

Renaissance Capital

A logo with ROI

A new brand was needed to unite all IPO resources under one identity, with distinctive channels for each of the core offerings. Now clients connect directly to the resources they desire and Renaissance Capital maximizes the overall strength of their brand while directing clientele to key services offerings.

After introducing a new identity and communication program centered around a restructured website, Renaissance Capital now sells subscription services online. That attracted the attention of FTSE (Financial Times Stock Exchange), who has become their partner in delivering IPO research services to Europe and Asia.

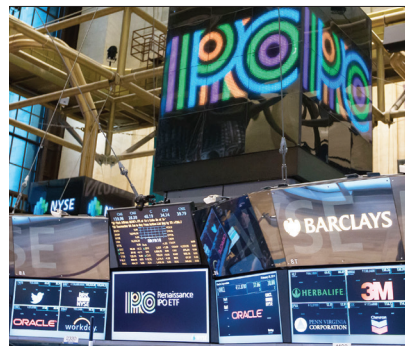
Website Design
Logo
Identity System
Branding
Print Communication System
Exhibition
Animation



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



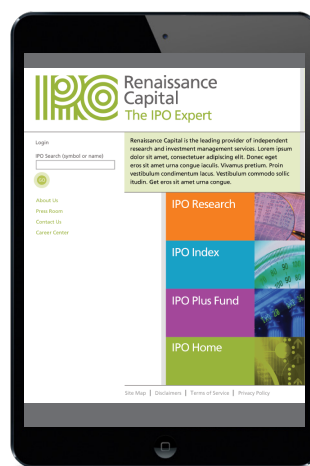
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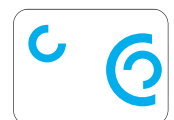
NYSE debut.

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.