

# Artorius

## The Challenge

Artorius are a team of high-end wealth management experts with offices in London, Manchester and Zurich. Their agile, fresh-thinking approach challenged industry traditions and they wanted an equally fresh visual identity to help them communicate the forward-looking essence of their business.



ARTORIUS WEALTH

## FILM

## The Approach

We took 15 of Artorius's key business associates through our Brandschool® workshop process to help us craft their brand story, personality and essence. This helped us to establish the strategic positioning of 'Richer Thinking' to summarise their modern, holistic outlook.

The springboard for their new visual identity came from tipping a square on its side to demonstrate their more dynamic approach. This led us to an elegant, modern identity that was rolled out across literature, interiors and their website.



# Richer thinking.

Richer thinking:  
*To dig deeper in the relentless pursuit of smarter thinking that enriches our client's lives.*

## The Result

"We needed to take a fresh approach to our brand. 10 made our firm look relevant, smarter and modern and helped us engage a wide range of stakeholders including all employees, as well as some key shareholders and clients. This ensured total buy-in to the outcome. They were innovative and great fun to work with. I love the colour, and the square on its side is masterful."

Ian Marsh, CEO, Artorius



Not seen on site,  
content on right  
scrolls



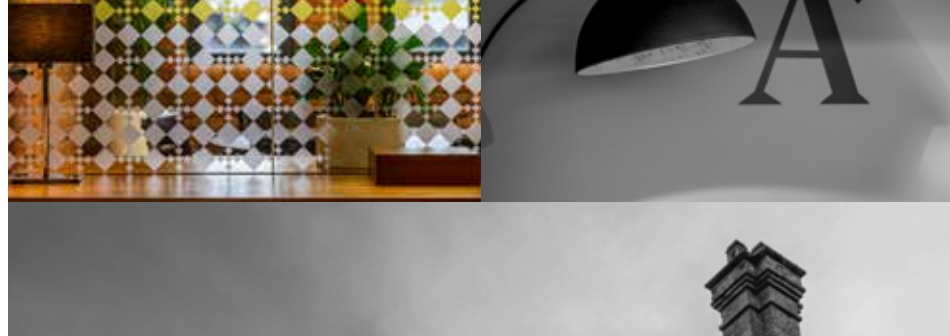
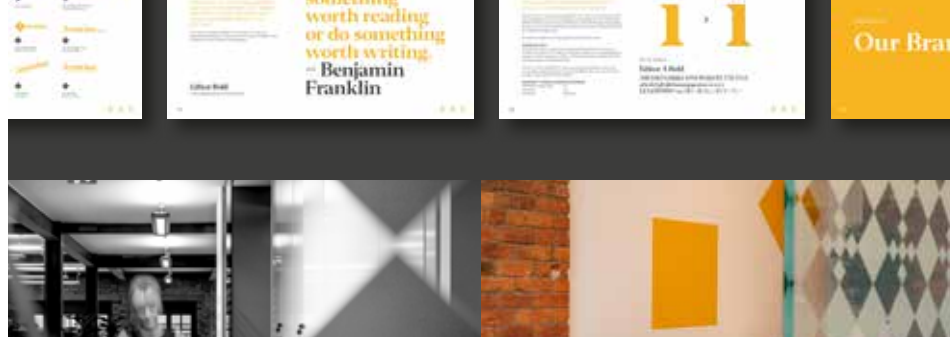
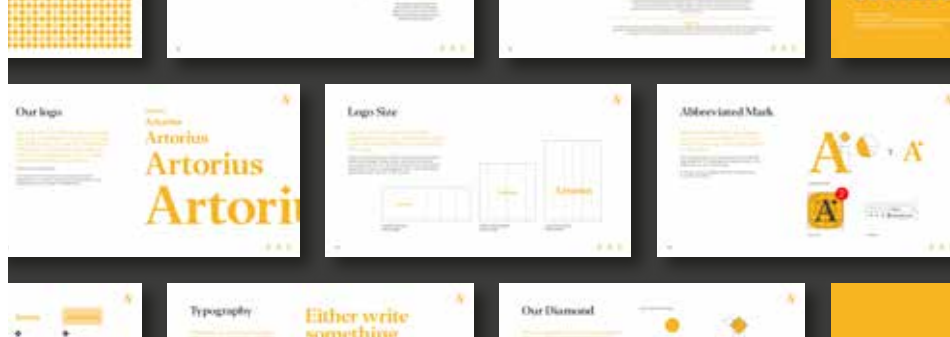
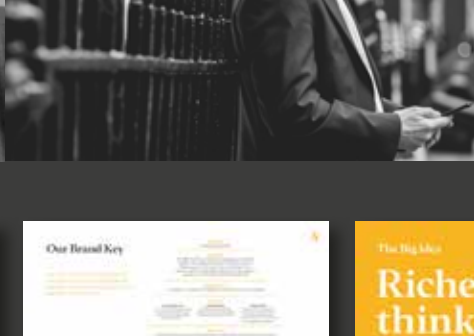
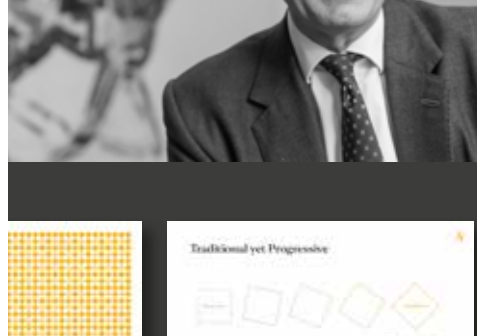
Not seen on site,  
content on right  
scrolls



Not seen on site,  
content on right  
scrolls



Not seen on site,  
content on right  
scrolls



Next case study:  
XXXXXXXXXX