

Granville Baird by **Glazer**.™

Visual Identity

When the European investment bank Granville merged with Robert W. Baird, one of America's largest regional investment banks, a new company – Granville Baird – was formed to exploit emerging transatlantic opportunities.

The Client asked us to design a new logo and a new identity that would give it a stand-out presence among its key growth-company client base. They had a number of objectives. In terms of personality, they wanted to transmit confidence but not arrogance. They wanted to maintain the existing equity of the Granville name, but also wanted to reflect the complementary nature of the two parent companies.

For the logo, we went back to the roots of identity and created a hand-written signature. This simultaneously achieved three objectives. Firstly, playing on a concept that is central to banking – the signature that endorses a cheque. Secondly, transmitting the impression that this is a personal bank rather than a giant faceless corporation. And thirdly, to the internal audience, it implies an equal partnership between the two parent companies.

For the launch brochure, we adopted a radical approach by wrapping a smaller brochure in a larger outer one. This concept directly reflected the structure of the move that brought Granville Baird into existence – a larger bank combining with a smaller one.

Granville Baird.
GRANVILLE BAIRD

