

Identity Development + Stationery

LEED ADVISORS



► Creating a fresh brand experience for a traditional business is always an exciting challenge.

Our design for Leed Advisors' new logo needed to reflect their approach to the business of accounting: clear, accessible, and contemporary. Using crisp fonts combined with a clean fresh colour palette, we aimed to set Leed's identity apart from the traditional accountant style. Integrating the + and – symbols into the logo and combining an imaginative numeric graphic style onto key elements of stationery and collateral materials, we built a strong recognizable identity.



Applied across a full stationery package, mailing labels, and report covers the graphic identity provides Leed Associates with a brand look that positions them ahead of their competitors.