

VARIANCE FINANCIAL | BRAND IDENTITY

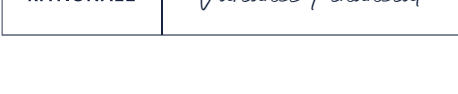
AN INTRODUCTION TO

GOOD INTENTIONS

Creative Studio



They say we have seven seconds to make a first impression. We want to make it a lasting one.



In this option, we also kept the original emblem but we re-purposed it by matching it to a strong yet rounded primary typography.

The colour palette is made up of dark blue, as it is a professional yet approachable colour that also represents open communication and openness. The pairing with a lighter blue, adds an element of brightness. From the outline of the emblem, we created a pattern that can used as an additional branding element.



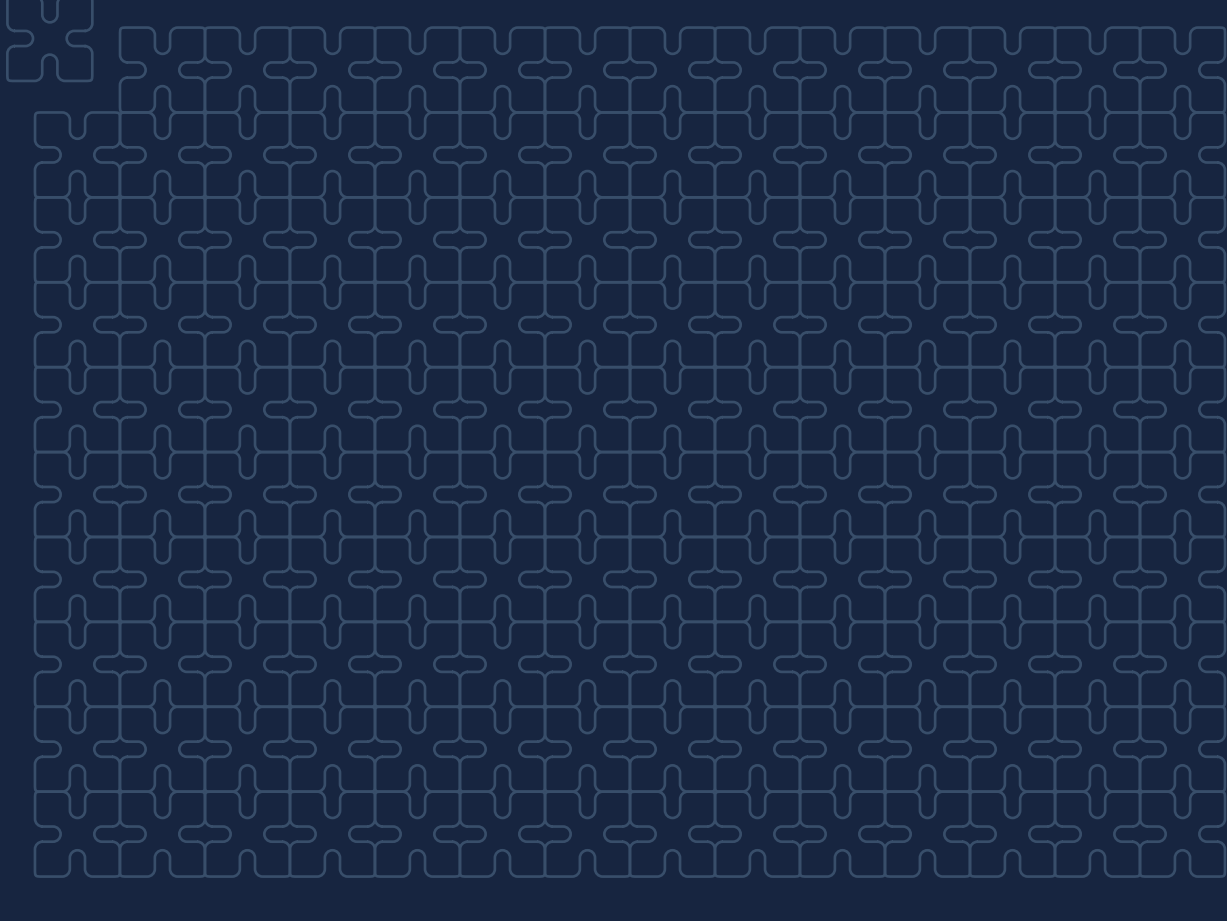
VARIANCE

FINANCIAL



VARIANCE | FINANCIAL

PATTERN DESIGN



VARIANCE

FINANCIAL

Variance's financial expertise, market experience, technological infrastructure and analytical capabilities, coupled with a deep understanding of the client's context and objectives, makes Variance an ideal partner in the pursuit of optimal financial decisions.

COLOUR PALETTE



HEX
#606060



HEX
#C3A070



HEX
#94AAA4

