



# Glista & Associates

Investment and Insurance Strategies

## Financial Services - Comprehensive Communications Platform

### The Objective

Glista & Associates had developed a strong reputation for personal service and expertise in the investment and insurance strategy field. It had been a number of years since they had updated their corporate image. They engaged Groove to undertake the modernizing of their corporate identity. The challenge was to project the rich history and expertise of the firm while still conveying the friendly personal touch that upon which their reputation had been built.



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style guide



corporate brochure



group benefits brochure



letterhead

### The Identity Package

In designing the logo and icon, the warm, double-blue colour story was selected to convey trust and reassurance. The icon's central image of a handwritten initial conveys the personal touch the client desired.

Upon completion of the logo, a visual style guide was created that outlines basic rules for icon and wordmark application. Corporate colours and typeface are also established in this document.

The next stage in the Identity process was to design the firm's letterhead, business cards and specialized forms such as rich-text email and fax templates. The final output of the process is the corporate identity brochure. This document conveys the firm's core values and image as well as serving as an introduction to the firm's services.



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