

Renaissance Capital

A brand designed with ROI in mind

A new brand was needed to unite all IPO resources under one identity, with distinctive channels for each of the core offerings. Renaissance Capital leverages the strength of its brand identity by promoting key service offerings and connecting clients directly to desired resources.

After introducing the new brand identity and communication program centered on a restructured website, Renaissance Capital boosted business by selling subscription services online. That attracted the attention of FTSE (Financial Times Stock Exchange), which has become a partner in delivering IPO research services to Europe and Asia.

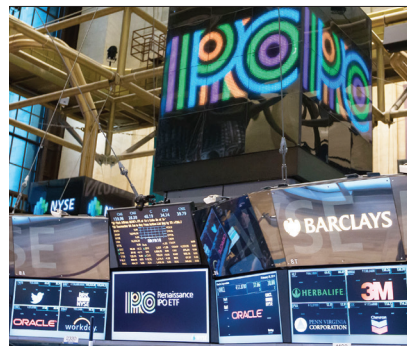
Website Design
Logo
Identity System
Branding
Print Communication System
Exhibition
Animation



The logo captures elements of the Renaissance yet is positioned for the 21st century.



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NYSE debut.

A logo that rings a bell.

The colorful Renaissance Capital logo made its debut as the bell rang at the New York Stock Exchange. "We were told that over 100 million people watch the opening bell each day — second in viewership only to the Super Bowl!" said Bill Smith, President of Renaissance Capital.



The website receives over 1 million hits per month.



Animation.