

Springford

Logo design

A logo, to become a brand image for a next generation asset management firm driven by technology.

A BRAND is no longer **what we tell** the investors it is;
the **BRAND** is what the **investors tell each other** it is.

Springford. A trusted partner.

Company	<ul style="list-style-type: none">• Springford Pte. Ltd., a licensed fund management company• HQ in Singapore, the LION city• An alternative investments ecosystem, transforming the way investors invest and managers manage the funds, globally.
Vision	<ul style="list-style-type: none">• Building a well-respected brand that will define Springford, the trusted digital transformation partner in world's financial community.
Mission	<ul style="list-style-type: none">• Empowering investors & managers for building better businesses for a better world, together.
Goal	<ul style="list-style-type: none">• To be Uber of platform business (Hi-tech), Vanguard of fund management business (Traditional), UBS of wealth management (Stability) and Kickstarter of innovation (Collaboration)• An exciting new experience to investors and fund managers
Value proposition	<ul style="list-style-type: none">• connect. collaborate. co-invest. (Tagline, not to be included in the logo)
Logo	<ul style="list-style-type: none">• The way Springford “Connects the dots”, Combining “Finance & Technology with Entrepreneurship”• Meaningful, powerful and vibrant, but Simple• Original, authentic and distinct but relevant• Creative, modern and innovative but practical
Brand	<ul style="list-style-type: none">• Trust, respect, solidarity and independence• Integrity, long-term stability and focus• Diversity, intuitive and inviting
Sector	<ul style="list-style-type: none">• Financial services industry i.e. Asset Management, Hedge Funds, Alternative Investments
Philosophical framework	<ul style="list-style-type: none">• TEAM “Together Everyone Achieves More”• Pull investors into strategies, never Push into investments• S360 i.e. 360 Degree, full transparency in everything we do
Geography	<ul style="list-style-type: none">• Local today. Global tomorrow.
Colors	<ul style="list-style-type: none">• Artworks, any color combination to reflect digital (Technology) base• Avoid GREEN



SAMPLES

BRANDING IDEA



Springford



Springford



Springford



Springford



springford



Springford



Springford



springford



Springford



Springford