

CASE STUDY

Financial Services Brand Identity



AT A GLANCE

Client Industries

- Financial Advisory Services
- Tax Services
- Accounting Services

The Opportunity

- Brand Identity

The Solutions

- Logo
- Color Palette
- Typography
- Business Cards
- Letterhead (Electronic)

Prior to launching his consulting business, Kevin McGowan was part of the senior leadership team of Pepco Holdings, Inc., a subsidiary of Exelon, and led several key regulatory and financial groups for more than 17 years.

Following his retirement from Pepco, Mr. McGowan launched Kevin McGowan CPA Consulting Services to leverage more than 30 years of financial, tax, and accounting expertise. Mr. McGowan offers a wide range of tax, accounting, and financial advisory services to individuals, businesses, and nonprofit organizations.

CHALLENGES

Developing the first brand for Kevin McGowan CPA Consulting Services required a visual identity that would help shape the small business' personality. Making a strong first impression was critical to developing relationships with potential clients and referral sources for Mr. McGowan's tax, accounting, and financial expertise.

SOLUTIONS

Mr. McGowan approached SQM Communications for branding and creative assets including a logo, typography, color palette, and print and electronic materials. Through collaborative discussions, SQM Communications helped Mr. McGowan identify his brand attributes, define his targeted customers, and refine his services. This information helped me develop the brand identity that informed the design of the logo, typography, color palette, and materials.