

CASE STUDY - CORPORATE FINANCIAL SYSTEMS GROUP

Corporate Financial Systems, a business intelligence consultancy, consisted of three divisions CFS, CAS (Corporate Analytical Solutions), ATG/IBS (Advanced Technology Group/Intelligent Business Solutions), each specialising a particular field of BI.

New Corporate ID - a “triple hex” logo.



A further common design device of a large boulder and small pebble:



The large boulder = “Business Intelligence – a big problem.”



The small pebble = “No it’s not; it’s a small problem.”

Trade folder

Trade folder images and text demonstrates that BI can be very easily managed if it is installed in the right manner by the professional consultant.



Websites

Each website followed a similar approach with large boulder image dissolving into the second image showing pebble in hand. The sites were able to carry varying messages updated as and when required. This ensured that each site could be used stand alone where required but would maintain corporate unity when used together.

