



THINKFARM ICAP plc

CASE STUDY

Brand Identity

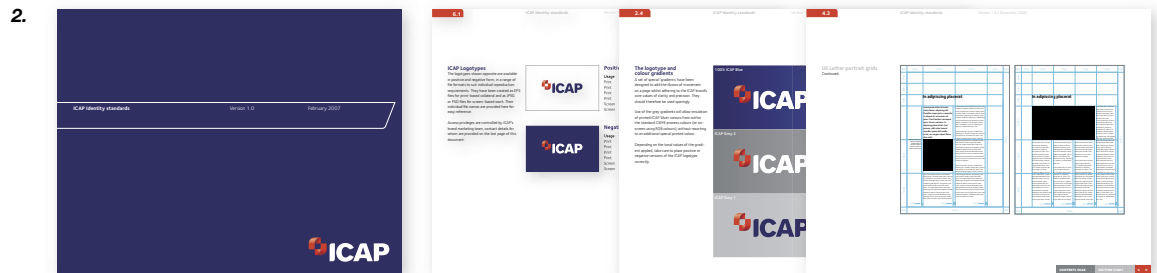
Another firm had already tried to develop a new brand identity to reflect the progressive nature of ICAP's business but they had failed to get it right.

Thinkfarm quickly produced a solution that met the approval of the board and then set about implementing it worldwide.

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The brand book ensures that every implimentation is consistently executed.

1. 



3.

Background

ICAP is a recognised leader in voice and electronic interdealer broking - matching up buyers and sellers in the wholesale financial markets. With customers in investment and commercial banks, partnerships with some of the world's largest information providers and employees creating opportunities with innovative technology in a broad range of financial products and services, ICAP sets the global standards for its sector.

Brief

Based on a brand positioning statement and our knowledge of the ICAP business developed over several years of servicing the business with branded communications and campaigns, Thinkfarm was asked to develop a new brand identity system for the group. The identity has to work across the business taking into consideration the territories in which they operate, the brand hierarchy, product and market area focus. We were also asked to develop specific designs for stationery, signage, gifts etc. But the key deliverable following acceptance of the new identity design was a brand book that comprised guidelines for use of the brand identity so that every implementation would be consistently executed.

1. The central ICAP logotype.
2. Identity standards.
3. The logo on ICAP's racing yacht Leopard 3.



4.

Our Response

Having looked at potential routes, it was agreed sensible to develop a new identity that had a clear link to the past given the familiarity of the name and logo in the marketplace. The design was based on ICAP's strength in bringing together parties to execute deals that work for everyone. The brokers are intuitive and responsive and the new mark shows how by being flexible they facilitate deals that may go through twists and turns but are executed successfully. As well as being redrawn in a new, more contemporary and confident font, the graphic element was modeled in 3 dimensions – something that became extremely useful later during sign making.

We designed signage, stationery and other implementations and managed the production and distribution with a variety of offices and suppliers around the world to ensure that implementation was consistent. We also produced a short movie to introduce the new brand identity to staff and customers, giving the rationale for the change and revealing the new look.



5.



6.



7.

The design was based on ICAP's strength in bringing together parties to execute deals that work for everyone.

- 4. Screensaver.
- 5. Signage components.
- 6. Building signage.
- 7. Reception signage.

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Branding insight, strategy and hard working campaigns

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