

FBD are independent financial advisors located in Bank, the heart of the financial district of the city of London.

They offer bespoke financial advice to city professionals and mortgages to homebuyers.

The financial advisory business is a highly competitive industry and one dogged by a negative image produced by the mis-selling of endowment policies in the 1980's.

Allde's strategy aimed to make FBD stand out from its competitors and shake off the negative image of its industry. A highly professional organisation focussed on offering a superlative standard of customer service, FBD sought to communicate its values loudly and proudly to its customers.

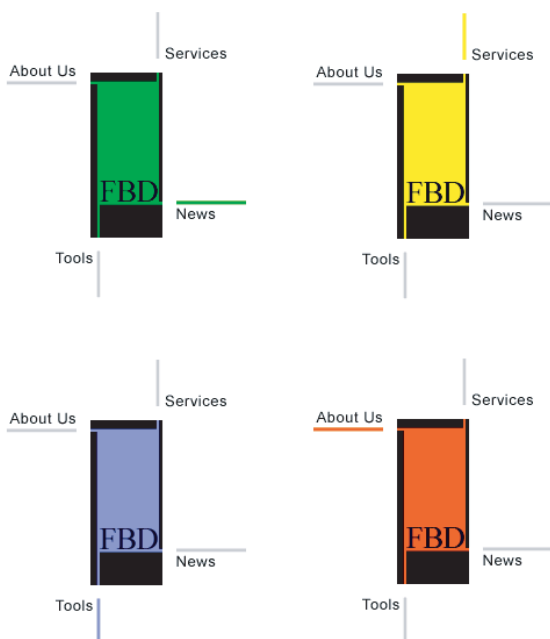


Identity

Allde infiltrated FBD's work place and discovered the motivation behind the company and values they upheld. Three core values stood out: 1) the focus on customer service 2) the strength of FBD's financial expertise and knowledge 3) the innovative attitude of its founders. Allde's concept development aimed to capture FBD's core values and communicate this in its brand design. The result was a brand that stood out from its competitors and captured FBD's existing goals and future aspirations.

Concept fundamentals

The logo works in monotone for a serious and upstanding entity, the door like shape representing the openness of FBD's customer relations policy. By adding colours the logo is transformed into an expression of FBD's uniqueness and approachable and friendly persona, whilst maintaining the inherent qualities of solidity and strength.



Casting the net

The website is an important portal for FBD to stay in touch with customers 24 hours a day, 364 days a year. It's a primary marketing tool to attract new business as well as a means to communicate to existing clients. The brief was to showcase FBD as a contender to big budget mortgage lenders and attract FBD's upmarket target clients.

The resultant design of FBD's website broke the mould and invented a new approach to website navigation and functionality. The simplicity in form design and the focus on functionality produced a central navigation bar that is accessible at all times - representative of FBD's customer orientated service. The use of colours reinforced FBD's approachability and "fun" side.

Throughout the branding of FBD, Allde conceived, implemented and managed the project. Due to which the FBD brand maintained a coherent and consistent identity.

Making a statement

FBD now has a distinctive and fresh brand that stands out from its competitors, inspires its management and employees, creates pride from their customers and is simple enough for the marketing manager to manage in-house.

Allde's work together with FBD has continued with outdoor promotional campaigns, posters and leaflet campaigns. Allde is pleased to be an ongoing consultant to the FBD brand.

