

client

Troy Smith, CFP

industry

Financial Planning

scope

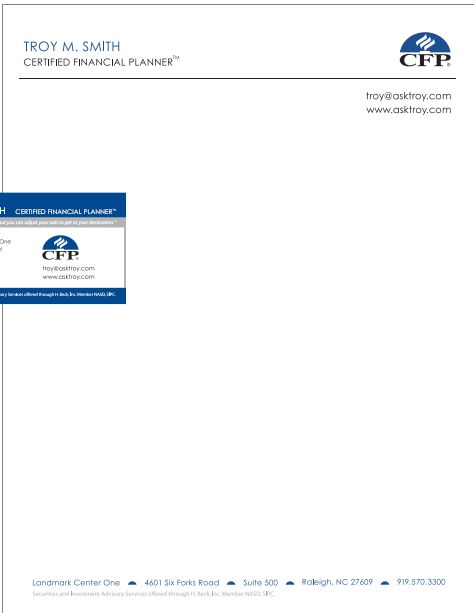
Troy Smith, a certified financial planner, looked to Vigor Creative to shape his corporate look. After debating it, he determined that he would be best served by using his name itself as the focus of his marketing, rather than a logo. His name, combined with the industry-standard CFP (Certified Financial Planner) logo and the color scheme it used was used as the starting point.

The print collateral developed included business cards, letterhead that was set up to be printed from MS Word, and a fax cover sheet. Vigor also set up the layout for two promotional items - a pen with custom engraving and a highlighter. The bulk of the work involved developing his web site, which contained a large amount of information that he wanted to use to inform visitors and promote his services. To draw people in, a flash featurette was incorporated into the site design with a sailing theme - the message is that he can help steer clients through troubled financial waters. The conclusion of the material involved the design of an e-newsletter. This gave him the ability to actively inform and educate his clients in a cost-effective manner, and Vigor's touch ensured that it was consistent with the rest of his image.

results



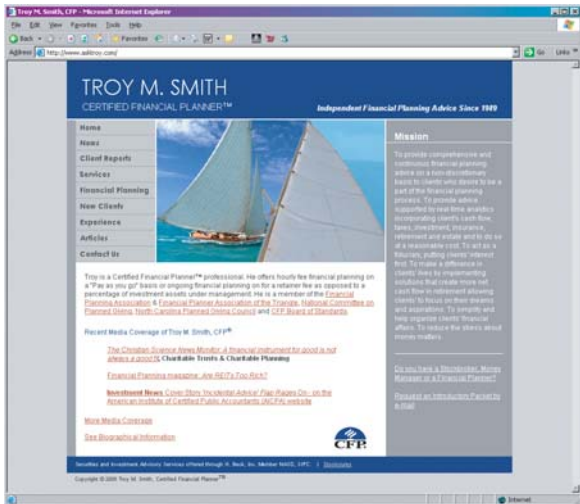
PROMOTIONAL ITEMS



STATIONERY DESIGN



E-NEWSLETTER



WEB SITE