

Corporate Material

Disclosure Corporation: The Art of Branding

Background

Disclosure, a subsidiary of Primark, has been a renowned source of financial information on U.S. and international companies for more than 30 years. The company provides detailed financial and management information, including all SEC filings from 1968 to the present, to more than 30,000 investment professionals every year.

When Disclosure first called JDG, the company was looking for a system of corporate materials that worked together to build its brand identity and set Disclosure apart from its competition.

JDG's Solution

Through research, we determined that Disclosure's competitors used predictable stock images of money, Wall Street, and computers in their marketing materials. We proposed a campaign using unique, original images to brand our client and each of its products.

Working with photographer Bill Dempsey, we created photos of artists' hands at work, and then wrapped data from Disclosure's databases into the images using high-end digital techniques. The visual metaphor conveyed the theme that Disclosure's data foster creative investment decisions.

We integrated typography, layout, and the strong red and black colors of Disclosure's logo to create a unified identity for our client's flyers, brochures, and software packaging.

Because its products were distributed in small quantities, it was cost-prohibitive to produce separate packaging for each one. Instead, we developed a generic box design for the entire product line and created a system of stickers for each of the software products.

We created a complete site architecture, navigation systems, and templates for Disclosure's Web site to reinforce the company's brand online. The sales staff reported that the new coordinated support materials were critical to their success.

