

CLIENT STORY

SPF Private Clients.

Rebranding to re-establish and re-focus



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SPF Private Clients provide mortgage advice, wealth management and insurance broking services to high-net-worth clients. Formed in 2011 after a management buyout of Savills Private Finance, the financial arm of Savills plc, in 2018, Cabot Square Capital acquired a majority stake in the business. Howden, the London-based international insurance broker, announced in 2022 the signing of the acquisition of SPF Private Clients.

For their expert brokers, no situation is too complicated – and their market knowledge means they find solutions where others can't. They have excellent lender relationships across the UK and globally, enabling them to negotiate the best mortgage rates for each client's situation. ●

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Challenge.

As part of an internal strategic transformation, the brief to Goldmine Media was to retain the SPF Private Clients' existing brand heritage but to evolve this to reflect a brand personality that was more human, modern, and different.

We used many different components as part of the rebranding process to market to the SPF Private Clients' primary target – wealthy individuals – and position itself against other competitors in the sector. The new rebrand identity marks the next stage in reshaping the business and future-focused growth strategy to engage with all existing and prospective client channels. ●

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Process.

After months of research, an internal campaign followed to create and align the entire business around the new brand direction driven by client understanding. Creating a unique “brand house style” enables all the business divisions to market in one way.

The process has provided SPF Private Clients with a clear marketing direction.

- The logo creates an identity that feels contemporary but maintains the brand heritage – it is the most valuable brand asset and is a graphical representation of the company.
- Each sub-brand presents an opportunity to represent the master SPF Private Clients brand to a specific audience and sector.
- The logo is easy to read and understand, simple and timeless and easily reproduced in various formats and sizes to withstand the test of time to remain relevant for years to come.
- The primary typeface introduced is Butler, a serif typeface that can be paired with Minion Pro, Proxima Nova and Cervantis to showcase the brand.

- Lifestyle pictures interact with the copy for compelling word-image stories.
- Each picture used helps to shape an emotional connection with the SPF Private Clients’ audience based on people in real-life situations.
- The predominantly white brand design is clear and straightforward.

The rebrand presents SPF Private Clients as thoughtful, contemporary and empathetic people who provide excellent mortgage advice, wealth management and insurance broking services to high-net-worth clients. ●

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Evolution.

Goldmine Media continually develops and evolves the SPF Private Clients' brand guidelines and internal and external marketing media.

We've worked closely with SPF Private Clients on evolving the brand design to capture the forward-looking attitude of the business. We continue to develop the message concept: get attention first, then tell more in simple words. This has been the formal basis for the new tone of voice. ●

Need a branding, rebranding and corporate identity specialist?

Goldmine Media have a process that has been perfected over the past two decades. Your brand is you. Your corporate identity is the part of you that gets you noticed. As a branding and rebranding agency, we get it.

**Even if you are not ready now,
let's start a conversation.**

To find out more, contact Goldmine Media
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