

NEAM: New England Asset Management

A future-focused brand identity stems from established roots

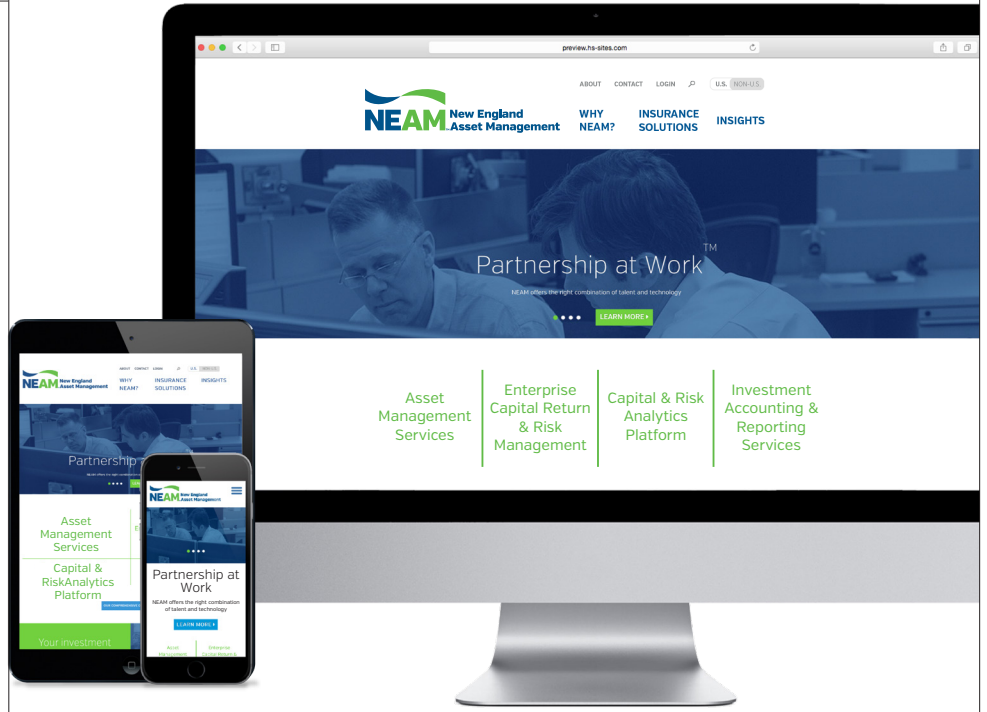
"Partnership at Work" is the motivation for New England Asset Management's updated brand. The company returned to its original name with a new logo, website, and communication guidebook that includes graphic design standards for stationery, publication, and advertising.

"The response so far has been outstanding. It has generated exactly the reaction we were hoping for. We have all been very impressed with your insight, guidance, creativity and passion for this name change/rebranding effort. We could not have chosen better partners nor could we have done this without you."

WILLIAM E. ROTATORI, CFA
CHIEF EXECUTIVE OFFICER
NEW ENGLAND ASSET MANAGEMENT

SERVICES

- Logo
- Identity System
- Branding Guidebook
- Print/Online Publication System
- Video
- Website Design
- Advertising Campaign
- Banner Ads



The new brand shown on the responsive website, iPad, and smartphone.



The launch features a new video, "We are New England Asset Management," reintroducing the company to its core constituents and defining how they provide top notch services.