

original



What Works	What Doesn't
<ul style="list-style-type: none">• Using two transparent primaries yields a secondary color, which has meaning of its own• The brand is 40 years old and instantly recognizable as-is	<ul style="list-style-type: none">• The significance of the chosen colors may not reflect what is desirable in a financial services company: excitement, cheerfulness, warmth

re-imagined



What Works	What Doesn't
<ul style="list-style-type: none">• The significance of the chosen colors may better reflect what is desirable in a financial services company: stability, trust, dependability, growth, safety	<ul style="list-style-type: none">• Change would require extensive communications and marketing to resonate with customers

considerations

- stability, trust, dependability
- growth, healthy, safety
- wealth, royalty

