that would communicate the firm's premium offering and impressive heritage, in a distinctive and vibrantly contemporary way.

Three little words and a triangle – the power of three.

After extensive interviews with HW Fisher's senior team we arrived at a three-word distillation of what really set

HW Fisher apart from its competitors: Excellence, Talent, Knowledge ...which led us, more or less directly, to a simple but highly effective triangle device that was also to be found within the brand mark. This extremely robust and versatile graphic component, we realised, could work across the board with real visual variety as a means of providing visual focus, depth and dimension as well as a sense of the firm's ability to see financial matters from a different perspective.

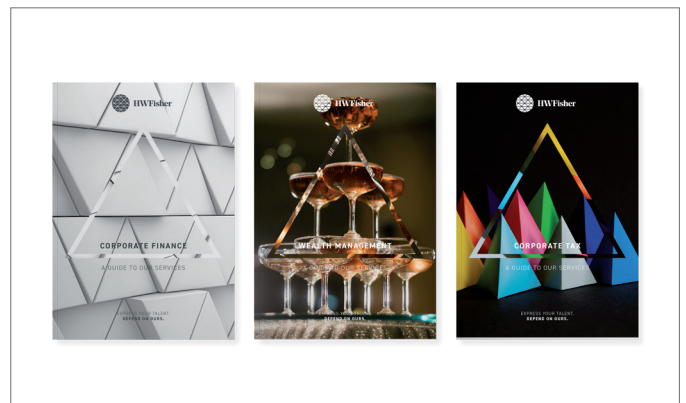
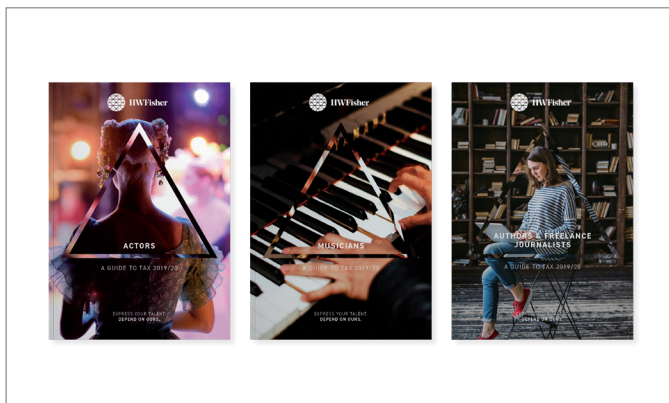
Next came a strapline that's genuinely novel for the sector – 'Express your Talent. Depend on ours.' – putting the emphasis on the firm's policy of securing the very best accountancy talent, to enable their clients to focus on whatever it is they do best.

Making talent count, across the board.

And then it was all-systems go, applying the finishing touches to HW Fisher's new identity, with new colour palettes and typography, and refinements to the HW Fisher brandmark, before rolling out the new look and feel across a host of different communications.

This included creating new literature and advertising templates, as well as a suite of sector-specific advertising lines, featuring an all-new copy approach – fresh, witty and engaging, in line with the contemporary visual styling of the new brand.

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PROJECT SUMMARY

Strapline development
Brand identity
Website
Brand guidelines
Flagship literature
Literature scheme
Advertising templates
Signage
Interior graphics
Stationery
Digital Templates
Power Point templates

Kind words...

"A massive thank you to you and your team for coming to our rescue in our hour of need. You have produced a brand and website that far surpassed our expectations – a truly beautiful brand that we are all really proud of. I have worked with a number of agencies throughout my career and I can honestly say that the standard of your work is in another league altogether. You have made the entire process stress-free and we have had lots of fun along the way too. It really has been an absolute pleasure to work with you and I am sure we will get the opportunity to work together again in the future."

Nicola Purdue
Head of Marketing
HW Fisher